



YOUR SAY

COMMUNITY ENGAGEMENT FEEDBACK REPORT

23 HIGHWRAY DRIVE LAND REVOCATION

INTRODUCTION

Community engagement was undertaken to understand the likelihood and support for divestment of a portion of reserve land located at 23 Highwray Drive, Morphett Vale. A commitment was made that all community feedback and suggestions will be considered regarding the future of the land and building.

It is important that the stakeholders understood that:

- a decision to sell the land and building has not been made
- all feedback will be considered
- the land and building may be retained and utilised for other purposes if this is Council's decision.

Previous consultation regarding this portion of land occurred in 2020 and then the process was put on-hold while Council reviewed its asset rationalisation processes.

To date, the outcomes of the 2020 consultation process have not been formally reported back to Council due to land revocation processes being placed on hold awaiting Council decisions moving forward. During this consultation we acknowledged the previous consultation, provided factual information on the history of the land and building, and were clear in our communications, including what is and what is not negotiable.

Council's Strategic Directions Committee (SDC) will be presented with an information report to determine whether or not to proceed with the revocation and disposal process.

COMMUNITY ENGAGEMENT PURPOSE

The purpose of the engagement was to provide genuine opportunities for stakeholders to have their say about the future of the land and building.

OVERALL OUTCOME

High participation was achieved for this localised project, with 160 people – mostly Morphett Vale residents – providing feedback. The sentiment from the community (86%) was that the property should be retained by council.

How the property should be used by council was split between retaining the building for community use (61%) and demolishing the building and returning the land to open space (28%) with some (9%) open to either option, and a few (2%) with other suggestions.

The loss of potential income to council from selling the property did not seem to be a strong consideration for any of the stakeholders. Further, the cost to council of upgrading the building and car park did not seem to be a deterrent to those wanting council to retain the building.

ENGAGEMENT TECHNIQUES

The following techniques were undertaken during the engagement period (28 February to 28 March inclusive):

- Advertiser public notice (28 March)
- On-site signage (included drop-in session information)

- Letter to residents living close to 23 Highway Drive (providing advance notice of door knocking) – refer to Zone 1 map below
- Letter to broader residents – refer to Zone 2 map below
- Email to 2020 engagement participants
- Email to local community groups
- Facebook post
- Your Say Onkaparinga page containing:
 - Background information
 - Fact Sheet
 - Aerial map
 - Explanation of the land revocation process steps
 - Online submission form
- Door knocking of residents living close to 23 Highway Drive – refer to Zone 1 map below (16 March from 4-7pm)
- On-site drop-in session (19 March from 2-4pm) which included:
 - Coloured dots activity
 - Feedback wall (sticky notes) activity
 - Hard-copy submission forms
 - Tablets connected to Your Say Onkaparinga (for online submissions)
- Emails
- Phone calls.

