



ACTIVE RESERVES INFRASTRUCTURE STRATEGY

1 July 2019 to 15 July 2019 Survey and online community feedback



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Forward

This report contains the outcomes of the survey distributed to a random sample of residents and ratepayers living within 400m of an active reserve at the beginning of July 2019.

By providing the outcomes of the residents and ratepayers survey, we are keeping to our commitment of providing feedback on engagement processes to the people who participated in them as their data is analysed and a report completed.

Other engagement processes have also been conducted with key stakeholders including:

- The Access and Advisory Committee
- Sporting clubs and groups using reserves
- Schools

To engage with these key stakeholders the City has retained the services of a consultant. The outcomes of engagement with these groups is not be addressed here but will form part of a larger report on the development of the Strategy going forward.

By considering the needs and interests of residents and ratepayers, who may not participate in active sports, we recognise that they think differently about reserves to sporting clubs and groups. Many see reserves as 'green' extensions of their own home area and are very concerned about what goes on there. Others identify needs for community infrastructure for non-sporting activities such as paths, toilets, seating, BBQs, playgrounds or fitness equipment. It is for this reason that key stakeholders were engaged using differing methodologies.

To identify findings from responses to closed questions in the survey statistical analysis was undertaken. Responses to open questions 6, 7 and 9 in the survey were analysed using qualitative methods.

Background

Some time ago in 2011, the City developed the Strategic Provision of Active Reserves Study (SPARS) report which has helped guide us in managing the sporting needs of our community in the longer term. The ARIS report updates this previous research and will give us a 20 year future plan to provide sustainable, fit-for-purpose, multi-use, quality and inclusive Active Reserves that support our community's aspiration for a healthy lifestyle.

There are 21 Active Reserves in the City of Melville used by over 10,000 sports club members annually. The increase in participation and demand for active space means that reserves are at or are approaching capacity and overuse. There are also underutilised reserves which could be used with suitable infrastructure upgrades and improvements.

A number of facilities are no longer fit for purpose with many ageing and the emergency of female participation, the fastest growing trend on the market, having an impact on facility provision. Community expectations regarding sporting facilities and infrastructure have also changed as their use of the reserves changes.

Purpose of engagement

Recognising that active reserves and associated infrastructure are community assets, the purpose of engagement is to ensure that there are opportunities to participate in the development of a new strategy for active reserves, to be adopted by council, in ways that are fair, transparent and can be linked to the adopted strategy and its recommendations.

Objectives

Completed Objectives:

- To **inform** all stakeholders about the Project, the engagement process, and opportunities to participate.
- To **consult** with people likely to use the 20 reserves under consideration by inviting them to comment on:
 - what they value about reserves
 - o potential improvements in reserves

Upcoming Objectives:

- To **consult** with members of sporting clubs by identifying:
 - What they value about reserves
 - o improvements which might add value to the reserves
- To **involve** representatives of a CRG in reviewing community feedback from the consultation process and its incorporation in the draft Strategy document.
- To consult with the wider community about levels of support for the draft Strategy once it has been approved by Council

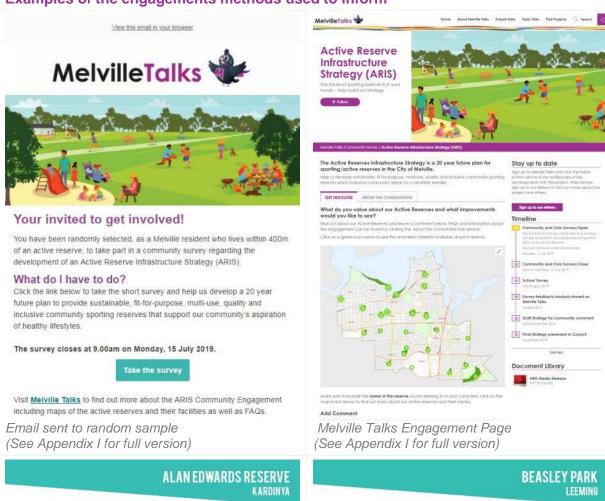
Engagement Actions

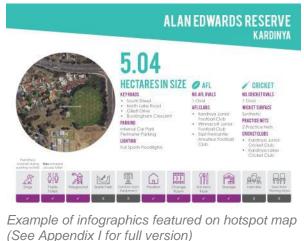
Inform

To **inform** stakeholders, direct emails were sent to a random sample of residents and ratepayers within a 400m radius of an Active Reserve inviting their participation in the project. The email contained links to both an online survey and to a dedicated engagement page on Melville Talks.

Melville Talks contained detailed information on the engagement process; a timeline and a hotspot map of each Active Reserve and an infographic of the current facilities.

Examples of the engagements methods used to inform







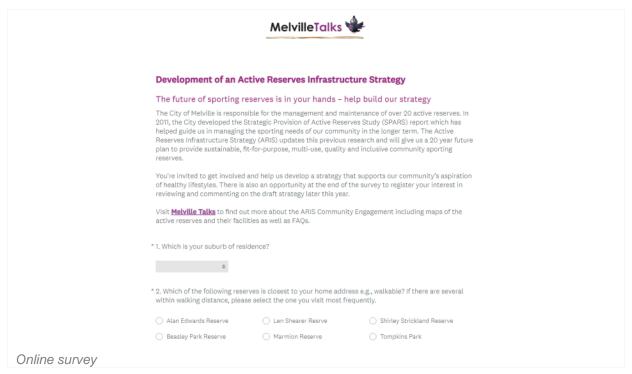
Other methods used to inform

In addition, the City advertised the engagement to the wider community via the following:

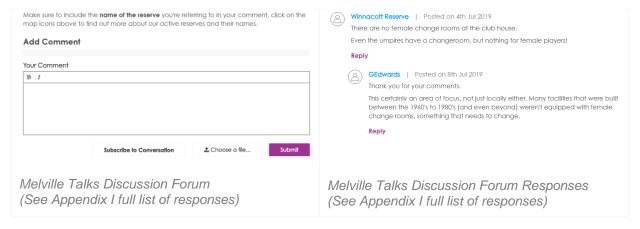
- A news article Putting the ARIS back into our Sporting Reserves on the City of Melville website with a link through to the engagement page. Published 27 June 2019.
- A media release *Putting the ARIS back into our Sporting Reserves*. Issued Wednesday, 26 June 2019
- Facebook posts published through the City of Melville Facebook account on Tuesday, 2 July 2019.

Consult

To **consult** with people likely to use the 20 reserves under consideration by inviting them to participate in an online survey made available for a 14-day period.

