



TOWN OF  
VICTORIA PARK



# LOVE WHERE YOU LIVE CONSULTATION

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**WE'RE OPEN  
VIC PARK**

## Summary

Love where you live is an engagement project, with an aim to collect feedback from the community to help inform the Commitment to the Community document, the Community Engagement Charter and assist in the review of the Town's Public Participation Policy,

We asked the community what they loved about the neighbourhood, their vision is for the neighbourhood and how the Town and the community can work together to make this happen.

An important part of the consultation was to inform and educate the community on traditional community development and community-led development.

This report provides a summary of the results of the community that was conducted in May – June 2019.

Key findings include:

- Focus on community interests and aspirations  
In partnership, the community and the Town identify and focus on shared priorities/outcomes
- Decision-making collaborative, owned by community  
The Town will engage with the community on appropriate projects and use community feedback to lead/guide decision making
- Focus on community needs and filling gaps  
The Town will work to identify needs and gaps and is responsible for addressing them
- Community commits knowledge, skills and talents  
The Town recognises the strengths, skills and knowledge of the community and will create conditions for the community to use and contribute these
- Everyone contributes/has something to offer  
The Town recognises the community has skills and talents to add value to projects and will facilitate involvement by the community (proportionate to community capacity i.e. skills and time)
- Confusion with Town of Victoria Park terminology  
The Town recognises the community's confusion with the Town's terminology and will demonstrate with simple statement on how we will work with the community.
- Communications and Engagement  
Preferred method of receiving information and engaging with the Town is online ie: surveys, eNewsletters and social media.



## Communications

The objective of the communications was to create awareness, provide information and educate the community on traditional community development and community led development.

## Tools and Tactics used

- TV sliders at Town buildings and outstations
- A3 posters in Town buildings and outstations
- A1 poster @ Town's Administration building and Library
- e-VIBE newsletter
- Your Thoughts e-newsletter
- Your Thoughts project page
- Southern Gazette ad
- Google ads – targeted
- Google ads – retargeting
- Facebook ads

Personalised emails with infographics

[Home](#) » [Love where you live](#)

## Love where you live

Consultation has concluded



We want to know how we can best work with you – our community – on some of the projects, events and initiatives delivered within the Town of Victoria Park. The traditional way of doing things in local government is for these to be developed and implemented by Town officers, however we'd like to find out where there is interest for the community to be more involved.

What do you love about your neighbourhood? How can we become a more resilient and socially connected community?

We will use this feedback to shape the future direction of the Town, and identify the types of initiatives that residents, community groups, businesses and other stakeholders care about and would be willing to inform, lead and/or participate in.

This engagement will also help to develop a community principles document and review of the Town's Public Participation Policy.

### What is happening now?

Consultation has closed and the feedback received is under review by the Project Team.

### How can I find out more information?

- [Ask a question](#) and we will respond
- [Read the FAQs](#)

COMMUNITY SURVEY

ASK A QUESTION

All unpublished surveys are shown as "Draft". Only admins will be able to see it in the preview mode. Please note that you can take the survey in draft mode to test it, but submissions will **NOT** be saved.

### Key Dates

Consultation period  
01 May → 07 June 2019

### Who's listening

#### Nichola Tomkins

Events Officer  
Town of Victoria Park



#### Hayley Boyd

Community Engagement Advisor  
Town of Vic Park



Phone 08 9311 8111  
Email [hboyd@vicpark.wa.gov.au](mailto:hboyd@vicpark.wa.gov.au)

### Listening Post Locations

Come down and share your thoughts at one of our listening post locations

Farmers Market, 8-12 - 5 May

Library Storytime, 9.30-11am - 9 May

Library Baby Rhymetime, 9-11am - 17 May

Vic Park Central, 9am-12pm - 18 May

Library Teddy Bears Picnic, 10-11.30am - 22 May

The Park Centre, 9am-5pm - 23 May

Library Buzz Week, 7pm - 23 May

Library Buzz Week, 11-12.30 - 27 May

Library Buzz week, 4-5.30pm - 27 May

Library Buzz Week, 6-7.30pm - 30 May

## Engagement

The objective of the engagement was to seek feedback on the future direction of the Towns approach to working with our community.

