Moorpanyal Park Master Plan Engagement Summary Report

Draft Master Plan / September 2023

Engagement Report prepared by Pollen Studio in collaboration with the City of Greater Geelong.

POLLEN

Moorpanyal Park Master Plan Engagement Summary Report

Draft Master Plan / September 2023

CITY OF GREATER GEELONG

INTRODUCTION

Feedback on the Draft Moorpanyal Park Master Plan has closed. Thank you to everyone who provided feedback, your contribution is valued and appreciated.

The primary objective of this master plan is to accurately reflect the diverse spectrum of community needs and aspirations, while also upholding fiscal prudence, environmental sensitivity, and optimizing the park's utility and purpose for the community.

The engagement for the project was split across two phases. During the first phase an on-site workshop session was held between the City, the Landscape Architect (Pollen Studio) and the North Shore Residents Association. We asked the North Shore Residents Association to share their local knowledge and what they perceive to be the most significant issues and opportunities for the site. This workshop provided important insights into the way that residents currently use Moorpanyal Park and how they want to use it into the future. These ideas and conversations were recorded and were imperative for the development of the draft master plan.

The first phase also included early engagement with key stakeholders to ensure the needs and views of each stakeholder are understood, reflected, and accommodated where possible. Stakeholders consulted through this first phase include:

- City of Greater Geelong Project Working Group;
- Department of Energy, Environment and Climate Action - DEECA (Formerly DELWP);
- Incitec Pivot;
- Midway;
- North Shore Residents Association;
- Victorian Fisheries Authority; and
- A number of other relevant stakeholders within the area.

The City has engaged with the Wadawurrung Traditional Owners during the development of the master plan.

The second phase of engagement was conducted in April and May 2023. The purpose of the engagement was to get broad community feedback on the draft master plan, essentially asking *'Are they satisfied with the master plan? What excites them about this plan? What concerns they have? and any other specific feedback?* This feedback will determine if the community supports the master plan or if there are changes that should be made to better reflect the community's needs.

The following report will focus on the findings of the second phase of engagement.

Moorpanyal Park Master Plan Engagement Summary Report

Draft Master Plan / September 2023

CITY OF GREATER GEELONG

HOW WE ENGAGED

WHAT DID WE DO?

The second phase of community engagement was undertaken from 28 April to 29 May 2023. The purpose of the engagement was to get broad community feedback on the Draft Moorpanyal Park Master Plan. This feedback will determine if the community supports the master plan or if there are changes that should be made to better reflect the community's needs. All comments are considered before the master plan is finalised. An online 'Have Your Say' page and an in-person listening post were the focus for data collection and recording.

32 DAYS of engagement

387 Letters dropped to adjacent residents & businesses

990 Visitors to the Have Your Say Page

61 Surveys received

27 People attended 1 on-site session

SOCIAL MEDIA

27,422 Reach/Impressions

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

3 Signs installed onsite for duration of engagement

14 People following the project

Moorpanyal Park Master Plan Engagement Summary Report

Draft Master Plan / September 2023

CITY OF GREATER GEELONG

ENGAGEMENT OBJECTIVES

The objectives of the engagement process:

- Maintain a positive relationship between City of Greater Geelong and its community.
- To ensure the engagement is accessible and inclusive by hearing a wide range of perspectives.
- To consult with the community and stakeholders about the values, issues and opportunities of the site and provide an opportunity for the community to have input on the design and future uses of the reserve.
- Provide clear direction for the master plan.
- To enable broad support of the master plan by the community, stakeholders and authorities.

ENGAGEMENT TOOLS AND TECHINQUES

The City developed a project specific Have Your Say engagement page to provide project information and inform the community how they could engage.

The engagement focussed on two main data collection activities,

1. an online Have Your say (HYS) project page and
2. an onsite Listening Post.

The City used a wide range of different communication methods to reach people in the municipality to encourage engagement with the project.

The main tools and techniques are explained in further detail below:

HOW WE ENGAGED	
HAVE YOUR SAY ONLINE PORTAL	An online HYS project page was designed to share relevant information to encourage community feedback on the draft master plan.