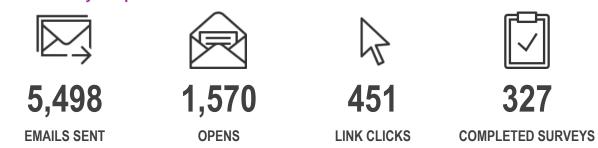


To consult with the wider community, the dedicated page on Melville Talks contained an online forum inviting visitors to respond to the question, what do you value about our Active Reserves and what improvements would you like to see?



Response

Online Survey Responses



The City of Melville sent 3,792 email invitations to a random sample of residents and ratepayers. An additional reminder was sent on Friday, 31 May 2019 to 1706 people prior to the survey closing. 327 people responded to the online survey.

Community Discussion Forum Responses



Wider advertising resulted in 517 unique page views on the Melville Talks Active Reserves Infrastructure Strategy page during the engagement period Monday, 1 July 2019 to Monday, 15 July 2019 with the open discussion board on the page receiving 44 comments from 23 contributors. 19 Comments were replies from our staff.

Response to other methods used to inform

In addition, the City advertised the engagement to the wider community via the following:

- The City of Melville news article, Putting the ARIS back into our Sporting Reserves received 33 unique page views.
- The Facebook post reached 5,559 people and had 62 link clicks.

Engagement Analysis

Quantitative Data

The quantitative results of the online survey are listed below, with the qualitative data being analysed alongside the community discussion forum data.

Q1&2: Which is your suburb of residence and which of the following reserves is closest to your home address e.g., walkable? If there are several within walking distance, please select the one you visit most frequently.

Legend							Live in neighbouring suburb to the reserve							Other suburbs					
							Sub	ourb	of Re	eside	nce								
Reserve/Park	Alfred Cove	Applecross	Ardross	Attadale	Bateman	Bicton	Booragoon	Bull Creek	Kardinya	Leeming	Melville	Mt Pleasant	Murdoch	Myaree	Palmyra	Willagee	Winthrop		
Alan Edwards Reserve									12										
Beasley Park Reserve				1						17									
Bert Jeffery Reserve					1	1			1				23						
Bill Ellison Reserve					12														
Gairloch Reserve		15	1																
John Connell Reserve					1			1		17									
Karoonda Reserve			2				10												
Len Shearer Reserve	1						15		1		1								
Marmion Reserve	3										2			8					
Melville PS Oval	1										8								
Melville Reserve				3							2				1				
Morris Buzacott Reserve									10	1			4						
Peter Ellis Park										21									
Rob Campbell Reserve	1					14													
Shirley Strickland Reserve		1	19				2					9							
Tompkins Park	16	9	1	3			1				4				1				
Trevor Gribble Reserve								9											
Troy Park	1	1		5															
Webber Reserve															1	6			
Winnacott Reserve																8			
Winthrop Park					4				1								13		

Residents are generally aware of the existence of local active reserves (parks / reserves in the suburb where they live):

- Most residents (82%) nominated local reserves as the closest reserve to their home;
- Only 2% of the respondents chose a reserve that is neither in the suburb they live, nor in a neighbouring suburb. Majority of the respondents in this group are male.

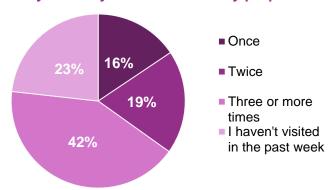
Q3: In the past week, how many times did you visit your reserve for any purpose?

77% of the respondents

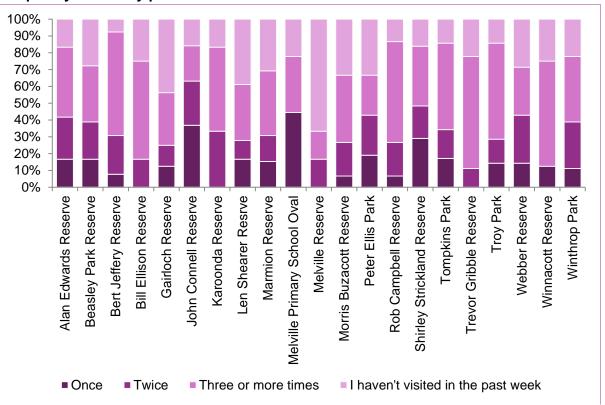
In the past week:

visited their reserve at least once:

Less than a quarter of the respondents have not visited their reserve in the past week;



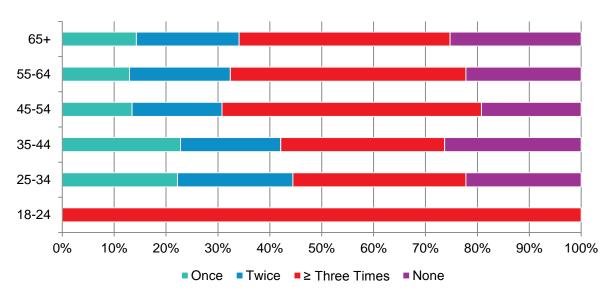
Frequency of visit by park/reserve



- 92% of the residents visited their reserve at Bert Jeffrey Reserve;
- Only one third of the residents (34%) visited their reserve at Melville Reserve;
- Trevor Gribble Reserve, Winnacott Reserve, Bill Ellison Reserve and Rob Campbell Reserve were visited more frequently than other reserves (≥60% visited at least three times in the past week).

Comparing the results across different demographic groups

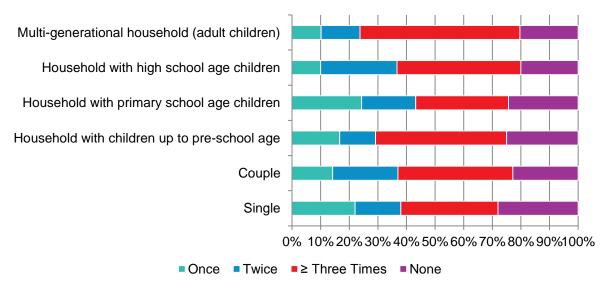
Age/Number of times they visit



Respondents aged between 45 and 54 visits their local reserves more frequently – 81% visited their reserves in the last week while 50% visited three or more times.

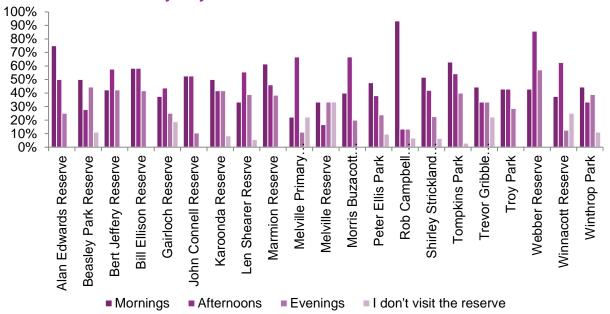
Only one respondent in the age group of 18-24. No comment made for this group.

