



hear every voice, know where you stand

STRAIGHTTALK

ELDERSLIE PARKS 'YOUR PARKS, YOUR VOICE'

Engagement outcomes report

Report

August 2015



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Document

Elderslie Parks, 'Your Parks, Your Voice' engagement outcomes report

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Flyer	38
Advertisement	38



1. EXECUTIVE SUMMARY

Straight Talk engaged with the Elderslie community about parks and reserves in Elderslie on behalf of Camden Council from Friday 1 May 2015 until Wednesday 10 June 2015, under the banner 'Your Parks, Your Voice'.

Engagement activities included: three pop up activities in local parks, an online survey, which was also available in hard copy at Council facilities and during pop up activities, and a Pinterest board. More than 340 people participated in the engagement and provided feedback about: their usage of parks and reserves; what they value about them; and their needs and preferences regarding parks and reserves in Elderslie.

Given most participants either self-selected to complete the online survey or participated in an activity that was located in a park, the outcomes of the engagement are representative of park users, but not necessarily those of the broader Elderslie community.

Key findings

The key findings from the 'Your Parks, Your Voice' engagement are:

- 👉 Participants are frequent users of Elderslie's parks and reserves, the majority reporting visiting parks weekly or more often
- 👉 Unsurprisingly the vast majority of participants visit parks during the daytime, between 9am and 11am (30.4%) and between 12noon and 5pm (50.1%)
- 👉 Kirkham Park was most commonly used, followed to a much lesser extent by the reserve on the corner of Irvine Street and Kerrigan Crescent, and River Reserve on River Road
- 👉 Just over one-third of survey participants rated parks and reserves in Elderslie as 'pretty good' (38.8%) and one-third rated them 'OK' (32.0%). Consequently, almost one-third of participants rated them as either 'needs improvement' (27.0%) or 'terrible' (1.7%)
- 👉 The most common reasons for rating Elderslie parks and reserves negatively were that they needed more facilities and more maintenance (see page 20)
- 👉 The most common reasons for rating Elderslie parks and reserves 'pretty good' were: that they are well-maintained (29.4%); and for their facilities (25.5%). One-quarter of respondents (25.5%) selected 'other' in response to this question and mostly suggested a range of park improvements (see page 21)
- 👉 When asked to identify reasons for using parks 67.2% of responses related to undertaking sport or physical activity and 59.9% of responses related to children's activities. Attending family events, such as celebrations, picnics and barbeques, and socialising with friends were also popular responses, 33.3% and 25.4% respectively
- 👉 However, the most commonly reported benefits of parks and reserves were that they: are places for active recreation; contribute to the character of an area and look attractive; and protect the natural

environment. This indicates that parks and reserves have a value to the community unrelated, and additional, to park usage

- 👉 Changes that would increase visitation were identified as: improving the quality of the existing facilities; improving their visual appeal; providing more play equipment and more recreational facilities, such as outdoor furniture and footpaths; and better maintenance of existing facilities
- 👉 However, when asked to identify their preference for a range of facilities at Merino Reserve participants preferred different facilities to those identified by participants at Kirkham Park for Elderslie parks and reserves generally, indicating that park users and their needs and preferences vary across different parks in Elderslie and suggesting that a 'whole-of-area' approach may be acceptable to the community
- 👉 Respondents provided a range of suggestions for unnamed parks and reserves, naming them to honour those who have served the community or the country and with local historic names were favoured by many participants (see page 24).

Priorities and recommendations

The outcomes of this engagement demonstrate the following community **priorities**:

- 👉 Improved safety, especially for small children using parks with playground equipment, such as fencing to separate play areas from roads
- 👉 Replacement of old and outdated play equipment
- 👉 Improved maintenance of existing parks and reserves
- 👉 More shading over play and seating areas
- 👉 More seating in existing parks and reserves
- 👉 More park space, especially in the Camden Acres locale
- 👉 A broader range of playground equipment
- 👉 For Merino Reserve, pathways for easier walking across the park
- 👉 For Curry Reserve, replace removed burnt playground equipment.

On the basis of the outcomes of this engagement with the Elderslie community, Straight Talk makes the following **recommendations**:

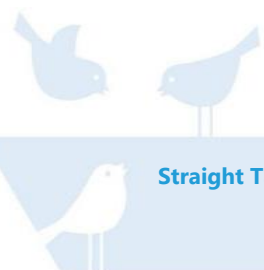
- 👉 Inform the community of Council's intentions for parks and reserves and invite feedback
- 👉 Undertake specific community engagement about draft concept designs for individual parks and reserves and provide the community with the opportunity to influence park designs
- 👉 When concept designs involve new playground equipment invite feedback from younger community members, for example through school competitions
- 👉 Use the Your Parks, Your Voice Pinterest board as one mechanism for collecting community input to park concept designs, as well as other more traditional engagement methods
- 👉 Ensure all park designs are visually appealing, through landscaping etc, and support the safety and security of park users

- 👉 Identify parks for which more recreational facilities would be appropriate (such as picnic tables, barbeques etc) and toilets, and seek community feedback on potential facilities
- 👉 Short-list names for currently unnamed parks and reserves, based on the feedback provided through this community engagement, and call for input from the community on their preference
- 👉 Ensure engagement processes are well-spaced and targetted to specific audiences, to avoid consultation fatigue
- 👉 For all community engagement processes (including this one), report back to the community about what Council heard and the results of community feedback (to build trust and encourage further community participation in engagement activities).

Effectiveness of engagement

Key findings about the effectiveness of this engagement were:

- 👉 The range of engagement activities used resulted in robust qualitative and quantitative data
- 👉 Broad and extended promotion through a number of diverse channels is the best way to engage community interest and participation in engagement activities. The flyer delivered to letterboxes was immediately effective
- 👉 Providing the survey in both hard and soft format extended its reach across the community - both attracted significant take-up (55 hard copy and 199 online)
- 👉 The survey was the most effective method for collecting quantitative data. Results demonstrated it reached the target audience, with two-thirds of respondents having children under 18 years of age at home
- 👉 The pop-up activities were effective in reaching young people and in promoting the survey and the Pinterest board to community members who are current users of parks and reserves in Elderslie
- 👉 The Pinterest board was the least effective engagement method. Substantial resources are needed to make the most of this method but it provides a great opportunity to involve the community in creative visioning
- 👉 To be most effective engagement activities and methods need to be appropriate for the target audience and to suit the objectives of the engagement, for example, surveys to collect quantitative data and face-to-face methods for more qualitative data
- 👉 Pop-up activities have the broadest reach when they are undertaken with existing events, such as Saturday sports or Camden Play Day. High traffic locations are most effective as long as they are representative of the target audience being sought
- 👉 Community members were appreciative of having their feedback sought, indicating a community appetite for participating in engagement activities.



2. INTRODUCTION

Straight Talk was engaged by Camden Council (Council) to engage with the local community in Elderslie about parks and reserves.

There has been a significant increase in the population of the Camden LGA, including Elderslie, over the last few decades and continued growth is expected. Consequently, it is important that Elderslie's parks and reserves cater to the needs of the community both now and in the future.

Although new residential developments inevitably increase demand on local parks and reserves Section 94 contributions resulting from these developments present a unique opportunity for upgrading and developing local parks to cater to the changing needs of the growing community.

Council was interested in gathering robust and quantifiable feedback from the Elderslie community about parks and reserves in order to inform its decisions about the future management of these important community assets.

Engagement was undertaken under the banner of 'Your Parks, Your Voice' from Friday 1 May 2015 until Wednesday 10 June 2015. Feedback on parks and reserves in Elderslie was gathered from more than 340 community members via a survey (available online and in hard copy), three pop-up activities and a Pinterest board. See Section 3 for information about these activities.

This report details the outcomes of the engagement project, and identifies priorities and makes recommendations for the management of parks and reserves in Elderslie.

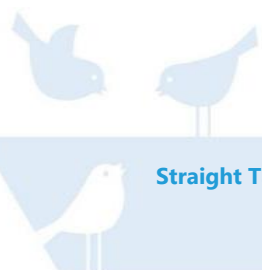
2.1. Purpose

The purpose of the engagement process was to provide robust evidence of community views so that it could be used to inform future decision-making about parks and reserves in Elderslie. In particular, evidence was sought on:

- How and why the community uses local parks, and what are valued about them
- The types of parks the community would like in the local area and how they would like to use them.

Initially, the intention was for the project to focus on gathering feedback about:

- 👉 River Reserve, River Road
- 👉 Reserve Corner of Irvine Street and Kerrigan Crescent
- 👉 Drysdale Reserve, Como Close
- 👉 Herberts Hill Reserve (also known as Rheinbergers Hill), Rheinbergers Circuit
- 👉 Merino Reserve, Merino Drive
- 👉 Camden Golf Course (also known as Studley Park), Lodges Road
- 👉 Kirkham Park, Hilder Street.



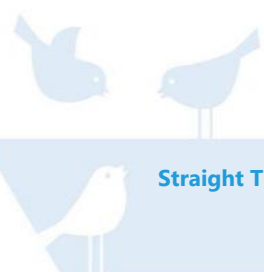
However, following discussions with Council staff Merino Reserve was identified as a park about which feedback should be particularly sought. Discussions also identified that capturing specific feedback about Camden Golf Course (Studley Park) was not required as part of this consultation process.

2.2. Objectives

The objectives of the consultation were to:

- 👉 Understand what the community values about parks and reserves in Elderslie
- 👉 Understand what the community's needs and preferences are regarding parks and reserves in Elderslie
- 👉 Understand how the community uses parks and reserves in Elderslie
- 👉 Provide an opportunity for the community to contribute their ideas for naming unnamed reserves in Elderslie.

However, Council was also interested in assessing whether this consultation process could be effectively used as a template for future community engagement. As such, this report includes details of both the outcomes of consultation activities, and the feedback provided by the Elderslie community, as well as an assessment of the effectiveness of each activity as an engagement tool for this local community.



3. METHODOLOGY

Three community engagement methods were used to obtain feedback during the 'Your Parks, Your Voice' engagement project. They were:

- 👉 A survey (available online and in hard copy)
- 👉 Three interactive pop up activities
- 👉 A project-specific Pinterest board (virtual pin board).

A number of communications methods were used to promote the engagement, including:

- 👉 Flyer distributed to 2900 households in the Elderslie area to advertise pop-up activities and the online survey
- 👉 Advertisement in the Camden Advertiser on 13 May 2015 to advertise pop-up activities and the online survey
- 👉 Letter to stakeholders, such as schools and community groups, inviting their participation in the engagement and requesting their assistance in promoting participation through their community networks
- 👉 Poster displayed at key locations in Elderslie and in Council's facilities detailing the engagement process
- 👉 Homepage banner and text on Council's website and a number of Facebook posts
- 👉 Mayoral message
- 👉 Media release and interview on radio C91.3.

3.1. Survey

The survey was a key method of gathering feedback on the values, needs and preferences, and use of parks and reserves in Elderslie.

The survey allowed a broad cross section of people to be involved in the engagement process and provide both qualitative and quantitative feedback. It gathered information about patterns of usage of, and levels of satisfaction with, parks and reserves in Elderslie and the interests and needs of local residents. A copy of survey questions is included in the appendices.

The online survey was configured using the platform SurveyMonkey and consisted of 16 questions. These questions explored the respondent's demographics, current park usage and attitudes towards local parks. The survey was made available on Council's website and was open online for four weeks (from Friday 1 May 2015 until Sunday 31 May 2015).

After the survey had been 'live' for approximately one week, and 59 online surveys had been completed, an issue with the available responses for question five (about which parks and reserves were used by participants) was identified. As a result, an 'other' option was added to the list of park options.

