

Treeby Community and Sports Centre

April 2019

Consultation Analysis

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2. Executive Summary

The City of Cockburn is planning a new Community and Sports Centre in the heart of Calleya to service Treeby and Jandakot residents. Consultation focussed on the design of the new centre, its features, artworks and its potential uses. The consultation results show a wide variety of interests across the community.

The cultural background of the Treeby community is diverse, with the largest ancestries being English, Australian, Indian and Chinese. The community is mainly comprised of households that are couples with children, and couples without children. Jandakot's community also has a mix of families and couples, however has a higher portion of people above the age of 50 including older workers, pre-retirees, empty nesters, retirees and seniors.

The City is working with Stockland, residents groups, sporting groups and the community to design the centre.

3. Background

Based in the town centre on the corner of Torwood Avenue and Clementine Boulevard, the community centre will service the forecast 7,750 plus residents living in Treeby and 3,212 residents in Jandakot. It will support the development of a vibrant community hub, while providing a flexible and functional community space that offers a variety of different purposes for the community.

The City also sought Expressions of Interest by 29 March 2019 from new or existing sporting clubs to be located at the nearby reserve and utilise the sporting club rooms and change rooms within the facility. The reserve has been constructed by the developer Stockland, and is currently available for community use.

4. Methodology

Consultation began in January 2019 with publicity about the project. The community consultation closed on March 29 and included two drop-in sessions at the sales centre in Calleya, an online survey and a mailout to approximately 2,000 residents to make them aware of the project and invite their involvement.



5. Engagement Summary

Engagement summary

We asked for input into the design of the Treeby community and sports centre.

Key points raised:

- A place/hub for people of all ages and cultures
- Accommodate indoor and outdoor activities
- Interest in fitness classes and sessions
- Interest in a wide variety of sports
- Spaces for music practice and performances
- Interest in community and family events
- The facility will bring together the local community
- A playground or play spaces/ areas for children

You said:

“The Centre will give a positive impact and big help to the community by engaging in outdoor and indoor activities and socializing with Treeby residents resulting in strong community relationship.”

“ I am extremely excited for this project! I am looking forward to more detailed consultation in this area.”

“Choose artwork of Australian native botanical flowers and plants. Earthy tones for the natural look and shades of blue to match Calleya's colour scheme.”

You participated

Web visits: 638

Mailout to residents: 2,000 letters with hardcopy and online surveys

Responses: 245 surveys completed (approx. 12% response rate)

Comment on Cockburn web visits:

Highlights

TOTAL VISITS	MAX VISITORS PER DAY	NEW REGISTRATIONS
638	59	2
ENGAGED VISITORS	INFORMED VISITORS	AWARE VISITORS
160	238	491

Next steps

We are now reviewing all community input.

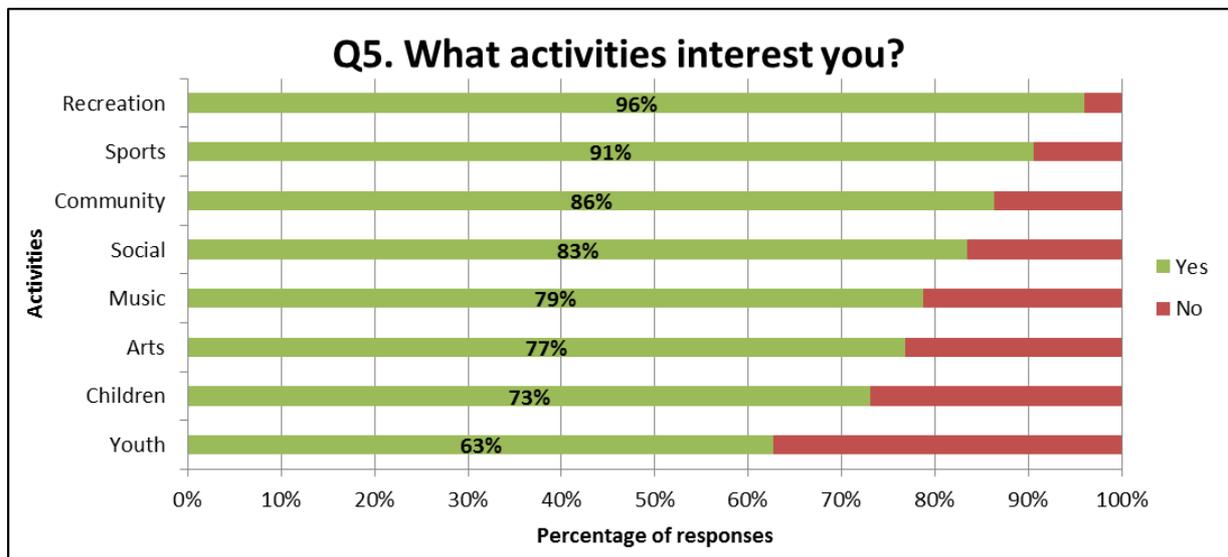
There is an intent to develop a Project Reference Group with representatives from various interested groups, sporting clubs and small operators who have expressed an interest to run activities and programs in the centre.