Zone 1: Letter to nearby residents advising of door knocking



Zone 2: Letter to broader residents

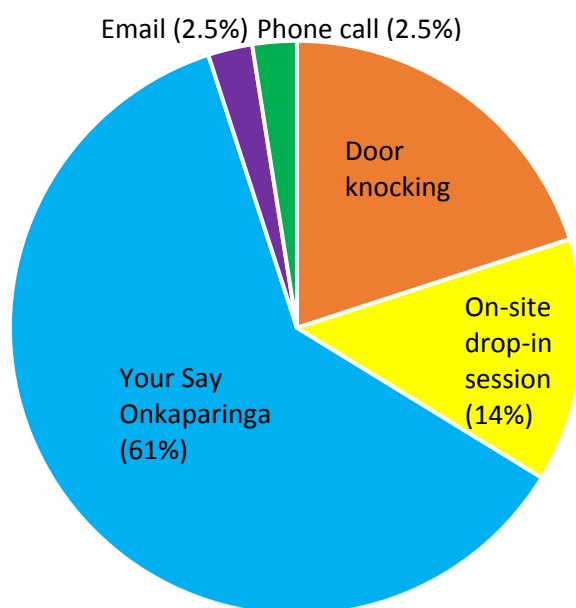


SUMMARY OF COMMUNITY ENGAGEMENT OUTCOMES

Participation channels

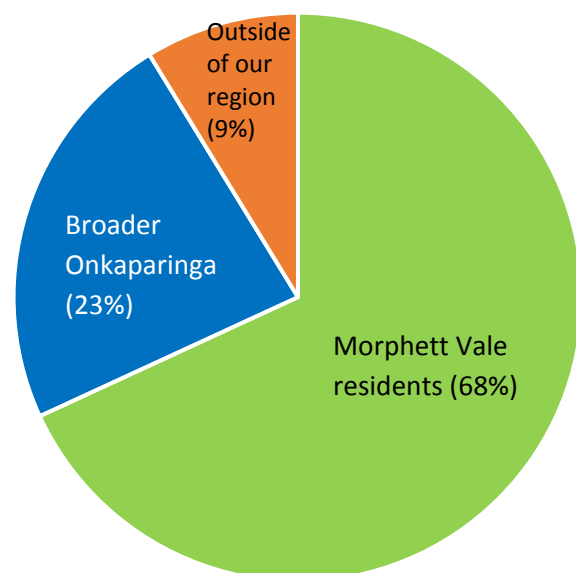
In summary we had 160 participants in the community engagement process, including

- 32 residents (20%) engaging with staff through door knocking 45 homes close to the site
- 22 people (14%) attended the on-site drop-in session (plus one elected member)
- 98 people (61%) provided feedback online
- 4 emails were received (2.5%)
- 4 phone calls were received (2.5%).



Location of participants

Of the 160 participants 109 (68%) were Morphett Vale residents, 37 (23%) from other areas of Onkaparinga, and 14 (9%) were from outside of our region.



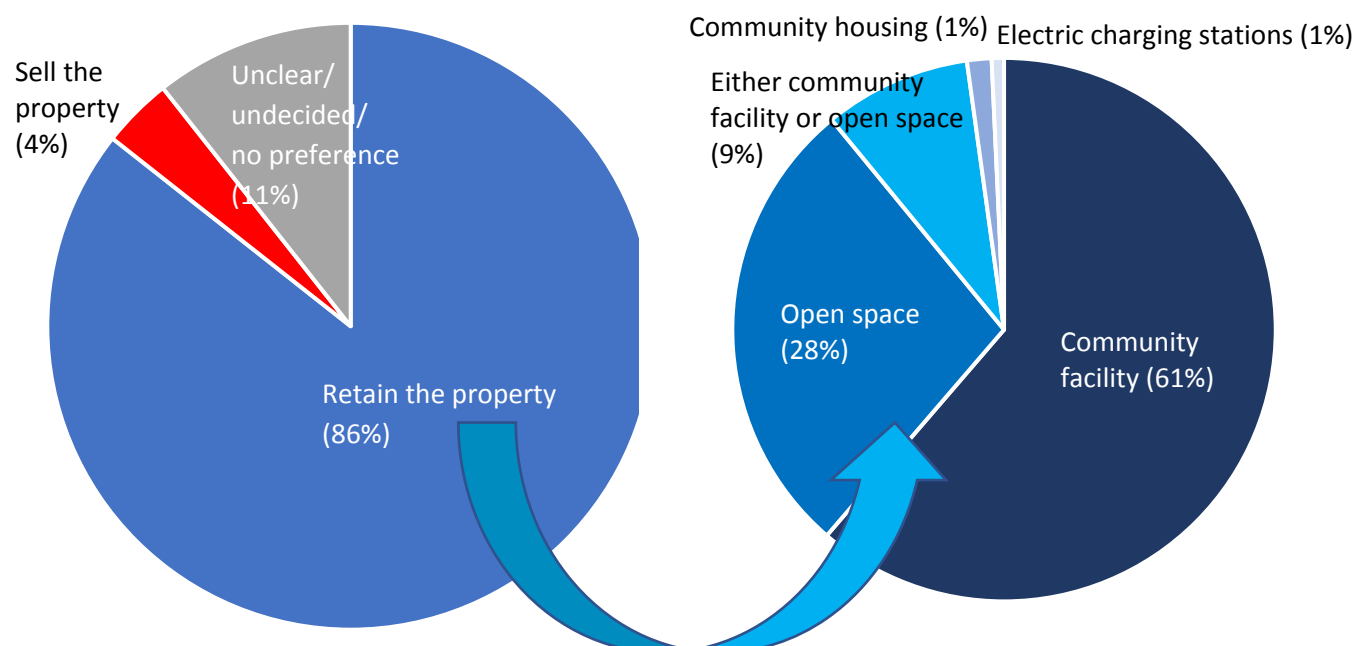
Community preferences

Of the 160 participants 137 people (86%) want to see council retain ownership of the property, 6 people (4%) want to see council sell the property, and 17 people (11%) were undecided or unclear.

- Of the 137 wanting council to retain the property:
 - 84 people/61% (or 53% overall) want to see the building retained and used as a community facility.
 - 38 people/28% (or 24% overall) want the building demolished and the land returned to open

space.

