

Penders Park Master Plan Project Communications and Engagement Strategy

Background & Context

Community advocacy by local residents and users of Penders Park, and a commitment by Darebin Council to the Council plan *Darebin 2021* has seen a fresh, new community-led design approach endorsed to create a master plan for Penders Park in Thornbury. The focus of the master plan is an upgrade of the playground to an all abilities play space.

In December 2017 Council held an informal drop in session at the park to explain the project and seek people’s ideas and feedback about what they liked or didn’t like about the park and what they would like to see in the park master plan. Council also sought expressions of interest from local residents to become members of a Project Control Group (PCG) to help design and develop the Penders Park Master Plan. The PCG is chaired by Rucker Ward councillor Trent McCarthy (with Cr Susan Rennie proxy), and through consensus will manage the delivery of the Master Plan.

The PCG started work in March 2018 and is now meeting regularly to develop the master plan based on this community feedback. The PCG is planning further consultation to report back on what feedback has been received so far and seek further feedback about this. This master plan will be presented to Council for endorsement in May 2019.

This plan outlines the next phase of consultation and a communications approach to keep the broader community and stakeholders updated on the development of the master plan.

Overarching Communications Approach

Issues identification and analysis

Issue	Potential Impact (H/M/L)	Stakeholder/s affected	Action/Mitigation
Consultation is not sufficient to give Councillors confidence that the plan has been informed by a wide range of community views, hence they do not endorse the master plan.	H	Councillors, Council staff, members of the community who may want to provide feedback and don't get a chance to do so	Use a wide range of communication channels to publicise the project – web site, social media, newspaper advertising, direct mail to local residents in the vicinity of the park; direct approaches to community interest groups to advise them of the project
People not aware of how their feedback was considered or not, and	H	Local residents, groups and councillors	Prepare a report that documents all the feedback

why, leading to some groups lobbying against the master plan			received and how it was considered, and make it widely available for people to access.
People are suspicious of the PCG motivations and decision making		Local residents, groups and	Provide regular updates of project progress promoted on Council's YourSay web site/social media and any specific enquiries addressed.
People concerned/disappointed with the time it is taking to make a decision/see some improvements			Regular communications about project milestones with visuals onsite/web/social.

Key messages

This is a list of all the key messages – primary and secondary that the project will use.

Primary messages

- Darebin Council is upgrading Penders Park and wants your feedback about what you want to see as part of the upgrade.
- Council has appointed a project control group (PCG) made up of local community members to develop a master plan for the park
- The project control group (PCG) has been working on developing a vision statement incorporating the themes identified during community engagement in December 2017.
- The vision statement will guide the development of key design principles / ideas to shape the staged approach to redevelopment of the park.
- The key ideas include enhancing safety, improving accessibility, improving facilities, developing an all ages universally accessible play space and improving landscaping.
- Council is not planning to change the park to a dog on-lead park, the park will remain a dog off-lead park.

Engagement purpose, objectives and key dates

Phase one	CONSULT – Gather ideas on the community's vision for the park.	COMPLETE BY DEC 2017
Phase two	<ul style="list-style-type: none">• INFORM – Inform community, Council and key stakeholders about the vision for the project, how previous feedback is being used and ways to get involved.• CONSULT – Seek feedback on the key ideas proposed to achieve the vision for the Masterplan.• INVOLVE– Ask for community input into design principles	MAR 2018 – SEPT 2018
Phase three	<ul style="list-style-type: none">• INFORM – Release draft masterplan and engagement summary report.• CONSULT– ask for feedback on the draft.	SEPT 2018 – MAY 2019

Target Audience

Local community, park users and Councillors

Relevant Council Plan 2017 - 2021 elements this project supports

1.3 We will expand and improve our network of open and green spaces, parks and natural environments to provide the lungs for our city and reduce the impacts of climate change.

2.2 We will expand opportunities for participation and social connection through sport, physical activity, arts, culture and other leisure activities.