Household/ Number of times they visit



Respondents in multi-generational household (adult children) visit their local reserve more frequently – 80% have visited in the last week and 56% visited three or more times.





23 out of the 327 respondents (<10%) do not visit their local reserves. Similar to the result of Question 3, Melville Reserve is the least visited reserve: one third of the **local residents** (respondents who have nominated Melville Reserve as the reserve closest to their home) do not visit the reserve.

Percentage of residents visiting their local reserve/ time of the day

As residents may choose more than one time of the day, the percentage will not add up to 100%

	Mornings	Afternoons	Evenings	I don't visit the reserve
Alan Edwards Reserve	75%	50%	25%	0%
Beasley Park Reserve	50%	28%	44%	11%
Bert Jeffery Reserve	42%	58%	42%	0%
Bill Ellison Reserve	58%	58%	42%	0%
Gairloch Reserve	38%	44%	25%	19%
John Connell Reserve	53%	53%	11%	0%
Karoonda Reserve	50%	42%	42%	8%
Len Shearer Reserve	33%	56%	39%	6%
Marmion Reserve	62%	46%	38%	0%
Melville Primary School Oval	22%	67%	11%	22%
Melville Reserve	33%	17%	33%	33%
Morris Buzacott Reserve	40%	67%	20%	0%
Peter Ellis Park	48%	38%	24%	10%
Rob Campbell Reserve	93%	13%	13%	7%
Shirley Strickland Reserve	52%	42%	23%	6%
Tompkins Park	63%	54%	40%	3%
Trevor Gribble Reserve	44%	33%	33%	22%
Troy Park	43%	43%	29%	0%
Webber Reserve	43%	86%	57%	0%
Winnacott Reserve	38%	63%	13%	25%
Winthrop Park	44%	33%	39%	11%

Majority reserves are mostly visited in the mornings and afternoon:

- Half of the reserves (11 out of 21) are mostly visited in the morning;
- 7 of them are mostly visited in the afternoon;
- 3 others are equally visited in the morning and afternoon.

Age/ Time of the day

	Mornings	Afternoons	Evenings	I don't visit the reserve
18-24 ¹	-	-	100%	-
25-34	39%	50%	33%	6%
35-44	42%	61%	44%	2%
45-54	44%	44%	35%	13%
55-64	50%	39%	31%	7%
65+	63%	48%	19%	8%

Majority of the younger respondents (below 45 years old) visit their reserves in the afternoon while majority of the senior respondents (above 55 years old) visit in the morning.

Household/Time of day

	Mornings	Afternoons	Evenings	I don't visit the reserve
Single	52%	48%	32%	10%
Couple	57%	44%	25%	8%
Household with children up to pre-school age	50%	46%	42%	0%
Household with primary school age children	32%	70%	38%	0%
Household with high school age children	47%	37%	30%	13%
Multi-generational household (adult children)	47%	42%	34%	8%

Household with younger children (pre-school & primary school age) have all visited their reserve. Majority of the respondents with primary school age children visit their reserves in the afternoon.

Q5: What did you do there?

		Activity																	
Reserve/Park	Walking for exercise	Walking the dog	Jogging/running	Cycling	Football	Soccer	Cricket	Rugby	Touch Rugby	Hockey	Baseball	Softball/Teeball	Athletics	Basketball	Netball	Tennis	Lawn Bowls	Gaelic Football	Playground
Alan Edwards Reserve	5	9			1		1	1											2
Beasley Park Reserve	9	6	1		2								1						2
Bert Jeffery Reserve	22	11	9	2	5	2								1					9
Bill Ellison Reserve	8	6	1			1										1			3
Gairloch Reserve	8	5	1		2					1									3
John Connell Reserve	12	7		2		1													1
Karoonda Reserve	5	8	3		1														1
Len Shearer Reserve	11	11	3	1		2													4
Marmion Reserve	6	8	1		2							1							1
Melville PS Oval	2	7	2		2		1									1			1
Melville Reserve	4	1																	1
Morris Buzacott Reserve	9	2	1		2		2									1	2		3
Peter Ellis Park	13	8	5		1		1												1
Rob Campbell Reserve	11	6	1	1			1												
Shirley Strickland Reserve	17	15	4		3		1												2
Tompkins Park	24	9	8	13	1	4	1	1									6		3
Trevor Gribble Reserve	4	6		1															1
Troy Park	6	3																	2
Webber Reserve	3	5	1	1	1			1											4
Winnacott Reserve	3	4	1		3						1								2
Winthrop Park	13	4	2	2		1													2

Most of the respondents visit their reserves to walk for exercise or walk the dog. Tompkins Park is also a popular location for cyclist.

Sport activities are not the main reason for residents visiting their reserves:

- None of the reserve is used for Touch Rugby, Netball or Gaelic Football even though the facilities are available;
- None of the respondents have played any sports at Melville Reserve, Trevor Gribble Reserve or Troy Park; and
- Rugby, Hockey, Baseball, Softball / Teeball, Athletics, Basketball and Tennis are not actively played in any of the reserves (less than 5 respondents said they have played any of these sports).

Legend		Facility used by residents						Facility not used by residents						No facility available				
						;	Sporti	ing Fa	acility	,								
Reserve/Park	Football	Soccer	Cricket	Rugby	Touch Rugby	Hockey	Baseball	Softball/Teeball	Athletics	Basketball	Netball	Tennis	Lawn Bowls	Gaelic Football	Playground			
Alan Edwards Reserve																		
Beasley Park Reserve																		
Bert Jeffery Reserve																		
Bill Ellison Reserve																		
Gairloch Reserve																		
John Connell Reserve																		
Karoonda Reserve																		
Len Shearer Reserve																		
Marmion Reserve																		
Melville PS Oval																		
Melville Reserve																		
Morris Buzacott Reserve																		
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Rob Campbell Reserve																		
Shirley Strickland Reserve																		
Tompkins Park																		
Trevor Gribble Reserve																		
Troy Park									_									
Webber Reserve																		
Winnacott Reserve																		
Winthrop Park																		

The table above compares facilities available at each reserve and how residents utilise them.

A number of sites have facilities that are not utilised:

- Out of the 21 parks and reserves, 16 have cricket facilities. Only 7 were used;
- None of the basketball courts were used (1 respondent said he played basketball at Bert Jeffrey Reserve, which is not equipped with basketball court); and
- None of the hockey courts were used (1 respondent said he played hockey at Gairloch Reserve, which is not equipped with hockey court);

Most of the playgrounds were used, except for Rob Campbell reserve. Two respondents said they used playground at Peter Ellis Park and Trevor Gribble Reserve which are not equipped with playground.

