



Communication Link

DRAFT

Ginninderry Community Workshop

Listening Report

November 2022

FINAL

1. About the workshop

The Ginninderry Community Workshop was held on Wednesday 6 October 2022. The event was promoted through social media channels and open to all. It was attended by 27 members of the local community, including a number of families who took advantage of the childcare available on the night.

The event was facilitated by Helen Leayr from Communication Link. Representatives of Ginninderry attended the workshop as observers – David Maxwell, Director; Steve Harding, Ginninderry Project Director; Marcus Mills-Smith, head of Community, Marketing and Communications; Tuliitha King, Community Development Manager.

The workshop objectives were to:

- Support the development of positive communication and collaboration between Ginninderry and its residents.
- Identify clear ‘ways of working for the future that reflect residents’ aspirations.
- Understand the key areas of interest for residents with respect to Ginninderry.
- Gather feedback from residents to support short-term Ginninderry developments in public spaces and facilities.

The workshop included activities that enabled participants to share their thoughts and ideas in small groups as well as with all participants.

Representatives of Ginninderry attended to listen to the community. Steve Harding, Ginninderry Project Director provided a brief project update at the conclusion of the workshop and answered participant questions.

Feedback from this workshop will be used by Ginninderry to guide continued engagement and communication with residents.

Purpose

As part of the invitations to attendees, the purpose of the workshop was presented as an opportunity to hear from the community about the issues that matter most to them. This included how the community envisions Ginninderry, ideas about how to establish good communication and collaboration and understanding the community’s expectations about amenities.



2. What we heard

The workshop consisted of a series of activities and discussions to gather feedback from all participants. Feedback from each of these activities is outlined below.

Our vision for Ginninderry

Participants were asked to think into the future and consider what a successful or 'wonderful' Ginninderry would look like to them. Participants considered the question first as individuals, then worked in small groups to identify themes. Figure 1 below summarises the key themes, weighted so that the larger the box, the more common the theme. A full list of the responses to this activity are included at Appendix 1.

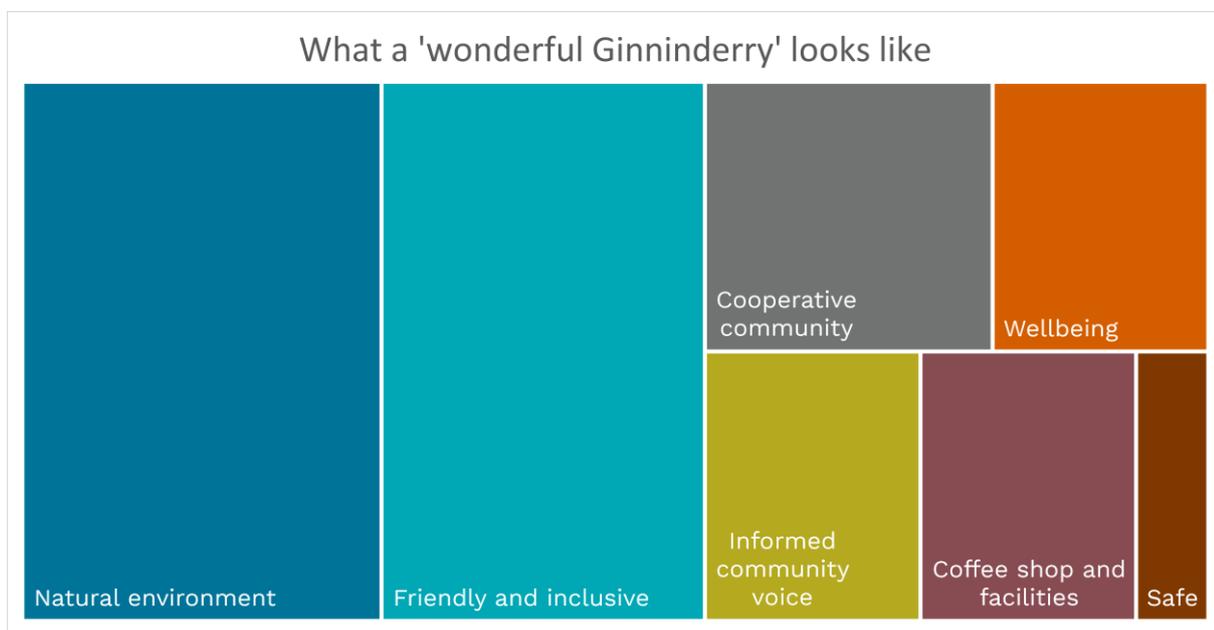


Figure 1. Responses to the question 'what a 'wonderful Ginninderry' looks like'.

