



City of
Melville

REPORT



FENCED DOG PLAY PARK

Engagement 10 August to 24 August 2020

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Summary

This report contains the engagement process and outcomes of the survey asking for community feedback about one or more fenced dog play parks in the City of Melville.

As a result of the survey we now know that of the 920 people who responded 92% support having one or more fenced dog play parks within the City of Melville which would include dog agility and/or exercise equipment. This sample size collected has provided a strong level of statistical validity.

By providing the outcomes of the community survey, we are keeping to our commitment of providing feedback on the engagement process to the people who participated.

Background

A notice of motion carried at 17 July 2018 meeting concerning the construction of a fenced dog area requested a report for presentation at an Elected Members Information Session included, but not limited to:

1. Possible options for a location for a fenced dog area. Locations to be considered were John Connell Reserve, Piney Lakes Reserve, Burke Drive and others
2. An indicative cost of the project, as well as a proposal for how the project will be funded, whether it be through existing budget provisions, funding in the 2019/2020 budget or through grants.
3. A plan for consultation with Melville residents and ratepayers.

After reviewing 173 parks and reserves Attadale Reserve was determined as the only suitable location for a large dog exercise area either fully fenced (25,000sqm) or partially fenced (900m along Burke Drive). The City engaged with the community about the park and whether it should be partially or fully fenced.

The majority of the residents (56%) did not support the proposal of fencing the existing dog exercise area at Attadale Reserve. Of those who supported the proposal 65% expressed a preference for a partially fenced area; 33% supported a fully fenced area.

Council requested that consideration be given to a smaller fenced dog play park which would increase the number of locations available. As a result we asked the community if there was in-principle support for one or more smaller fully fenced dog play parks within the City of Melville which include dog agility and/or exercise equipment.

Purpose of engagement

To engage with the broader community to ascertain whether there is in-principle support for one or more fully enclosed dog exercise areas within the City of Melville in ways that are fair, transparent and can provide Council with sufficient information to approve the project and allocate budget funds.

Objectives

- To **inform** the community of the opportunity to share their feedback and how they can participate via an online survey hosted on Melville Talks.
- To **consult** with the community on the extent to which they support or don't support the construction of one or more fully enclosed dog exercise areas within the City of Melville.

