

COMMUNICATION AND ENGAGEMENT PLAN - FUTURE MAYER PARK

Project officer	Marc Chung
Department	City Futures
Key dates	<p>27 April - Council Meeting report goes up</p> <p>1 May – 8 June – Community Consultation Period</p> <p>3 August – Briefing to update Council on engagement outcomes</p> <p>17 August – Council Meeting to adopt Final MP</p>
Relevant Council Plan goals this project supports	<p>Goal 1 - A sustainable city</p> <p>The development of the master plan is part of Council's commitment to Goal 1.3 of the Council Plan 2017-2021 to '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'.</p>
Background/ Context	<p>Mayer Park is situated on the corner of the Normanby Ave and Leinster Grove, Thornbury.</p> <p>Mayer Park is a space where formal sports (cricket and soccer) coexist with myriad informal activities, including: an off-lead dog area, exercise, walking, running, picnicking, children's play and kite flying. In recent times the Friends of Mayer Park have put on an open-air cinema and market events that have been met with a highly positive community response.</p> <p>Breathing Space – The Darebin Open Space Strategy determines the level of infrastructure and investment at Mayer Park and classifies the park as:</p> <ul style="list-style-type: none"> • District Level Park - drawing visitors from the surrounding suburbs as well as people who live within walking distance. • Type A level of investment in the park, with requirements for a public toilet, lighting, internal walking path network, park furniture, playground, canopy trees and garden beds. <p>In developing the draft master plan, Council has trialled a process of high levels of engagement with a Project Control Group (PCG) made up of local community members and supported by officers. Over the past 18 months and over 19 meetings, officers have worked collaboratively with the PCG to understand their advice at a deeper level and this is reflected in the master plan. The content and recommendations of the draft master plan are guided by the PCG's vision for the park, supported by five design principles that include:</p> <ul style="list-style-type: none"> • A Shared Park

	<ul style="list-style-type: none"> • Better Park Amenity • An Open and Welcoming Park • Nature and Environment • Better Links <p>This Phase 3 of community engagement will seek community and stakeholder comment and feedback on the Draft Master Plan.</p> <p>Community engagements Phases 1 and 2 were completed earlier in the process to inform and support the draft master plan. A summary of the consultation outcomes for Phases 1 and 2 can be viewed on Objective link A5458075</p>
Engagement Objective and Scope	<ul style="list-style-type: none"> • Provide information regarding the Draft Master Plan and how community input has been integrated into the Plan. • Seek community feedback to refine the Draft Master Plan to optimise community enjoyment and ensure the long-term sustainability of Mayer Park • An initial community engagement activity on the proposed playspace at Mayer Park will take place simultaneously. Participants will be asked to indicate what types of play experience they would like to see in a new playspace at Mayer Park. This feedback will inform the upcoming playspace design to be completed by EOFY. <p>Negotiables (can be influenced):</p> <ul style="list-style-type: none"> • Location of some of the new park amenities – e.g. park benches • Reasonable suggestions on priorities and staging of the works <p>Non-negotiables (cannot be influenced):</p> <ul style="list-style-type: none"> • Scope of the master plan – i.e. golf course is not included • Upgrades already completed to date – e.g. ground surfacing and irrigation works • Upgrade works currently ongoing – e.g. sports lights upgrades • Location of new playspace – this is the best location due to safety concerns re: loose cricket balls/footballs and for passive surveillance • Budget allocations to projects • Exclusion of the Northcote Golf Course in this master plan • The function of the park as a sporting ground and for informal uses
Key messages	

- In light of the COVID-19 situation and the evolving restrictions, Council will need to consider the timing and methodology of community consultation on many of its ongoing projects, including the draft master plan for Mayer Park.

At this stage we can't anticipate the length of any delays and we thank you for your understanding while we work through this. Now is the time to look after ourselves and each other as we work together to promote good health, patience and compassion, and lessen the impact of the coronavirus in our community.

For all information about Council's response to COVID-19, please visit the [Darebin Council website](#)(External link).