Moorpanyal Park Master Plan Engagement Summary Report

Draft Master Plan / September 2023

CITY OF GREATER GEELONG

HOW WE ENGAGED

SURVEY (ONLINE)	A survey was distributed via the online HYS page and was available to be completed at the onsite listening post event. The objective of the survey was to understand if the community was in support of the draft master plan document and to understand what changes can be made to the plan prior to finalisation.
LISTENING POST	A listening post was conducted onsite on Saturday May 13th 2023 from 10 am to 1pm. The listening post sought to engage and collect the input of local people or users of the park who were otherwise unaware of the project or those who preferred face-to-face consultation over online engagement. Community members were invited to take project information with them, have a discussion with staff and/or complete a survey on the day.
LETTERBOX DROP	The City undertook a mail-out campaign to all 387 residences and businesses that are located in the North Shore suburb to inform them about the project. The letters directed people towards the HYS page to complete the survey and informed them about the listening post where they could meet Council officers and the consultant team onsite to discuss the project face to face. See Appendix A for the letter that was distributed.
SOCIAL MEDIA CAMPAIGN	Two paid social media campaigns via Facebook, Instagram and X (formerly Twitter) were arranged during the engagement period. The first social media campaign went live the week of 4th May and was directed at surrounding suburbs (North Shore, Norlane, North Geelong, Corio, Rippleside, Bell Park, Bell Post Hill, Lara, Lovely Banks). The

HOW WE ENGAGED

	second social media campaign went live the week of 24th May and was directed at the whole municipality. This resulted is 27,422 impressions and 705 actions. See Appendix B.
ONSITE SIGNAGE	Three A3 corflute signs were erected in prominent locations within the Moorpanyal Park reserve during the 32-day engagement period. The signs direct readers to the Have Your Say page for further information and outline the date on the on-site listening post. See Appendix C.
MEDIA RELEASE	On Thursday 27th April the City published a Media Release (refer Appendix D) which was run by the Geelong Times (16 May 2023). https://timesnewsgroup.com.au/geelongtimes/news/north-shore-park-plan-seeks-input-but-funding-uncertain/

WHO WE ENGAGED WITH

PARTICIPATION

During the second phase of the consultation period, 28 April to 29 May 2023, there were 990 unique views of the Have Your Say webpage. Of these 990 views, 61 people completed the survey. Our assumption is that large number of people viewed the draft master plan and had felt that they did not need to make any comments as they were generally comfortable with what was proposed in the draft master plan.

The survey was designed to gain insight into the participants level of involvement in the project, their key priorities, as well as their overall key sentiments regarding the draft master plan. The survey consisted of 10 questions including a mix of multiple choice, long (text) answer and one ranking question.

The community was invited to share some demographic data with us through the HYS page survey. The following is a snapshot of these people. Demographic data was not recorded from the onsite listening post.

Moorpanyal Park Master Plan Engagement Summary Report

Draft Master Plan / September 2023

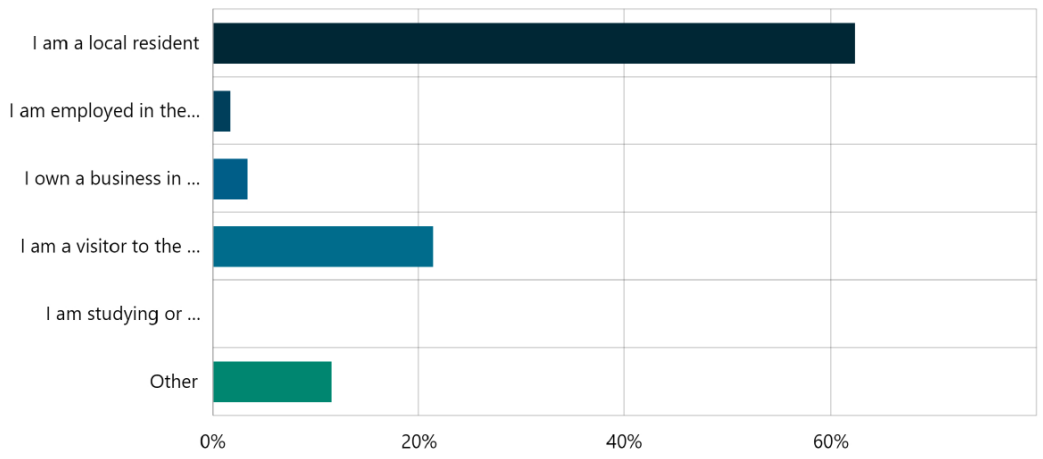
CITY OF GREATER GEELONG

SURVEY RESULTS

Please note the first question is not shown as this is a question about the reading and agreeing to the privacy statement and not relevant to the analysis.