Q8: Which of the following reserves do you also use?

The following table combines answers from Question 8 with Question 2 and 4.

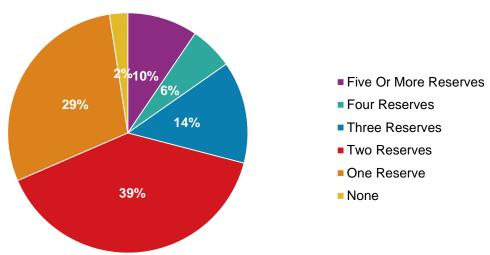
The number of local residents (based on Question 2) who have visited the park (based on Question 4) is added to the number of respondents who uses the reserve other than the reserve they selected in Question 2 (based on Question 8).

Legend								neigl to th	ring serve		Other suburbs						
		Suburb of Residence															
Reserve/Park	Alfred Cove	Applecross	Ardross	Attadale	Bateman	Bicton	Booragoon	Bull Creek	Kardinya	Leeming	Melville	Mt Pleasant	Murdoch	Myaree	Palmyra	Willagee	Winthrop
Alan Edwards Reserve	2		1		2				13	2			1				1
Beasley Park Reserve	1			2	1				2	31		1					
Bert Jeffery Reserve		1		1	3	1			2				23			1	
Bill Ellison Reserve	1				14					1			1				
Gairloch Reserve	1	16	3				1					1					
John Connell Reserve					1		2	1		30					1		
Karoonda Reserve	3	3	5		3	1	15						1				1
Len Shearer Reserve	6	1	5		5	3	17		1	2	2	1	4				2
Marmion Reserve	8	1	1	2	1	2	5		2	2	7		1	8		1	3
Melville PS Oval	6		1		2	1	1				9	1	1				
Melville Reserve	4	2	1	4		3	1		2	2	6				1		
Morris Buzacott Reserve		1	1		3	2	3		15	2	1	1	13	1			1
Peter Ellis Park										22		1					
Rob Campbell Reserve	1	1				13											
Shirley Strickland Reserve	2	7	20	1	1	2	7					8	3	1			
Tompkins Park	19	18	8	8	5	6	8		4	3	10	4	6	3		2	
Trevor Gribble Reserve					1			7	1	1			1				
Troy Park	10	3	3	6	2	6	4			1	3	2	1			2	1
Webber Reserve															1	7	
Winnacott Reserve		2		1	1	3			2				2			11	1
Winthrop Park	2	1	2	1	7	1	7	1	7	3			11				11

Tompkins Park is the most visited reserve across the City -32% of the respondents visit the reserve.

Comparing results across different demographic groups

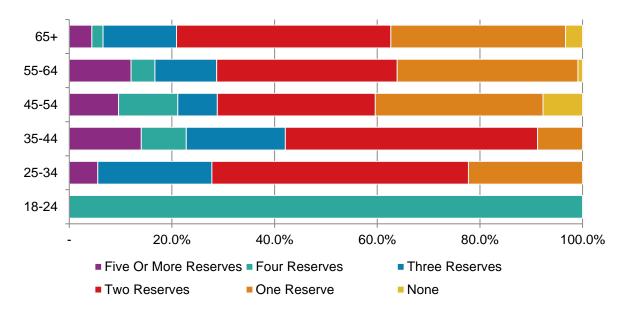
Number of reserves visited



At least 69% of the respondents visit / use at least two reserves in the City.

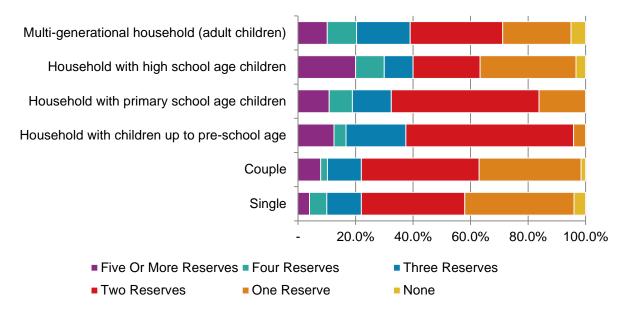
Comparing results for Question 4 & Question 6, 23% of the respondents said they have not visited their local reserve in Question 4. However, in Question 6, only 2% have not visited any reserve in the City – inferring that 21% of the respondents know that there is a reserve in their local area but prefer to visit other reserves in the City.

Age/Number of reserves they visit



Respondents between 35 and 44 years old visit more parks than the other age groups: 91% visit at least 2 reserves and 14% visit five or more parks.

Household/ Number of reserves they visit



96% of respondents in household with children up to pre-school age visit two or more parks.

Qualitative Data

Qualitative data is non-numeric and may come in multiple formats from a range of sources including responses to open questions in surveys, commentary on social media, videos, audio recordings and online discussion forums.

Analysis involves the identification of themes 'grounded' in the data, or in evidence from it. It is a deductive, iterative process which includes reading, viewing (videos) and reviewing data until no new themes or ideas are found. Nvivo, a software package for analysis of qualitative data, can be used to upload data in a range of electronic formats and then to interrogate it using various queries to sort, compare and code data in ways which illustrate the identified themes.

Qualitative data uploaded into Nvivo for the ARIS engagement was from responses to open questions 6, 7 and 9 in the online survey:

- Question 6. What do you like about the reserve?
- Question 7. What could be improved on the reserve?
- Question 9. Do you have any other comments about these reserves?

Process of Analysis

The process of analysis leading to the identification of themes involves using a number of queries available in Nvivo once qualitative data has been uploaded.

Word Frequency Queries (WFQ) search all selected data sources for recurrent words and then displays the outcomes in various ways for more in-depth analysis. The number of words to be searched may be set, as can the number of characters.

The output of a WFQ is a list of recurrent words (key words), their character length, the number of occasions on which words appeared and a weighted percentage of the total number of words. In addition, a Word Cloud is generated providing the same information, but in a different visual format, with words being sized according to how often they have appeared in the text.

To identify the context within which the key words occur, Text Search Queries (TSQ) for each word generates a Word Tree Diagram showing the surrounded by 'branches' or the sentences in which it occurs.

On this occasion, the three questions were reviewed as a whole and then reviewed using Matrix Coding Queries (MCQ) to see how themes applied to specific reserves. The output of an MCQ is a table, in which the cells may be shaded to indicate level of significance and charts, displaying the same information but in an alternate format for ease of understanding.

The thematic responses to each question have been supplied in this report followed by the methodology used to develop them.

Q6. What do you like about the reserve?