6. Survey responses

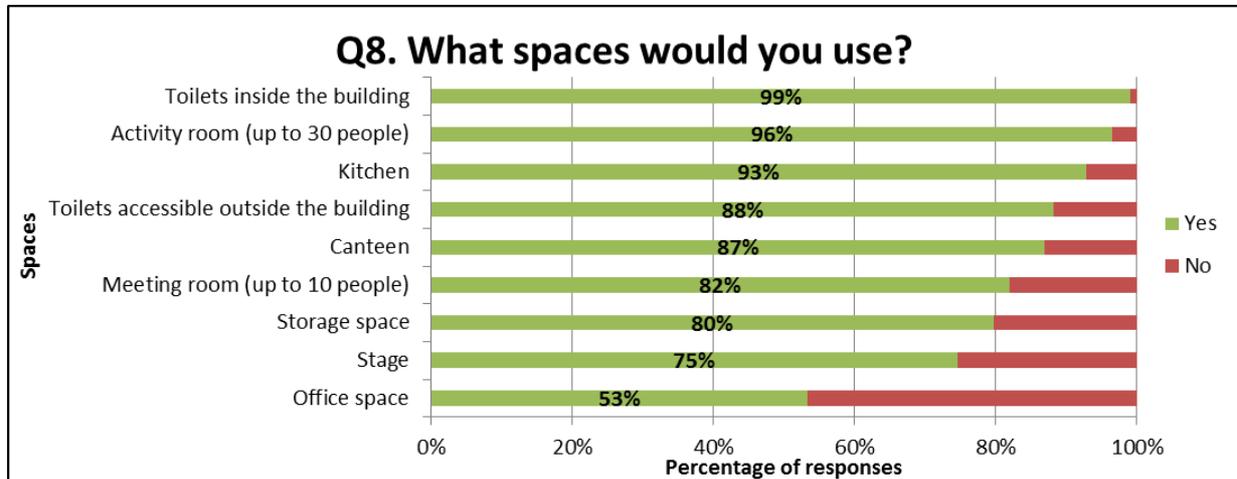
Suburbs (Q3) - Majority of the respondents reside in Treeby (89%) and Jandakot, (8%). The remainder of responses came from absentee landowners and potential users of the facility who live in suburbs including Booragoon, Cockburn Central, Melville, Rossmoyne, South Lake, Success and Yangebup.

Cultural Background (Q4) - The respondents were asked to specify their cultural background. The main cultural backgrounds identified were Australian (95), Indian (28), English (10), Chinese (9), South African (6) and Sri Lankan (5).

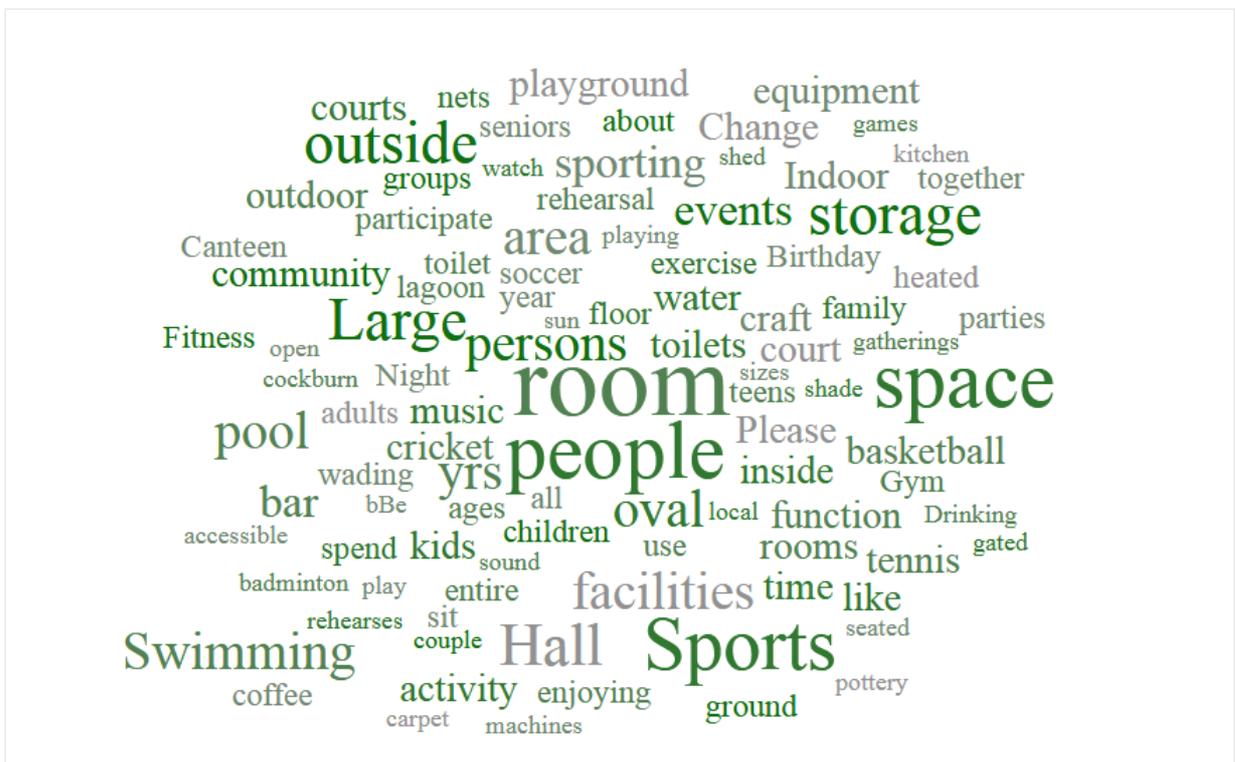
Activities of Interest (Q5) - When prompted to consider what categories of activities are of interest, 90% or more of the respondents show interest in recreation and sports activities. More than 80% of the respondents are interested in community and social activities, closely followed by music and arts.