A large majority (62%) of respondents identified as being local residents, we did not receive substantial responses from people who are employed in the area or who own local businesses. However, it is worth noting that some people who selected 'local resident' may also be employed in the area which may be an explanation for the lack of responses from these groups. It is also worth noting that the adjacent businesses were engaged in the development of the draft master plan via stakeholder interviews.

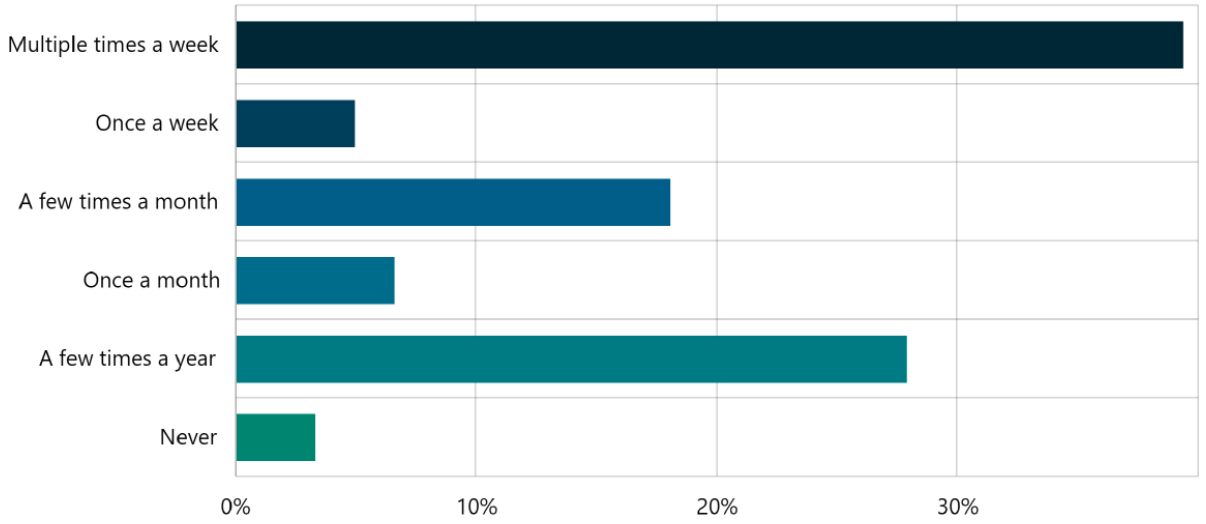
2. Which of the following best describes your connection to the area?
Multi Choice I Skipped: 0 I Answered: 61 (100%)



Answer choices	Percent	Count
I am a local resident	62.30%	38
I am employed in the area	1.64%	1
I own a business in the area	3.28%	2
I am a visitor to the area	21.31%	13
I am studying or training in the area	0%	0
Other	11.48%	7
Total	**100.00%**	**61**

A high number of survey respondents recorded being frequent users of the park. From this information we can infer that many people providing feedback have an intimate knowledge of the park and are likely to have strong investment in the project. The survey also engaged a number of people that use the park less frequently indicating there may be reasons for their infrequent use that could be addressed through this master plan. It is great to see that we had a broad cross section of park users from those who use the park often to those may use the park infrequently.