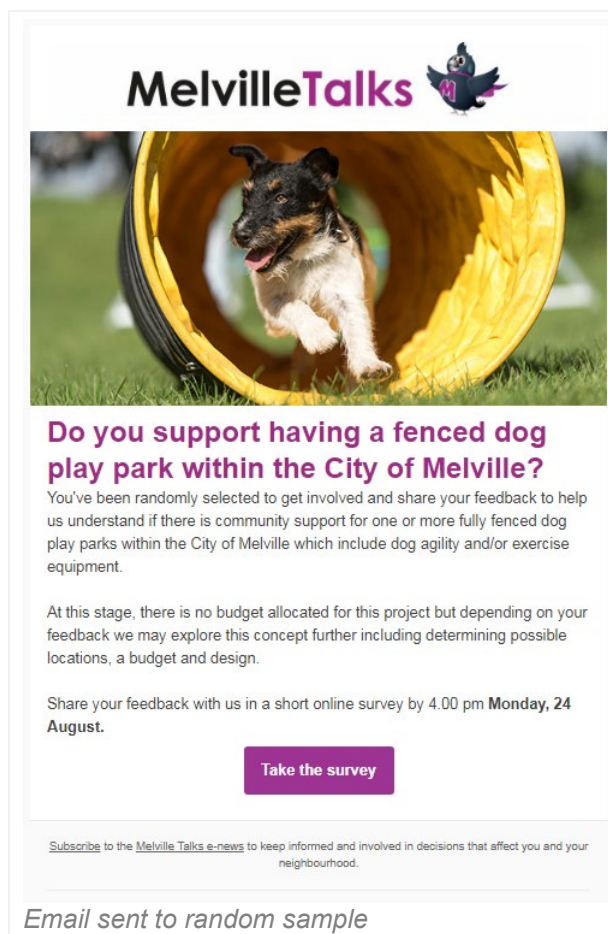
Engagement Actions

Inform

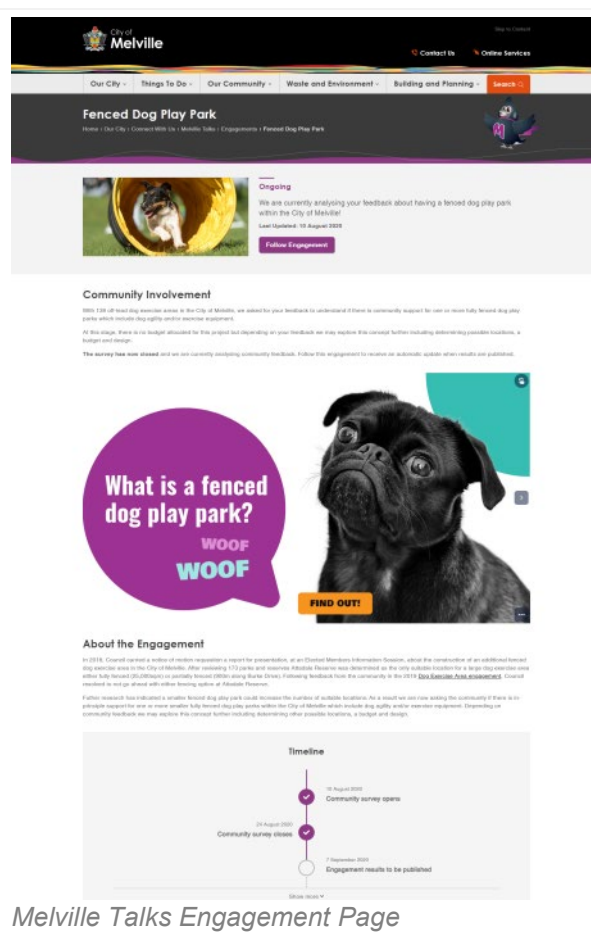
To **inform** the community, direct emails were sent to three random samples of residents and ratepayers inviting their participation. The email contained links to both an online survey and to a dedicated engagement page on Melville Talks.

Melville Talks contained detailed information on the engagement process; a timeline and an interactive image about dog fenced play parks.

Examples of the engagements methods used to inform



Email sent to random sample



Melville Talks Engagement Page

Other methods used to inform the community

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

- Inclusion in the Melville Talks eNews on Thursday, 20 August 2020.
- An About Melville advertorial *Do you support a fenced dog exercise park?* with a link to the engagement page containing the survey. Published 13 August 2020.
- Facebook posts published through the City of Melville Facebook account on Monday, 10 August and Friday, 21 August 2020.
- Sponsored Facebook posts published through the City of Melville Facebook account on 10, 15 and 19 August 2020.

See appendix for examples of all methods.

Consult

To **consult** with the community on the extent to which they support or don't support the construction of one or more fully enclosed dog exercise areas within the City of Melville by inviting them to participate in an online survey made available for a 14-day period.



Fenced Dog Play Park

Help us understand if there is community support for one or more fully fenced dog play park within the City of Melville which include dog agility and/or exercise equipment.

* 1. Do you support having one or more fenced dog play parks within the City of Melville which would include dog agility and/or exercise equipment?