All 327 respondents answered this question, generating a large amount of data for in depth analysis and the identification of common themes or responses.

Theme	Evidence – Examples of Direct Quotations
Having access to open space	 Large open spaces for kids to run around The unencumbered spaces, the views, the peace Open spaces with many activity options
Access to a reserve which is close to home	 Close to home, not too busy It's close by my house. It is on the way to school and on the way home. Grass is nice and soft close to home. Very well maintained, has all the facilities I require.
The places and spaces with trees	 pine trees and manicured lawns, she-oak trees ok Lots of trees and well-kept grass The trees, the birds, the grassed open spaces
Reserves that are well maintained	 Nice, clean, plenty of space and well maintained Well maintained and safe Very clean and well-maintained. Rarely any litter.
Sports as a part of local life	 Close, proximity, public open space, varied usage by different sport ng groups, green space I have met so many people from nearby. The sporting groups make very good use of the park Well used by many sporting clubs and the general public

Word Frequency Query (WFQ)



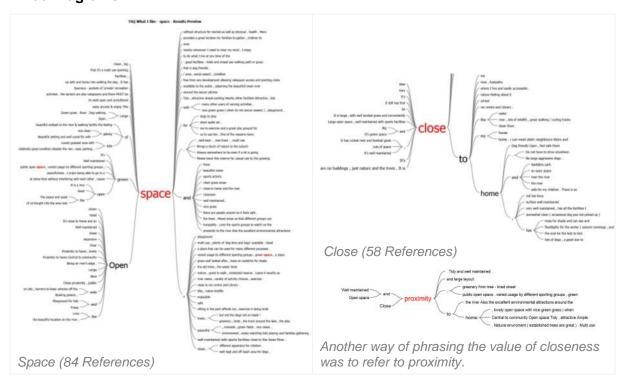
Word	Length	Count	Weighted Percentage (%)	Similar Words
space	5	84	3.96	space, spaces
close	5	58	2.74	close, closeness
trees	5	42	1.98	trees
maintained	10	37	1.75	maintained
sports	6	31	1.46	sport, sporting, sports

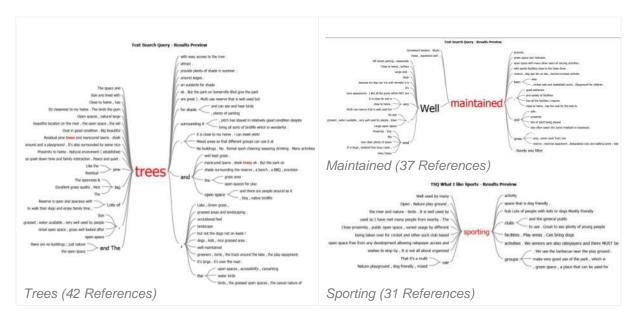
Beginning with "space," the top key word in both the list of most frequently recurrent words and the largest word in the Word Cloud, a series of Text Search Queries (TSQ) were run subsequently to identify the context within which each of the key words occurred.

TSQ's generate a list of references which may be linked to an identified key word and also a Word Tree Diagram. Branches are formed from the sentence within which a key word occurs.

In this instance, "space" was strongly linked to "open" indicating that open space was a thematic response to the question.

Tree Diagrams

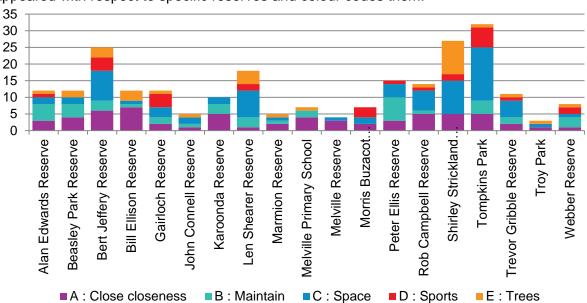




Matrix Coding Query (MCQ)

Having reviewed the context within which key words appeared and then coding and recoding them as statements in full, a Matrix Coding Query (MCQ) was run to review not only the frequency (occurrences) of key words and references, but also by reserve.

The MCQ the chart and table below shows the number of occasions within which key words appeared with respect to specific reserves and colour codes them.



Reserve/Park	A : Close	B : Maintain	C : Space	D : Sports	E : Trees
Alan Edwards Reserve	3	5	2	1	1
Beasley Park Reserve	4	4	2	0	2
Bert Jeffery Reserve	6	3	9	4	3
Bill Ellison Reserve	7	1	1	0	3
Gairloch Reserve	2	2	3	4	1
John Connell Reserve	1	1	2	0	1
Karoonda Reserve	5	3	2	0	0
Len Shearer Reserve	1	3	8	2	4
Marmion Reserve	2	1	1	0	1
Melville PS Oval	4	2	0	0	1
Melville Reserve	3	0	1	0	0
Morris Buzacot Reserve	2	0	2	3	0
Peter Ellis Reserve	3	7	4	1	0
Rob Campbell Reserve	5	1	6	1	1
Shirley Strickland Reserve	5	0	10	2	10
Tompkins Park	5	4	16	6	1
Trevor Gribble Reserve	2	2	5	1	1
Troy Park	1	0	1	0	1
Webber Reserve	1	3	1	2	1

Considering the top four reserves people talked about, it could be seen that open space was strongly valued and would seem to be more so than sporting activity (with the exception of Tompkins Park). With respect to Shirley Strickland, trees and space share the same level of importance. Responses to Bert Jeffrey Reserve suggest that most of its value lies in being a local open space, although not as important to locals as Bill Ellison Reserve. Len Shearer's value is also connected to providing an open space and also trees and vegetation.

Q7. What could be improved in the reserve?

Theme	Evidence – Examples of Direct Quotations
We like it as it is	 Nothing- the reserve is good for purpose Nothing that I can suggest at the moment it just an open recreational area which is fine. Nothing – its well maintained and accessible
Access to public toilets, facilities, clubrooms	 Perhaps public toilets, not just for sports teams Toilets men and women, as well as showers new change rooms Toilet facilities open when the pavilion is not be used or is not open
Playgrounds – new and upgraded	 Children's play area with more varieties to choose from I'm happy with the reserve though the playground area could be improved It would be good to have a children's playground near the club house so that siblings can use it when their brothers/sisters/parents are involved in team sports.
Exercise equipment for everyone	 Exercise equipment to keep the young and old active and fit. Exercise equipment would be fantastic Would be good if there are installed sport equipment to do exercises

Word Frequency Query (WFQ)



Word	Length	Count	Weighted Percentage (%)
nothing	7	32	1.29
playground	10	32	1.29
equipment	9	28	1.13
exercise	8	22	0.89
toilets	7	21	0.85

The WFQ for this question indicated that most of those responding either felt that nothing could be improved upon or they had no suggestions. However, Text Search Queries for each of the most commonly recurrent words shown in the Word list and the Word Cloud, identified a range of suggestions.