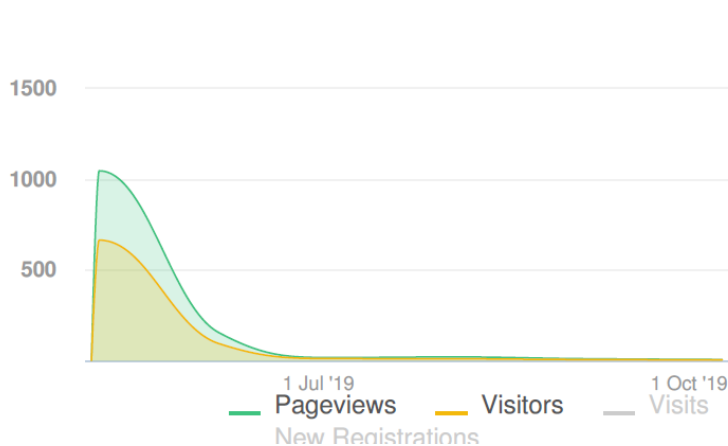
### Engagement activities

1. Online/hard copy Your Thoughts survey  
The survey questions were crafted to support the community through a process of assessing their vision for a strong, socially connected community and to assess what the community and the Town had to offer.
2. Pop up engagements (ten different community gathering areas or events)
  - a. 665 votes divided by 5 votes per person – 133 participants
3. Face to face 'community conversations' (using an adapted survey questions which could be inputted directly into Your Thoughts) with community groups led by the Community Development Team

