



City of
Melville

REPORT



ACTIVE RESERVES INFRASTRUCTURE STRATEGY

Engagement with young people



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Engagement with young people

To ensure that input was received from young people, who are the most frequent users of public reserves for organised sport, focus groups were conducted at Leeming Senior High School with students aged between 11 and 15.

The method used to engage with students was a live polling system which allowed them respond to questions individually using the school's computers. The polling program provides various formats for participants to respond to questions including texting, point and click image selection and number selection. A large screen at the front of the class displayed all the responses live as they were given. The results were displayed in text walls, word clouds, text boxes, images which display clicks and graphs of various types from bar charts to donuts.

Questions put to students were as follows:

1. How are you feeling today?
Point and click image selection identified the students' responses.
2. What suburb do you live in?
Initially students could select a suburb from a list of City of Melville suburbs; however when it became evident that many students came from suburbs outside the City the question format was changed to allow for text responses displayed in a word cloud.
3. If you play sport, what club do you play in? Free text response
4. If you don't play sport, what would make you want to? Free text response
5. What sport and recreation facilities would you like to see in your area? Free text response.
6. What makes you want to hang out at your local park? Free text response.

Process of Analysis

Responses to each question were downloaded from the polling software and put into word documents for upload into Nvivo, which is computer software used for analysing responses to open questions.

Word Frequency Queries (WFQ) were used to search for recurrent words in the responses to each question and then displayed in various formats for more in-depth analysis. The number of words to be searched were set at 50 and of 5 characters or more.

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.

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

Q1. How are you feeling today?



(Top Left: Face 1, Bottom Right: Face 15)

Response options	Group 1	Percent	Group 2	Percent	Group 3	Percent
1. Yum Face	2	9%	0	0%	0	0%
2. Very Happy Face	2	9%	1	4%	1	5%
3. Crying Face	0	0%	1	4%	0	0%
4. Confused Face	2	9%	3	12%	6	30%
5. Winking Face	0	0%	0	0%	2	10%
6. Exhausted Face	0	0%	0	0%	0	0%
7. Cool Face	4	17%	1	4%	0	0%
8. Thinking Face	0	0%	0	0%	1	5%
9. Bored Face	0	0%	1	4%	1	5%
10. Sleeping Face	8	39%	12	52%	6	30%
11. Mischievous Face	0	0%	1	4%	0	0%
12. Happy Face	4	17%	2	8%	2	10%
13. Angry Face	0	0%	1	4%	0	0%
14. Unhappy Face	0	0%	0	0%	1	5%
15. Suspicious Face	0	0%	1	4%	0	0%

Q2. What suburb do you live in?

- 43 students were residents of Leeming
- 4 Bull Creek residents
- 7 students were from suburbs outside the City of Melville

Q3. Do you play sport locally?

- 73 responses in total
 - 36 Yes
 - 37 No

Q4. If you play sport, what club do you play in?

Responses from all three sessions were aggregated into one word document and uploaded into Nvivo for a Word Frequency Query. The results are shown in a list and a word cloud.

The top 10 references were listed as follows:

Word	Length	Count	Weighted Percentage (%)	Similar Words
football	8	9	5.84	footbal, football
lakeside	8	8	5.19	lakeside
leeming	7	6	3.90	leeming
basketball	10	5	3.25	basketball
canning	7	5	3.25	canning
netball	7	5	3.25	netball
fremantle	9	4	2.60	fremantle
junior	6	4	2.60	junior
bullcreek	9	3	1.95	bullcreek
creek	5	3	1.95	creek

The text list and the word cloud shows the top results based on how frequently they were included in responses. Larger font equals frequency of reference.