- 12 people/9% (or 8% overall) were open to the building being retained or the land returned to open space.
- 2 people/1% (or 1% overall) want to see council use the property for community housing.
- 1 person/1% (or 1% overall) wants to see council use it to put in place electric charging stations.



- Of the 6 wanting council to sell the property:
 - 3 people/50% (or 2% overall) want to see the funds used to upgrade Wakefield Reserve or nearby Knox Park.
 - 1 person/17% (or 1% overall) wants to see the funds used to reduce debt.
 - 2 people/33% (or 1% overall) did not specify how the funds should be used.

Important factors

The loss of potential income to council from selling the property did not seem to be a strong consideration for any of the stakeholders. Further, the cost to council of upgrading the building and car park did not seem to be a deterrent to those wanting council to retain the building.

The feedback of the residents most impacted – in particular those living in Zone 1 – should be considered separately to those living outside of Morphett Vale. Feedback from participants living outside of the City of Onkaparinga has also been captured and considered separately.

Based on the door knocking and on-site drop-in session outcomes 43 (80%) local residents strongly favour council retaining ownership of the property. Ten local residents (18%) were unsure and one local resident (2%) did not mind whether the property was retained or sold. Of the 43 residents wanting to see the property retained by council, 19 (44%) would prefer to see the building retained, and 18 (42%) want to see the building demolished and returned to open space, with 6 local residents (14%) happy with either option.

This was supported through online submissions received through Your Say Onkaparinga, where 40

(85%) of the 47 Morphett Vale residents that participated would prefer to see the property retained by council, with 22 (55%) wanting to see the building retained, 14 (35%) preferring to see the building demolished (with almost all wanting the land returned to open space), and 4 (10%) open to either option.

Residents living outside of Morphett Vale (37 respondents) were also strongly favour council retaining ownership of the property (34 people or 92%), however were more likely to want to see the building retained as a community facility (30 people or 81%).

It is important to note that participants in the community engagement may have provided feedback through more than one channel. This is most likely for the residents living close to the property who were door knocked and may have attended the on-site drop-in session in addition to providing feedback via Your Say Onkaparinga, emails and/or phone calls.

Upcoming Wakefield Reserve upgrade

Much of the feedback on how this property should be used could be incorporated into the designs for the adjacent Wakefield Reserve upgrade. The community engagement for that project is planned for later this year, and information from this land revocation project has been passed on to the relevant staff members. Therefore, this feedback report focusses on whether or not the land and vacant building should be sold or retained by council, and – if retained – the preference for the ongoing use of the property, which will determine whether or not the building should be retained and upgraded or demolished.

OUTCOME OF ENGAGEMENT TECHNIQUES

Door knocking

45 homes close to the site were door knocked on Wednesday 16 March between 4-7pm:

- 21 local residents advised that they would like to see the property retained by council (with eight wanting it to be returned to open space, seven wanting the building to be retained, and six would be happy with either option).
- 1 local resident was comfortable with council selling or retaining the property.
- 10 local residents were unsure what should happen to the property and were handed a Fact Sheet and advised of the various ways they could provide feedback.
- 13 local residents were not home or did not answer the door, so staff left a 'sorry we missed you' card, directing them to the Your Say Onkaparinga page for more information and to leave feedback.

On-site drop in

An on-site drop-in session was held at the property on Saturday 19 March from 2-4pm.

22 residents and one elected member attended and were able to view the interior of the building.

Several people provided feedback detailed in Appendix 1.

In summary all 22 people (100%) wanted to see council retain ownership of the building, with 12 people (55%) preferring that the building be retained, and 10 people (45%) preferring the building be demolished and the land returned to open space. Nobody supported council selling the property.

Most of the other feedback collected related to how the property should be used if it was retained,

such as suggested uses/tenants for the building and ideas for the open space. The latter has been provided to staff working on the upgrade project for the adjacent Wakefield Reserve (scheduled for community engagement later this year).

Online submissions (via Your Say Onkaparinga)

98 submissions were received via Your Say Onkaparinga. Of those, 89 people (91%) want to see council retain ownership of the property, 6 people (6%) want to see council sell the property, and 3 people (3%) were undecided or unclear.