## Feedback results

### Your Thoughts page data

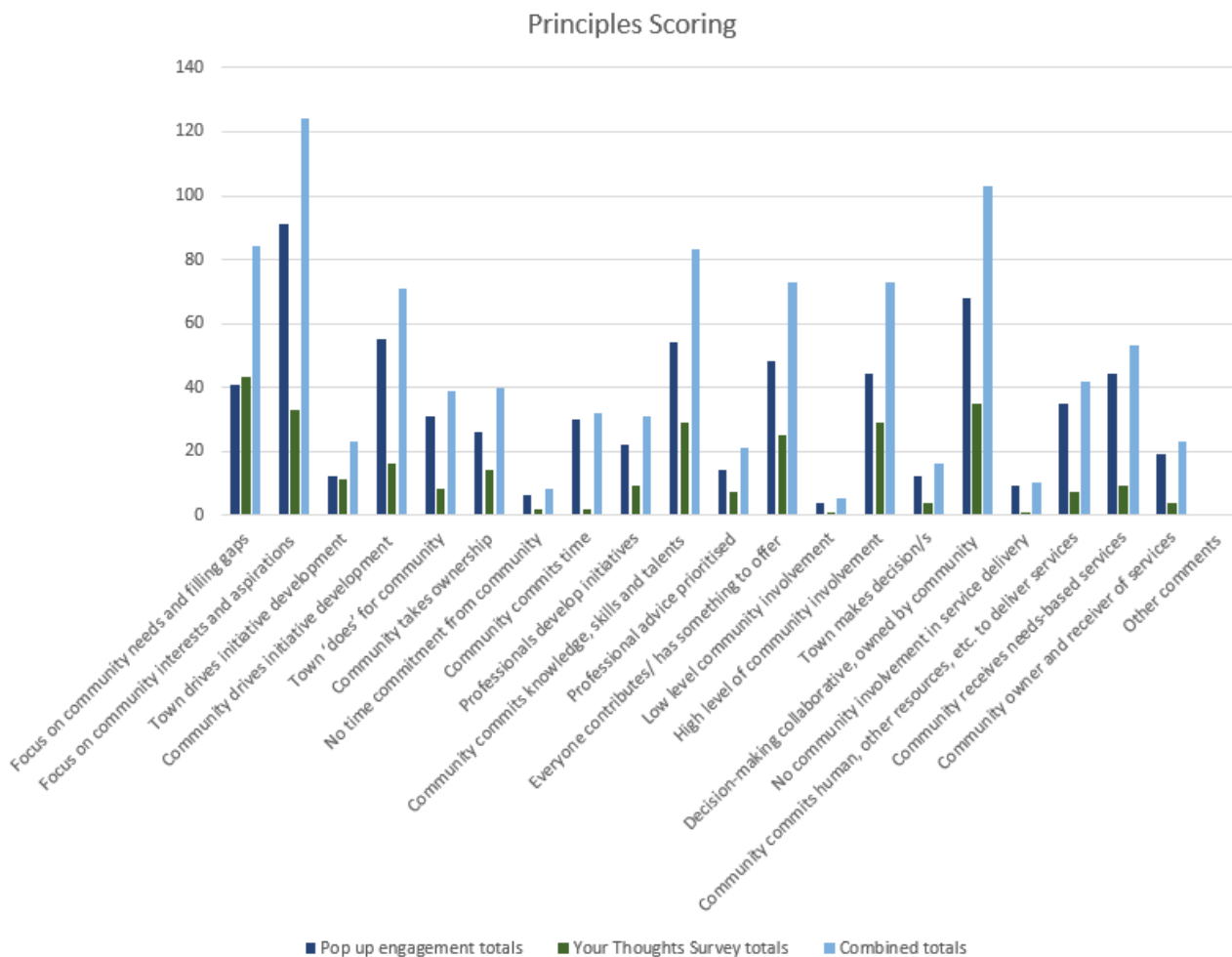
#### Visitors Summary



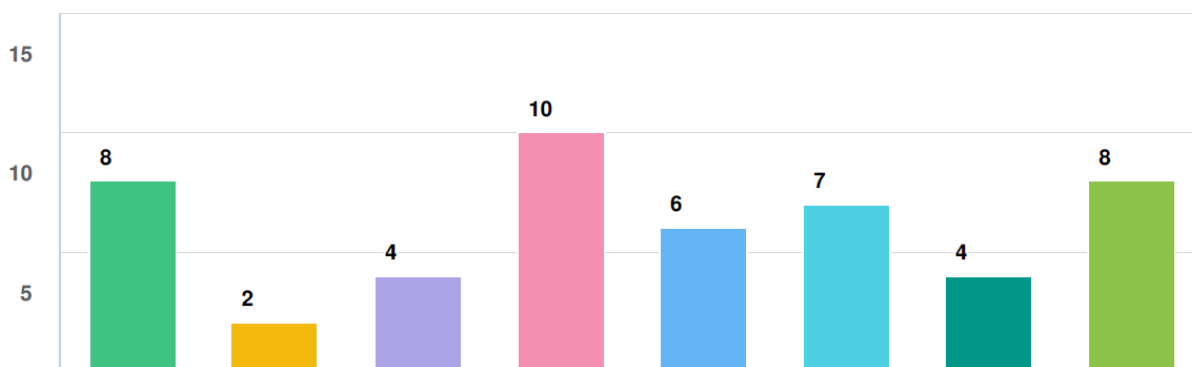
#### Highlights

TOTAL VISITS	872	MAX VISITORS PER DAY	49
NEW REGISTRATIONS	7	ENGAGED VISITORS	55
INFORMED VISITORS	136	AWARE VISITORS	646

The chart below shows the results from the pop up engagements (total), Your Thoughts Survey and combined total. The question was 'how should we work together?'