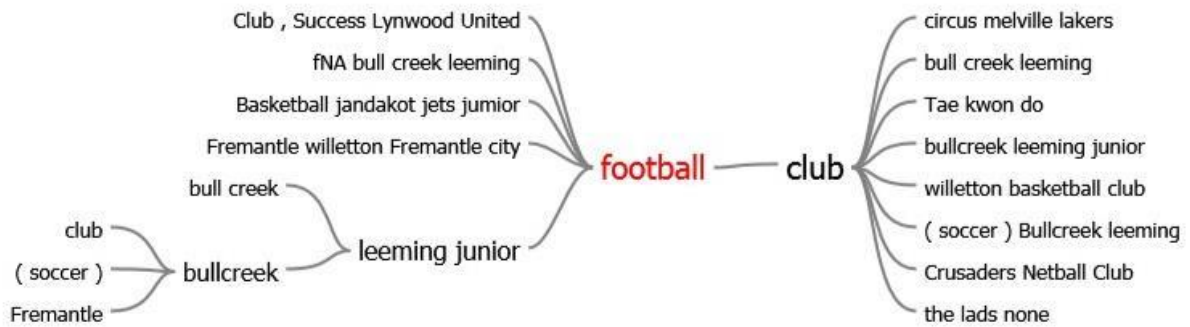


To identify the context within which the most frequent words occurred, Text Search Queries (TSQ) in Nvivo were run for the following, most prominent words:

- Football
- Lakeside
- Leeming

Each of the TSQ's provided a visual representation – a Word Tree Diagram showing the words surrounded by 'branches' or the sentences in which the selected words occurred.

Football TSQ Word Tree



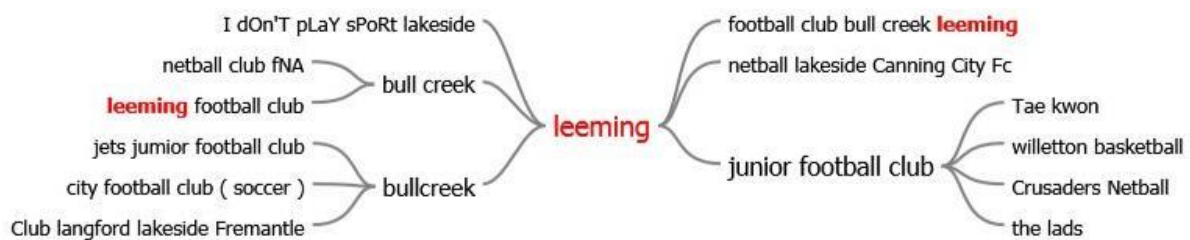
Of the direct references to football, Bull Creek Leeming Junior Football Club was cited, others related to suburbs outside the City of Melville.

Lakeside TSQ Word Tree



Most references concerned lakeside, a recreational centre where a range of sporting groups and clubs operate, with some students involved in more than one type of activity. This was identified by clicking on the first part of a sentence leading to lakeside which then highlighted the complete sentence (not shown). E.g. *pLaY Lakeside leeming netball lakeside Canning City Fc*

Leeming TSQ Word Tree



Most references concerned Leeming. Bull Creek Leeming Football Club and Leeming Netball.

Q5. If you don't play sport, what would make you want to?

From both the WFQ list of recurrent words, it was evident that 'friends' was the pivotal reference.

