

# Jetty Road Child & Community Hub

## April 2021



## COMMUNITY ENGAGEMENT SUMMARY

Stage 1 of the Jetty Road Growth Area has seen significant residential development in recent years. The Jetty Road Growth Area is expected to accommodate 3,300 new homes once complete. With so many new residents it's important that there are sufficient community facilities and services locally provided.

The Jetty Road Urban Growth Plan (2008) identified the need for a child and community centre within the Neighbourhood Activity Centre (now Bayview Central) to meet the needs of the growth area development. We're now in the planning stage of preparing for the delivery of the child and community centre and an opportunity has emerged to consider co-locating the hub on land alongside the Clifton Springs Primary School in Jetty Road. Co-locating kindergarten programs with school sites provides benefits for local families who have children from kindergarten to school age, making drop-off time simpler and more convenient while supporting a smooth transition between kindergarten and primary school. Co-locating the hub could also allow the Oceania Drive site to be retained for additional community use and benefit in the future.

From 23 November to 18 December 2020, the City informed the community of the project and sought their views on the preferred location of the child and community hub. The intention of the engagement to collect initial insights and community sentiment, not necessarily to be a statistical representative sample.

## OVERALL KEY FINDINGS

### WHAT WERE THE KEY FINDINGS?

From the survey, we sought the initial views and sentiment of the community about their preferred location of the proposed hub along with some general demographic data. The options included

- Retain at 2-10 Oceania Drive, Curlewis
- Relocate to Clifton Springs Primary School, Jetty Road
- Don't mind either way
- Doesn't impact me

The survey results indicated

- Overall, 69 per cent of people preferred the school site or indicated that the hub should be relocated to the school site, with a further 8 per cent of people who didn't mind either way
- 23 per cent of respondents thought the hub should be retained on the existing site with accessibility being one of the key reasons
- 83 per cent of people who completed the survey indicated they live and / or own a property within the Jetty Road Growth Area

More detail on the engagement process is provided below.

## NEXT STEPS

The information collected from the engagement will help inform a report to Council planned at this stage for later in 2021.

There is further work on the social and community benefits of any proposed relocation of the Child and Community Hub that will also be undertaken prior to returning to Council for a decision.

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### HOW WE ENGAGED

#### WHAT DID WE DO?

A direct mail out to residents and landowners in the Jetty Road growth area was undertaken in November 2020 to ensure as key stakeholders they were notified of the project and had opportunity to provide their view on the preferred location. People outside the growth area were also able to contribute to the engagement and information about the project was available on the City's 'Have Your Say' page. Online information sessions were made available as Covid-19 restrictions prevented any face to face engagement.



**25 DAYS**  
of engagement



**77**  
people completed the survey



**4**  
Information sessions were offered



**3**  
One on one interviews completed



**2,200**  
Letters were sent by direct mail out

#### ENGAGEMENT TOOL AND TECHNIQUES

A project specific engagement page was developed to provide project information and opportunities to engage with the City.

A range of engagement tools and techniques were used to provide different types of opportunities for stakeholders and community to have their say. The main tools and techniques are explained in further detail below.

### HOW WE ENGAGED

#### HAVE YOUR SAY ONLINE PORTAL

[YOURSAY.GEELONGAUSTRALIA.COM.AU](https://yoursay.geelongaustralia.com.au)

An online HYS project page was activated on the 23 November 2020 and was designed to share relevant information about the project and to encourage community feedback.

#### MAIL OUT

Letters were sent to residents and/ or landowners in the Jetty Road growth area. The letters contained a link to the online survey and officer contact details. A reminder letter was also sent to encourage participation.

#### SURVEY (ONLINE AND HARDCOPY)

An online survey via the HYS page provided an opportunity to provide specific feedback on the preferred location. Hard copies of the survey were also made available upon request.

#### ONE ON ONE CONVERSATIONS

People who were unable to access the information or survey online, were able to speak directly with an officer by phone and have their views entered into the survey responses

#### WORKSHOPS \* 4

Four online information sessions were offered at various days and times to accommodate the needs of the community. These days and times were as follows

## HOW WE ENGAGED

- Tuesday 1 December 2020 7.00pm -8.00pm
- Thursday 3 December 9.30m to 10.30am
- Thursday 3 December 1.30pm -2.30pm
- Monday 14 December 2.00pm – 3.00pm

Officers from Social Planning and Investment and Strategic Growth were available to facilitate these sessions.

There were three people who registered to attend an information session however these people then chose to arrange a more suitable time to speak directly with officers one on one.

### WRITTEN SUBMISSIONS

Open at any time during the public engagement period. Submissions could be provided by email or mail, with one submission received.

## COMMUNICATIONS

The main method of communicating the project was through a direct letter box drop to local residents and property owners. The letter referred to the HYS page where a range of project information was available. For those without digital access, hard copies of the survey were available and direct contact could be made with the project officer. The project was promoted via the HYS social media platforms including Facebook and LinkedIn directing people to the Have Your Say page.

