

MERGE FESTIVAL ENGAGEMENT SUMMARY



OVERVIEW OF ENGAGEMENT

City of Melville undertook significant community engagement on the Melville City Centre at MERGE Festival on Sunday 18 November, 2017.

477 individual respondents 1,111 postcards returned 2,153 ideas generated

WHO RESPONDED?



WHO WANTED TO BE FURTHER INVOLVED?

Respondents were asked to tick a box if they wanted to be involved in further engagement on the City Centre.



SURROUNDING SUBURBS

Residents in surrounding suburbs appear to be more inclined to:

- Participate in the original engagement; and
- Express an interest in taking part in subsequent engagement

SUBURB	PARTICIPATE	SUBSEQUENT ENGAGEMENT
Booragoon	64	20 or 31%
Ardross	52	18 or 35%
Mount Pleasant	32	12 or 41%
Applecross	32	11 or 34%
Melville	17	6 or 35%
Myaree	8	4 or 50%

ACTIVATION & PROGRAMMING

288 postcards returned 645 ideas generated

A vibrant and lively place that you want to return to.

Respondents want the Melville City Centre to be **entertaining**, a place to **participate in public life** and a **social meeting place**.

ENTERTAINING

- Regular programming of low-cost events and activities
- Local:** Supporting and engaging with local content
- New festivals:** circus, fashion, food, multicultural
- Existing festivals:** Fringe World, Perth Fashion Festival
- Markets:** car boot sales, swap meets, art and craft, food, farmers
- Seasonal events:** Australia Day, Christmas Carols and Market, Easter events, outdoor movie nights
- Music in the piazza:** large concerts featuring local and visiting bands, regular jazz and folk nights, buskers
- Small-scale activation:** roaming performers, fire dancing, immersive street theatre, local band competitions, stand-up comedy
- Cultural:** celebrating Noongar and multicultural Melville

PARTICIPATE IN PUBLIC LIFE

- Workshops on the arts** or **join community groups** that activate public / semi-public space
- Organised and casual recreation:** basketball, soccer, futsal, Zumba, skate park, skate paths, pilates, yoga

SOCIAL MEETING PLACE

- Designed as a meeting place, where you can solely come to:
- Eat:** a balance between the regularity of brick and mortar and the flexibility of food trucks
 - Drink:** tavern, wine bar or cocktail bar compounded by additional pop-ups in summer
 - Hang out** for a chat - with or without buying a coffee

CHILDREN SPACES

266 postcards returned 476 ideas generated

An important place for the cultural and educational upbringing of a child.

Respondents want the Melville City Centre to feature **targeted programming** and **intentional facility design** to cater for the varying interests of distinct age groups.

TARGETED PROGRAMMING

- Hands on with existing and emerging technology:** robotics, coding, 3D printing, virtual reality, electronics design, woodworking, Lego, Meccano
- Introduction to the performing arts:** music lessons, watching live bands, dancing classes, children's theatre
- Introduction to fine arts and craft:** arts and craft clubs
- Learning in the library:** young adult books, board games, chess clubs, gaming consoles, toy library, collaborating with local schools and early learning centres
- Being active:** interactive and exciting play opportunities including Nature Play, Water Playgrounds, sensory and tactile playgrounds and traditional playgrounds
- Flexible:** Maximise programming in school holidays and on weekends

INTENTIONAL FACILITY DESIGN

Allow youth to grow up in the space without losing interest by developing distinct zones that accommodate for:

- Babies and toddlers:** parents groups, grandparents groups, multicultural play groups
- Pre-school aged children:** affordable and flexible child care, early learning centres, short term crèches,
- "Tweenagers":** hang out zones, homework clubs
- Teenagers:** hang out zones

CREATIVE SPACES

286 postcards returned 556 ideas generated

A place where creativity can flourish.

Respondents want the Melville City Centre to be a place where they can **consume creative content** and **participate in creative pursuits**.

CONSUME CREATIVE CONTENT

- Performing arts:** small stage for local acts in the piazza with bigger concerts at Wireless Hill
- Fine arts:** art talks, artists in residence
- Technology:** talks from futurists

Where possible, the facility design should allow everyday community-led pursuits to become a form of cost-effective space activation.

- Performing arts:** band rehearsal space, dancing in the piazza, busking, public piano
- Fine arts:** outdoor art groups
- Technology:** repair café

PARTICIPATE IN CREATIVE PURSUITS

- Performing arts:** choir groups, music lessons, drama classes, acting schools, dance classes, karaoke nights
- Fine arts:** contemporary arts, pottery, photography, ceramics, painting
- Craft:** intergenerational craft workshops
- Technology:** 3D printing, coding, CAD and CAM, robotics and virtual reality, computer and tablet skills
- Library:** creative writing classes, book swaps, facilitate interest clubs that play Scrabble / crosswords / quiz nights etc.

NEW LIBRARY AND MUSEUM

271 postcards returned 476 ideas generated

A place for lifelong learning and longing.

Respondents want the new library and museum to be **interactive** and appeal to diverse user groups through **targeted programming** and **intentional facility design**.

INTERACTIVE

- Fast, reliable Wi-Fi
- eReader technology available plus a larger range of eBooks (including remote access from home)
- Customer input into stock selection
- Automated technology that recommends books
- Use of iPads and computers
- Integrating augmented and virtual reality to enhance the learning experience
- Live actors recreating historical events

TARGETED PROGRAMMING

- Evolving:** Constantly rotating exhibitions
- Local:** Emphasis on Melville's indigenous, colonial and multicultural history
- Appeals to adults:** reading groups, book clubs, talks and lectures from academic experts and historians
- And children:** linking museum exhibitions to local school curriculum, live storytelling, book clubs

INTENTIONAL FACILITY DESIGN

- Extend opening hours
- Merge museum into relevant sections of the library
- Silent reading and study rooms
- Group study areas
- Separate children's area
- Retain café within library