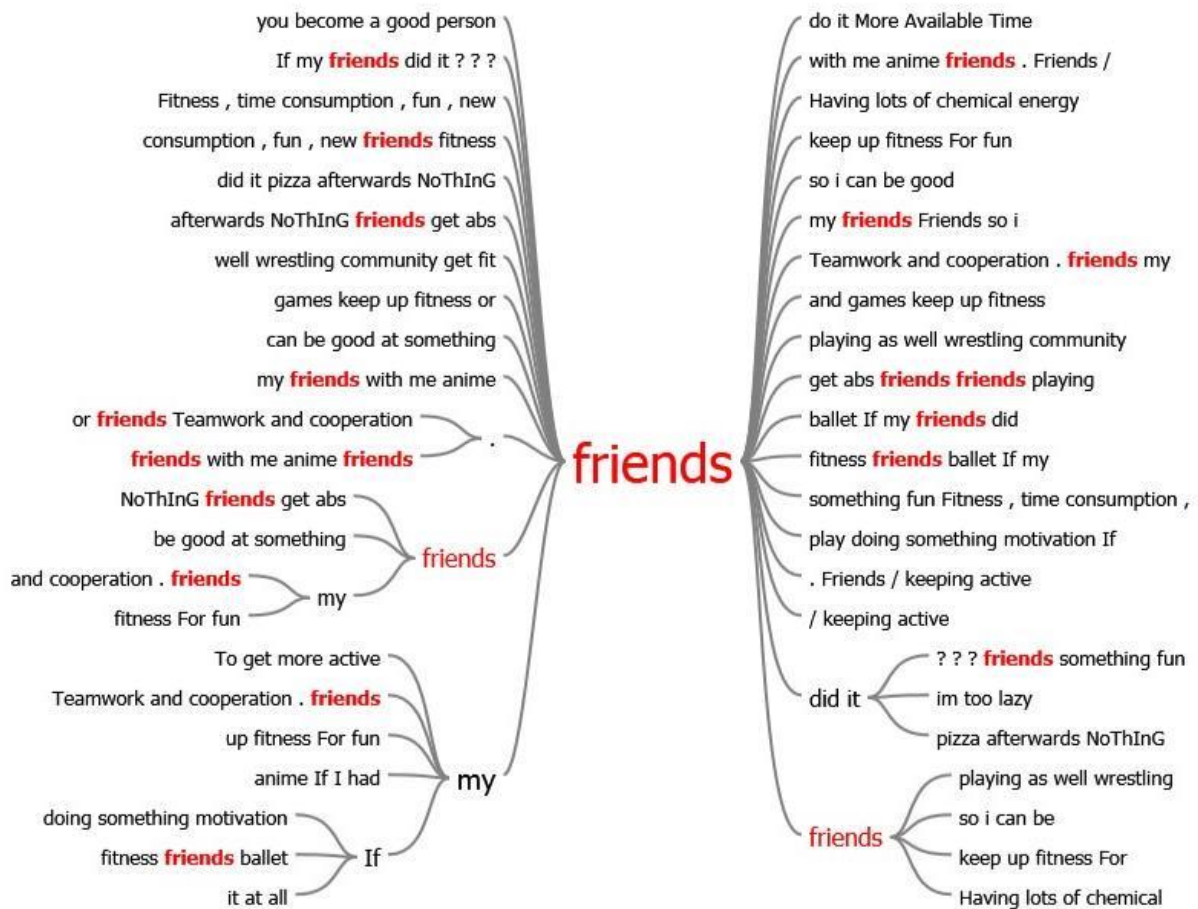
Word	Length	Count	Weighted Percentage (%)
friends	7	23	23.23
anime	5	4	4.04
fitness	7	4	4.04
something	9	3	3.03
active	6	2	2.02
person	6	2	2.02
afterwards	10	1	1.01
available	9	1	1.01
ballet	6	1	1.01



To identify the context within which the word friends occurred a TSQ was run which confirmed the importance of having friends involved, perhaps joining them in an activity: “...friends do it,” “...my friends play,” “...if my friends did it,” “...friends playing as well.” “If I had my friends with me.”

The responses also indicate that as much as friend involvement is a much a motivator as wanting to “get fit” which is also associated with physical appeal.

Friends TSQ Word Tree



Q6. What sport and recreation facilities would you like to see in your area?