### SOCIAL MEDIA



# 802

Views 'Have Your Say'

# 44

Actions (Clicks, reactions, shares, comments etc.)

# 2,696

People Reached



# 2,200

Letters delivered

## WHO WE ENGAGED WITH

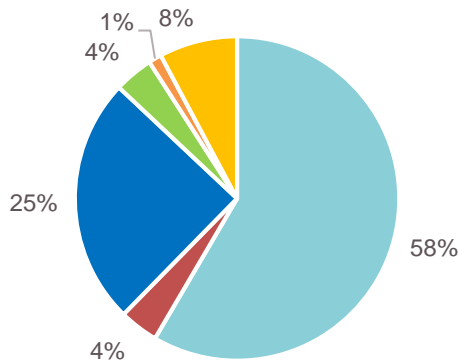
### PARTICIPATION

During 23 November and 18 December 2020, 77 people engaged with the City via survey about the future location of the proposed child and community hub.

Of these 100 per cent engaged online.

The community were invited to share their view on the preferred location of the future hub along with some general demographic data through our survey. The following is a snapshot of the information.

## Demographics



- Live within the Jetty Road Growth Area
- Property owner within the Jetty Road Growth Area
- Business owner
- Own/live outside the Jetty Road Growth Area
- Represent a community organisation or service provider
- Other (please specify)

## WHAT WE HEARD

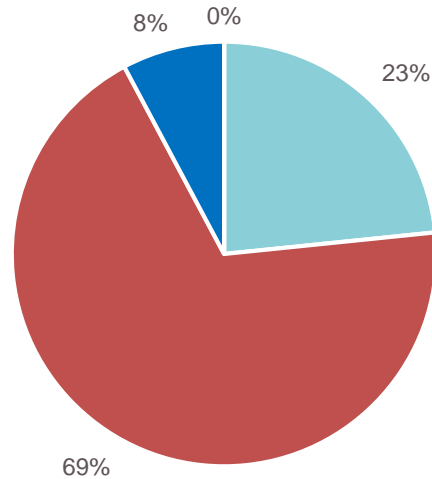
### THE FEEDBACK

The overall response rate to the survey could be considered low based on the number of letters that were sent out to residents and the number of surveys completed. However, the intent of the survey was to test sentiment with the community on their initial views on the location. The response rate may have also been impacted by Covid-19 and the timing of the engagement in the lead up to the end of the school year and Christmas. To encourage participation, we followed up with a secondary letter to residents as a reminder. We also provided opportunities for people to talk to the project officer or attend an information session should they feel they needed further information before completing the survey.

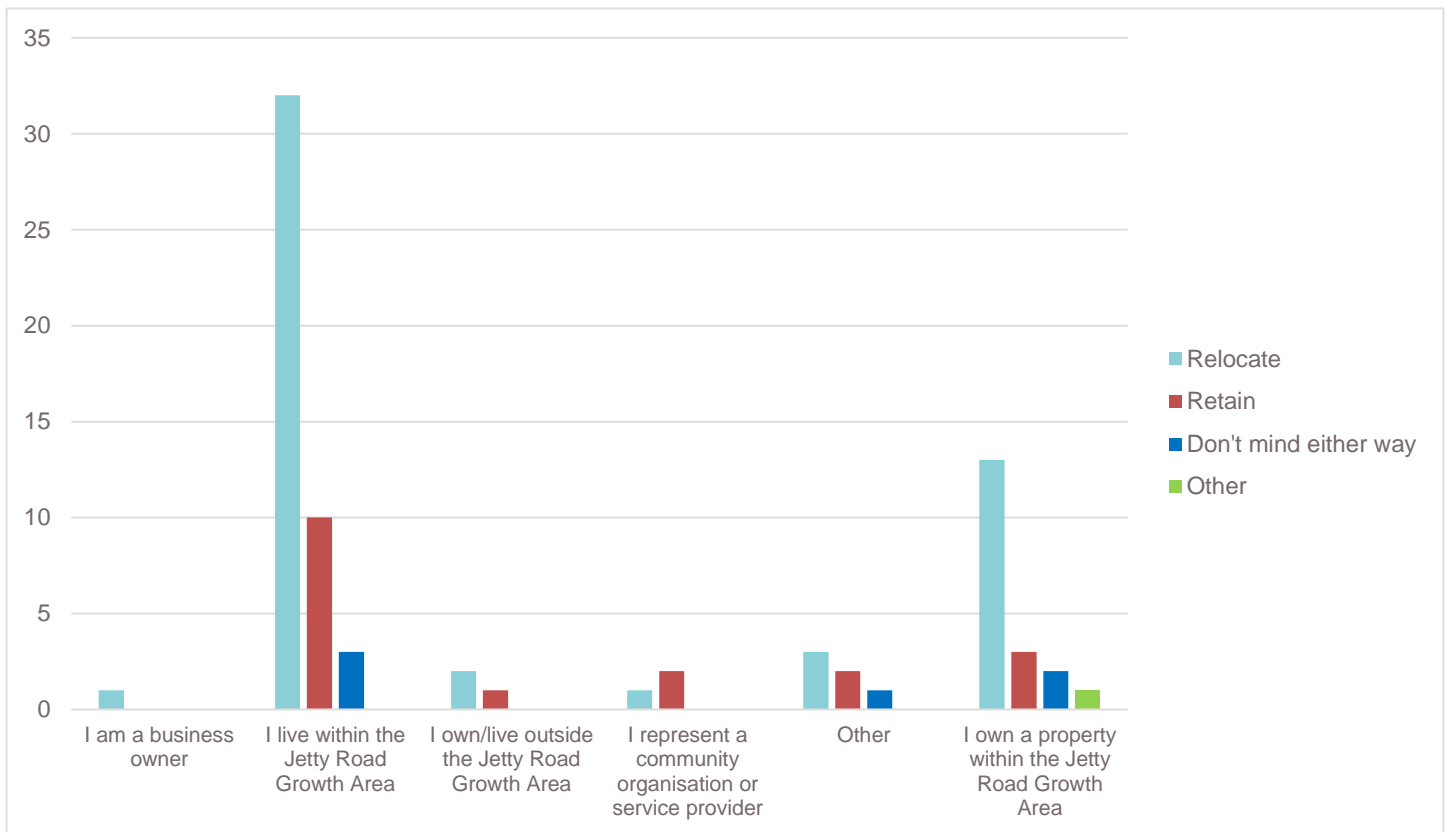
The initial feedback received indicates there is support for relocating the hub to the Jetty Road site, with comments recognising the benefits of co-locating school and kindergarten services on the same site, reducing traffic around the Oceania Drive area, and improving outcomes for children and general safety. However, there was also a range of comments about the need to also consider traffic management on Jetty Road and car parking should the development proceed on the school site.