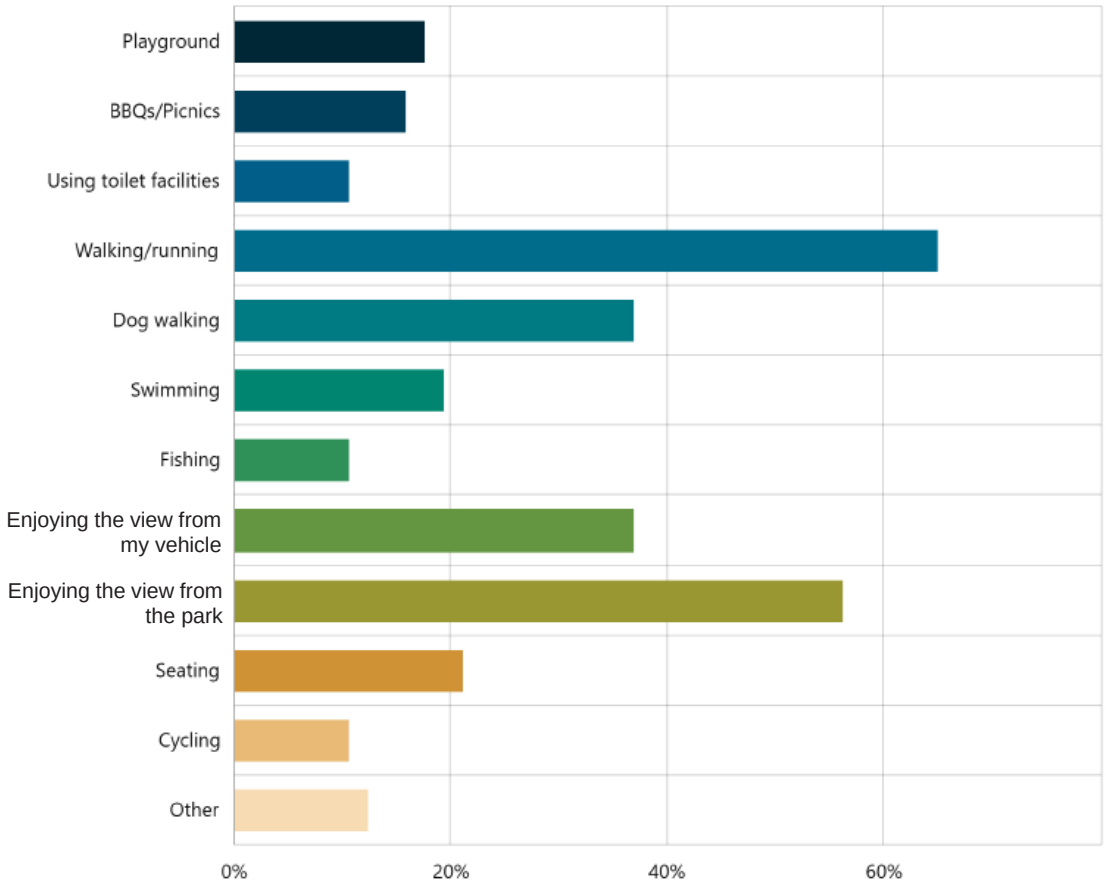
3. How often do you currently visit Moorpanyal Park? Required
Multi Choice I Skipped: 0 I Answered: 61 (100%)



This next question was about the main reason for visiting Moorpanyal Park. Respondents were allowed to select multiple options. The top responses were Walking & Running (37) Enjoying the views from the park (32) Enjoying the views from my Vehicle (21) Dog walking (21).

From this data, we can understand that most survey respondents use the park to walk, run or take in ocean views. This information may be useful when considering the prioritisation of future works at Moorpanyal Park. It is also worth noting that some of the listed activities may be seasonal but still hold great importance to the community.