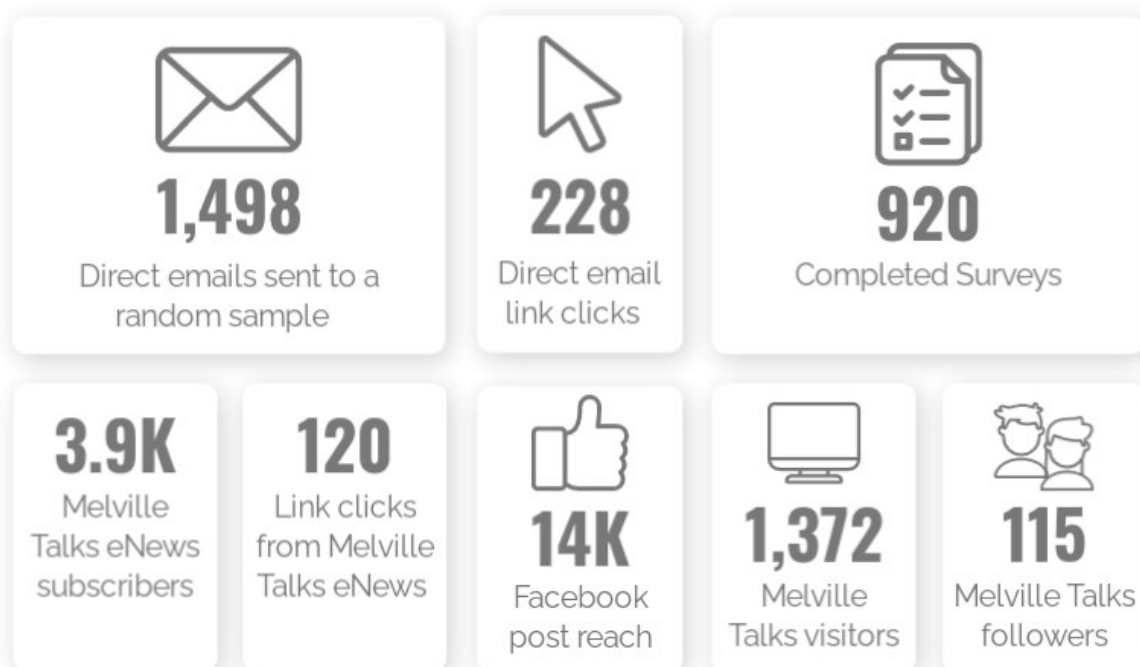
☐ Yes

☐ No

* 2. How did you hear about this survey?

Online survey – See appendix for full survey

Response to methods used to inform and consult



The City of Melville sent 1,498 email invitations to a random sample of residents and ratepayers. Over 14,000 people were reached via Facebook and 3,882 people were notified via Melville Talks eNews.

