

THE CITY OF
GREATER GEELONG

Portarlington Recreation Reserve DRAFT MASTER PLAN

COMMUNITY ENGAGEMENT INTERIM REPORT

October 2021

COMMUNITY ENGAGEMENT SNAPSHOT OF RESULTS

The City of Greater Geelong invited the community and stakeholders to help establish a vision, series of goals and recommendations for a new Portarlington Recreation Reserve Master Plan.

The Portarlington Recreation Reserve Draft Master Plan was approved for release at the June council meeting for a six-week period of community consultation from July 30 through to 10 September 2021. While the online engagement closed as scheduled the opportunity to request a call back from an officer to discuss the plan was available until 17 September as community drop-in sessions were unable to go ahead due to COVID 19 restrictions. The City is hoping to hold a community drop-in session when COVID 19 restrictions permit.

The focus of the draft master plan is to protect the park's values and character, whilst also responding to modern facility trends in organised sport. The draft plan also aims to improve accessibility and safety around the reserve and minimise increases to the footprint of buildings.

The updated master plan will include recommendations that consider the cultural and environmental values of the reserve, landscape and amenity, sporting infrastructure requirements, needs of tenant clubs and groups, trail connections and community events, and guide future funding off the reserve for the next decade.

ENGAGEMENT APPROACH

The emphasis of the engagement with the community was to understand and acknowledge their concerns, aspirations and views on the draft master plan.

The six-week consultation period allowed time to reach stakeholders across the community, including members of the Project Reference Group, residents, users and visitors of the park.



42 DAYS

of engagement



3,358

Have Your Say
website views



229

Number of
contributions



110

People following
the project

115 people engaged with the City about the Portarlington Recreation Reserve Draft Master Plan through the online engagement opportunities and alternative submissions. The City is planning to hold community drop-in sessions at the reserve to provide residents the opportunity for face to face engagement when COVID 19 restrictions permit.

ENGAGEMENT TOOL AND TECHNIQUES

A project specific engagement page was developed to provide project information and methods of ways to engage with the City. A summary of the consultation process, techniques and feedback received is provided below.



111

Posts on the Social Maps



48

Online written submissions



68

surveys completed



2

emails received direct to project email

HOW WE ENGAGED

HAVE YOUR SAY ONLINE PORTAL [YOURSAY.GEELONGAUSTRALIA.COM.AU](https://yoursay.geelongaustralia.com.au)

An online HYS project page was designed to share relevant information to encourage community feedback. The initial release for information occurred in May 2020 and the core feedback period was opened on 30th July 2021 for 6 weeks closing on 10th September 2021.

Maps of the draft master plan were provided on the HYS page to allow respondents to post specific feedback on their areas of interest.

SURVEY (ONLINE AND HARDCOPY)

The survey was available online and/or in hard copies if required.

The online survey was the core feedback tool provided, targeting people with 10-15 minutes of available time. 68 surveys were completed. The survey sought feedback on the vision and objectives, recommendations and any issues that the community had with the future use and management of the park. The survey included some information about peoples use and connection to the park.

DRAFT LANDSCAPE PLAN SOCIAL MAP

The social map tool was designed as a quick means for respondents to post a note about their key areas of interest in the park. 111 responses were provided using this tool.

SUBMISSION FORM

The submission form enabled people to provide more detailed open-ended feedback on any aspect of the draft master plan. This tool also enabled people to add attachments. 48 submissions were made with 14 attachments.

EMAIL

A project specific email address was created enabling people to provide feedback through a fourth medium. 2 people provided email feedback about the plan.

COMMUNICATIONS

The Portarlington Recreation Reserve Draft Master Plan communications approach was largely about directing traffic through the City's Have Your Say Page, where all the information about the project and feedback tools were provided. The engagement was initially launched through a media release and complemented throughout the engagement period by posters in the park, a mailout and Facebook post to help inform the community about the opportunity to provide feedback on the draft plan.