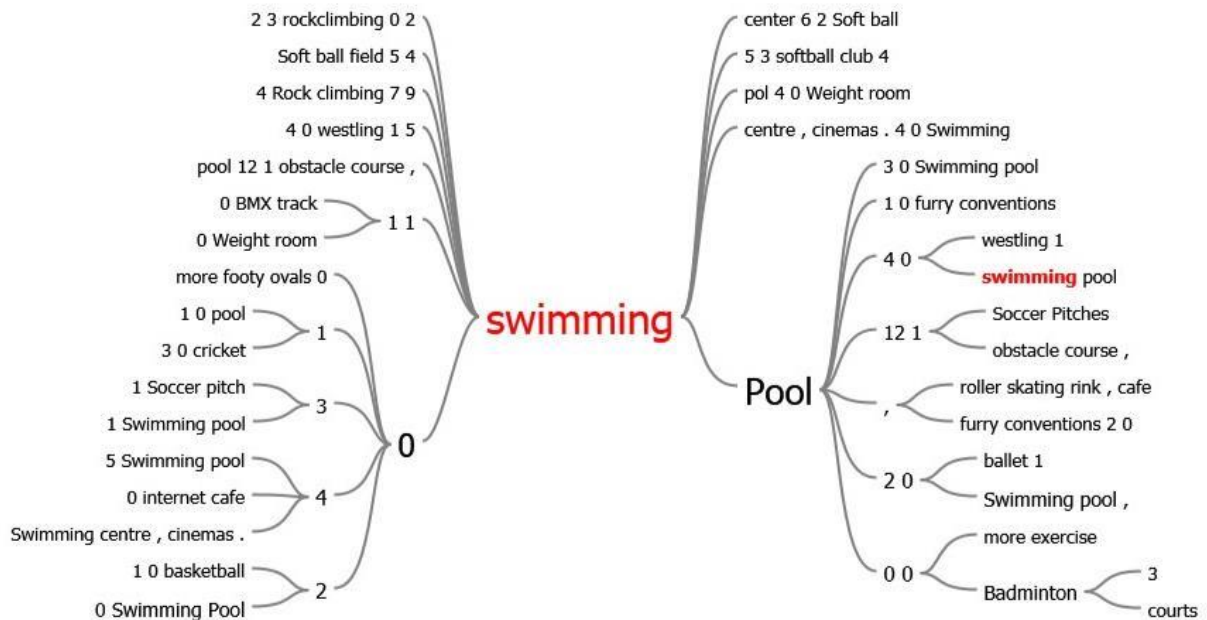
The WFQ list and word cloud showed that 'swimming' received the most direct references.

Word	Length	Count	Weighted Percentage (%)
swimming	8	18	7.47
courts	6	6	2.49
pitch	5	4	1.66
soccer	6	4	1.66
badminton	9	3	1.24
basketball	10	3	1.24
climbing	8	3	1.24
ballet	6	2	0.83
center	6	2	0.83
conventions	11	2	0.83



A TSQ of “swimming” was completed and the Word Tree output is shown below. The word swimming was connected in ways suggestive of a sports complex with a swimming pool, gym (weights) facilities, courts for badminton and basketball, climbing walls, an obstacle course and even an Internet Café.

Swimming TSQ Word Tree



Q7. What makes you want to hang out at your local park?

Similarly to the question on what would motivate you to play sport, “friends” was top of the list in the WFQ and is also shown clearly in the word cloud below.

Word	Length	Count	Weighted Percentage (%)
friends	7	39	26.53
active	6	5	3.40
playgrounds	11	3	2.04
trees	5	3	2.04
around	6	2	1.36
family	6	2	1.36
going	5	2	1.36
meeting	7	2	1.36
nothing	7	2	1.36
people	6	2	1.36



Friends TSQ Word Tree

The importance of friends, being able to do things with them in an outdoor space is a primary motivator. Whereas adults cannot really ‘hang out’ in a public space without a reason for being there, walking the dog is a social activity which allows for meeting neighbours, developing friendships and building local connections. The introduction of outdoor exercise equipment has now provided additional ‘reasons’ to be outside for individual adults.

Generations of children have used playgrounds as ‘their’ meeting place and space for making friends. Given that this group of participants were pre-teen or mid-teenage, playgrounds with a focus on young children and their parents are unlikely to cater to their

needs. Spaces designed to encourage unstructured physical movement through and around them may be a draw card, such as a climbing wall or a parkour course.