Survey Analysis

Quantitative Data

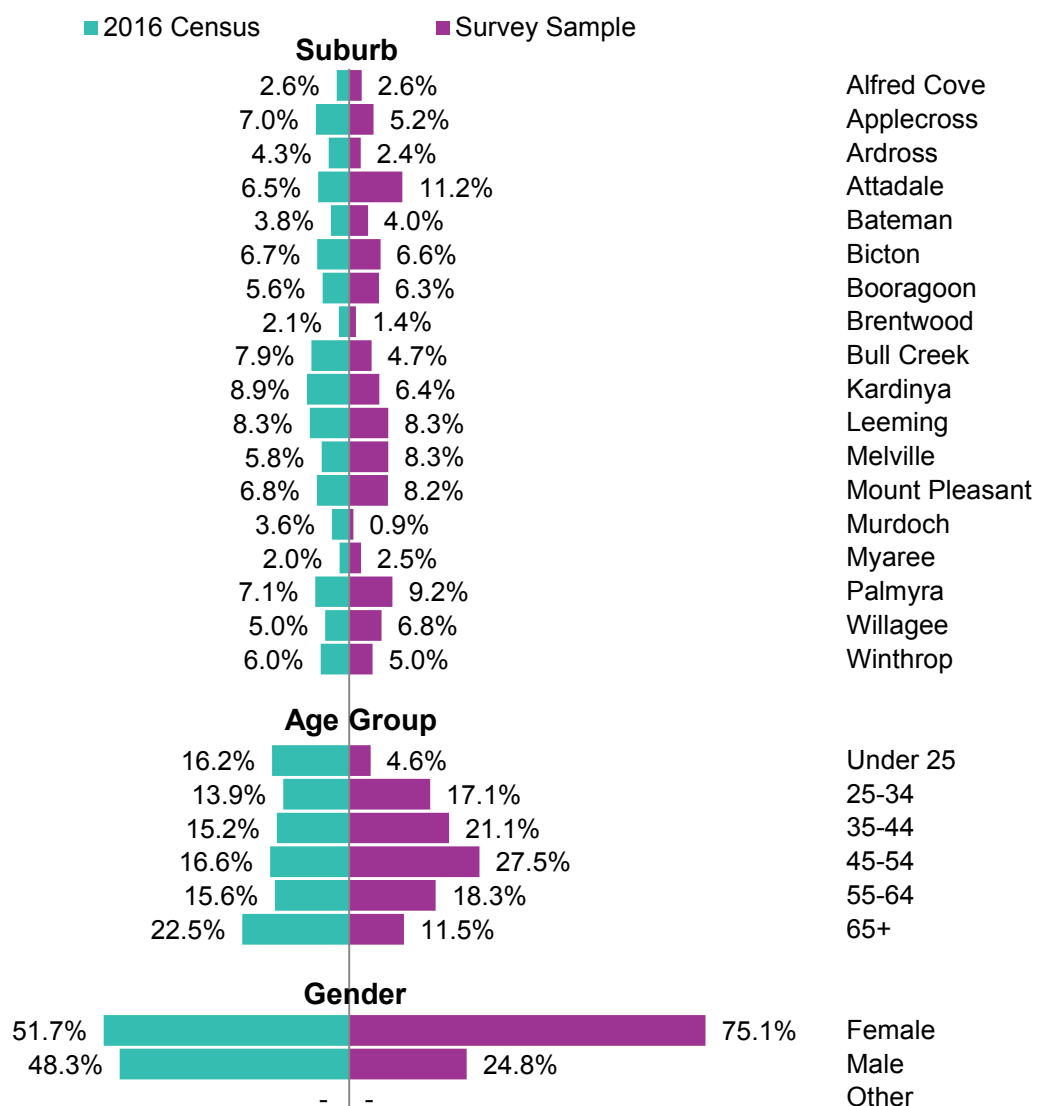
Of the 920 people who responded to the survey 88% were reached digitally through social media, direct email invitations, Melville Talks, eNews and the City's website.

Based on the Australian Bureau of Statistics (ABS) estimated population of 102,307 in the City of Melville, the sample size collected has provided a strong level of statistical validity. There is a 99% probability that the survey response will be within $\pm 4\%$ difference if the whole population responded to the survey.

Population vs Sample

Overall the respondents reached provided a good representation from each suburb mirroring the City of Melville population with only a $\pm 5\%$ variance. There were more female respondents who completed the survey and the sample size was more concentrated around the middle age groups.

This graph compares the demographic composition of survey participants to that City of Melville community using the most recent demographic data from the ABS.



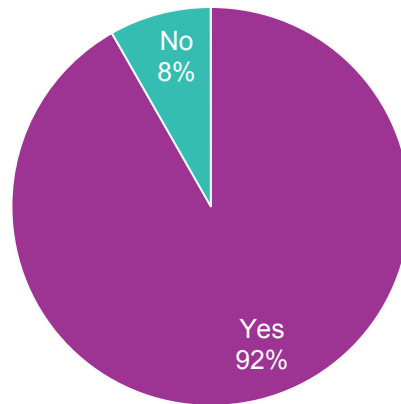
Community Response

Question: Do you support having one or more fenced dog play parks within the City of Melville which would include dog agility and/or exercise equipment?

92% of the survey respondents' supported having one or more fenced dog play parks within the City of Melville which would include dog agility and/or exercise equipment.


Attadale has the lowest support rate at 69% across all demographics with residents from Ardross and Bicton also having a relatively lower support at 77% and 83%.