Tactical plan - General communications

Note: all channels determined would have information available in the major community languages

Channel	Details	Timing
Onsite poster	Inform park users of what's happening, next steps where to go for more information. Include key dates and milestones.	<ol style="list-style-type: none"> 1. ASAP 2. Two weeks prior to launch of phase two engagement 3. Adoption of masterplan
Darebin Council website	<p>Homepage / Your Say featured news item: Informing community of PCG progress and next steps – link back to updated YourSay page with consultation summary</p> <p>Homepage featured YourSay Darebin item: Launch of phase two and three.</p>	<ul style="list-style-type: none"> • ASAP • 1-2 weeks prior to and during phase 2 • 1 week prior to phase 3 • Adoption of masterplan
YourSayDarebin site	<ul style="list-style-type: none"> • Provide regular PCG updates. • Host Online Engagement (Survey & forum) • Close the loop on all phases of engagement 	<ul style="list-style-type: none"> • Fortnightly to coincide with PCG meeting schedule. • Launch of phase 2 & 3 • Close the loop minimum 6 weeks' post
Social media- Council Facebook page; Twitter	Use these to update on progress, direct people to provide feedback; use to advertise further community consultation events	As per above; as required
Partner Facebook pages	<p>Provide updates on progress</p> <p>Promote ways to get involved (link back to YourSay)</p> <p>Inform and educate about key themes – what these <i>might</i> look like</p>	As per above; as required
Letters/postcard to local residents within a defined vicinity of Penders Park	This would advise of upcoming consultation and invitation to participate	Distributed at least two weeks prior to event
Outreach to specific interest groups/community groups as identified during consultation	Personal contact via telephone/use of Council officers who have relationship to facilitate contact.	Early in phase two consultation and phase three
Consultation event	Onsite event with engagement activities to seek feedback on draft	Early in phase two consultation

	vision and key ideas (e.g. design principles) Pop-ups Activities for young people/elderly/key stakeholders	
Community movie night	Onsite event to activate the space, inform the public about the project progress and next steps.	Phase Three

Media strategy

Channel	Details	Timing
Darebin Community News	<ul style="list-style-type: none"> • Current key message, informing of next steps. • Feature story – announcing adoption of Master plan 	<ul style="list-style-type: none"> • Aug/Sept issue distributed from 29 July. Deadline Thurs 7 June 2018 • Book in feature for next two editions (two-month lead times)
Leader Newspapers	Media release/approach to Leader to advise of project and upcoming consultation sessions/where people can go to provide feedback.	2-3 weeks prior to any further consultation sessions planned.
Message from the Mayor in <i>Leader</i>	Message to advise of project and upcoming consultation sessions/where people can go to provide feedback.	<ol style="list-style-type: none"> 1. One month prior to event/launch 2. Following adoption of Master Plan
Media release	<ol style="list-style-type: none"> 1. Launch of phase two inviting participation/attendance at event 2. Adoption of masterplan 	<ol style="list-style-type: none"> 1. Draft written 3 weeks prior to launch
Other council newsletters	Feature story inviting participation in phase two: <ul style="list-style-type: none"> • Families in Darebin • Toy library • Active in Darebin • Older persons • People with disabilities 	Two weeks prior to launch, adapt story depending on timelines
CALD media advertising	Prior to launch of phase two inviting participation If featured, announcing adoption of masterplan	
Facebook/other social media	Updates for wider distribution. Perhaps investigate paid Facebook advertising	See above

Internal stakeholder strategy

Channel	Details	Timing
Briefings/emails/agree on best way to provide regular updates	Keep Darebin councillors/council staff/relevant Council departments updated on PCG's work	As required
Staff-to-staff News	Provide updates on PCG progress and engagement approach to identify any stakeholders/channels that need to be included.	ASAP – once YourSay page has been updated
Intranet news item	Provide updates on PCG progress and engagement approach to identify any stakeholders/channels that need to be included.	ASAP – once YourSay page has been updated
Councillor E-bulletin	Provide an update on PCG progress and engagement approach, invite participation and support of phase two	Weekly Bulletin
Corporate Events Calendar	Add consultation event to corporate events calendar	TBC
Mayoral briefing	Confirm on best way to do this	5 weeks prior to event

Closing the Loop and Evaluation

These are the performance indicators for the project:

Communications and engagement objectives	Indicators of success	Achieved YES / NO	Reason not achieved / opportunities for improvement
Inform all stakeholders about key project milestones and next steps	Regular communications distributed. No issues or concerns raised.	YES	
Stakeholders feel they have been given an opportunity to be heard	Stakeholders have ownership of the plan and can see where their contributions have been incorporated.	YES	

Updates – high level description of activities

Early July 2018

- Letter box drop to residences and businesses within 500 metres of the park to advise of drop in session
- Email notifications and telephone calls to stakeholder groups to advise them of the drop-in session

21-7-18

- Second community drop in session at park
- Approximately 200 people in attendance. See engagement report for further details.

Mid-January 2019

- Letter box drop to residences and businesses within 500 metres of the park to advertise open air cinema event
- Advertising board erected in the park to advertise event
- Emails to stakeholders about the event

9-2-19

- Open air cinema event and further consultation to get more specific information about features local residents would like to see within Penders Park & the Playspace
- Approximately 200 local residents were engaged in the consultation.