### What matters to you most as a community group/member/what do you care about?

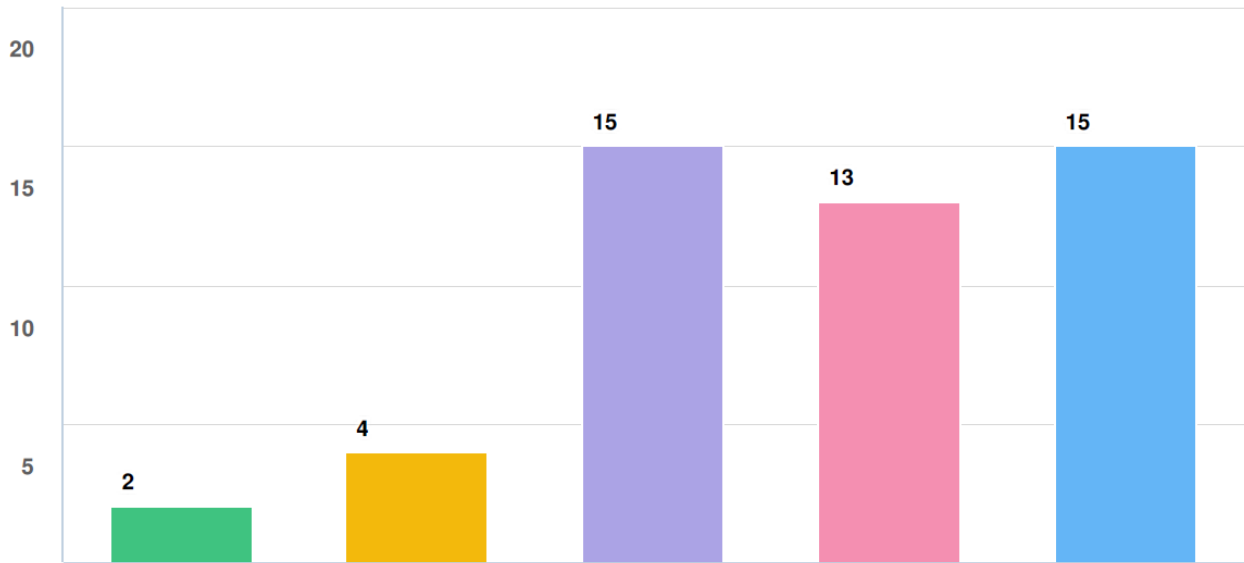


#### Question options

- Family, friends, neighbours
- Close to the City
- Close to shopping options
- Amenities (parks, schools, transport options, leisure centres, libraries, community centre's etc)
- Safety
- Access to services
- Sport and entertainment
- Other

Optional question (10 responses, 50 skipped)

### What is your age bracket

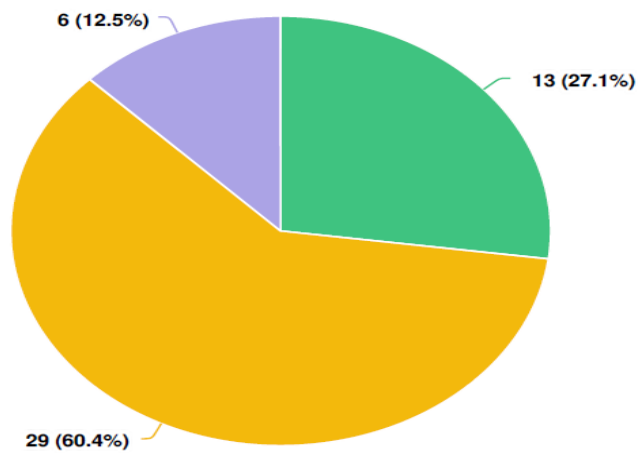


#### Question options

● 17-25 years   
 ● 26-34 years   
 ● 35-44 years   
 ● 45-54 years   
 ● 55+ years

Optional question (49 responses, 11 skipped)