- *Current COVID-19 restrictions do not allow face to face gatherings. The following engagement methods have been tailored to abide by the restriction rules for the safety of the community and DCC staff.*
- *The vision for the future of the park: Mayer Park is a welcoming and inclusive space offering a range of experiences that enables the community to come together to be happy and healthy.*
- What we heard from community feedback and how does the plan respond to community needs and aspirations? What are the key gains for the community?
- Key Question for feedback: How could the Plan be improved to enhance your use and enjoyment of Mayer Park?
- The Master Plan retains and enhances the things that we love most. "It's still the park that people love."
- We have listened to your feedback in developing the Mayer Park draft master plan.
- We want to check in with residents to ensure we haven't missed anything.
- Tell us your thoughts on the draft Mayer Master Plan so we can enhance the use and enjoyment of the community and ensure long-term sustainability of the park.

Sub Key Messages:

- The Master Plan will remain as a sporting ground and will retain open space for informal activities such as walking, running and sitting.
- The park will remain a sporting ground.
- The park will; retain open space for informal activities such as walking, running and sitting.
- The park will remain a dog friendly park.
- The community hall and community events will be retained.

	<ul style="list-style-type: none"> • The Master Plan places the park in a wider community context. • The park will be more welcoming for people of all ages. • There will be a doubling of the tree canopy over time.
<p>Engagement methods</p>	<p><i>What engagement methods are you using to engage?</i></p> <p><i>NOTE: Current COVID-19 restrictions do not allow face to face gatherings. The following engagement methods have been tailored to abide by the restriction rules for the safety of the community and DCC staff.</i></p> <ul style="list-style-type: none"> • Postcard/ mail drop and postcard comments can be emailed to City Design • Your Say page – Draft master plan report downloadable • Some prompting questions with an open comment box on the Your Say page • Social media comments • Post on community Facebook groups • Create a social media campaign, e.g. #futuremayerpark • Posters on site that direct to Your Say page • Real Estate Boards on site that direct to Your Say page • Email stakeholders and people on mailing list for comments • Written comments will be accepted • Community eNewsletters / Darebin Community News
<p>What are the equity considerations included in your methods?</p> <p>Contact the Equity and Diversity team to complete an Equity Impact Assessment tool.</p>	<p>Note EIWPAT on previous phases of the project – Obj ref A4556447</p> <ul style="list-style-type: none"> • Direct meeting with stakeholders/ hard to reach interest groups – school age kids/ youth / elderly / CALD community groups • In light of the current health situation, the engagement methods are limited to online/written, which can have equity and inclusion impacts because of the digital divide. This might in part be mitigated through ensuring the engagement process is advertised in paper format in e.g. the Leader , as this will assist in reaching a broader range of community members, notably older people and by focusing on plain and accessible language as noted below. In all this, the following points also apply: make sure gender is considered, particularly among youth cf. how usage of open space can be (made) gendered and how to address that (see gender and open space (see gender-inclusive section for open space strategy Objective ref A4723697) • Culture lens: <ul style="list-style-type: none"> ◦ Make sure Traditional Owners are engaged + DAAC and AAL given location (liaise with Aboriginal Partnerships Officer).

	<ul style="list-style-type: none"> ○ CALD residents – see CALD communication below and reconfirm presence (or not) of older CALD groups with A&D department ○ Consider direct engagement with Islamic Museum of Australia (IMA) given its location in relatively close vicinity to Mayer Park (liaise with Coordinator Equity and Diversity if needed). • A variety of communication methods and ways to provide feedback and comments – written, online, and face to face. • Make sure this is accessible: vision/font, but also language – pitch for Y9, as this makes it more understandable for some people with a disability, people with English as a second language and people with low English literacy.