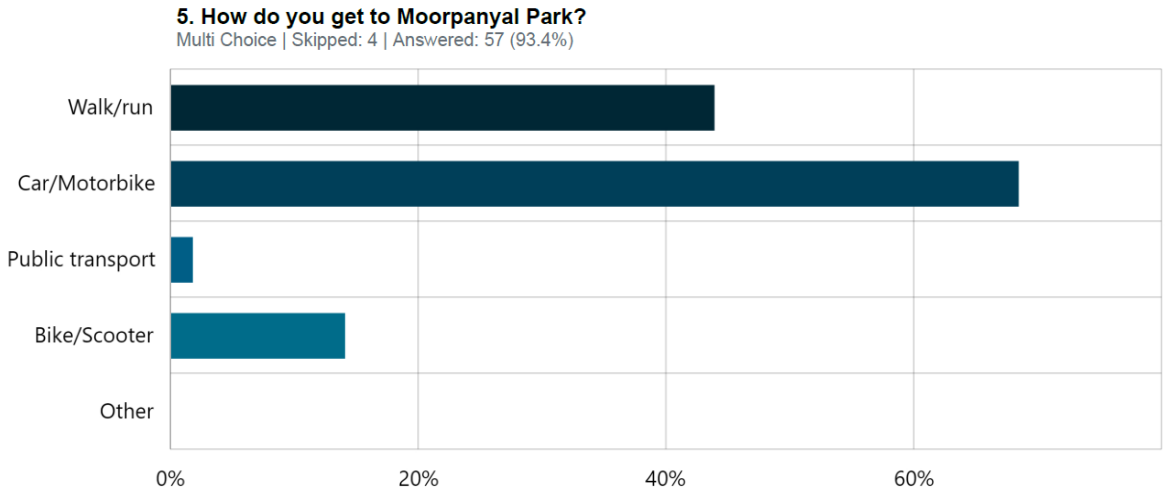
4. Currently, what is your main reason for visiting Moorpanyal Park?
Multi Choice | Skipped: 4 | Answered: 57 (93.4%)



Moorpanyal Park Master Plan Engagement Summary Report

Draft Master Plan / September 2023

The survey showed the majority of participants visiting Moorpanyal Park travel by car or motorbike (68%) while 44% walk or run. The results showed public transport was not a popular choice and that some people (14%) used a bike or scooter to access the park. Note that respondents could choose multiple answers.

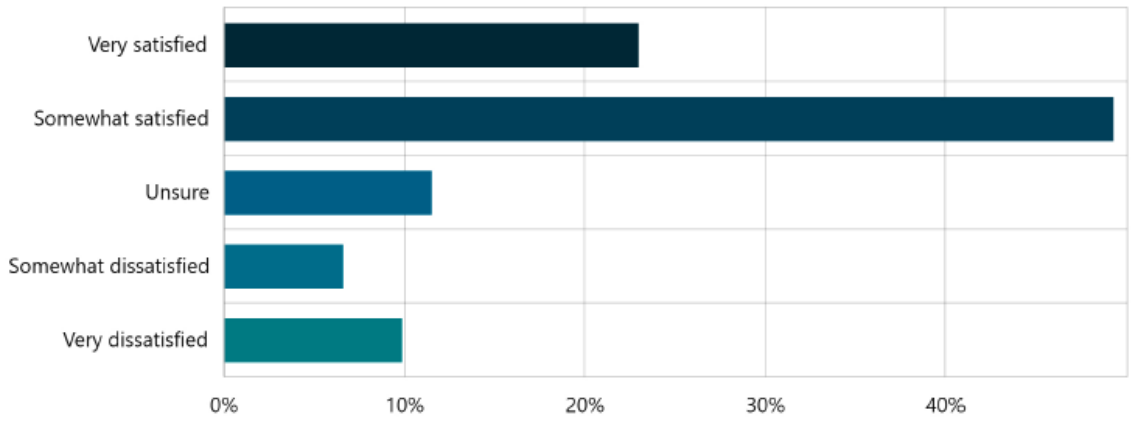


Moorpanyal Park Master Plan Engagement Summary Report

Draft Master Plan / September 2023

Almost three quarters (72%) of survey respondents reported that overall, they felt positively towards the proposed draft master plan document (23% Very Satisfied, 49% Somewhat Satisfied). 12% of respondents reported feeling 'unsure' and 16% reported feeling negatively towards the draft master plan.

6. What best describes your response to the Master Plan? Required
Multi Choice | Skipped: 0 | Answered: 61 (100%)



Moorpanyal Park Master Plan Engagement Summary Report

Draft Master Plan / September 2023

This was a long text answer question, allowing people to describe in more detail what they were most excited about from in the draft master plan. Answers were varied indicating the draft plan was appealing to a community with diverse priorities.