### Have you worked in collaboration with the Town to deliver a community project or event?

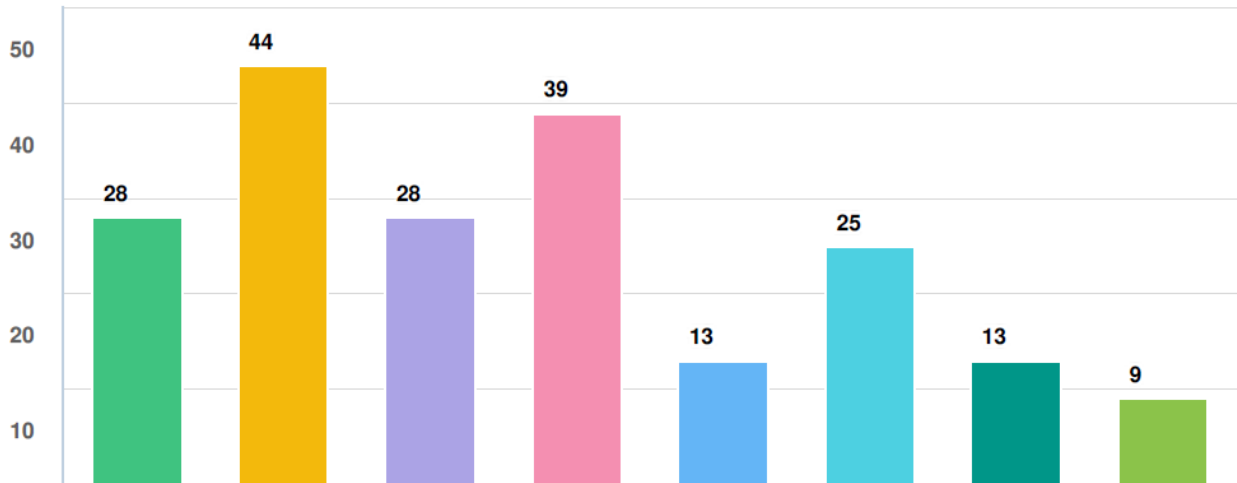


#### Question options

● Yes   
 ● No   
 ● I'm not sure

Optional question (48 responses, 12 skipped)

**What do you love most about your neighbourhood? Select your top 5**



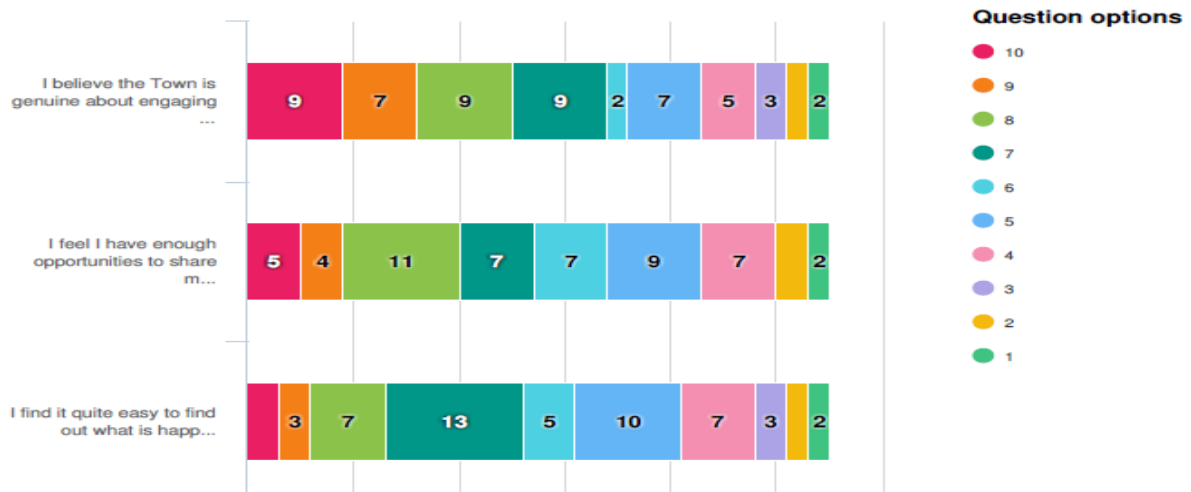
**Question options**

- Other
- Sport and entertainment
- Access to services
- Safety
- Amenities (parks, schools, transport options, leisure centres, libraries, community centre's etc)
- Close to shopping options
- Close to the City
- Family, friends, neighbours