COMMUNICATION ACTIONS AND TIMING



What	When	Add content or Objective link to content below
EXTERNAL COMMS OPTIONS		Share the story of your project or event with the community.
Postcard to residents	<i>To be mail dropped week of 4 May</i>	A postcard will be distributed to residents surrounding Mayer Park, informing them of the project and consultation taking place.
FAQ document	<i>By 27 April</i>	<p>FAQs document to be created for Customer Service and the PCG.</p> <p>An internal FAQ will be adapted for external use (uploaded onto the Your Say website and available at the drop-in session).</p>
Collateral and publications (including printed and web material)	<p><i>Are you creating collateral? YES</i></p> <p><i>withal collateral must be reviewed and approved by the Brand and Design Specialist.</i></p>	<ul style="list-style-type: none"> • A5 flyer developed • Poster (to use as an A3 print out and for real estate board situated at Park) <p>*Language Lock Up to be provided by DHUB for each piece of printed collateral.</p>
Website text	<p><i>Do you need a homepage news/event item? YES (Your Say Cluster and Your Say section on the website)</i></p>	<ul style="list-style-type: none"> • Your Say website content update with project information and link to Your Say Darebin website. • Your Say home cluster (home page on the website) update.
Social media	<i>Facebook (two posts)</i>	<ul style="list-style-type: none"> • Drive people to the Your Say website
What's On for Families - eNewsletter	<i>May 2020 eNewsletter</i>	<p>Content provided to Nejla Hashim (Business Support Officer - Families, Youth & Children)</p> <p>Future Mayer Park – Draft Master Plan</p> <p>Over the past 18 months, Council has been working closely with a group of local residents to create a master plan for Mayer Park in Thornbury.</p> <p>The master plan sets out a vision for the park, identifies elements of the park that require improvements, and provides clear actions to guide the implementation of these improvements over time and in future years.</p>

What	When	Add content or Objective link to content below
		<p>We would love your thoughts on the draft master plan when it is released in May.</p> <p>Visit www.yoursaydarebin.com.au/mayerpark for the latest project updates and to view the draft master plan when it is released, or email Council staff at city.design@darebin.vic.gov.au for more information.</p>
INTERNAL COMMS OPTIONS	Pre-event/project	Share the story of your team's event/project with staff.
Staff-to-staff News	<p><i>Submit content by Monday for inclusion in the Wednesday Staff to Staff ebulletin</i></p> <p><i>Proposed date: May 6</i></p>	<p>Submit draft content to Communications inbox in the week you want it to run (with pic). You can link this to internet/ intranet event or news page (if you have one).</p> <p>100-150 words (plus pic – can be resized to fit)</p>
Councillor e-bulletin	<p><i>You can request inclusion in the e-bulletin through your manager.</i></p> <p><i>Submit for the Friday 8 May e-bulletin.</i></p>	<p>Submit news item copy to your General Manager for inclusion in the Cr e-Bulletin (with pic) to promote it to Councillors.</p> <p>100-200 words (pic optional – can be resized to fit)</p>
Update Knowledge Hub	<p><i>Release of draft master plan</i></p> <p><i>Close of consultation period</i></p>	<p>Future Mayer Park – Draft Master Plan</p> <p>Over the past 18 months, Council has been working closely with a group of local residents to create a master plan for Mayer Park in Thornbury.</p> <p>The master plan sets out a vision for the park, identifies elements of the park that require improvements, and provides clear actions to guide the implementation of these improvements over time and in future years.</p> <p>We would love your thoughts on the draft master plan when it is released in May.</p> <p>Visit www.yoursaydarebin.com.au/mayerpark for the latest project updates and to view the draft master plan when it is released, or email Council staff at city.design@darebin.vic.gov.au for more information.</p>

CALD ENGAGEMENT AND COMMUNICATIONS

NOTE: Current COVID-19 restrictions do not allow face to face gatherings.

The following engagement methods have been tailored to abide by the restriction rules for the safety of the community and DCC staff.

- ~~Engaging directly (offering face to face meeting opportunity) with known CALD community groups (e.g. Italian Senior Citizens Group, potentially IMA?) that currently use the park.~~
- ~~Providing interpreter when meeting CALD community groups.~~
- Engage with known CALD community groups/ organisations in the neighbourhood via email or through relevant Council officer contacts.
- Providing translation or reading services on collaterals and using plain English (see accessible language considerations in EIA).

STAKEHOLDER MAP

This table identifies stakeholders who may be impacted by the decision and those who will influence the outcomes of the engagement process. The level of impact / influence will help to determine the level of stakeholder engagement and communication required.