To encourage involvement, participants were able to go into a prize draw for a six-month full access membership at Mount Annan Leisure Centre and movie vouchers. A total of 199 surveys were completed.

The survey was also made available in hard copy at the pop up activities and distributed at Camden Council library. Hard copy surveys were received until Wednesday 10 June 2015. Fifty-five hard copy surveys were completed and these were subsequently entered into the online survey platform for analysis.

However, some participants did not correctly answer four questions in the hard copy surveys, which meant the answers to these questions could not be analysed via SurveyMonkey.

These questions were:

- 👉 Question 4 - During what time period do you visit parks most? (Please select one)
 - Multiple hard copy respondents selected more than one time period
- 👉 Question 5 - Which of following parks and reserves do you visit most often? (Please select one)
 - Multiple hard copy respondents selected more than one park or reserve
- 👉 Question 8 - Which of the following benefits of local parks is most important to you? (Please prioritise up to three)
 - Multiple respondents selected more than three answers
- 👉 Question 11 - Which of the following facilities would you most like to see in Elderslie Parks/Merino Reserve in the future? (Please select your top three preferences)
 - Multiple respondents selected either too few or too many responses.

As a result, the hard copy answers to these questions were collated in an excel spreadsheet and analysed separately from the SurveyMonkey results. The outcomes of the separate analysis were compared with those from SurveyMonkey and no statistically significant differences in outcomes were identified.

For the outcomes of this engagement activity, see Section 6.2.

3.2. Pop up activities

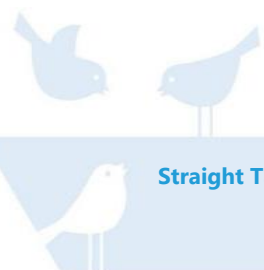
The consultation process involved three pop up activities, one was held at Merino Reserve and two were held at Kirkham Park, one as part of Camden Play Day. Events were held on three separate days (Friday, Saturday and Sunday) over a two week period.

All three pop up activities aimed to collect similar feedback and as such, all followed a similar process. The activities held at Merino Reserve related specifically to that reserve, whereas activities at Kirkham Park referred to parks and reserves in Elderslie more generally.

The activities were designed to obtain high level feedback from a large number of community members who may otherwise not have participated in the engagement process. This method focusses on 'bringing engagement to the community' and minimising barriers to participation.

The activities were designed to be fun and engaging. The main method of gathering feedback was by inviting participants to spin a colourful wheel, and respond to the question corresponding to particular colour chosen. Participants were also able to complete the survey and provide feedback on a number of images from the Pinterest board. Much of the feedback provided was showcased on display panels to create a visual record of the community's views.

The other activity was a sticky-dot voting mechanism relating to ideas for facilities in Elderslie parks.



Several pictures, printed from the Pinterest board, were affixed to a display panel and respondents were asked to place a red sticker next to the pictures they liked. Where additional feedback was provided, it was written on post it notes and included in the display. The facilities depicted were:

- 👉 Giant swing
- 👉 Public art
- 👉 Multi-purpose hard court
- 👉 Wooden picnic table
- 👉 Grassy area for ball games
- 👉 Table tennis table
- 👉 Shade structure
- 👉 Public toilets
- 👉 Off-leash dog area
- 👉 Community garden
- 👉 Cycle paths
- 👉 Rain garden.

3.2.1. Merino Reserve

The Merino Reserve pop up activity was held from 1.30pm to 4.30pm on Friday 8 May 2015. The purpose of the activity was to collect feedback from parents and school children as they left Mawarra Public School, although other community members also attended.

A Camden Lions Club sausage sizzle was held during the pop up activity, and a face-painter was also used to encourage participation.

The questions asked at Merino Reserve were:

- 👉 White: What's your favourite thing to do in the park?
- 👉 Yellow: Complete the sentence 'Parks in Elderslie are special because...'
- 👉 Purple: Complete the sentence 'I wish Merino Reserve had...'
- 👉 Blue: What's one quick and easy idea that would make a big difference to Merino Reserve?
- 👉 Green: If you had the power to name one of the unnamed reserves in Elderslie, what would you like to name it?
- 👉 Orange: Why is Merino Reserve important to you?
- 👉 Multi-coloured: What have you seen in other parks that you would like to have in Merino Reserve and where have you seen it?

For outcomes of this engagement activity see Section 6.3.

3.2.2. Kirkham Park

There were two pop-up activities at Kirkham Park, one on Saturday 9 May 2015, from 9.00am to 12.00pm and the other at Camden Play Day on Sunday 24 May 2015, from 11.00am to 2.00pm. Both activities

followed the format of the Merino Reserve event but questions were focussed on all parks and reserves in Elderslie.

The Kirkham Park questions were:

- 👉 White: What's your favourite thing to do in Elderslie parks?
- 👉 Yellow: Complete the sentence 'Parks in Elderslie are special because...'
- 👉 Purple: Complete the sentence 'I wish parks in Elderslie had...' Post your wish in the purple ballot box
- 👉 Blue: What's one quick and easy idea that would make a big difference to Herberts Hill Reserve?
- 👉 Green: If you had the power to name one of the unnamed reserves in Elderslie, what would you like to name it?
- 👉 Orange: Why are local parks important to you?
- 👉 Multi-coloured: What have you seen in other parks that you would like to have in Elderslie and where have you seen it?

For the outcomes of this engagement activity, see Section 6.3.

3.3. Pinterest board

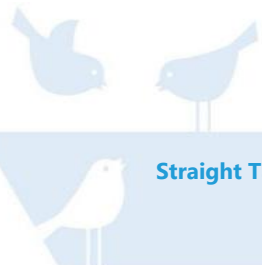
A project-specific virtual pin board (using Pinterest) was established to showcase ideas and gather feedback. The use of the Pinterest board was designed to aid discussion and stimulate creative visioning. The Pinterest board was launched on Friday 1 May 2015 and is still live. The board was promoted via Camden Council's website, Facebook page and at the pop up activities.

Engagement via the Pinterest board could occur in two ways:

1. Participants could log into their Pinterest account to:
 - 👉 View the collection of images
 - 👉 Upload images depicting how they use, what they value and their ideas for Elderslie parks and reserves
 - 👉 Provide feedback through comments and 'likes'.
2. Participants could email pinterest@camden.nsw.gov.au with comments and/or images.

Engagement via the Pinterest board was initially intended to occur via use of a project specific hashtag #YourParksYourVoice'. A few days after the board went live, a glitch was detected in the Pinterest software design which meant that not all pins that included the hashtag appeared in the search results. In response, the information on Council's website and the Pinterest board was updated to include the new user instructions.

However, on the basis of participation rates it is unlikely that this error significantly skewed results but as the flyer was distributed with the incorrect information, there may have been contributions that were not identified. For details of the outcomes of this engagement activity, see Section 6.4.



4. KEY STAKEHOLDERS

Generally speaking, stakeholders can be categorised as anyone who:

- 👉 Has an interest in an issue and its outcome
- 👉 Will be directly impacted by an issue and its outcome
- 👉 Has the ability to influence the engagement process.

In relation to the 'Your Parks, Your Voice' project, stakeholders can broadly be grouped into four key audiences who may have particular interests and needs:

Residents and community groups

Local residents, particularly those with young children, and community groups are the key stakeholders of this project. Local community groups include Camden Historical Society, sporting and recreational groups including the Scouts and outdoor fitness clubs, and environment groups.

Service providers

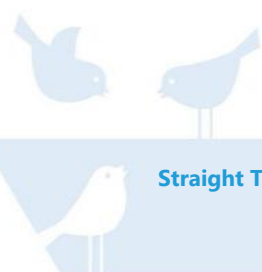
Service providers who deliver services to support the community, such as the three local schools, many day care centres and seniors and youth services including Camden Community Connections and Camden 4 Children, also have an interest in parks and reserves in Elderslie. Local schools and child care centres were invited to encourage community participation in engagement events via their community networks.

Landowners and property developers

Land owners and developers may have an interest in the expenditure of their Section 94 contributions as improvements to local parks will attract future residents. They are in a position to anticipate the future needs of residents and are incentivised to ensure the parks and reserves cater to their needs.

Local businesses

Small local businesses such as Camden Fruit Barn and Elderslie Family Store, Elderslie Pharmacy and Schwartz Family Practice are part of the Elderslie community with their own particular needs and values but also with an understanding of their customers' needs.



5. EFFECTIVENESS OF METHODS

5.1. Survey

Survey	
Purpose	<p>To reach a large number of community members, in particular those who are unable to attend engagement activities</p> <p>Allow participants to be involved when it suits them</p> <p>Provide specific information on issues, perceptions and feedback</p>
Key features	<p>Available online and in hard copy</p> <p>Can be undertake as intercept surveys</p>
Benefits	<p>Good depth of feedback</p> <p>Broad reach</p> <p>Highly accessible when made available online</p> <p>Results are available quickly</p> <p>Allows the capture of demographic information for statistical analysis</p>
Risks	<p>Questions need to be crafted carefully so as not to be leading or biased</p> <p>Can be over-employed particularly when the target community is small</p> <p>If only available online has the potential not to be accessible by the whole community</p>

The take-up by the community of the survey was immediate - the survey was accessed by participants as soon as flyers were distributed to the Elderslie community notifying them of its availability. While the majority of participants did complete the survey online, 55 surveys were completed in hard copy. Of those a significant proportion were completed as part of the pop up activities, when there were technical issues with the iPads taken for that purpose or when there were more community members wishing to complete the survey than iPads available.

The survey provided robust demographic data on both participants and their usage of parks and reserves in Elderslie, as well clear indications of the community's satisfaction with current facilities and their views on how they can be improved. Importantly the survey reached those with a strong interest in parks and reserved in that two-thirds of those who completed it had children under 18 years old living in their homes.

The use of this engagement methodology for 'Your Parks, Your Voice' has demonstrated that with an appropriate level of promotion, correctly targeted, surveys can be an effective way to gather feedback from this local community.

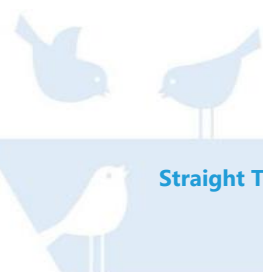
5.2. Pop up activities

Pop up activities	
Purpose	<ul style="list-style-type: none"> To understand local issues To reach those who would not otherwise be involved To ensure that the wider community has opportunities to be involved
Key features	<ul style="list-style-type: none"> Can include surveys (paper and/or iPad) Includes short, fun and interesting activities (colourful wheel, cloud bank, Number One, giveaways, prizes) Participants can be involved for as short or as long a time as suits them Takes engagement to where people are instead of asking them to come to you
Benefits	<ul style="list-style-type: none"> Highly interactive Attracts the involvement of young people Demonstrates commitment to engagement Provides easy to access opportunities for engagement Promotes project and the organisation
Risks	<ul style="list-style-type: none"> Only as good as the team implementing – needs engaging and inviting team members! Can attract negative as well as positive input and this needs to be anticipated and appropriately managed Can be weather dependent

All three pop up activities attracted the involvement of key project stakeholders, in particular young people, parents and current park users, and ensured community members who may not have been involved otherwise to participate and provide feedback. The activities were also very successful in raising awareness about Council's intended upgrade of park facilities and allowing community members to interact with and ask questions of Council staff about this project, as well as other incidental issues.

The immediacy of the engagement with Council through these activities provided a high level of validation for participants in that their questions were responded to immediately and they saw that their feedback was being heard. Comments made at engagement activities and via email indicate that a number of participants appreciated the opportunity to provide their feedback and be involved in these activities.

As an engagement methodology, these activities were also very successful in capturing the views of younger community members, who are usually a neglected demographic in other engagement methods.