- Of the 89 people wanting council to retain the property:
 - 65 people (73%) want to see the building retained and used as a community facility, with 50 of those people (56%) specifically nominating Puddle Jumpers as the ideal tenant.
 - 16 people (18%) want the building demolished and the land returned to open space, with 4 of those people (4%) specifically wanting to see a community garden established.
 - 5 people (6%) were open to the building being retained or demolished to return the land to open space.
 - 2 people (2%) want to see council use it for community housing.
 - 1 person (1%) wants to see council use it to put in place electric charging stations.
- Of the 6 wanting council to sell the property:
 - 3 people (50%) want to see the funds used to upgrade Wakefield Reserve or nearby Knox Park.
 - 1 person (17%) wants to see the funds used to reduce debt.
 - 2 people (33%) did not specify how the funds should be used.

Emails

Throughout the engagement period we received 4 emails – all from Morphett vale residents. The feedback received indicated that all 4 residents (100%) preferred the property be retained by council, with 3 people (75%) wanting the building demolished and the land returned to open space, and 1 (25%) open to the building being retained or demolished to return the land to open space.

Phone calls

4 phone calls were received, with residents asking questions and providing feedback. Only one caller was clear on their preference, which was for council to retain the property, demolish the building, and return the land to open space.

Breakdown of participants

In total we received 160 items of feedback during the community engagement process. 109 of the 160 responses were from Morphett vale residents.

It is important to note that participants may have provided feedback on more than one occasion through the various channels. This would be most likely with local residents who were door knocked and may have attended the on-site drop-in session as well as providing feedback via Your Say, email or by phone.

OUTCOME OF PROMOTION

General

The promotion included a range of channels (included above in the Engagement Techniques) and was very effective with 160 people participating in the engagement. The letters to local residents advising of the door knocking meant that many people answering their door knew why we were knocking. Most effective was the Facebook post – refer below.

Facebook

A Facebook post promoting the engagement opportunity was posted on 1 March. The post appeared in 14,378 news feeds and reached 14,071 people. This resulted in:

- 4582 engagements (likes, shares, comments etc)
- 117 link clicks (taking people through to the Your Say Onkaparinga page)
- 248 comments
- 64 shares of the post
- 5 people hid the post from their news feed.

A copy of the Facebook post and data is provided in Appendix 2.

Comments provided via Facebook provide initial sentiment, and not informed feedback. That is, people commenting may not have viewed the relevant information in order to provide considered feedback. In addition, we have no way of knowing where people live. Therefore this feedback has not been included in the engagement statistics. This was made clear in the Facebook post so that people were aware they needed to click through to Your Say to ensure their feedback would be captured.

Amongst the Facebook interactions we noticed the CEO/Founder of Puddle Jumpers sharing and commenting on the post which may have impacted the participation from the group's supporters. This is evidenced in the Your Say participants – many of whom live outside of the City of Onkaparinga – suggesting Puddle Jumpers as potential tenants of the vacant building.

EVALUATION

Formal evaluation of the community engagement will be undertaken once the end outcome of the land revocation process is known, and we are able to provide this information to participants. However the promotion of the engagement was very effective with 14,620 people aware of the project. Participation in the engagement was also high for a localised project:

- 353 people were **informed** about the project (downloaded the Fact Sheet or other information)
- 160 people **engaged** in the project (provided a submission or feedback).

Amongst the engaged participants were 109 Morphett Vale residents, ensuring that we can be clear on what the most affected stakeholders would like to see happen with the land and vacant building.

SIGN OFF

All feedback reports are to be reviewed by the Engagement unit

Officer who prepared the document

Name: Dale Sutton

Position Title: Property Transactions Officer

Reviewed by the Engagement unit

Name: Dale Sutton

Position Title: Team Leader Engagement, Grants and Events

Date: 29 March 2022

Approved by

Name:

Position Title:

Date:

Appendix 1

ON-SITE DROP-IN SESSION FEEDBACK

Saturday 19 March (2-4pm)

Attendance: 22 people, 1 elected member (and 4 staff)

Feedback options:

- Coloured dots
- Sticky notes (textas and pens)
- Submission forms

Coloured dots

This activity asked participants to provide feedback on the ideas we had already captured through the engagement process to date. Participants were also able to suggest new/additional ideas that others could provide feedback on. Sticky dots were used to indicate like/support (green dot) or do not like/support (red dot).