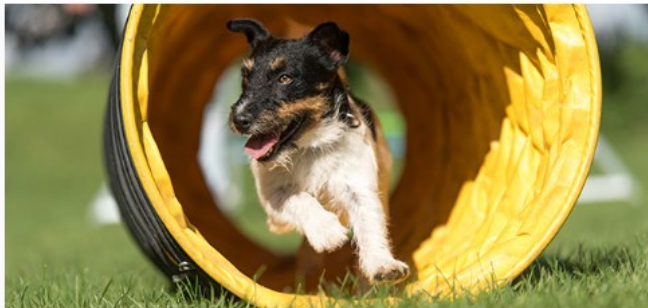
All survey respondents from Bateman, Brentwood, Murdoch and Myaree along with 13 non-City of Melville residents support having one or more fenced dog play parks with all other suburbs having at least an 85% support rate.



Appendix – Engagement Materials

Email sent to Random Sample

MelvilleTalks 



Do you support having a fenced dog play park within the City of Melville?
You've been randomly selected to get involved and share your feedback to help us understand if there is community support for one or more fully fenced dog play parks within the City of Melville which include dog agility and/or exercise equipment.

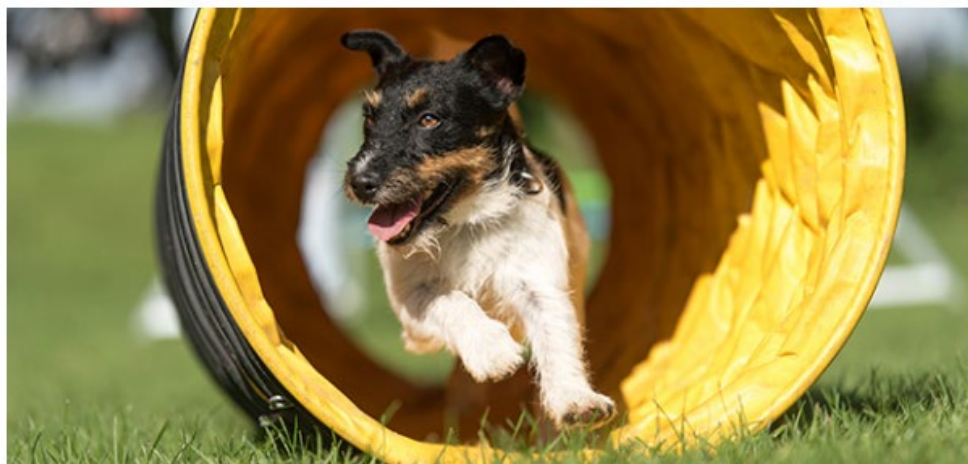
At this stage, there is no budget allocated for this project but depending on your feedback we may explore this concept further including determining possible locations, a budget and design.

Share your feedback with us in a short online survey by 4.00 pm **Monday, 24 August**.

[Take the survey](#)

[Subscribe](#) to the [Melville Talks e-news](#) to keep informed and involved in decisions that affect you and your neighbourhood.

eNews



Closing Soon Fenced Dog Play Park!

With 138 off-lead dog exercise areas in the City of Melville, we want your feedback to understand if there is community support for one or more fully fenced dog play parks which include dog agility and/or exercise equipment.

Submissions close at 4.00 pm on Monday, 24 August 2020.

[Visit Melville Talks and take the survey »](#)

About Melville Advertorial

**City of
Melville**

About Melville
f t y www.melvillecity.com.au



Disability Access and Inclusion Plan (DAIP)

The *Disability Access and Inclusion Plan (DAIP) 2017-2022* is the City's commitment to identify and address physical, emotional, social and economic participation barriers to enable an accessible and inclusive City for people living with disability.

Our DAIP applies to all areas of Local Government business and is a way for us to measure what we are doing and how well we are doing it.

Each year we report progress to the Department of Communities - Disability Services on how our strategies have progressed, as required by the WA Disabilities Services Act (1993).

To view our *DAIP and Progress Report for 2019-2020* visit melvillecity.com.au/DAIP

Copies of the document are available in alternative formats upon request.

For more information or to provide feedback on the DAIP please call **9364 0666** | **1300 635 845** or email access@melville.wa.gov.au

Do you support a fenced dog exercise park?

We have 138 off-lead dog exercise areas in the City of Melville.