Although the feedback provided by very young participants may not be as considered as that of other participants, giving them the experience of participating in civic society as their first step towards being active and engaged community members is another important benefit of this methodology.

These pop up activities demonstrate that this engagement methodology can be an effective way of reaching this community. Critical to their success is selecting the appropriate time, day and location of events in order to reach the target audience when and where they ordinarily are.

5.3. Pinterest board

Pinterest board	
Purpose	<ul style="list-style-type: none"> To demonstrate broad and wide accessibility To stimulate creative visioning and provide an easy way for the community to provide feedback
Key features	<ul style="list-style-type: none"> Lot of opportunities for providing contextual images and inspiring ideas Community members contribute visual ideas directly Cannot be targeted to a particular geographic area
Benefits	<ul style="list-style-type: none"> New and innovative, effective in generating interest in a project Enables the building of online community discussion Very accessible and potentially attractive to younger people
Risks	<ul style="list-style-type: none"> Can be dominated by a noisy few While accessible, still requires a level of motivation (self-select) for people to engage Should never be used as the only method of engagement As with all online activity, without moderation can be hijacked by misinformation, rumour and innuendo, or trolling

Pinterest is very accessible and attracts participation from younger people; it is also a great platform for collaboratively generating ideas. Given it is a highly visual tool; it is accessible across languages and age groups.

While Pinterest is widely used, it is a very new community engagement tool. As such, using it as an engagement tool for this project was innovative. To be most effective, Pinterest requires significant resourcing to set up the base library of images, monitor the site and promote the platform and extensive promotion is necessary to achieve optimal results.

In this instance, the significant resources need to optimise this engagement tool were not available which would have impacted on its effectiveness. On the basis of the levels of participation and the depth of the feedback received it was the least successful of the engagement activities undertaken for this project.

However, the outcomes have highlighted how use of the online tool for community engagement can be optimised. Online promotion may include sponsored Facebook posts, notice on Council's homepage and

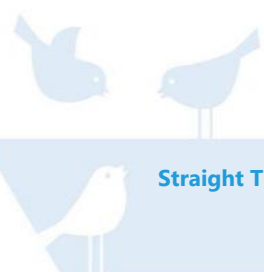
advertisements on the online version of the Camden-Narellan Advertiser. Online promotion is important as community members are most likely to visit the website when they are already online.

Offline promotion, such as a stall with iPads designated for viewing the Pinterest board, is also important to maximise participation. Pinterest should be integrated into a face-to-face engagement activity that explains how to view and contribute to the board. Pinterest can also be targeted to specific stakeholders (such as schools or clubs) and through a formal participation process which has the benefit of leveraging their social networks to maximise participation. All relevant communications collateral should contain the Pinterest logo and details of how to contribute.

As participation is not restricted to the target community it means that inevitably feedback will be obtained with users outside the target geographic location. Extensive promotion can help to ensure that the majority of users are engaging for the purpose of consultation. Furthermore, promoting the use of the comment box rather than simply liking or repining will assist in the gathering of more in-depth project-specific data.

Pinterest is best suited to projects that relate to exciting, concrete development proposals rather than values, beliefs and attitudes. Pinterest is also best used to involve the community or collaborate with the community, as opposed to simply informing or consulting. Given that participants need to be motivated to participate and types of pins that generate the most interest are those with new, innovative or creative concepts, Pinterest is best used for larger projects in which concepts and designs are showcased and feedback is sought. Pinterest builds momentum over time and as such is best suited to longer-term projects that still have a finite time-frame.

The use of this engagement methodology for 'Your Parks, Your Voice' has demonstrated that Pinterest can be an effective way to gather feedback for projects that meet certain criteria and in circumstances where significant resources can be spent promoting and managing the platform. Should appropriate resources be available, this platform could be used to create ongoing community engagement about the proposed changes to parks and reserves in Elderslie, and/or the LGA, and to gather feedback on park concept designs.

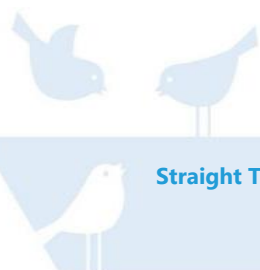


6. KEY FINDINGS

6.1. At a glance

The key findings from the 'Your Parks, Your Voice' engagement are:

- 👉 Participants are frequent users of Elderslie's parks and reserves, the majority reporting visiting parks weekly or more often
- 👉 Unsurprisingly the vast majority of participants visit parks during the daytime, between 9am and 11am (30.4%) and between 12noon and 5pm (50.1%)
- 👉 Kirkham Park was most commonly used, followed to a much lesser extent by the reserve on the corner of Irvine Street and Kerrigan Crescent, and River Reserve on River Road
- 👉 Just over one-third of survey participants rated parks and reserves in Elderslie as 'pretty good' (38.8%) and one-third rated them 'OK' (32.0%). Consequently, almost one-third of participants rated them as either 'needs improvement' (27.0%) or 'terrible' (1.7%)
- 👉 The most common reasons for rating Elderslie parks and reserves negatively were that they needed more facilities and more maintenance
- 👉 The most common reasons for rating Elderslie parks and reserves 'pretty good' were: that they are well-maintained (29.4%); and for their facilities (25.5%). One-quarter of respondents (25.5%) selected 'other' in response to this question and mostly provided a range of park improvements
- 👉 When asked to identify reasons for using parks 67.2% of responses related to undertaking sport or physical activity and 59.9% of responses related to children's activities. Attending family events, such as celebrations, picnics and barbecues, and socialising with friends were also popular responses, 33.3% and 25.4% respectively
- 👉 However, the most commonly reported benefits of parks and reserves were that they: are places for active recreation; contribute to the character of an area and look attractive; and protect the natural environment. This indicates that parks and reserves have a value to the community unrelated, and additional, to park usage
- 👉 Changes that would increase visitation were identified as: improving the quality of the existing facilities; improving their visual appeal; providing more play equipment and more recreational facilities, such as outdoor furniture and footpaths; and better maintenance of existing facilities
- 👉 However, when asked to identify their preference for a range of facilities at Merino Reserve participants preferred different facilities to those identified by participants at Kirkham Park for Elderslie parks and reserves generally, indicating that park users and their needs and preferences vary across different parks in Elderslie and suggesting that a 'whole-of-area' approach may be acceptable to the community



- 👉 Respondents provided a range of suggestions for unnamed parks and reserves, naming them to honour those who have served the community or the country and with local historic names were favoured by many participants.



6.2. Survey

6.2.1. Purpose

A survey was used to gather qualitative and quantitative feedback on patterns of use, values, needs and interests. The online survey was designed to broaden the reach of the consultation to include those community members who have an interest in parks and reserves in Elderslie but who were unable to attend in-person activities.

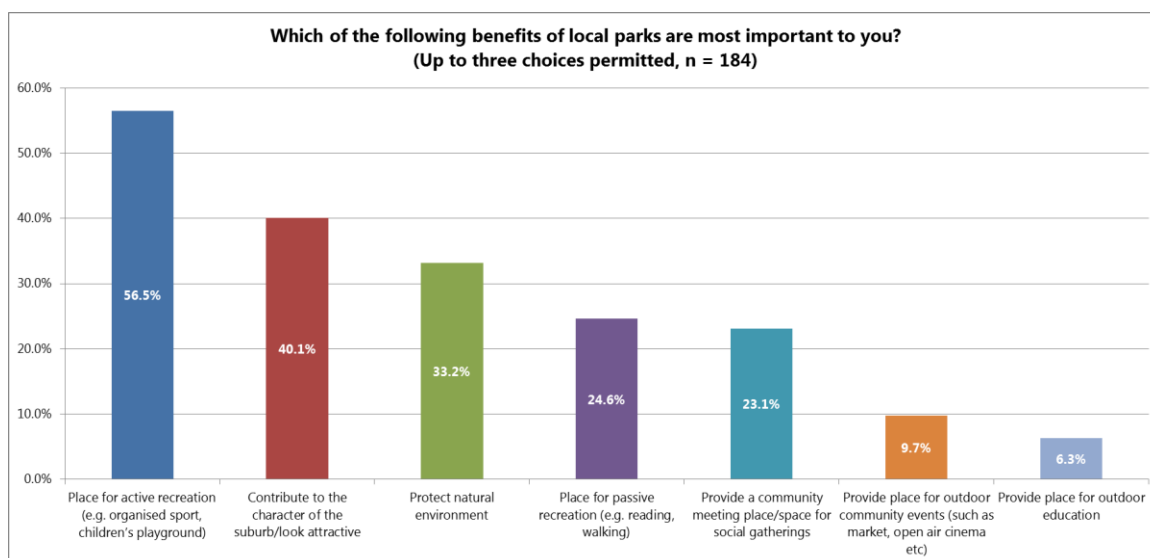
6.2.2. Participation and reach

- 👉 199 surveys were completed including 55 hard copy surveys.
- 👉 Females were over-represented (62%)
- 👉 The most frequent respondent age ranges were 30-39 years and 40-49 years. Overall, these two groups made up more than half of all respondents (58.5%), with fewer young and older respondents.
- 👉 More than two-thirds of respondents had a child under 18 years of age living in their home
- 👉 The majority of respondents lived in Elderslie (68.0%). A larger percentage of respondents lived near Elderslie (19.3%).
- 👉 The majority of respondents had lived in Elderslie for five or less years (56.7%). The most common length of residency was 4-5 years (26.9%), followed by 6-10 years (20.9%), then 2-3 years (17.9%).

6.2.3. Outcomes

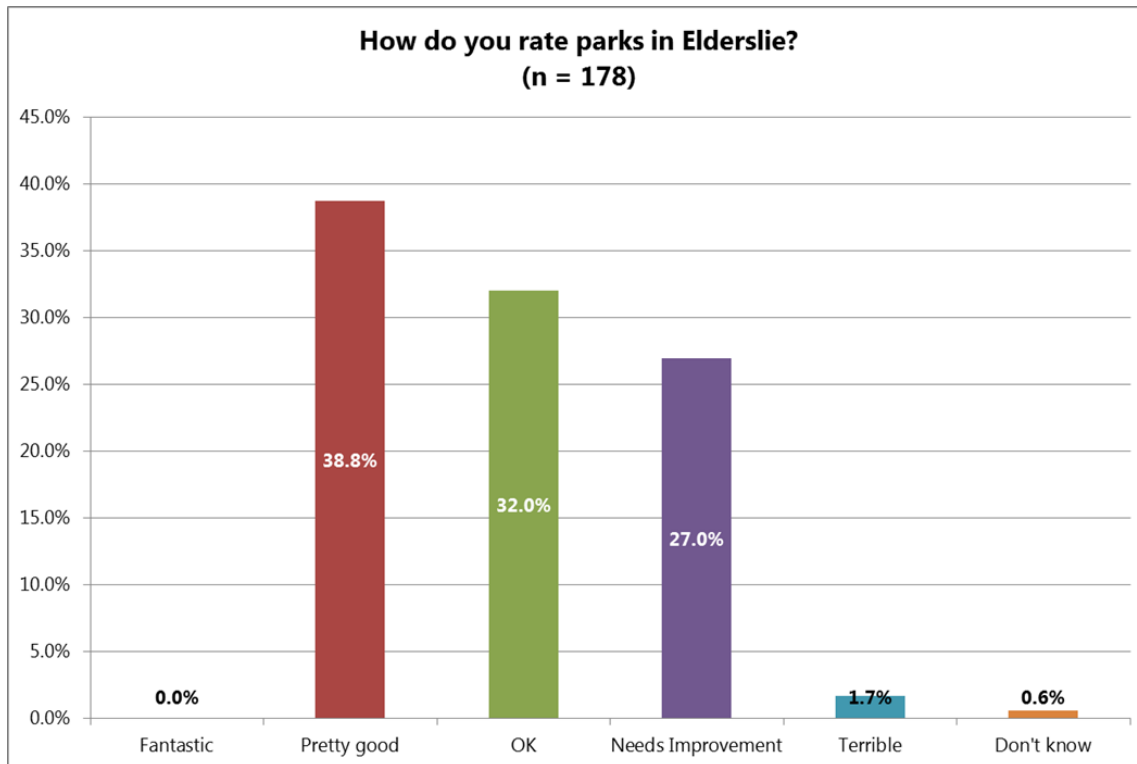
Values

Respondents were asked about the most important benefits of local parks. The most frequently cited benefit of local parks was that they provide a place for active recreation (56.5%). The second most common response was that a park contributes to the character of suburb and/or looks attractive (40.1%). Protecting the natural environment was also identified as a benefit (33.2%). The results are depicted in the graph below:

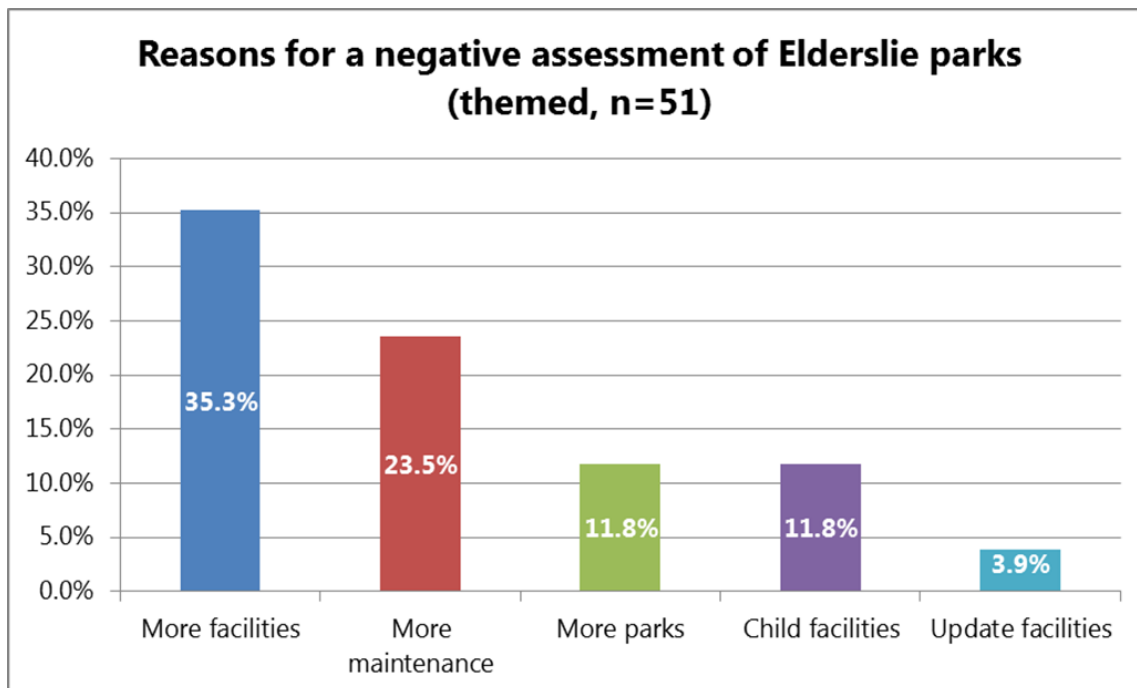


Needs and preferences

Respondents were asked to rate parks and reserves in Elderslie. The most common response was "Pretty good" (38.8%), followed by "OK" (32.0%) and "Needs improvement" (27.0%).



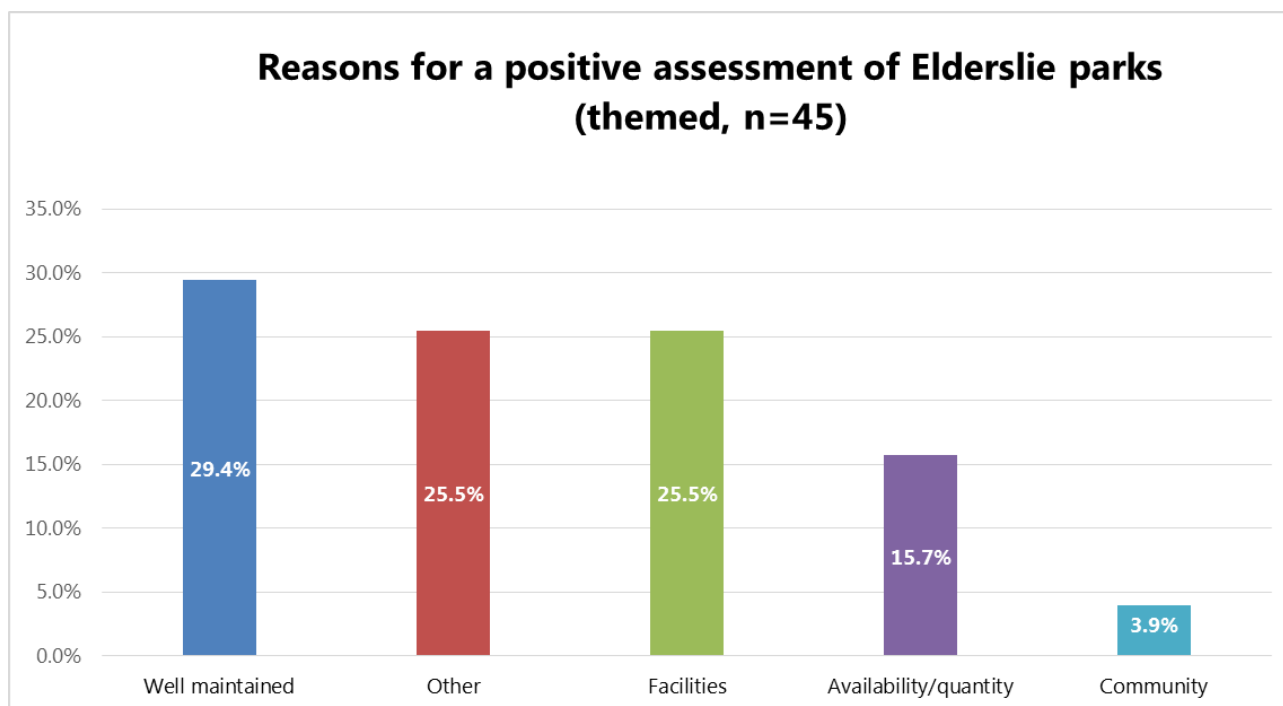
All respondents were asked why they gave the rating they did. Where a respondent gave a rating of "needs improvement" or "terrible", these reasons were grouped by theme and are presented below.



The most common theme was that Elderslie needs more park facilities including benches, fences, pathways and equipment (35.3%). Better maintenance of parks was another popular theme (23.5%), with comments highlighting old equipment and overgrown grass in some parks.

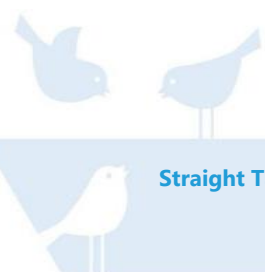
Other common themes were the need for more parks (11.8%), especially in the Camden Acres locale, and the need for play equipment and areas for children in particular (11.8%).

The reasons participants who rated parks "Pretty good" were also grouped by theme and are displayed below.

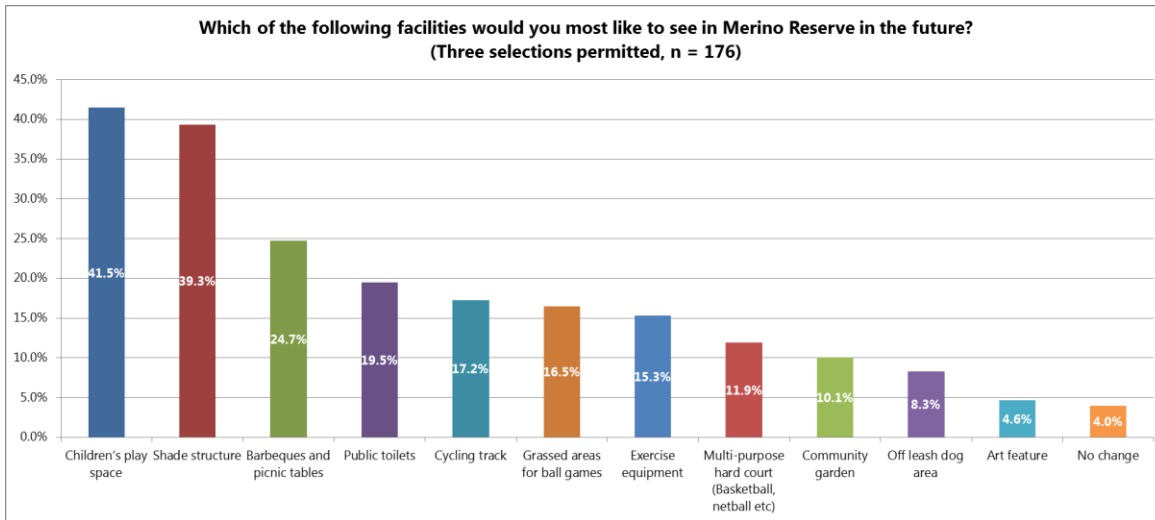


The maintenance of Elderslie's parks was the most commonly cited reason that respondents chose to rate Elderslie's parks as "Pretty good". The second most common reasons were "Facilities" (25.5%) and "Other" (25.5%). Praise for facilities frequently mentioned play equipment and sports fields. The "Other" category includes many specific criticisms or requests for upgrades. These were:

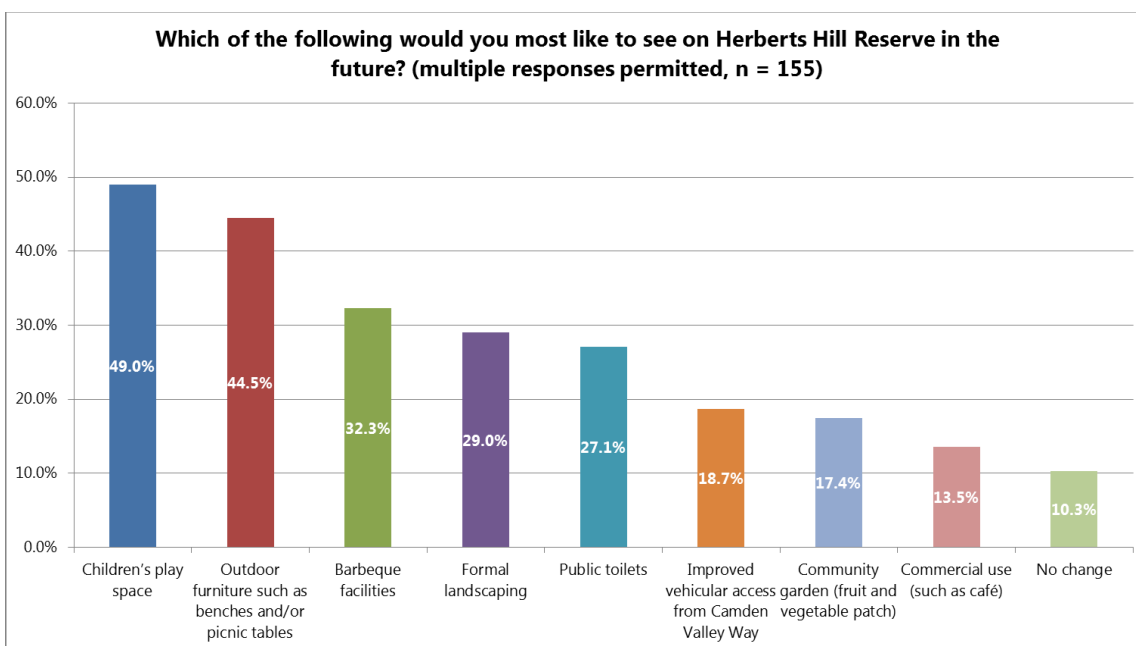
- 👉 "Could improve look of parks - more tree planting etc"
- 👉 "Good until Curry Reserve got burned down"
- 👉 "Need more equipment for children to play with"
- 👉 "Need more: amenities, shade, cycle ways, lighting"
- 👉 "Needs more car parking"
- 👉 "Needs shading over children's play areas and more seating"
- 👉 "River Road reserve dog park is highly used, yet needs more improvements for wet weather. More seats and obstacles for the dogs would be great. Gazebo needs gutters and dog water systems near it"
- 👉 "Some are very good but the one on Macarthur road is very run down and needs some new equipment as it is out dated"
- 👉 "Some need more shade"
- 👉 "Would be fantastic but playground equipment in Curry Reserve was set on fire and burnt section was removed instead of repairing structure".