Project Stage	Stakeholder	Interest / Impact / Influence	Expectations	Responsible Area, Cost & Timing
Phase 3 - Seeking feedback on Draft Master Plan	Councillors	High interest, impact and influence.	That they will remain informed of community feedback and the engagement process as it progresses	City Design
	Sports Clubs that use the park (Darebin United Soccer Club / Northcote Cricket Club)	High interest / high impact / low influence	That they will be invited to provide comments on the draft to ensure their needs are considered in the draft master plan	PCG member + City Design
	Regular Park users (dog walkers, informal recreation)	Medium interest / high impact / low influence	That they will be informed of the release of the draft master plan and all the avenue through which to provide comments	PCG member + City Design
	The Bridge Community Hall users	Medium interest / Low Impact / Low influence	That they will be informed of the release of the draft master plan and all the	PCG member + City Design

			avenue through which to provide comments. Meeting face to face with the community groups	
	Older Adults incl Thornbury Italian Senior Citizens Veronica Gardens	Low interest / Low Impact / Low influence	That they will be informed of the release of the draft master plan and all the avenue through which to provide comments. Meeting face to face with the community groups.	PCG member + City Design
	Young people	Low interest / Low Impact / Low influence	That they will be informed of the release of the draft master plan and all the avenue through which to provide comments. Meeting face to face with the community groups, sporting groups, Northcote High School.	PCG member + City Design
	General public (community)	Medium interest / low impact / low influence	That they will be informed of the release of the draft master plan and all the avenue through which to provide comments	PCG member + City Design
	Wurundjeri Council	Medium interest / low impact / medium influence	That they will be informed of the release of the draft master plan and all the avenue through which to provide comments	PCG member + City Design
	Mayer Park Stakeholder List (Refer attached)	Low interest / Low Impact / Low influence	That they will be informed of the release of the draft master plan and all the avenue through which to provide comments	PCG member + City Design

REPORTING BACK / CLOSING THE LOOP

How will you respond to your participants	Who will do it	When
---	----------------	------

Phone call/email follow up as issues raised during consultation period	Project Landscape Architect	During engagement in May 2020
Build on FAQs on website and update during engagement process	Project Landscape Architect	During engagement in May 2020
Formal feedback report Use the Consultation Summary Report to formally record feedback. This can be used in council briefings, or posted to your online engagement page.	Project Landscape Architect	June 2020

EVALUATION (INTERNAL USE)

What success looks like for:	The project team	The decision maker (Council)	The stakeholders
	Diverse range of respondents, demonstrating extensive, inclusive and meaningful engagement on the draft master plan	General support by the local community and stakeholders for the draft master plan, allowing it to be adopted by Council	That their feedback and comments have been received and considered

Evaluation measure	How we will measure	Who will do it
How successful was the engagement? i.e. who did you engage with (demographics), was the data from a representative group?	Categorise feedback by demographic data if this information is available	Project Landscape Architect and Community Engagement Team
What could we do better?	Number of responses	Project Landscape Architect and Community Engagement Team
What did we learn?	Create and update a "learnings" list	Project Landscape Architect and Community Engagement Team



Community Engagement Plan sign off

Name _____

Signature _____

Date _____

Coordinator Community Engagement and Demographics

Name _____

Signature _____

Date _____

Department Manager

COMMUNICATION TASKS CHECKLIST



Update to Knowledge Hub

Hello Amazing Customer Service Team,

Just to let you know that Community Consultation has started on the Mayer Park Draft Master Plan. The consultation period ends on Monday 8 June.

The Your Say page is www.yoursaydarebin.com.au/mayerpark. Please direct people to this website to download a copy of the draft master plan and to leave their feedback.

Alternatively they can send their comments to the City Design team email city.design@darebin.vic.gov.au

We have also provided the option for people to call in to Customer Service if they have any queries about the project. If you can, ideally please direct the callers to the Your Say page as it has all the most up to date information.

Alternatively if callers would like to speak to a Council staff about the project, please collect their name and contact details (name, phone number and email) and forward to me on marc.chung@darebin.vic.gov.au and I will call them back. (I've set up my work phone to forward to my mobile, however I am not sure it is working properly, so emailing me is the best way).