## Preferred Location

- Retain at 2-10 Oceania Drive, Curlewis (adjacent to Bayview Central)
- Relocate to Clifton Springs Primary School (Jetty Road) allowing Oceania Drive to be considered for public use (e.g. open space)
- Don't mind either way
- Doesn't impact me



## Breakdown by preference and demographic



## OVERARCHING THEMES

Four overarching themes came through in the comments from the survey responses, whether supporting a co-location or retaining on the Oceania Drive site. Themes being

- **Accessibility**
  - Oceania Drive – provides good connections with the adjacent shopping centre and a more central location to the growth area
  - Jetty Road – provides better access along a key road while still providing access to the growth area residents

- **Co-location of services** – majority of responses that indicated a preference to relocate to Jetty Road were supported by comments that highlighted the benefits of; co-locating early years and community services together, transition and partnership opportunities between the kindergarten and school, improved outcomes for children, improved safety and less vehicle trips by having services in one location.
- **Traffic, parking & footpaths** – comments in the responses regardless of preferred location highlighted a need to consider traffic and parking implications at either Oceania Drive or Jetty Road. The need to ensure connections between footpaths was also referenced.
- **Future use of Oceania Drive** – determining a future use of Oceania Drive was a consideration for some respondents with people suggesting that the Oceania Drive site could be better used for an alternative use.

"will generate additional traffic & will exacerbate & extend existing traffic congestion in Bliss Way & Jetty Road associated with the existing school"

"the original location means that families can walk from their homes and not need to drive a car for drop off"

"a community hub that includes all services would make more sense from a logistical point of view for parents, but also most importantly, from a transition point of view for"

"it makes more sense to have all the facilities next to the school in the same area and use the current site in Oceania for something else"

## WE ASKED

## YOU SAID

## WE DID

### WHAT IS YOUR VIEW ON THE LOCATION

*"Keep the community at Curlewis growing"*

*"Poor transport location and will block up the roads around the area"*

*"The Oceania Drive site is central to Stage 1 & 2 of the Curlewis growth area"*

*"The proposed new site makes sense"*

*"It will be a good choice to relocate the Child and Community Hub"*

*"The walking paths from Oceania Drive to the school are excellent so very easy access"*

*"This will be easier for transition into Clifton Springs Primary School for children it will also make it easier for parents dropping of children"*

*"More convenient for families to be able to access a colocated school site"*

*"I'd be excited to see what is done with Oceania Drive site if it was to be freed up. It's a great area with lots of potential"*

Considered and reviewed the feedback to assist inform the council report

### HOW DID YOU FIND OUT ABOUT THE SURVEY

- *I received direct notification in the mail*
- *Webpage*
- *The City's Have Your Say page*
- *Word of mouth*
- *Other*

Considered effectiveness of approach and engagement to assist inform the council report

WE ASKED	YOU SAID	WE DID
WHAT BEST DESCRIBES YOU	<ul style="list-style-type: none"><li><i>I live within the Jetty Road Growth Area</i></li><li><i>I own a property within the Jetty Road Growth Area</i></li><li><i>I own/live outside the Jetty Road Growth Area</i></li><li><i>I represent a community organisation or service provider</i></li><li><i>I am a business owner</i></li><li><i>Other</i></li></ul>	Considered responses of those most impacted to assist inform the council report