When asked about improving the amenity of Merino Reserve specifically, a large number of respondents stated they would most like to see a children's play space in the park (41.5%), followed closely by a shade structure (39.3%). Barbecue facilities and picnic tables were also a popular choice (24.7%).



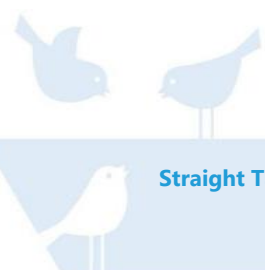
As with Merino Reserve, the most common response regarding improved amenity in Herberts Hill Reserve specifically was a children's play space (49.0%). Outdoor furniture was also popular (44.5%), followed by barbecue facilities (32.3%).



Park usage

Respondents were typically frequent users of Elderslie's parks. The vast majority of respondents reported visiting parks in Elderslie weekly or more often (72%). The most popular responses to this question were "Several times a week" (30.1%) and "Once a week" (29.5%).

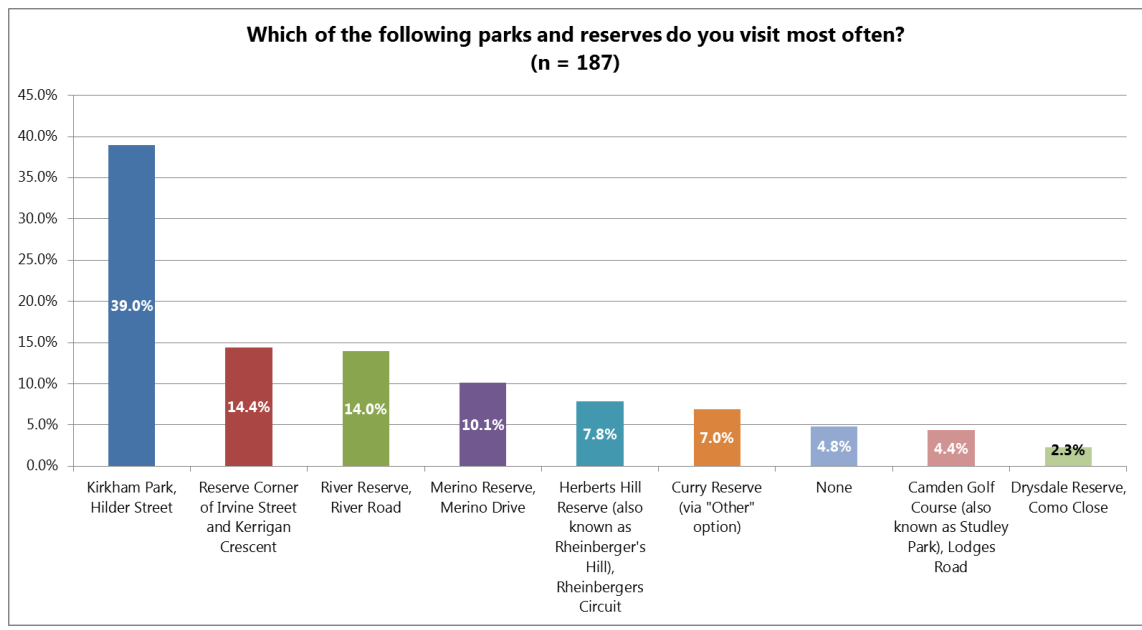
The majority of respondents visited parks in the afternoon (50.1%). Visiting between 9am-11am was the next most popular response (30.4%), followed by the early morning 5am-9am (12.8%). Very few respondents visited parks in the evenings and none visited after 9pm at night.



Kirkham Park was identified as the most frequently visited park or reserve (39.0%). Although approximately 34% of surveys were completed during the two pop up activities held at Kirkham Park, when considering feedback gathered online the outcome was similar (36%).

The second most popular outdoor space was the reserve on the corner of Irvine Street and Kerrigan Crescent (14.4%), followed by River Reserve (14.0%).

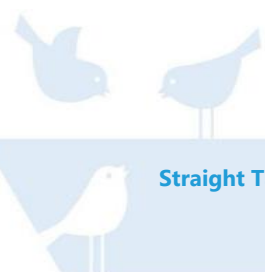
It is notable that Curry Reserve was a common choice (7.0%, ranked 6th overall), which did not appear on the default list of choices but was manually entered in by respondents via the "other" option.

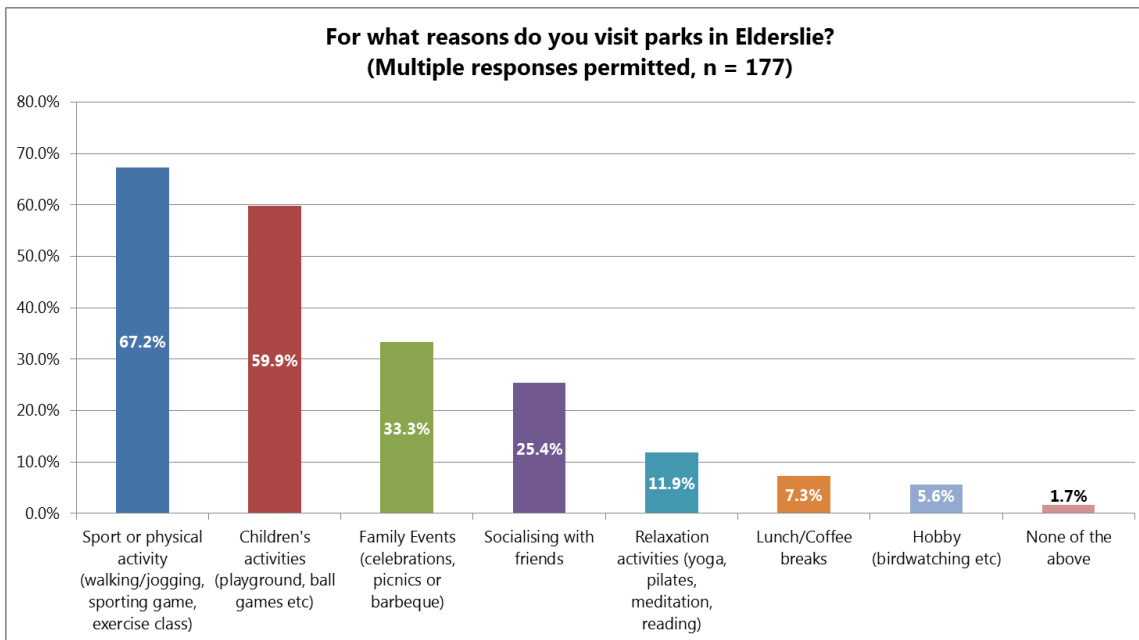


Sport or physical activity was the most popular response (67.2%), accounting for over two-thirds of responses. This is consistent with the large proportion of respondents who frequently visit Kirkham Park, which is predominately used for sporting activities.

Children's activities were also a common reason for visiting parks (59.9%).

Other frequently nominated reasons were family events (33.3%), socialising with friends (25.4%) and relaxation (11.9%).

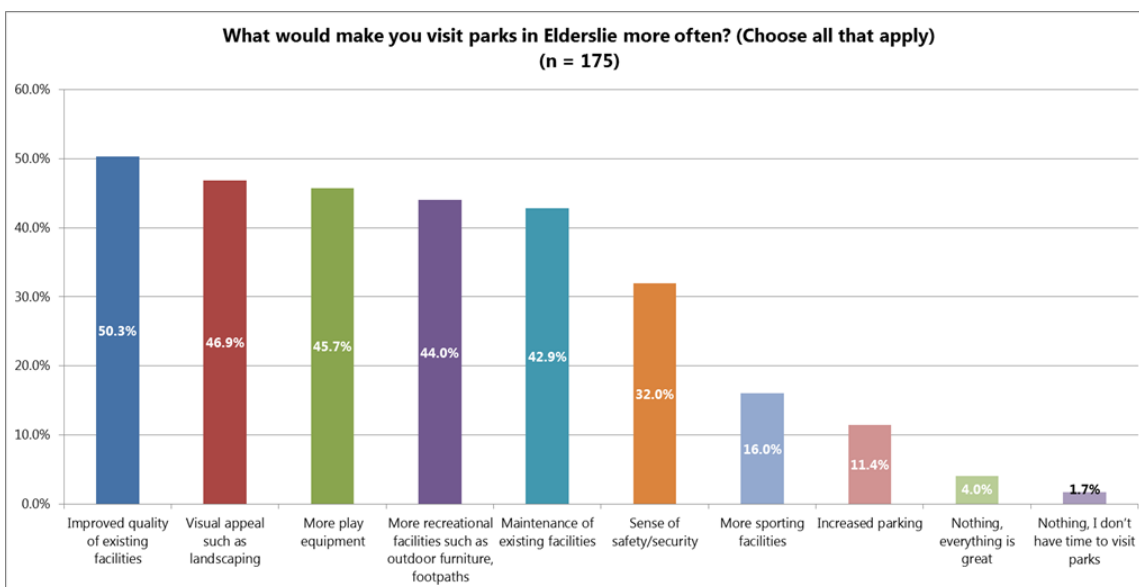




When asked "What would make you visit parks in Elderslie more often?", the most common response was updating existing facilities (50.3%).

Landscaping and other visual improvements were the next most popular response (46.9%), followed by more play equipment (45.7%), more recreational facilities (44.0%) and the maintenance of existing facilities (42.9%).

These responses are very much in line with the criticisms given by those who had rated Elderslie's parks poorly. An additional improvement that was also nominated frequently was a sense of safety/security (32.0%).



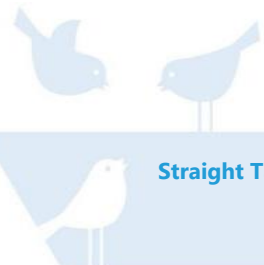
Park names

Respondents were asked to suggest park names for unnamed parks and reserves in Elderslie. Many respondents wanted the parks to be named in recognition of those who had provided service to the local community or country (sporting figures or military service). Many respondents also favoured historic names.



Responses are listed below:

- 👉 Historic names e.g.
 - Family names of long-standing residents, e.g. Small, Campbell
 - Names related to the area, Studley, Elizabeth Macarthur etc
 - Local past and present Australian service men
- 👉 Local sports heroes
- 👉 People who have done good work in the local community
- 👉 W. Ivanhoe
- 👉 Condrin
- 👉 Wheeler Reserve (after Jean Wheeler, former lifetime Elderslie resident and Senior Australian of the Year)
- 👉 Ferguson (after Bruce Ferguson)
- 👉 Cameron Park (after Camden's oldest ever resident who lived in Elderslie)
- 👉 Sir Kell Reserve
- 👉 Argyle
- 👉 Xara Park
- 👉 Elderslie endeavour
- 👉 Savannah
- 👉 Myrtle, Laurel, Plane Tree
- 👉 Burford and Curry Reserve
- 👉 Best Friends
- 👉 Rankin or Reeves
- 👉 Melaleuca
- 👉 Cradlewood
- 👉 Silkwood Park
- 👉 Camden pastures
- 👉 Ram Park
- 👉 Give the local schools a competition to encourage the children to be active.