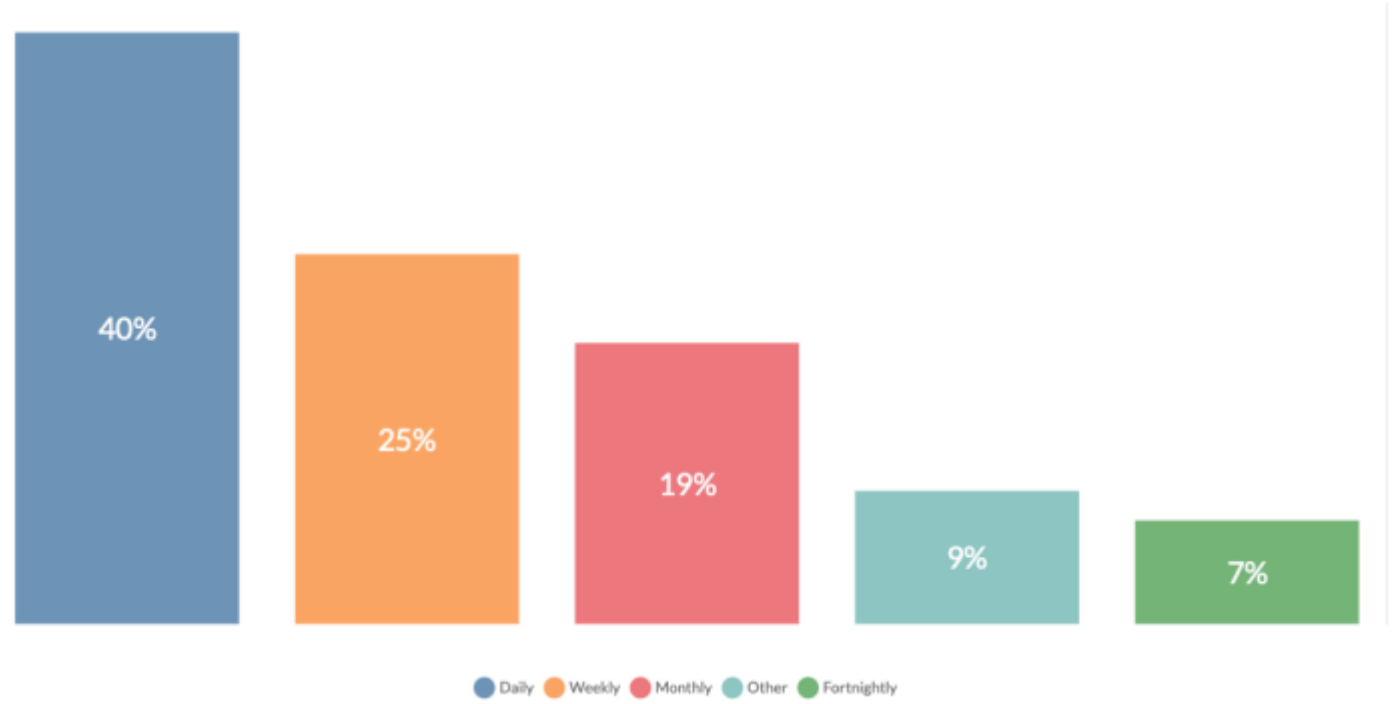
HOW WE COMMUNICATED	
MEDIA RELEASE AND NEWS ARTICLES	A media release for the project, launched at the start of the engagement, was run as an article in the Bellarine Times, Ocean Grove Voice and Geelong Advertiser.
SIGNAGE/POSTERS	Eight posters were installed in July within the park advertising the community consultation to reach users of the park.
MAIL OUT	In August, the mailout delivered flyers to 515 residents surrounding the park. The objective was to inform residents about the project and direct them to the on-line platform.
SOCIAL MEDIA	A targeted Facebook post was shared by the City to a for a two-week people during the consultation with an estimated reach of 4,500. The post included a short summary of key elements of the plan, a call to action to go to the page.

SURVEY RESPONSE PROFILE

During the community engagement period there were 68 survey contributions. Of the survey respondents 44% said they are a general user of the park with 17% members of a sporting club. 6% indicated they were associated with a community organisation and around 1% part of a service organisation.



The online survey showed that the Portarlington community use the reserve on a regular basis, with 65% of respondents visiting at least once a week.

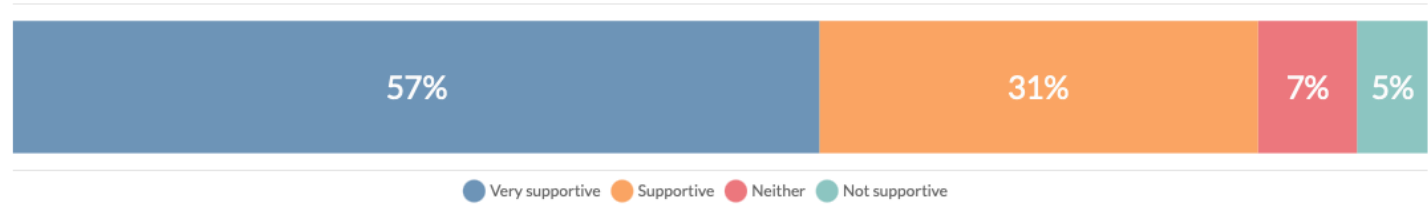


Of the survey respondents the four top reasons for visiting the Portarlington Recreation Reserve were:



SNAPSHOT OF WHAT WE HEARD – SURVEY RESULTS

The question “How supportive are you of the overall draft master plan?” in the online survey showed that 88% of respondents were either ‘very supportive’ or ‘supportive’ of the overall draft master plan.



KEY THEMES

The feedback across all online engagement has so far shown that the community strongly supports upgrading the facilities and surrounds of the active recreation area, as well as protecting and maintaining the passive recreation area. The following outlines some of the key themes that emerged from engagement activities:



Upgrading existing facilities within recreation area
34%



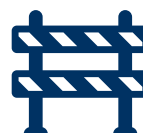
Environmental protection and cultural heritage
29%



Spaces for the community to gather
11%



Flexibility in the use of different spaces
8%



Safety
7%

“Sports pavilions are aged and need to be updated and extended as a matter of priority”

“The environmental and cultural significance of the passive recreation area are really important to me and it’s good to see that reflected in the plan”

“It is great to see that the need for passive and alternative recreation activities has been identified and will be to the benefit of the whole community”

“Increasing the area for multi-use spaces (e.g. soccer, basketball) and other activities will provide a hub of sports within the area”

“The current road is dangerous between nets and clubrooms, and should be closed to allow children safe access to play areas”

NEXT STEPS

- All feedback received is currently being collated and reviewed. Key themes and specific recommendations will be addressed as we finalise the Portarlington Recreation Reserve Master Plan.
- Feedback from the community and any recommendations for change will be presented to Council for approval and adoption in the coming months.
- The adopted Portarlington Recreation Reserve Master Plan will be published on the City's website, and here on our Have Your Say page. An updated summary report will also be published on this page, which will include what we heard and what changes were made in response to feedback.