A snapshot of responses is provided below, the top 5 answers grouped using data tags:

7. What excites you about this plan?
Long Text | Skipped: 4 | Answered: 57 (93.4%)

Improved park amenity	23%	13
Revegetation	21%	12
Footpath & trail improvements	18%	10
Upgrades to existing facilties	14%	8
Tree planting	9%	5

Moorpanyal Park Master Plan Engagement Summary Report

Draft Master Plan / September 2023

Many participants took the time to write their responses to the question “Do you have any concerns about the plan?” indicating a strong level of engagement and concern for Moorpanyal Park. The draft master plan aimed to present detailed qualitative information to allow the City to make decisions on what could be included or omitted in the final version to better serve the community’s needs and aspirations. The City is aware that not all community members had the opportunity to engage with the project in earlier phases, therefore it was important to allow ample opportunity for people to voice their concerns in this engagement. A snapshot of responses is provided below:

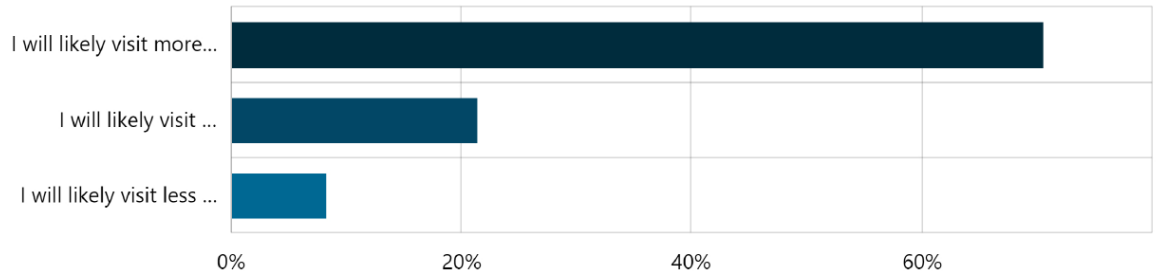
8. Do you have any concerns about this plan?
Long Text | Skipped: 6 | Answered: 55 (90.2%)

Moorpanyal Park Master Plan Engagement Summary Report

Draft Master Plan / September 2023

70% of respondents reported they would be likely to visit Moorpanyal Park more frequently should the proposed draft master plan be implemented.

9. Would the proposed Master Plan Concepts (pages 16-20) change how often you visit the park?
Multi Choice | Skipped: 0 | Answered: 61 (100%)



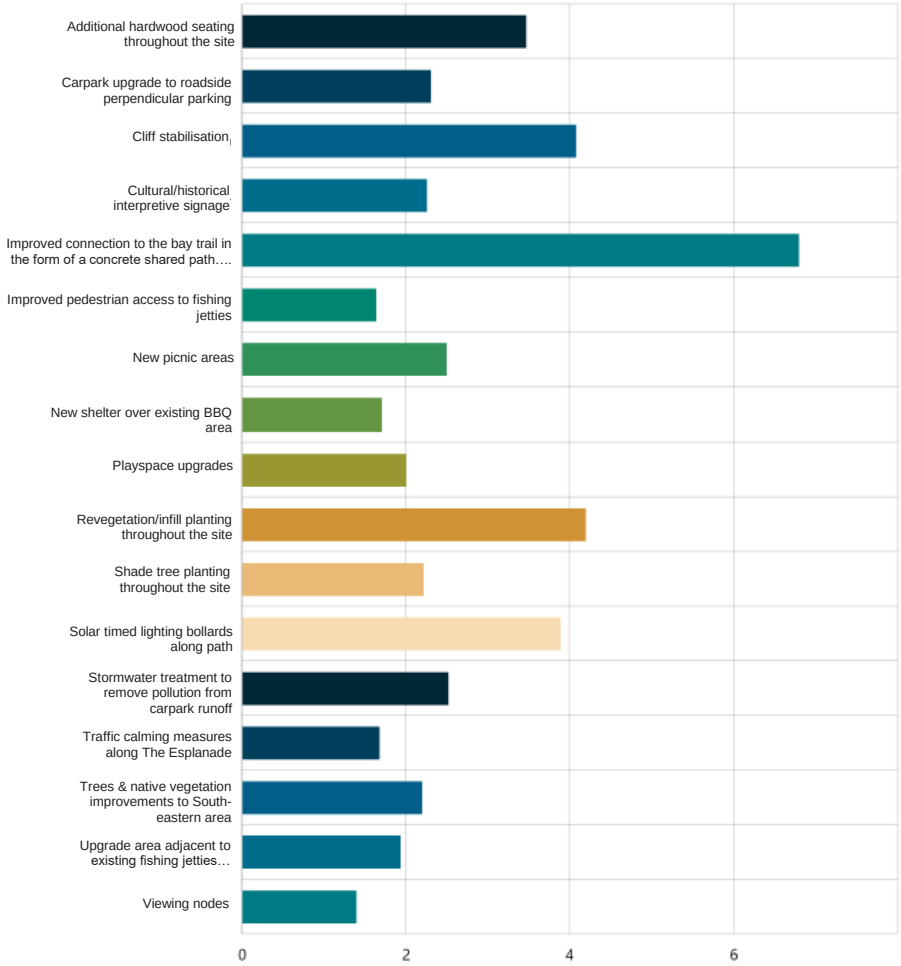
Answer choices	Percent	Count
I will likely visit more often	70.49%	43
I will likely visit the same amount	21.31%	13
I will likely visit less often	8.20%	5
Total	**100.00%**	**61**