6.3. Pop up activities

6.3.1. Purpose

The pop up activities provided an opportunity to discuss Elderslie Parks with a wide variety of residents across the suburb. The pop up activities minimised the barriers to participation by allowing community members to provide feedback in a quick and easy format. The pop up activities were also used to promote the survey.

The purpose of the pop up activities was to:

- 👉 Understand community values regarding open space
- 👉 Understand community interests and needs regarding open space
- 👉 Identify potential park names for a number of unnamed reserves in Elderslie.

6.3.2. Participation and reach

Three three-hour pop up activity sessions were conducted in parks and reserves across Elderslie. A total of 225 people participated in the activities, many of whom were children. Details regarding participation and reach are detailed in the table below:

Location	Time of day	Date	Number of participants	Number of surveys completed
Merino Reserve	1:30pm - 4:30pm	Friday 8 May 2015	50	15
Kirkham Park	9:00am - 12:00pm	Saturday 9 May 2015	65	39
Kirkham Park	11:00am - 2:00pm	Sunday 24 May 2015 (Camden Play Day)	110	29

6.3.3. Outcomes

Values

When asked why Merino Park/Elderslie parks and reserves are important, the most frequent response was because they provide a fun, outdoor space to play, particularly for children. There were many responses in this category, some of which related specifically to improved mental health. Comments included:

- 👉 "Kids meet their friends after school to play"
- 👉 "It's a big open space where kids can play"
- 👉 "You need to play and get outside because you get bored inside"
- 👉 "If we don't have parks then there will be nothing to do"
- 👉 "They make you energetic"
- 👉 "Make me feel good".

The second most frequently cited reason respondents' value local parks is as a space to gather with family and friends and meet new people.

Comments included:

- 👉 "Important for building connections in the community, nice for family gatherings – birthday parties or reunions"
- 👉 "They provide the community with a place to enjoy family outings"
- 👉 "A place everyone can go"
- 👉 "Place to meet friends".

Other common responses included children's play equipment, specifically swings and slides, and a place for active recreation including football and riding bicycles. The importance of supporting active and healthy lifestyles and providing a green open space in a residential area in which the size of lots is decreasing was also emphasised by respondents.

Needs and preferences

Merino Reserve

Participants at the pop up activity held at Merino Reserve were asked to complete the statement ' I wish Merino Reserve had...'. Responses were:

- 👉 More swings
- 👉 Bicycle track
- 👉 Flying fox
- 👉 Twisting slide
- 👉 Monkey bars.

When asked for 'One quick and easy idea to improve Merino Reserve', participants provided the below-listed responses. The number of times a response was provided is included in brackets:

- 👉 Climbing equipment such as monkey bars (2)
- 👉 Water slide
- 👉 Reduce rubbish.

Participants' responses to the question, 'What have you seen in other parks that you would like to have in Merino Reserve?', are listed below. The number of times a response was provided is included in brackets:

- 👉 Climbing equipment such as monkey bars (2)
- 👉 Flying fox
- 👉 Water play.

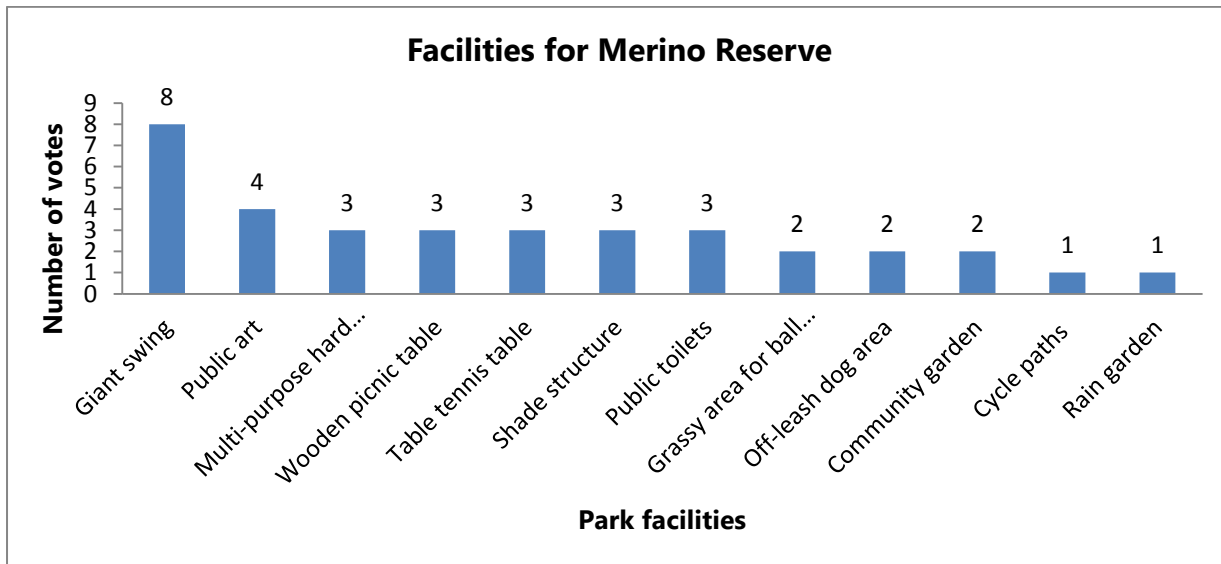
Other feedback regarding improving the amenity at Merino Reserve included:

- 👉 Fences
- 👉 Shade structures
- 👉 Picnic tables
- 👉 More activities
- 👉 Rubber surface for playground
- 👉 Improved pathways for walking (not sand)

🔥 Barbecues.

The need to fence the playground section of Merino Reserve was mentioned by a number of participants during the pop up activity. The current lack of fencing was identified as a reason people might not visit the park, as nearby traffic was considered to make the park unsafe for younger children.

Participants were asked to indicate their preferences for facilities at Merino Reserve based on images of potential facilities from the Pinterest board. The responses are depicted in the graph below, which clearly shows the giant swing was the most popular facility.



Parks in Elderslie

Participants at the pop up activities held at Kirkham Park were asked to complete the statement 'I wish parks in Elderslie had...'. The most common responses are listed below, the number of times a response was given is included in brackets.

- 🔥 More swings (5)
- 🔥 Fences (3)
- 🔥 Flying fox (3)
- 🔥 Climbing nets (2)
- 🔥 Big twisting slide (3)
- 🔥 More play equipment for toddlers and babies (2)
- 🔥 Grassy areas (2)
- 🔥 Shade structures (2)
- 🔥 Animal farm (2).

Participants' responses to the question, 'What have you seen in other parks that you would like to have in parks in Elderslie?', are listed below. The number of times a response was given is included in brackets:

- 🔥 NRL football goals
- 🔥 Slide
- 🔥 Free little libraries

🦋 Flying fox.

When asked for 'One quick and easy idea to improve Herberts Hill Reserve', participants' responses included:

🦋 Removing weeds and bindies

🦋 Monkey bars

🦋 Climbing nets

🦋 Flying fox

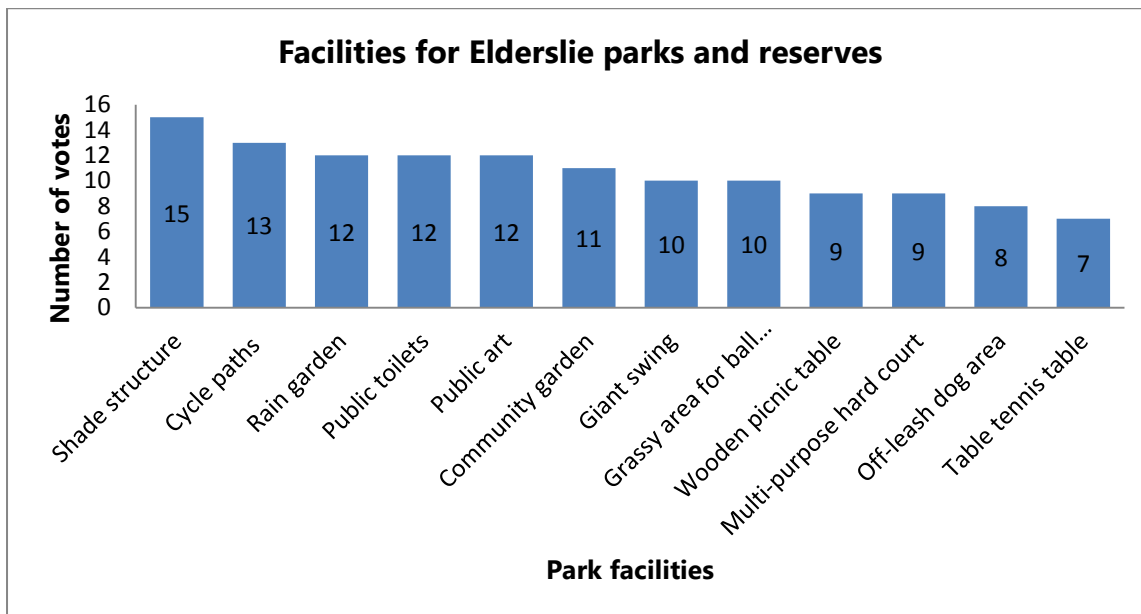
🦋 Soft fall surface for playground

🦋 Fences

🦋 Bicycle tracks

🦋 Tiered landscaping with sandstone.

Participants were asked to indicate their preferences for facilities at parks in Elderslie based on images of potential facilities from the Pinterest board. Responses are depicted in the graph below. The shade structure ranked most popular, followed by cycle paths, public toilets, public art and the rain garden.



Some participants chose to make comments regarding these facilities. Comments were largely positive, relating to the benefit of additional picnic, barbecue and toilet facilities and shade structures. Positive comments were also made regarding bicycle paths, basketball courts and community gardens. These positive comments are listed below:


👍 "Picnic tables, barbecues and toilets make parks good for kids parties"

👍 "Community gardens are great for kids to get involved in"


👍 "You can never have too much shade in Australia"


👍 "We need basketball courts"


 "Cycle paths to link Kirkham Park to Camden "

 "We would use cycle paths a lot, like in Harrington Park"

There were also some negative comments relating to public toilets and community gardens. It appears these comments do not represent the majority view given the relatively large number of votes these facilities received. There was also a negative comment regarding table tennis tables which may explain this facility ranking poorly. These negative comments are listed below:











 "Public toilets attract the wrong element"

 "Formal gardens are better than community gardens for Herberts Hill"

 "Table tennis table would be vandalised".












Usage

When asked what participants most enjoyed about using Merino Reserve/Elderslie parks, the following responses were given. The number of times a response was given is included in brackets.

-  Playing on swings (21)
-  Playing on the slide (9)
-  Spending time with family and friends (8)
-  Climbing trees and nets (5)
-  Running around and playing games (4)
-  Riding a bicycle (4)
-  Playing football/ball games (3)
-  Playing on the flying fox (3)
-  Passive recreation (eating, reading, talking) (3)
-  Jumping (2).

Park names

Respondents were asked to suggest park names for unnamed parks and reserves in Elderslie, suggestions are listed below. As indicated by the suggested names, the majority of participants in this activity were children.