I've attached a copy of the poster that will be installed at the park, as well as the copy of a postcard that will be distributed to 4,000 households around the park.

If you need any further information, please let me know. Thank you!

Hope you are all well. Stay safe and take care.

PS: Welcome Tim!

Cheers,

E-Bulletin

[Community Feedback Period on the Mayer Park Draft Master Plan is now open!](#)

Community members can download the draft master plan on www.yoursaydarebin.com.au/mayerpark and are encouraged to provide feedback through the short online survey, or alternatively by sending an email to city.design@darebin.vic.gov.au or calling Customer Service on 8470 8888.

Posters will be placed on site to promote the community feedback period.

Large real estate boards are being organised for the site to provide additional information to the local community, with translations incorporated in the top 5 languages (other than English) spoken in Thornbury West.

4,000 postcards have also been delivered to households in the Mayer Park area for people to write their feedback on. The postcards can then be dropped in the letterbox of Bridge Darebin at 131 Shaftesbury Avenue, Thornbury.

Community stakeholder groups will be notified directly by email and phone call.

Community Feedback period ends on **Monday 8 June**

Staff to Staff

Posted 13/05/2020

Reminder 03/06/2020

Internal Stakeholders

- Aboriginal Contact Officer
- Community Safety Officer
- Coordinator Bushland Management
- Coordinator City Design
- Coordinator Community Engagement and Demographics,
- Coordinator Community Participation and Development
- Coordinator Community Wellbeing
- Coordinator Open space and Horticulture
- Coordinator Recreation and Leisure
- Coordinator Recreation Planning and Participation
- Manager Creative Culture and Events
- Manager Environment and Sustainable Transport
- Manager Equity and Wellbeing
- Manager Families, Youth and Children
- Manager Parks and Vegetation
- Senior Communications Advisor,
- Senior Transport Engineer
- Senior Transport Planner
- Team Leader Horticulture
- Team Leader Youth Services

Advisory Groups

DNT

DAAC

DBAC

Email to Subscribers of Your Say page and Mayer Park Mailing List

Hi [participant screen name],

You are receiving this message as you have previously subscribed to receive updates on the Future Mayer Park project.



We are excited to share with you that the draft Future Mayer Park master plan has been released for community consultation.

The master plan sets out a vision for Mayer Park, identifies elements of the park that require improvements, and provides clear actions to guide the implementation of these improvements in future years.

The master plan has been created with the help of a Project Control Group made up of dedicated community members who, over the past 18 months, have been instrumental in providing ideas on the future of the park.

Community feedback on the draft masterplan closes on **June 8**.

To read the draft Future Mayer Park Master Plan and provide your feedback, please visit www.yoursaydarebin.com.au/mayerpark

Social Media Posts

First Post Friday 8 June

Repeat posts every week for 4 weeks.

Council eNewsletters

- What's On for Families - Monthly
- Older and Active in Darebin – bi-monthly
- What's On – Darebin Intercultural Centre - monthly
- What's On – Darebin Libraries - monthly
- Behind the Goals (Sports Clubs) - quarterly
- What's On in Early Years Education – bi-monthly
- Disability Access Update – regular
- Sustainability News - monthly

Email to External Stakeholders

COMMUNITY STAKEHOLDERS / BRIDGE DAREBIN & COMMUNITY HALL USERS EMAIL

Dear XXXX,

Council is excited to share with you that the draft Future Mayer Park master plan has been released for community consultation.

The master plan sets out a vision for Mayer Park (corner of Normanby Avenue and Leinster Grove in Thornbury), identifies elements of the park that require improvements, and provides clear actions to guide the implementation of these improvements in future years.

The master plan has been created with the help of a Project Control Group made up of dedicated community members who, over the past 18 months, have been instrumental in providing local input on the future of the park.