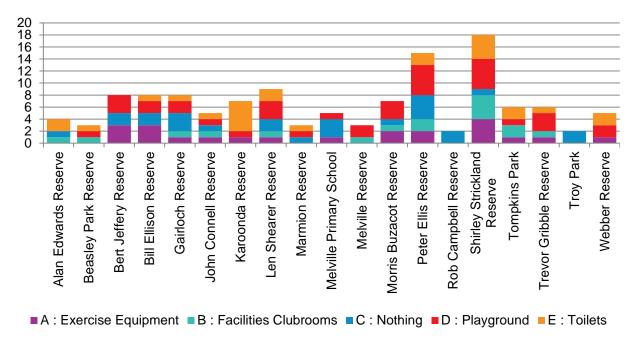
Tree Diagrams





Matrix Coding Query (MCQ)

The Matrix Coding Query indicates improvements for individual reserves.



The Matrix Coding Chart reveals the thinking on which parks could be most improved with Shirley Strickland Reserve and Peter Ellis Reserve, even with 'nothing' taken out of the chart. Playgrounds or play spaces were seen as value adding items for most parks with the exception of Alan Edwards and Rob Campbell Reserves, and Troy Park. Interest in exercise equipment was most identified for Shirley Strickland, Bert Jeffrey and Bill Ellison Reserves. Whilst facilities such as toilets, club rooms and change rooms featured most strongly for

Shirley Strickland, this may be as a result of the current development status of the reserve raises the awareness of local residents and sporting clubs alike.

The darker the shading, the greater the link between the key words identified during the Word Frequency Query and individual reserves.

Reserve/Park	A:Exercise Equipment	B:Facilities Clubrooms	C:Nothing	D:Playground	E:Toilets
Alan Edwards Reserve	0	1	1	0	2
Beasley Park Reserve	0	1	0	1	1
Bert Jeffery Reserve	3	0	2	3	0
Bill Ellison Reserve	3	0	2	2	1
Gairloch Reserve	1	1	3	2	1
John Connell Reserve	1	1	1	1	1
Karoonda Reserve	1	0	0	1	5
Len Shearer Reserve	1	1	2	3	2
Marmion Reserve	0	0	1	1	1
Melville PS Oval	1	0	3	1	0
Melville Reserve	0	1	0	2	0
Morris Buzacot Reserve	2	1	1	3	0
Peter Ellis Reserve	2	2	4	5	2
Rob Campbell Reserve	0	0	2	0	0
Shirley Strickland Reserve	4	4	1	5	4
Tompkins Park	1	2	0	1	2
Trevor Gribble Reserve	1	1	0	3	1
Troy Park	0	0	2	0	0
Webber Reserve	1	0	0	2	2

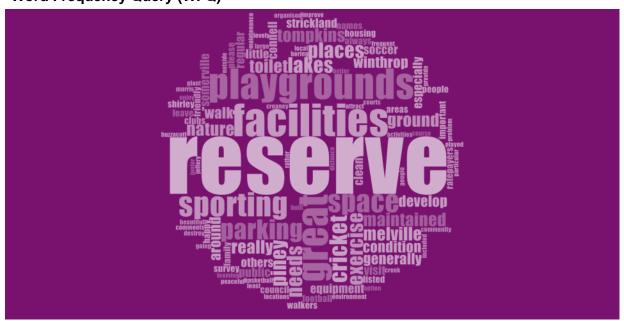
Note: Recoding following TSQ, strongly connected toilets, facilities and clubrooms.

Q9. Other comments about the reserves

There was less commentary in response to this question than Questions 6 and 7. Whilst 'reserve' was the most frequently recurrent word, further investigation at the TSQ level provided more insight.

Theme	Evidence – Examples of Direct Quotations
What about the missing reserves which matter to me?	 The Roy Neal Reserve was not listed. This reserve could use some love. My daughter and I visit there to ride bikes etc but its not well tended. There's a few missing off the listsuch as Art Wright ReserveAnthony Dodd ReserveMalcolm Reserve and Kadjiniy Park Is this only about sporting reserves? I live closest to Herb Naptahally Reserve to have a kick around with the kids, but its not well kept and is often not suitable
Add value with facilities	 Please make better use of the larger reserves that already have facilities and can be turned into sporting hubs. Do not waste OUR ratepayers money developing little parks for organised sport. make the clubs share facilities. More concentrated facilities bring economies of scale. More handicapped facilities
Things we appreciate	 They are all great places The are all in great condition is great as a cricket oval
Add value with playgrounds	 shaded playgrounds would be a great step forward Most reserves around Melville are boring for kids – we find ourselves travelling to places out of our local areaWe have a good many sporting groundsbut generally the facilities are run down with boring playgrounds. Updated playgrounds would be great! Starting to get a little dated

Word Frequency Query (WFQ)



Word	Length	Count	Weighted Percentage (%)	Similar Words
reserve	7	32	2.85	reserve, reserves, reserves'
facilities	10	15	1.34	facilities, facility
great	5	14	1.25	great
playgrounds	11	14	1.25	playground, playgrounds
sporting	8	11	0.98	sport, sporting, sports
space	5	10	0.89	space, spaces





Given low levels of commentary, the matrix coding query cross tabulating reserves with key words provided limited insights which are shown in the table below.

Reserve	Commentary
John Connell Reserve	great as a cricket oval with fabulous viewing to the club house
Nesei ve	Develop John Connell and make [a]sporting hub
Karoonda Reserve	desperately needs the basketball courts upgraded, resurfacing and new hoops. Overall there are no good public basketball courts in the area
Shirley Strickland	Playground
Tompkins Park	needs more toilet facilities and parking

Appendix I - Engagement Materials

Email sent to Random Sample

View this email in your browser





Your invited to get involved!

You have been randomly selected, as a Melville resident who lives within 400m of an active reserve, to take part in a community survey regarding the development of an Active Reserve Infrastructure Strategy (ARIS).

What do I have to do?

Click the link below to take the short survey and help us develop a 20 year future plan to provide sustainable, fit-for-purpose, multi-use, quality and inclusive community sporting reserves that support our community's aspiration of healthy lifestyles.

The survey closes at 9.00am on Monday, 15 July 2019.

Take the survey

Visit Melville Talks to find out more about the ARIS Community Engagement including maps of the active reserves and their facilities as well as FAQs.

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Want to change how you receive these emails?

You can update your preferences or unsubscribe from this list.