-  Fun Stuff Park
-  Jacks Park
-  Monkey Park
-  Ornzole Park
-  Bluebell Park or Reserve
-  Big Big Place
-  Shaylah Park
-  Pirate Park
-  Awesome Park
-  Fun Land (2)
-  Dog Park

6.4. Pinterest board

6.4.1. Purpose

A project specific Pinterest board (virtual pin board) was designed to set the scene for discussion on Elderslie parks and reserves and showcase ideas for new facilities. The board was designed to generate interest in the project, collect feedback and stimulate creative visioning.

6.4.2. Participation and reach

The level of engagement with the Pinterest board rose steadily over the period of the engagement. Initially, there were only a couple of engaged users however engagement built and on 31 May 2015, the level of engagement with the Pinterest board peaked at 31 engaged users.

Users were able to engage with the board in several ways, clicking on a pin (image), re-pinning a pin, liking a pin, commenting on a pin or following Camden Council's account. There were 51 pins on the Pinterest board which included:

- 👉 Historical images of Elderslie
- 👉 Current photos of Elderslie parks
- 👉 Images of facilities that could be included parks in Elderslie in the future.

Ten Pinterest users followed Camden Council's Pinterest account, meaning they signed up to receive notifications of Camden Council's activity on the platform. Four of these followers were part of, or connected to, the 'Your Parks, Your Voice' project team.

The table below summarises the engagement with Pinterest.

Indicators	Number
Average number of users engaged with the board	16
Total number of re-pins (The number of times someone saved a Pin from the 'YourParksYourVoice' board)	22
Total number of clicks (The number of times someone clicked to open a pin displayed on the 'YourParksYourVoice' board)	8
Total number of likes (The number of times someone clicked the 'like' button on a pin displayed on the 'YourParksYourVoice' board)	18
Number of pins that were liked (The number of pins displayed on the 'YourParksYourVoice' board that received likes)	18
Total number of comments (The number of times someone commented on a pin displayed on the 'YourParksYourVoice' board)	2
Total number of pins contributed by community members	0

The most common method of engagement was repinning followed by clicking and liking. Users did not frequently use the comment box to engage with the board and no users contributed pins to the board.

As with all online engagement, participation is not restricted to the target community. The majority of people who viewed the board and some of those who re-pinned or liked pins on the board were not residing in Australia and engaged on the basis that the image appealed to an area of interest such as landscape architecture or garden design. As such, while the number of views for the board was relatively high (a monthly average of 732 views), only 55 of these views were from Australia. Consequently, this is not a useful indicator for assessing the level of engagement with the Elderslie community.

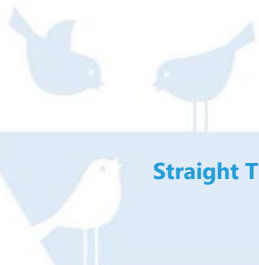
6.4.3. Outcomes

Comments at the pop up activities suggested the Pinterest board did generate interest in the project and stimulate creative visioning. The international reach of the Pinterest board limited the usefulness of the feedback but nonetheless provided some insight into the popularity of ideas for parks in Elderslie. Greater promotion of the Pinterest board and a longer engagement period may have increased the level of engagement to a level of statistical significance.

The pin with the highest engagement was the pin showing a slide at Golden Gate Park, San Francisco (pictured below). This image was clicked on four times, liked four times and repinned 17 times.



The pin with the second highest engagement was an image of the new playground equipment at Parramatta Park. This registered four clicks and was re-pinned once.





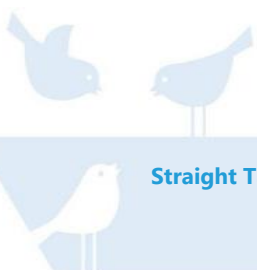
In this instance, likes and comments are a better indicator of support for an idea suitable for the Elderslie community than repins which are more likely to indicate the pin has relevance to a user’s personal interest. The pins that received the most likes were the giant slide and rain garden. Other pins that received a single ‘like’ were:

- 👉 Shade structure
- 👉 Musical instruments
- 👉 Accessible maze
- 👉 Community gardens
- 👉 Fitness equipment
- 👉 Kiosk
- 👉 Flying fox
- 👉 Giant net swing
- 👉 Oxygen climbing net
- 👉 Toilet block.

A larger percentage of users indicated that they were male than female, however a significant percentage of users did not specify their gender.

Gender	Percentage of engaged users
Male	51%
Female	44%
Unspecified	5%

The table below lists the methods in which users engaged with pins on the ‘Your Parks, Your Voice’ Pinterest board. Pins that were not repinned, liked or commented on have not been included.

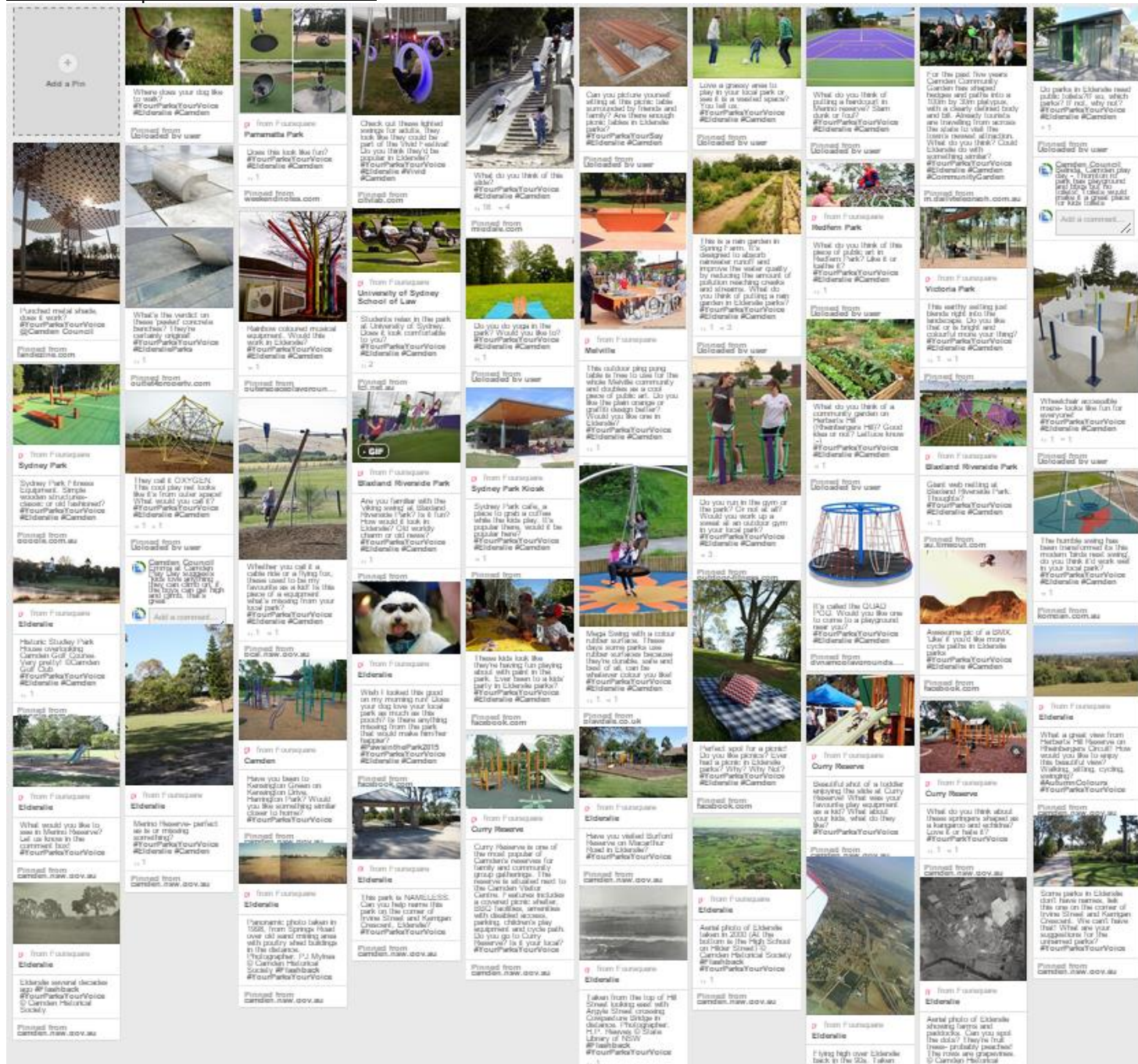


Pin description	Repins	Likes	Comment
Giant slide	18	4	
Rain garden	1	3	
Shade structure	1	1	
Musical instruments	0	1	
Accessible maze	1	1	
Community gardens	0	1	
Fitness equipment	0	1	
Kiosk	0	1	
Flying fox	1	1	
Giant net swing	1	1	
Oxygen climbing net		1	"Kids love anything they can climb on, if the boys can get high and climb, that's great"
Toilet block	0	0	"Thornton rd park has playground and bbqs but no toilets! Toilets would make it a great place for kids"
Camden Golf Course	1	1	
Curry Reserve	1	1	
Reclining chairs at University of Sydney	2	0	
Aerial photo of Elderslie showing farms and paddocks.	2	0	
Parramatta Park play equipment	1	0	
Art feature	1	0	
Concrete peel chairs	1	0	
Ping pong table	1	0	
Yoga	1	0	
Giant net at Blaxland Park	1	0	
Viking swing	1	0	
Merino Reserve	1	0	
Taken from the top of Hill Street looking east with Argyle Street crossing Cowpasture Bridge in distance.	1	0	
Aerial photo taken over Camden Bypass looking east.	1	0	
Aerial photo of Elderslie taken in 2000	1	0	

The pins most likely to generate feedback were pins that depicted an innovative idea or facility, followed by pins containing historic images or aerial photos. Pins containing more generic images or images of existing facilities were less likely to generate feedback.

The Pinterest board was more successful at promoting awareness and presenting ideas to the community than harvesting community ideas.

Collection of pins on Pinterest board



6.5. Other feedback

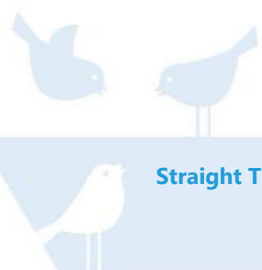
In response to the Your Park Your Voice engagement, more than 40 community members emailed Council with comments and feedback about parks and reserves in Elderslie. Amongst those were 24 students from Elderslie Public School who had been encouraged to participate in the engagement by their teacher.

Of the feedback received, 51% related to all parks and reserves, 14.6% to Camden Acres, 4.9% to Curry Reserve, 12.2% to a combination of different parks and reserves, and the final 17.3% related to other parks and reserves across the LGA.

The range of suggestions provided for improving parks and reserves were consistent to those made through the other engagement activities. Improved or additional equipment was a common theme. Providing facilities that catered for people with disabilities was mentioned by more than one contributor, as was improving access through additional pathways and making better use of riparian zones and floodplains.

Contributions by Elderslie Public School students related to both improving existing parks and providing new parks. They also consistently mentioned ensuring parks catered to all age groups, although there were slightly different views about what sort of equipment and facilities would appeal to different age groups. Common ideas included:

- 👉 Exercise equipment
- 👉 Skate park/ramp and BXM/bike tracks
- 👉 Flying foxes, twisty slides, spider web swings, climbing domes, dizzy poles
- 👉 Fenced play area for toddlers with toddler appropriate equipment, such as sandpits, smaller slides and swings
- 👉 Benches, chair and tables, and grassy areas.



7. PRIORITIES AND RECOMMENDATIONS

The outcomes of the Your Parks, Your Voice community engagement on parks and reserves in Elderslie indicate the values, interests, needs and preferences of community members who currently use Elderslie parks and reserves.