	Support (green dot)	Do not support (red dot)
Options provided from feedback already received:		
Retain the land and building to be used as a community facility	12	3
Retain the land and demolish the building and incorporate it into the reserve next door (could include a community garden)	10	4
Retain the land and demolish the building to build affordable/community housing	0	17
Sell the property and use the funds for other council projects	0	13
I'm not sure what should happen with the land and vacant building	0	0

	Support (green dot)	Do not support (red dot)
Additional ideas provided at the drop-in session:		
Demolish and rebuild or extend out verandah so that community groups can hire/use it (e.g. Onkaparinga City Concert Band (Friday nights) – hire, store equipment	0	0
If funding is a reason to sell this area – has the unused oval area been considered?	0	2
BBQ area	4	0
TOTAL	26	39

Sticky notes

Participants were able to provide any comments and suggestion and feedback by writing on a sticky note and posting it on the wall. The following comments were provided (verbatim):

- Do not remove the trees in backyard
- What a beautiful shaded area at the rear of the building. IT MUST NOT BE SOLD TO GREEDY Developers but incorporated into the adjoining Wakefield Reserve, as it was originally thanks to Mrs Wakefield perhaps upgrade toilet facilities, locked at night Use building as a community building/play area for toddlers
- BBQ WITH SHELTER & Drinking fountain
- COMMUNITY GARDEN
- AND A BETTER, OR MORE PLAYGROUND EQUIPMENT PLEASE
- MORE TREES & SHRUBS
- public facilities in park. e.g. toilets, drink fountain BBQ
- A NICE LAWNED AREA AROUND THE BBQ AREA TOILET FACILITY
- TOWNHOUSES IF SELLING LAND WILL CAUSE MORE TRAFFIC AND PARKING ISSUES
- NEED PARK AREA FOR FAMILY USE. SKATE PARK BBQ BIKE RIDING, PICNIC AREA TOILETS??
- Some Water on the playground Would Be Nice
- BASKETBALL GOAL POST & NETBALL GOAL POST
- SMALL SKATEBOARD OR SCOOTE TRACKS FOR LITTLE PEOPLE
- BBQ & Shade areas with toilets for familys and meets! :)
- LACK OF PARKING NOW MAKES USE OF BUILDING NEARLY IMPOSSIBLE
- PARKING NOW AN ISSUE

In addition to the communities' feedback an elected member attended the drop-in session and provided the following suggestions using the sticky notes:

- Pocket forest
- Japanese garden
- BBQ x 3
- Toilets

Submission forms

While no submission forms were filled in, two residents provided hard copies of feedback they had already submitted online. Given it has already been captured we have not duplicated it here.

Additional information

Much of the feedback on how this property should be used could be incorporated into the designs for the adjacent Wakefield Reserve upgrade. The community engagement for that project is planned for later this year, and information from this land revocation project has been passed on to the relevant staff members.

Appendix 2

FACEBOOK

Facebook post (1 March 2022)

City of Onkaparinga
Published by Heather Lesley · 1 March · 🌐

HAVE YOUR SAY AND MAKE IT COUNT!

How can I make sure my feedback is included in the report that the decision-makers review?

- ❌ Leave a comment on a Facebook post
- ✅ Fill out the feedback form on our Your Say website before 28 March 2022.

<https://yoursay.onkaparinga.sa.gov.au/revocation-highway...>

We are keen to hear your thoughts about what should be done with the land and vacant building located at 23 Highway Drive, Morphett Vale.

The site is approx. 2000 square metres and the building, formerly used by the Morphett Vale kindergarten, has been vacant since 2018.

We need to consider whether it is in the long-term interests of the community that the property continues to be protected (under the classification of Community Land). If not, we may consider the sale of the property, using the proceeds of that sale for other purposes that may benefit the community more.

No decisions have currently been made and all feedback and suggestions from the community captured on our Your Say website will be an important consideration during Council's decision-making process.

You're invited to drop-in to our on-site community information session on Saturday 19 March anytime between 2pm–4pm.

Community consultation is open until 28 March 2022.

Find out more and complete the feedback form here 📄
<https://yoursay.onkaparinga.sa.gov.au/revocation-highway...>

#Onkaparinga



Facebook data (reach of the post)

Post insights ✕

HAVE YOUR SAY AND MAKE IT COUNT! How can I make sure my feedback is included in the report that...
Published by Heather Lesley · 1 March · 🌐

Post impressions	Post reach	Post engagement
14,378	14,071	4,582

Distribution ⓘ

📈 +2.1x more impressions than your other posts within 21+ days of publishing. [Learn more](#)

Interactions ⓘ

Like	Love	Haha	Wow	Care	Angry
169	51	0	3	1	0

👍 Reactions 223

💬 Comments 248

🖱️ Link clicks 117

➦ Shares 64

🖱️ Other clicks 3,601

Other ⓘ

✕ Hide post	5
✕ Hide all posts	--