Melville Talks ARIS Engagement Page – Get involved



The Active Reserves Infrastructure Strategy is a 20 year future plan for sporting/active reserves in the City of Melville.

Help us develop sustainable, fit-for-purpose, multi-use, quality and inclusive community sporting reserves which balance community needs for a healthier Melville.

GET INVOLVED

ABOUT THE CONSULTATION

What do you value about our Active Reserves and what improvements would you like to see?

Find out about our Active Reserves and leave a comment below, FAQs and information about the engagement can be found by clicking the About the Consultation tab above.

Click on a green icon below to see the amenities currently available at each reserve.



Make sure to include the **name of the reserve** you're referring to in your comment, click on the map icons above to find out more about our active reserves and their names.

Add Comment



44 Comments

Stay up to date

Sign up to Melville Talks and click the follow button above to be notified about key developments with this project. Alternatively sign up to our eNews to find out more about this project and others.

Sign up to our eNews

Timeline

Community and Club Surveys Open
The Community Survey will be sent to a random sample of residents and rategayers living within 400m of an Active Reserve.
All clubs will receive the Clubs Survey.
Monday. 1 July 2019

Community and Club Surveys Close 9am on Monday. 15 July 2019

School Survey
July/August 2019

Survey feedback/analysis shared on Melville Talks
August 2019

Draft Strategy for community comment Late September 2019

Final Strategy presented to Council November 2019

See less

Document Library



Melville Talks ARIS Engagement Page – About the consultation



Metville Talks Community Home / Active Reserve Infrastructure Strategy (ARIS)

The Active Reserves Infrastructure Strategy is a 20 year future plan for sporting/active reserves in the City of Melville.

Help us develop sustainable, fit-for-purpose, multi-use, quality and inclusive community sporting reserves which balance community needs for a healthier Melville.

GET INVOLVED ABOUT THE CONSULTATION

This consultation ensures there are opportunities for the City of Melville community to participate in the development of a new Active Reserves Infrastructure Strategy to be adopted by council in ways that are fair, transparent and can be linked to the adopted strategy and its recommendations.

The strategy will be complementary to other strategies including the Land Asset Management Strategy, Urban Forest Strategy, Public Spaces Strategy and Infrastructure Strategy. It will incorporate sustainable practices, co-location and shared use.

Who is being consulted and how can you get involved?

- Members of sporting clubs will be engaged through a survey.
 Local residents living within 400m of an Active Reserve will be randomly sampled via the ratepayer and customer services databases to complete a survey and register an expression of interest to review and comment on the draft survey.
 On Melville Talks, the community will be able to leave their comments about what they value about
- active reserves and what improvements they would like to see.

 The draft strategy will be posted on this Melville Talks for all members of the community to review and

What will happen with the information we shared?

A summary/analysis of the survey feedback will be posted on this Metville Talks page in late July 2019.

The information shared will inform the draft strategy, which will then be posted to this page for comment by

What happens after that?

All feedback will inform the final Active Reserve Infrastructure Strategy, which we aim to return to council in November 2019 for adoption.

Any feedback provided by the community will be shared on Melville Talks.

Stay up to date

Sign up to Melville Talks and click the follow button above to be notified about key developments with this project. Alternatively project and others.

Sign up to our eNews

Timeline

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All clubs will receive the Clubs Survey. Monday, 1 July 2019

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August 2019

☆ Draft Strategy for community comment

Final Strategy presented to Council

See less

Document Library



FAQ



Melville Talks ARIS Engagement Page - FAQs

Why are you developing an Active Reserve Infrastructure Strategy (ARIS)?

Some time ago in 2011, the City developed the Strategic Provision of Active Reserves Study (SPARS) report which has helped guide us in managing the sporting needs of our community in the longer term. The ARIS report updates this previous research and will give us a 20 year future plan to provide sustainable, fit-for-purpose, multi-use, quality and inclusive community sporting reserves that support our community's aspiration of healthy lifestyles.

Why is the ARIS important?

The community told us they want the opportunity for a healthy lifestyle indoor and out, and to ensure the City can meet their future sporting needs there must be a plan.

The ARIS will consider particular challenges including the limited opportunity for new reserve development within the City and potential reductions in water availability, and will provide a high degree of confidence that the community's sport and recreation needs can be met.

Challenges facing the City which require a strategic approach to the future provision of active reserves include:

- The continued emergence of participation in women's sport
- · Emergence of new sporting activities
- Reduction in the availability of water in a drying climate
- The Federal and State Government's requirement that sport and recreation infrastructure should be shared, mulit-use facilities with the co-location of a number of user groups

What is an Active Reserve?

An active reserve, also known as a sporting reserve is used for structured team sports. Active reserves also include so-called passive areas such as verges, bush land, sumps and playgrounds and may also be called 'Parks'. e.g Winthrop Park. Current Active Reserves include, for example, Morris Buzacott Reserve - Kardinya, Beasley Park – Leeming and Gairloch Reserve – Applecross.

What is a Passive Reserve?

A passive reserve, also known as a 'park' or 'reserve' is used for non-structured leisure or recreational activities. Passive reserves may include areas of bushland, neighbourhood parks and other public open spaces where structured sport isn't played. e.g. Deep Water Point, Piney Lakes, Point Walter Reserve and John Creaney Park.

Is this Strategy about all of the reserves in the City of Melville?

No, the City is undertaking a research process to understand future requirements for active reserves from which a strategy will be developed to ensure community needs are met into the future.

Who will be involved in developing the strategy?

There is a broad range of stakeholders contributing to the strategy development, including:

- Local Residents living within 400m of an Active Reserve
- The broader Community
- Council
- An external leisure consultancy, Dave Lanfear Consulting
- An internal project team of 15 officers with varying areas of expertise

How will the community be engaged?

We will be inviting a random sample of people living within 400 meters of our current active reserves, to complete a survey about how they use active reserves. The invitation will be sent via direct email from the City's ratepayer and customer service databases. The wider community will also be asked to provide comment on the draft strategy via Melville Talks.

Sporting Clubs will be surveyed to understand the club perspective. The City also plans to survey two local high schools to understand youth aspirations.

Additionally, this Melville Talks page will keep you informed, create discussion around the topic and provide opportunity for your feedback. This website also has an interactive active reserve map where the community can learn more about our active reserves.

How does it fit in with other City of Melville plans and policies? E.g. Urban Forest Strategic Plan, People, Places, Participation: A Strategic Community Plan for the City of Melville 2016-2026.