7.1. Priorities

The outcomes of this engagement demonstrate the following community priorities:

- 👉 Improved safety, especially for small children using parks with playground equipment, such as fencing to separate play areas from roads
- 👉 Replacement of old and outdated play equipment
- 👉 Improved maintenance of existing parks and reserves
- 👉 More shading over play and seating areas
- 👉 More seating in existing parks and reserves
- 👉 More park space, especially in the Camden Acres locale
- 👉 A broader range of playground equipment
- 👉 For Merino Reserve, pathways for easier walking across the park
- 👉 For Curry Reserve, replace removed burnt playground equipment.

7.2. Recommendations

On the basis of the outcomes of this engagement with the Elderslie community, Straight Talk makes the following recommendations:

- 👉 Inform the community of Council's intentions for parks and reserves and invite feedback
- 👉 Undertake specific community engagement about draft concept designs for individual parks and reserves and provide the community with the opportunity to influence park designs
- 👉 When concept designs involve new playground equipment invite feedback from younger community members, for example through school competitions
- 👉 Use the Your Parks, Your Voice Pinterest board as one mechanism for collecting community input to park concept designs, as well as other more traditional engagement methods
- 👉 Ensure all park designs are visually appealing, through landscaping etc, and support the safety and security of park users

- 👉 Identify parks for which more recreational facilities would be appropriate (such as picnic tables, barbeques etc) and toilets, and seek community feedback on potential facilities
- 👉 Short-list names for currently unnamed parks and reserves, based on the feedback provided through this community engagement, and call for input from the community on their preference
- 👉 Ensure engagement processes are well-spaced and targetted to specific audiences, to avoid consultation fatigue
- 👉 For all community engagement processes (including this one), report back to the community about what Council heard and the results of community feedback (to build trust and encourage further community participation in engagement activities).



APPENDICES - BACKGROUND DATA

Poster

Flyer

Advertisement



YOUR
PARKS.CHOICE.VOICE

Elderslie

TELL US WHAT YOU THINK ABOUT PARKS AND OPEN SPACES IN ELDERSLIE

Elderslie locals are invited to share their views and ideas for parks and open spaces in Elderslie.

To help Council meet the needs of the growing Elderslie community we want to know your thoughts

HAVE YOUR SAY before Sunday 31 May

- Complete our quick online survey by visiting www.camden.nsw.gov.au
- Share your ideas for parks and playgrounds on Pinterest with #ElderslieParks
 - Email the team at XXXXXX
- Take part in our Pop Up activities at:

Merino Reserve, Southdown Road, Elderslie

Friday 15 May, 1.30pm - 4.30pm

Kirkham Park, Elderslie

Saturday 16 May, 9am - 12pm

Camden Play Day, Kirkham Park

Sunday 24 May, 11am - 2pm



Another Great Camden Council Project!

YOUR PARKS
VOICE

Elderslie

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 #YourParksYourVoice

Email the team at mail@camden.nsw.gov.au

TAKE PART in our Pop Up activities at:

Merino Reserve, Southdown Road, Elderslie

Friday 8 May, 1.30pm - 4.30pm

Enjoy a free sausage sizzle and face painting on the day!

Kirkham Park, Elderslie

Saturday 9 May, 9am - 12pm

Camden Play Day, Kirkham Park

Sunday 24 May, 11am - 2pm

For more information contact Council's Recreation Planner on 4645 5186.



Another Great Camden Council Project!



Message from the Mayor of Camden

This time last year Little Sandy Bridge was re-opened with the new structure replacing the wooden footbridge that had been damaged due to flood. It was great to see the new concrete structure has withstood recent flooding. This new structure will stand for many years to come and is a beautiful place residents can visit and enjoy the natural environment.

Little Sandy Bridge has not only had a complete rebuild but it is now home to Council's latest public artwork which can be seen on the stairway leading up to Chellaston Reserve.

Local Aboriginal Artist, Danielle Mate, was commissioned by Council to undertake the new artwork. Danielle consulted and collaborated with the Aboriginal community resulting in an artwork that celebrates the flora and fauna of this popular and historic community site and also pays tribute to Council's mascot the platypus. Congratulations to Danielle on a fantastic finished artwork.

'Your Parks, Your Voice' project invites residents from Elderslie to have their say on parks and open spaces within their local area.

I encourage all Elderslie residents to provide us with their feedback, we want to hear your views and ideas for passive and active recreation uses in Elderslie which will help to inform us on your preferences, needs, and what you value most.

You can participate in a variety of ways. Council have already held a number of pop up sessions for residents and a further pop up session will be held at the Camden Play Day at Kirkham Park on Sunday 24 May from 11 am to 2pm.

We also have a quick online survey on our website or alternatively you can share your ideas on our Pinterest page, Pinterest #YourParksYourVoice or email Council at mail@camden.nsw.gov.au

The views and opinions collected during the 'Your Park Your Voice' project will help us to understand the community's views and assist Council to make decisions to ensure that the parks in Elderslie meet future needs. A report on the feedback received will be posted on Council's project web page at the conclusion of the consultation with the community.

Lara Symkowiak

Mayor of Camden

EVENTS

CAMDEN TOWN CENTRE ENHANCEMENT WORKS

Council has organised a number of Drop In Sessions at the Camden Council Office in John Street, allowing business owners and residents the opportunity to speak directly to Council staff regarding the Camden Town Centre Enhancement works.

Dates for these sessions are available on Council's website.

SYDNEY WRITERS' FESTIVAL – VISITING WRITERS PROGRAM

On Thursday 21 May one of Australia's hottest literary couples, Graeme Simsion and Anne Buist, will be visiting Camden as part of the Sydney Writers' Festival.

Come and join us for an evening in conversation with Graeme and Anne as they talk about their respective books. On the evening you will also have the opportunity to meet them as they conduct a book signing at the conclusion of the event.

Graeme Simsion has written the best seller The Rosie Project and the follow-up The Rosie Effect, while Anne Buist is a prominent Melbourne perinatal psychiatrist, who has written her debut psychological thriller, Medea's Curse.

Copies of Graeme and Anne's books will be available for purchase on the evening courtesy of Collins Bookshop.

When: Thursday 21 May, 6.30pm.

Where: Camden Civic Centre, Oxley Street, Camden

Cost: \$10 (refreshments provided).

Bookings are essential.

For bookings and payments visit:

www.library.camden.nsw.gov.au/bookings

Or: www.trybooking.com/HEUS.

For more information ring 4654 7951 or 4645 5039.

NATIONAL TRUST HERITAGE FESTIVAL - CONFLICT & COMPASSION WORLD WAR I

Camden Council Library Service, Camden Historical Society and Camden Area Family History Society have worked together to produce a program of exhibitions and events for the local area.

- Throughout May
'The Home Front' Photographic Exhibition
Camden Library and online at www.library.camden.nsw.gov.au

- A slide show with music popular during the war
In the Camden Library Galleria (during Library hours)

- Until Tuesday 26 May, Narellan Library
'Meet the Elders' Audio Cave.
An interactive installation with voices and sounds from the past.
Free. No bookings required for individuals. School bookings required. Phone 4645 5039.

- Wednesday 13 May, Camden Museum, 7.30pm
'Lost at Gallipoli' Talk about Colonel Astley Onslow Thompson with Camden Historical Society.

For more information phone 4654 7951 or 4645 5039 or visit www.library.camden.nsw.gov.au

WORM FARMING AND COMPOSTING WORKSHOPS

The Macarthur Centre for Sustainable Living are holding a free Worm Farming and Composting Workshops on Saturday 23 May, 10am - 12pm

All participants receive a free worm farm or compost bin.

Bookings essential. Places are limited. For more information and bookings phone 4647 9828 or email info@mcsli.org.au.

Proudly sponsored by Camden Council.

COMMUNITY ANNOUNCEMENTS

ALCOHOL FREE ZONES

In accordance with Section 644 of the Local Government Act, Camden Council at its meeting on 28 April 2015 resolved to approve the re-establishment of all existing Alcohol Free Zones (AFZ's) in the Camden Local Government Area. Suburbs include Camden, Currans Hill, Harrington Park, Mount Annan, Narellan and Narellan Vale.

The Alcohol Free Zones will be effective 24 hours per day, 7 days per week. These Alcohol Free Zones will be effective for a period of four years from July 2015 to June 2019.

Maps of the affected areas are on display in the Customer Service area of the Camden and Narellan offices.

ELDERSLIE - YOUR PARKS YOUR VOICE!

Camden Council wants to hear from Elderslie locals about their views and ideas for local parks and reserves in their neighbourhood.

Have your say during May by completing a quick online survey available from Council's website.

Take part in Pop Up activities at Camden Play Day, Kirkham Park, Hilder Street, Elderslie
Sunday 24 May, 11am - 2pm

For more information phone Dana Spence on 4645 5186 or visit www.camden.nsw.gov.au

DAN CLEARY DRIVE, ORAN PARK ROAD CLOSURE

TRN Group continue to undertake pavement rehabilitation on Dan Cleary Drive, between The Northern Road and Oran Park Drive. Dan Cleary Drive will remain closed until approximately Friday 3 July 2015. The extension of the construction program is due to inclement weather and relocation of a gas main.

The works are part of a planned development program for the area and due to the nature of the works Dan Cleary Drive will remain closed to traffic for the duration of pavement rehabilitation. During this time traffic will be diverted along Peter Brock Drive, Oran Park with detour signage in place.

TENDERS

GRANITE PAVER SUPPLY FOR ARGYLE STREET STREETSCAPE IMPROVEMENTS

Tenders are invited for Tender T011/2015 – Granite Paver Supply for Argyle Street Streetscape Improvements.

The works include the supply and delivery of Austral 'black' granite pavers for the Argyle Street Upgrade, Camden, NSW 2570. Companies are required to demonstrate their capacity and experience in successfully supplying projects of a similar type and size.

Council will receive tenders, in accordance with the request for tender clearly indicating the relevant tender number and title, up to 11am on Monday 18 May 2015. Tender documents may be obtained through NSW e-tendering website www.tenders.nsw.gov.au

The lowest or any tender will not necessarily be accepted.

For more information phone Luke Morley on 4645 5188.

MATTERS ON EXHIBITION

DRAFT BIODIVERSITY CERTIFICATION IN THE CAMDEN LGA POLICY

Council has prepared a Draft Biodiversity Certification in the Camden LGA Policy to provide guidance to Council, proponents and the community as to the methodology to pursue biodiversity certification of land within the Camden LGA.

The Draft Biodiversity Certification in the Camden LGA Policy will be on public exhibition from Wednesday 29 April 2015 to Tuesday 26 May 2015. Exhibition documents are available from Council's Customer Service Centres at 37 John Street Camden and 19 Queen Street Narellan, as well as Camden and Narellan Library and Council's website.

Written submissions are welcome, should be addressed to the General Manager, and received no later than Tuesday 26 May 2015 by mail, email or fax (details below).

For more information phone Bernadette Mackinnon on 4645 5004.

AMENDMENTS TO THE ADOPTED SWIMMING POOL INSPECTION PROGRAM

Council is proposing a number of amendments to the adopted Swimming Pool Inspection Program.

The program was reviewed in early 2015 and the findings reported to Council on the Tuesday 14 April 2015. The amendments include revising the projected number of pools to be inspected per annum, key legislation changes and minor housekeeping amendments.

Pursuant to Clause 16 of the Swimming Pools Regulation 2008, the revised Swimming Pool Inspection Program will be on public exhibition from Wednesday 29 April 2015 to Friday 29 May 2015. Exhibition documents are available from Council's Customer Service Centres at 37 John Street Camden and 19 Queen Street Narellan, as well as Camden and Narellan Library and Council's website.

Written submissions are welcome, should be addressed to the General Manager, and received no later than Friday 29 May 2015 by mail, email or fax (details below).

For more information phone Daniel Streater on 4654 7744.