While we were consulting the project had a budget allocated to deliver works. Unfortunately, the budget was removed due to financial constraints. However, this question is still very relevant and important as it identifies the respondents top 3 priorities for implementation. The top 5 identified items by the respondents were:

1. Connections to the Bay Trail
2. Revegetation / infill plating throughout the site
3. Cliff stabilisation works
4. Lighting along the path
5. Additional seating

10. It is anticipated the Master Plan would be delivered in stages as funding becomes available. What three elements of the Master Plan do you see as a high priority?

Ranking | Skipped: 4 | Answered: 57 (93.4%)



This last question aimed to capture any final comments that may not have fitted neatly into any of the earlier questions. This question was skipped by 40% of respondents, many of the respondents used this as an opportunity to summarise their answers to previous questions. A snapshot of responses is provided below:

11. Do you have any other specific feedback about the draft Moorpanyal Park Master Plan?
Long Text | Skipped: 24 | Answered: 37 (60.7%)

CONCLUSION

Feedback on the Draft Moorpanyal Park Master Plan has closed. Thank you to everyone who provided feedback, your contribution is valued and appreciated.

The final master plan is being prepared in response to community consultation and further engagement with DEECA and the Wadawurrung Traditional Owners. The final master plan will be presented at a Council meeting for formal endorsement later this year.

APPENDIX A – Letterbox Drop

MOORPANYAL PARK MASTER PLAN

We are seeking community feedback on the draft Moorpanyal Park Master Plan.

As part of our commitment to improve open spaces, we have developed a draft Master Plan for Moorpanyal Park to help guide the long-term development for the site.

The draft Master Plan was created with input from the North Shore Residents Association and other key stakeholders.

Your feedback is a vital part of our planning. It ensures we have a thorough understanding of the communities needs and priorities.

We want to make Moorpanyal Park a gathering place for all community members to enjoy!

Tell us what you think

- Scan the QR code or visit **yoursay.geelongaustralia.com.au/Mpark** to complete the survey.
- Share your feedback by **Monday 29 May.**
- If you would like a hard copy of the survey, call us on 5272 5272.

Informations session

Come and chat to our team at Moorpanyal Park from 10am-1pm on Saturday 13 May.

CITY OF GREATER GEELONG

Moorpanyal Park Master Plan Engagement Summary Report

Draft Master Plan / September 2023

CITY OF GREATER GEELONG

APPENDIX B – Social Media

Round 1 - Facebook, Instagram, X (formerly Twitter)
Target: North Shore, Norlane, North Geelong, Corio, Rippleside, Bell Park, Bell Post Hill, Lara, Lovely Banks

We're developing a Master Plan for Moorpanyal Park in North Shore, and we want your input.