One of the first critical elements of this project is an extensive literature review to ensure no major contradictions between City, State and National principles that relate to Active Reserves (where applicable). The Active Reserves Infrastructure Strategy, driven by our highest level documents, including People, Places, Participation: A Strategic Community Plan 2016-2026 and the City's Corporate Business Plan 2016-2020 that aims to help meet the Community's aspirations which are our key outcome areas and core focus.

Who will benefit from this?

The major beneficiaries of this strategy will be residents that use active reserves for leisure/recreation activities and/or participate in structured sports as a Sporting Club member.

Will the ARIS consider using other reserves for sport in the future?

It will be considered, though at this stage it is difficult to know which reserves may be used for sports in future that aren't currently. As the strategy develops we will understand which reserves may be required in future for sporting use.

Will this strategy lead to rate increases?

It is difficult to know what financial implications there may be until the strategy is completed and we understand what is needed to upgrade or 'future proof' sporting provisions. In-line with the City's focus on minimising any rate increases wherever possible we will be investigating various funding options to get things done and reduce our reliance on rates. What we discover through this process will better inform asset replacement (Asset Management Plans) and the Long Term Financial Plan.

How will this affect current projects that are underway? E.g. Tompkins Park, Shirley Strickland Reserve and Bert Jeffrey Park.

The development of the ARIS will not impact current projects as previous Council decisions have been made in relation to these projects.

How will this affect me?

Through the Strategic Community Plan, the community told us they want the opportunity for a healthy lifestyle, and this strategy will help to ensure our residents can participate in sport and recreation at a local reserve into the future.

When will we know the outcomes of this strategy?

It is currently proposed to present the draft strategy to council in September 2019, which will then be released for comment to the community. We aim to return to council in ~November 2019 to adopt the strategy.

How many sporting clubs are there in Melville?

There are currently 72 Sporting Clubs in the City of Melville that use City reserves and facilities.

How do you know that you're nearing sporting capacity on Melville's active reserves?

Though there are a number of contributing factors, average optimal use of a grass sporting fields is less than 25 hours per week. During the most recent winter season 70% of our active reserves had over 25 hours of use per week, some had over 40 hours per week. This means that maintaining the turf can become challenging and unsustainable.

Is this a land grab?

No, definitely not. In seeking to balance our community's future needs and expectations with the challenges we face with a growing population we not only need to retain and optimise our current active reserves, but also need to seek alternatives and creative solutions so that everyone who wants to recreate and play sport can continue to.



MEDIA RELEASE

Working together, to achieve community wellbeing, for today and tommorrow













Subject: Putting the ARIS back into our Sporting Reserves

Date: Wednesday, 26 June 2019

The City of Melville is calling on the community to help shape its Active Reserves Infrastructure Strategy (ARIS) which aims to provide sustainable, fit-for-purpose, multi-use and inclusive community sporting

Building on the City's Strategic Provision of Active Reserves Study (SPARS) report from 2011, the ARIS Strategy will incorporate new research and trends to provide a 20 year plan to help fulfil our community's aspiration of achieving a healthy lifestyle.

Currently the City has 72 sporting clubs with over 10,000 members that use its active reserves, which are nearing sporting capacity and the City is requesting the community to answer survey questions and review the draft strategy before it is presented to Council later this year.

City of Melville Mayor Russell Aubrey said he encourages the community to get involved and work with us to explore options to create sustainable, multi-use sporting reserves for future generations to enjoy.

"The City currently has 20 active reserves which consist mainly of grass sporting fields. The optimum use of these reserves is approximately 25 hours per week but during our recent winter season 70% of these reserves were overused, with some areas seeing nearly double this usage amount, meaning the maintaining the turf is unsustainable." Mayor Aubrey said.

"The ARIS will also consider challenges which include the limited opportunity for new active reserves, climate change, creating a hotter and dryer climate, emergence of new sporting activities, continued increase in female sport participation numbers and the Federal and State Government requirement that sport and recreation infrastructure should be shared, multi-use facilities with the colocation of a number of user groups.

"We will be using our rates and customer service database to contact a random sample of residents who live within 400 meters of an active reserve to participate in a community survey and will ask the whole community to review the draft strategy, via our Melville Talks community engagement website."

"We will also be contacting local schools to harness the ideas of Melville's young people, as they make up ~75% of local sporting participants, and of course, engage with the City's Sporting Clubs."

"Working with external leisure consultant Dave Lanfear who has 20 years experience in the development of similar strategic plans and who will be drafting the strategy based on community feedback and extensive literature from State and National levels aims to provide a balanced and practical 20 year plan for our active

"It is important to note that the development of the ARIS will not impact current projects such as Tompkins Park, Shirley Strickland Reserve and Bert Jeffrey Park as previous Council decisions have been made in relation to these projects.

We encourage residents to learn more about our active reserves and use the interactive map by visiting www.melvilletalks.com.au/ARIS where all project information and Frequently Asked Questions (FAQ's) are

The draft ARIS Strategy will be presented to Council and then released for public comment after which time it will be returned to Council for adoption.

Image: ARIS

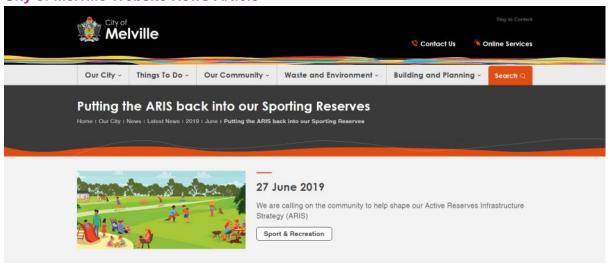
Media Contact: Stephanie Courtney |9364 0243

Authorised for Release by:

Marten Tieleman Chief Executive Officer Russell Aubrey City of Melville Mayor **Christine Young**

Director Community Development

City of Melville Website News Article



The ARIS Strategy aims to provide sustainable, fit-for-purpose, multi-use and inclusive community sporting reserves.

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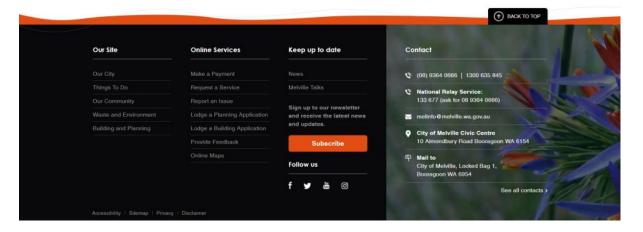
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The draft ARIS Strategy will be presented to Council and then released for public comment after which time it will be returned to Council for adoption.

Keep up to date

Share this page f ⊌ in ■



Facebook Posts on City of Melville Facebook Page 2 July 2019



What do you value about our active reserves and what do you want to see improved? Tell us you thoughts on our interactive map at https://melvilletalks.com.au/aris. Closes 15 July