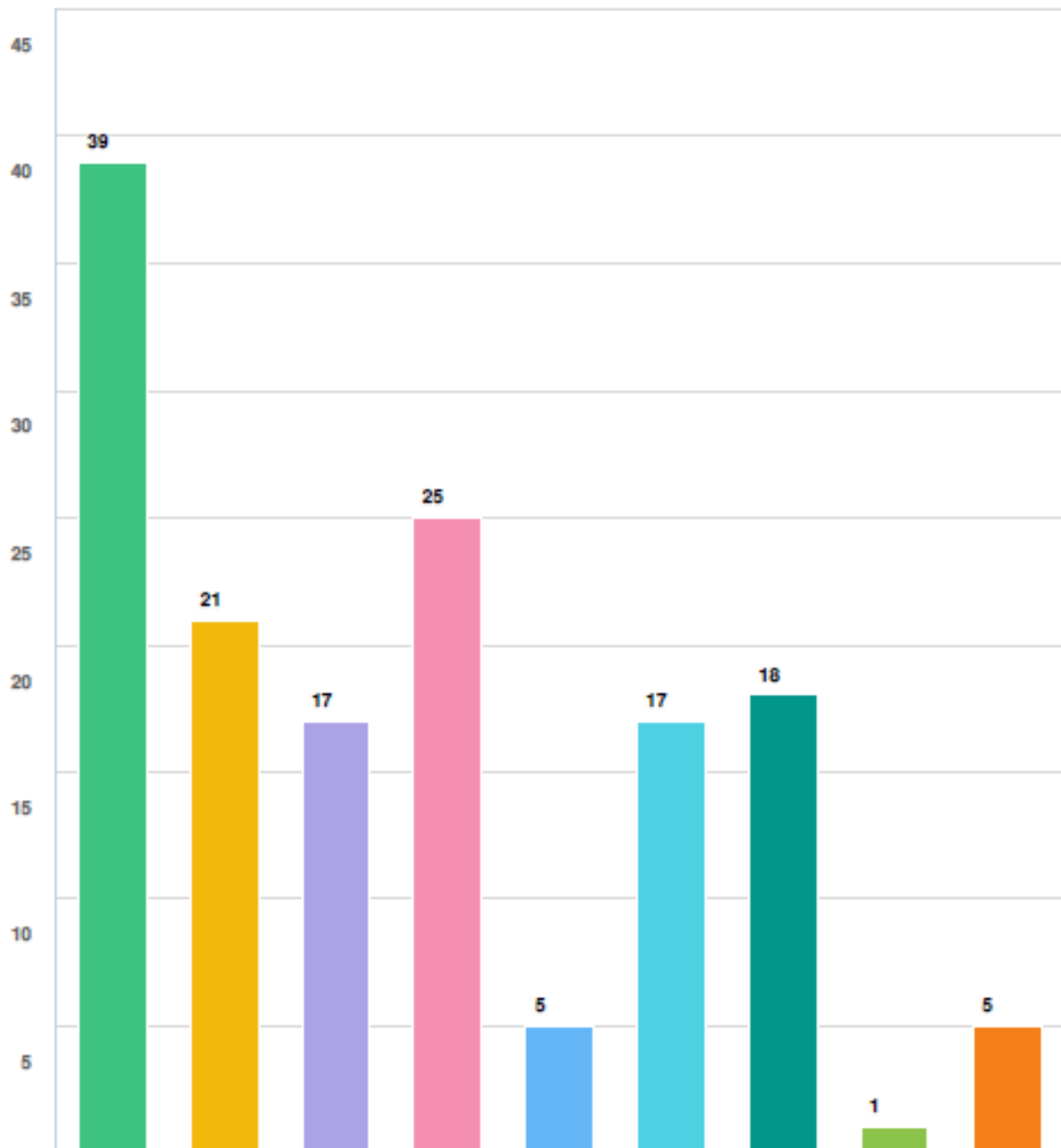
Optional question (49 responses, 11 skipped)

- Out of 14 participants 79.28% agree the Town is genuine about engaging it's community
- Out of 17 participants 68.82% agree that they have been provided enough opportunities to share their views
- Out of 15 participants 60.6% agree that they have found it quite easy to find out what is happening in the Town.