The park is located right next to Corio Bay, and it currently has a range of features including a playground and BBQ facilities.

Have your say on what improvements you'd like to see by completing the survey on the Have Your Say page or by attending the onsite engagement event on Saturday 13 May from 10:00am to 1:00pm.

Don't miss out on the chance to shape the future of Moorpanyal Park!

Have your say at yoursay.geelongaustralia.com.au/MPark

Feedback closes on Monday 29 May 2023.

Round 2 - Facebook, Instagram, X (formerly Twitter)
Target: Greater Geelong 18-65+

It's your last chance to have your say on the Master Plan for Moorpanyal Park in North Shore.

Have your say on what improvements you'd like to see by completing the survey on the Have Your Say page at yoursay.geelongaustralia.com.au/MPark

Feedback closes on Monday 29 May 2023.

Social Media Feedback

This social media engagement attracted 27,422 impressions and 705 actions and 278 comments. While these social media posts attracted many comments, the majority of these comments were in relation to Councils decision to no longer refer to January 26 as Australia Day and were not applicable to this master plan. For the comments that were related to the draft master plan, a large portion expressed budget concerns while the remaining comments broadly reflected the sentiment and themes gathered through the formal engagement process.

APPENDIX C – Onsite Signage

MOORPANYAL PARK MASTER PLAN

We are seeking community feedback on the draft Moorpanyal Park Master Plan.

As part of our commitment to improve open spaces, we have developed a draft Master Plan for Moorpanyal Park to help guide the long-term development for the site.

The draft Master Plan was created with input from the North Shore Residents Association and other key stakeholders.

Your feedback is a vital part of our planning. It ensures we have a thorough understanding of the communities needs and priorities.

We want to make Moorpanyal Park a gathering place for all community members to enjoy!

Tell us what you think

- Scan the QR code or visit **yoursay.geelongaustralia.com.au/Mpark** to complete the survey.
- Share your feedback by **Monday 29 May.**
- If you would like a hard copy of the survey, call us on 5272 5272.

Informations session

Come and chat to our team at Moorpanyal Park from 10am-1pm on Saturday 13 May.

CITY OF GREATER GEELONG

APPENDIX D – Media Release

THE CITY OF GREATER GEELONG

MEDIA RELEASE

Thursday 27 April 2023

City seeks input into Moorpanyal Park Master Plan

The City of Greater Geelong is inviting input from the community to assist in developing a Master Plan for North Shore's Moorpanyal Park, located to the north of the Spirit of Tasmania's new home at Corio Quay.

Moorpanyal Park is a district level park located in North Shore, directly adjacent to Corio Bay.
The park currently has a barbecue and table settings, public toilets and a recently upgraded playground.

The Master Plan was identified and funded by Council as a priority in the 2021/22 budget and will provide guidance to the City in identifying priorities for improvements within the reserve.

To help inform the Final Master Plan, the City will provide a variety of opportunities for community members to contribute to the conversation including:

- The opportunity to complete a survey by going to Have Your Say https://yoursay.geelongaustralia.com.au/MPark
- Onsite engagement on Saturday May 13, 2023

Greater Geelong Mayor Trent Sullivan welcomed the opportunity for the community to contribute to any development of Moorpanyal Park.

"The development of the Spirit of Tasmania's new home near Moorpanyal Park has changed the landscape of this important northern suburb precinct significantly," Mayor Sullivan said.

"As a Council it's important that we understand how Moorpanyal Park has been used in the past and what the community's hopes are for it in the future, so we urge community members to have their say on the draft master plan."

Cr TBC agreed that community members should take the opportunity to contribute to plans for what is a unique part of the northern suburbs.

"With its sandstone cliffs and sweeping views of Geelong CBD, Moorpanyal Park is something of a hidden treasure tucked away in the City's north," Cr TBC said.

"In the past the North Shore Residents Group has been the driving force for change, dedicated to their vision of turning this space into a well-managed and cared for coastal reserve.

"But just as the park was transformed years ago it is important to consider how it will be used in the future and that's why community input is vital."

Media inquiries: Wes Cusworth 03 5272 5164 / 0481 484 793 wes.cusworth@geelongcity.vic.gov.au