Mayer Park Key Stakeholder List (External)



Organisation Name	Contact Name	Email	Phone	Responsibility	Emailed Sent (yes/no)	Reminder Email	Meeting
COMMUNITY STAKEHOLDERS							
Global Ballooning		balloon@globalballooning.com.au		Phoebe	yes	Yes	
Balloon Flights Over Melbourne		flights@balloonman.com.au		Phoebe	Yes	yes	
Picture This Ballooning		info@picturethisballooning.com.au		Phoebe	yes	Yes	
Merri Creek Management Committee		admin@mcmc.org.au	9380 8199	Phoebe	Yes	yes	
Friends of Merri Creek	Ray Radford	friendsofmerricreek@gmail.com	0422 989 166	Phoebe	yes	Yes	
Aveo Veronica Gardens Retirement Village	Shirley Viola	Shirley.viola@aveo.com.au		Phoebe	yes	yes	
Darebin Bicycler User Group		darebinbug@darebinbug.org.au		Phoebe	yes	yes	Yes
Step Into Life Thornbury	Bianca Dyson	silthornbury@bigpond.com	0428 739 159	Phoebe	yes	yes	
CERES		ceres@ceres.org.au		Phoebe	yes	yes	
Islamic Museum of Australia		admin@islamicmuseum.org.au	1300 915 171	Phoebe	yes	yes	
Moreland City Council	Alex English	AEnglish@moreland.vic.gov.au		Marc	yes	yes	Yes

Wurundjeri Tribe Land and
Compensation Cultural Heritage
Council

karmen@wurundjeri.com.au ;
charley@wurundjeri.com.au ;
cherylk@wurundjeri.com.au



[Stuar](#)

yes
yes

Heritage Council

heritage.council@delwp.vic.gov.au

yes
yes

Aborigines Advancement
League

reception@aal.org.au

yes
yes

~~Blow Up Cinema~~

~~Wild Darebin~~

BRIDGE DAREBIN AND COMMUNITY HALL USERS

Bridge Neighbourhood House

opsmanager@bridgedarebin.org.au

Phoebe

yes
yes

Thornbury Italian Senior
Citizens Club

Tony Spanos

tonyspano1957@gmail.com

9416 9537

Phoebe

yes
yes

Australian Lebanese Zahle
Association

Tania Bakash

tjbacash@hotmail.com

Phoebe

yes
yes

Nicke Healey Dance

Nick Healey

nickride108@gmail.com

Phoebe

yes
yes

Japanese Karate Association

Ciaran Horgan

ciaran.horgan@jkaaustralia.com.au

Phoebe

yes
yes

Wonder Garden Dance

Amanda Falston

amanda@wondergardendance.com.au

Phoebe

yes
yes

SPORTS CLUBS

Northcote Cricket Club

Zach Whelan

Northcotecc.manager@gmail.com

Phoebe

yes
yes

Darebin United Soccer Club

Michael Peros

darebinunitedsc@yahoo.com

0430 055 421

Phoebe

yes
yes

Northcote Public Golf Course operator (LMS)	Don Hartley	don@lmservice.com.au				Phoebe	yes	yes
		philipgoad@bigpond.com.au						yes
Northcote Golf Club	Philip Goad	ngc@northcotegolfclub.com				Phoebe	yes	
SCHOOLS								
Croxton Special School	Michael Sertori (Vice Principal)	sertori.michael.j@edumail.vic.gov.au ; croxton.ss@edumail.vic.gov.au	9482 5482			Phoebe	yes	yes
Bell Primary School		bell.ps@edumail.vic.gov.au	9480 5622			Phoebe	yes	yes
Northcote High School		info@nhs.vic.edu.au	9488 2300			Phoebe	yes	yes
Northcote Primary School		northcote.ps@edumail.vic.gov.au	9481 0009			Phoebe	yes	yes
Thornbury Primary School		thornbury.ps@edumail.vic.gov.au	9484 3254			Phoebe	yes	yes
Westgarth Primary School		asc.westgarth.ps@edumail.vic.gov.au ; westgarth.ps@edumail.vic.gov.au				Phoebe	yes	yes
Yappera Children's Services - Kindergarden		yappera@mfmm.net.au				Phoebe	yes	yes
Merri Community Childcare Centre Thornbury	Helen Evdokimou, (Director)	helenevdokimou@merriccc.com.au				Phoebe	yes	yes