Spaces (Q8) - When prompted to consider what spaces would be used, the main spaces included inside toilets, an activity room (up to 30 people) and a kitchen. Accessible toilets from outside, a canteen, a meeting room (up to 10 people), storage space and a stage were also considered to be used by 75% or more of the respondents. Office space was relatively less important, with 53% of people expecting to use this space.



Specific Spaces (Q9) – Respondents were able to provide details on what specific spaces they would like to use in the centre. A summary of the responses can be found in the word cloud below.



Count of five most frequently used words: room (13), sports (9), space (9), people (9), storage (6)

Travel (Q10) – The community were asked if they would travel to the building by various means. A large majority, 97%, of the respondents would walk to the facility. Out of the respondents, 83% would travel by car, 72% would cycle, 21% would use the bus and 17% would skate. In general, the respondents would like to use a combination of the above travel means.

Building Elements (Q11) – In broad terms, the community was asked which building elements they would favour in the facility design. A large majority of the respondents, 87%, would support a large under cover area. There was no major difference in support for a single storey, 63% supported, or double storey building, 68% supported. Tiered seating was supported by 59% of the respondents.

Further Questions (Q13 & Q14) – The respondents were asked to identify their associated community groups and sportings clubs, and provide further comments. The community is involved in a range of activities and a variety of interested groups and individuals may be approached for further consultation and involvement in a Project Reference Group.

7. Themes for Artwork

Q12. Theme for artwork	
<p>Nature</p> <ul style="list-style-type: none"> • Tie into the existing Calleya murals and theme • Artwork of Australian native botanical flowers and plants. Earthy tones for the natural look and shades of blue to match Calleya's colour scheme. • Native flora and fauna • It's called Treeby: Trees, nature and environment • Nature, in tune with the street names • Flora and fauna - tap into what is common nearby • Native flowers • Artwork that represents the local area including native flora and fauna • Beauty of WA flora and fauna • Beach, marine life • Trees, kangaroos • Nature is always a good fit; calming to the eye and versatile in terms of colours and design. 	128 people
<p>Multicultural</p> <ul style="list-style-type: none"> • Diversity and welcoming • Something that captures the unique spirit of this community • Showcase diversity of people living in Treeby in portraits • Vast cultural community in Treeby • Whatever the dominant local culture is • Cultural as Treeby is very cultural community already. So some art relating to reprints Treeby and cultural in my option would look fantastic 	44

History <ul style="list-style-type: none"> • Treeby - Early settlers • Photo style from the area including the original farm owners • Historical but NOT ANZAC. We need to celebrate democracy and diversity. Also there should be bronze statues, celebrating something that is not a cliché (aviation related?) • Cockburn history • What was this site originally (Treeby family) • Treeby family • Items linking to the history (natural and cultural) of the area • Photos of the treeby development timeline. 	30
Aboriginal artwork <ul style="list-style-type: none"> • Bush tucker plants depicted through art and in the vegetation planted in the gardens • Include at least one Aboriginal artwork 	13
Modern <ul style="list-style-type: none"> • Modern geometric • community and nature - modern artworks • Mixture of modern art (nature) • Abstract art is nice too 	10
Particular artists: <ul style="list-style-type: none"> • Melski Mcvee murals, nature theme full of colour • Select a beautiful native bird, get artwork done by Brendon See (colourful, artistic, modern, classy) • Stuart Green artist, metal modern abstract • Anya Brock art - nature, minimalist • Artwork from aspiring local artists 	5
Colourful <ul style="list-style-type: none"> • Bright, colourful, playful 	2
Sporting icons	2
Other: <ul style="list-style-type: none"> • Some animals in the theme also would be nice, considering the amount of residents who own a dog in the estate. • Sporting, happiness, fitness, relaxing • Flowers • Fun and Eye catching so everyone knows the landmark as the community centre • Relaxing, community • Cockburn- wetlands to waves • Youth development (children growing into adults) • A theme that reflects what it is being used for • Calleya flower emblem • Music • In line with the general aesthetics of Stockland's vision for the suburb- homely, elegant, sophisticated • Not street graffiti art 	

- **Pictures of people enjoying community, all ages**
- **Street art sculptures but no graffiti art.**
- **No graffiti art**
- **Positive message**
- **Relevant artwork - old, new, indigenous**
- **Street Art style(graffiti)**
- **Community murals**

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