We are asking the community if there is support for a fenced dog exercise park, which would be fully enclosed and include dog agility and/or exercise equipment.

In 2019, we consulted with the community about a proposed fenced dog exercise park at Attadale Reserve, and the collective feedback was that this location was unsuitable.


We are now asking the community if there is support for this type of facility elsewhere in the City of Melville.

Depending on your feedback, we may look at exploring this idea further, including allocating a proposed budget and determining location and design before it is presented to Council for the final decision.

To find out more and tell us what you think, go to www.melvillecity.com.au/dogplaypark before 4.00pm Monday, 24 August.



Facebook Post

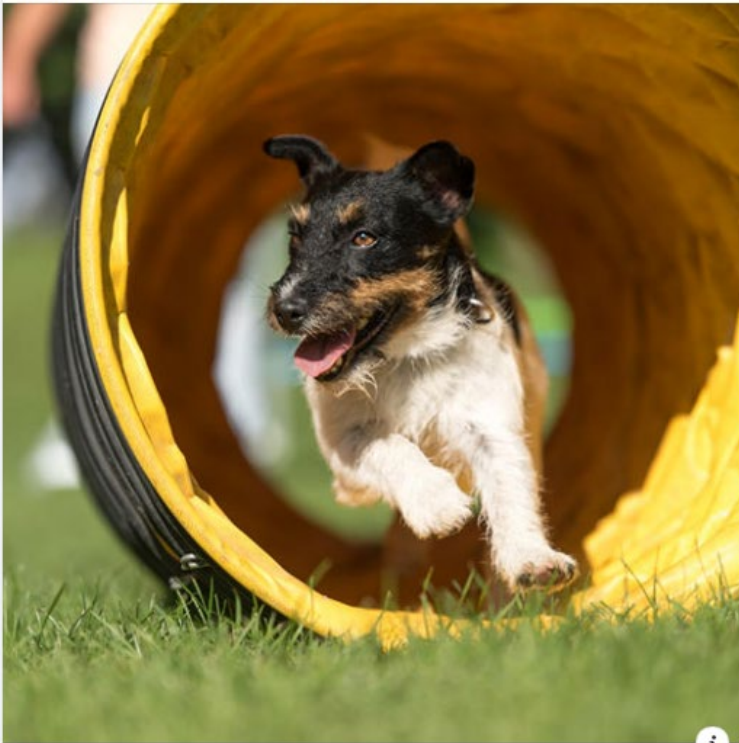
**City of Melville**
August 10 at 3:00 PM · 🌐

Have your say! 🗳️👍

Do you support a fenced dog exercise park within the City of Melville?

We want to understand if there is community support for this type of facility and depending on your collective feedback, we may look at exploring the idea further, including determining a proposed budget, location and design before presenting to Council for the final decision.



Have your say at www.melvillecity.com.au/dogplaypark



MELVILLECITY.COM.AU

City of Melville Homepage - City of Melville
Welcome to the City of Melville - a local government authority in Western A...

Learn More

  51

20 Comments 8 Shares

What is a fenced
dog play park?

WOOF
WOOF

FIND OUT!



"It's smaller than
a standard
soccer field"

65m x 100m

ARRF

Example of an existing fenced
dog play park in a Local
Government area in WA.



"It costs approx
\$158k depending
on location"



Example of an existing fenced
dog play park in a Local
Government area in WA.



"and it has dog
agility and exercise
equipment"



Fenced Dog Play Park

Help us understand if there is community support for one or more fully fenced dog play park within the City of Melville which include dog agility and/or exercise equipment.

* 1. Do you support having one or more fenced dog play parks within the City of Melville which would include dog agility and/or exercise equipment?

☐ Yes

☐ No

* 2. How did you hear about this survey?

* 3. Your suburb of residence

* 4. What is your gender?

☐ Female

☐ Male

☐ Other

* 5. What is your age?

☐ Under 18

☐ 45-54

☐ 18-24

☐ 55-64

☐ 25-34

☐ 65+

☐ 35-44