**Please rank the following statements (with 1 being strongly disagree and 10 being strongly agree)**



How do you like to be engaged? Please select your top 3



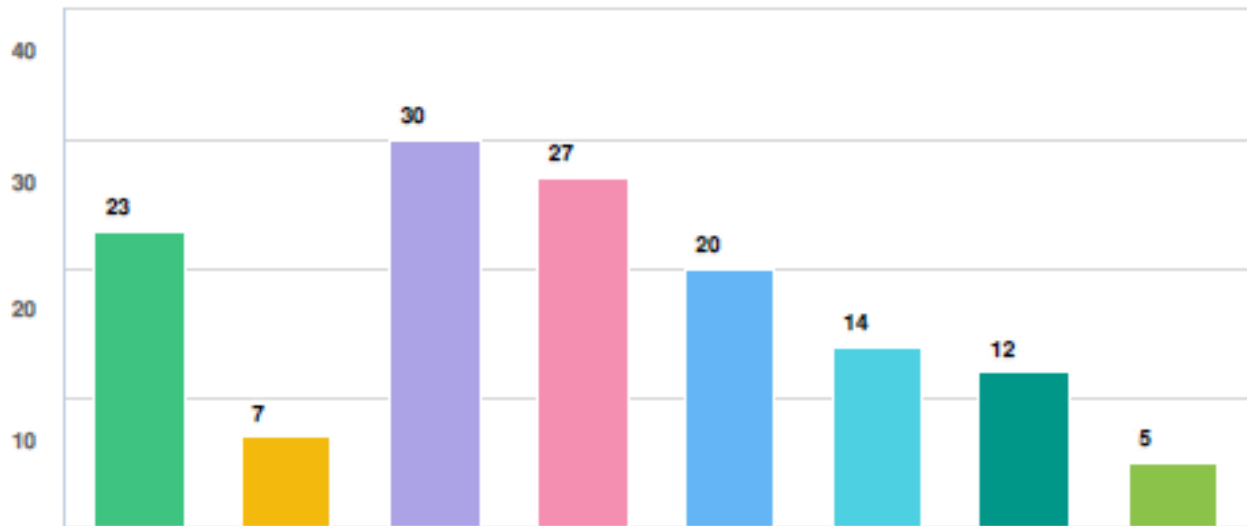
**Question options**

- Other (please specify when ticked)    I do not want to be engaged    Advisory committees or community panel
- Quick polls    Interviews    Community reference groups by topic or project
- Pop up at events/markets/shopping centres    Workshops / focus groups    Online surveys / public comments

Optional question (55 responses, 5 skipped)



How do you like to receive information or learn about Town activities ? (Select your top 3)



**Question options**

- Other
- Posters/flyers at key locations
- Letterbox drops
- Town Magazine (VIBE)
- Social Media / videos
- Subscriber based e-newsletters
- Local newspaper advertising
- Town website

Optional question (54 responses, 6 skipped)



## Pop Up Engagement Results

The pop up engagements asked the community for ideas they wanted to share relating to the consultation with a *selection* of responses included below.

- Investigate community batteries to store solar power
- More trees, save green space
- More police presence to prevent crime
- Skate parks for kids
- Do something about antisocial behaviour in general
- Brighter street lighting
- Community outreach centres
- More public art
- Less public art
- Get people to come out and interact like a community
- Collaboration with existing community organisations



### What does this tell us?

The chart with priority principles shows is that four of the top five statements (i.e. apart from focus on community needs and filling gaps) fall under the community-led model but are in the ideas and decision making areas, not in the delivery or 'doing' areas of the model. This demonstrates that at this stage the community are leaning towards a *Co-design model* of community development where they have a say in planning and designing programs that will be used by them.

The Co-design model preferred by the community does not match the asset based community development (ABCD) model. ABCD includes the community in all stages of project and program delivery from idea inception, planning and design, delivery and evaluation. Co-design splits these responsibilities up and does not include Co-production where the community are equally involved in the delivery of programs and services.

Focus on community needs and filling gaps	Focus on community interests and aspirations
Town drives initiative development	Community drives initiative development
Town 'does' for community	Community takes ownership
No time commitment from community	Community commits time
Professionals develop initiatives	Community commits knowledge, skills and talents
Professional advice prioritised	Everyone contributes/ has something to offer
Low level community involvement	High level of community involvement
Town makes decision/s	Decision-making collaborative, owned by community
No community involvement in service delivery	Community commits human, other resources, etc. to deliver services
Community receives needs-based services	Community owner and receiver of services