Refer to PENDERS PARK COMMUNITY ENGAGEMENT REPORT prepared by Wendy Holland from Community Vibe for more detail.

24-4-19

- All Abilities Play Space consultation commenced on YourSay Darebin page.
- PCG members provided draft to local primary schools (Wales Street and Pender's Grove) for comment.

6-5-19

- PCG members provided Council with a project update.

8-5-19

- PCG met with Liz Cummins (play space designer) to refine draft concepts and provided school feedback.

17-5-19

- Consultation on All Abilities Play Space closed.
- 13 comments received on the YourSay page.

Key Stakeholders List

Type	Organisation	Title	Address	Suburb
Local residents				
Young people 12-18 year group		Coordinator Youth Services @ Darebin		
Parents				
Dog owners	Friends of Pender's Park			
Accessibility (Disability support service)	Carinya Society		10 Bellevue St	Coburg
Accessibility	Arlington Aged Care Facility		3 Collins Street	Thornbury
Schools/ Daycare as per community schools and kinders				
	Thornbury High School	Principal	238 Collins Street	Thornbury
	Santa Maria College	Principal	50 Separation Street	Northcote
	Samaritan Catholic College		8 Clifton Grove	Preston
	St John's Greek Orthodox College	Principal	21 Railway Place	West Preston
	Wales Street Primary School	Principal	49 Wales Street	Thornbury
	Thornbury Primary School	Principal	16-22 Hutton Street	Thornbury
	Preston West Primary School			

	Pender's Grove Primary School			
	Bell Primary School	Acting Principal	78A Oakover Road	Preston
	St Mary's Primary School	Principal	2 Mansfield Street	Thornbury
	Holy Spirit Primary School	Principal	197 Clarendon Street	Thornbury
	Sacred Heart Primary School	Principal	1 Clifton Grove	Thornbury
	Melbourne Polytechnic		77 St Georges Road	Preston
	Croxton Special School	Principal	159-165 Beaconsfield Pde	Northcote
	Yarra Me		Highview Road, Preston 3072	
	Yappera Children's Service Cooperative Ltd		2B Watt Street	Thornbury
	Thornbury Kindergarten	Director	8C Newcastle Street	Thornbury
	Gower Street Kindergarten	Co-director	146 Gower Street	Preston
	Uniting Care Lentara		413 - 419 Camp Road, , Victoria, 3047	
	Clyde Street Kindergarten Inc		70 Clyde Street	Thornbury

	Merri Community Child Care Centre & Kindergarten	Director	313 St Georges Road	Thornbury
	Alfred Nuttall Memorial Kindergarten		34 Separation Street	Fairfield
	Clifton Street Children's Centre		55 Clifton Street	Northcote
	Nara Community Early Learning Centre	Director	77-91 St Georges Road	Preston
	Crisalida Child, Adolescent, Adult & Family Therapy		678 High Street	Thornbury
Scouts/Guides	5th Northcote (Cubs, Scouts, Venturers)		5 Ethel Street	Thornbury
	Darebin Girl Guides (Clyde Street, Thornbury)			
Aboriginal (Council committee)				
Aboriginal				
Indigenous			2 Watt Street	Thornbury

Accessibility			3-5 Ethel Street	Thornbury
Accessibility (Council committee)		CD worker, Aged & Disability		
Community	Span Community House		64 Clyde Street	Thornbury
Community	The Bridge Preston & Thornbury		218 High Street 131 Shaftesbury Pde	Preston Thornbury
Community	Darebin Community Legal Centre		732 High Street	Thornbury
Senior Citizens' Groups				
Community Senior Citizens' Groups	St Marys Elderly Italian Citizens Club Inc. Holy Spirit		789 High Street 197 Clarendon st	Thornbury
Community	The Salvation Army (Senior Citizen's Group)		704-710 High Street	Thornbury
MOSS Merri Outreach Support Service Ltd			279 High Street	Northcote
Darebin Council				
Councillor	Darebin Council	Councillor Rucker Ward	Gower Street	Preston
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Councillor	Darebin Council	Councillor Rucker Ward/Mayor	Gower Street	Preston
Councillor	Darebin Council	Councillor Cazaly Ward	Gower Street	Preston
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Councillor	Darebin Council	Councillor La Trobe Ward	Gower Street	Preston
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Councillor	Darebin Council	Councillor La Trobe Ward	Gower Street	Preston
Council officers	Darebin Council – Key Internal Stakeholders			
High Street Businesses				
Community members who provided their email address at the drop in sessions or registered their interest on the yoursaydarebin page				