Participants were also asked to consider what mattered most to them in achieving this vision for Ginninderry. The key points made in this discussion were:

- The importance of collaboration between the developer, Ginninderry and the residents, including consultation and collaborating on design. This was an extension of the 'cooperative community' theme identified in Figure 1.
- Keeping the community informed as the area develops, particularly ensuring transparency and honesty in communication.
- Maintaining a focus on sustainability.

A full list of feedback is provided in Appendix 1.

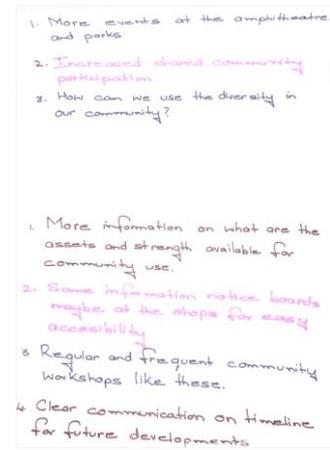
Communication and collaboration with the community

The second workshop activity invited participants to work in small groups to generate ideas to enhance communication and collaboration between Ginninderry developers and the residents. Participants were asked to design a poster as a form of sharing their ideas. Copies of the posters are included below.



There were some strong themes across all the posters including:

- Suggestions for more **consultation or engagement** activities such as workshops, information sessions, face to face meetings and surveys.
- Ideas for **sharing information**, including designs for a local newsletter, suggestions for a physical noticeboard as well as providing information on social media. It was noted that not all residents were on social media and that there were many people for which English is a second language so consideration should be given to easy, clear communication.
- Ideas for more events such as events at The Link, the amphitheatre and in the park.



Outdoor areas, amenities and infrastructure

The final workshop activity invited participants to provide direct feedback to the Ginninderry developers on what was important in two key areas of future development:

- Outdoor spaces and recreation areas
- Amenities and infrastructure



For each of these areas, participants were asked questions about what works well, what you would like to see more of and things to avoid.

The key themes of the feedback are summarised in the table below. A full list of feedback can be found at appendix 1.

Table 1. Feedback on outdoor areas, amenities and infrastructure

Outdoor spaces and recreation areas	Amenities and infrastructure
<p>These things work well</p> <ul style="list-style-type: none"> • Cycle paths • Parks • Stepping Stone, • Free bus, • Paddy’s play day 	<p>Want to see these things in Ginninderry</p> <ul style="list-style-type: none"> • Shops such as bakery, pharmacy, Superbarn, café, pub, restaurant • Walking and cycling trails • Dog park • School • Community hall • Mobile reception • Swimming pool/gym/leisure centre
<p>Want to see more of these things:</p> <ul style="list-style-type: none"> • Shops • Dog friendly areas • Parking • Community gardens • Outdoor activities such as hiking, camping, seated areas and gathering places • Mobile phone tower 	<p>As we plan future infrastructure remember these things</p> <ul style="list-style-type: none"> • Parking, traffic flow and active travel • Residents wishes and their wellbeing • The environment, green spaces, air quality • No tip or waste management • Safety • Type/model for the school
<p>We should avoid these things:</p> <ul style="list-style-type: none"> • A tip/greenwaste depot in the area • Apartments • Traffic congestion and a single access road • Aboveground powerlines 	<p>Examples of areas we like:</p> <ul style="list-style-type: none"> • Casey shops • Cook shops • Jamison • Kippax • Organic grocer like at Griffith shops • Superbarn – like Crace, Casey or Kingston • Stromlo bike trails

Overarching themes

As part of understanding the broader community views, feedback from across all the activities is also captured and recorded as a whole data set, rather than just as responses to specific questions.

From the data received across all activities, Communication Link identified 290 unique data points, or pieces of feedback – this recognises that a single comment from a participant could represent more than one piece of data. For example, feedback that calls for a shopping centre, public transport and more parks would be counted as three data points.

From reviewing these data points we are able to understand some overarching messages provided by the community during the workshop. These are outlined below in order of frequency raised.

A sense of community that is friendly, engaged and collaborative (46% of feedback)

Almost half of the feedback at the workshop related to a sense of community.



16% of feedback related to the theme of **engagement and consultation**. Of these, the most frequently received comments were about the importance of keeping the community involved and informed about developments through regular consultation and updates. This included both information distributed through newsletters, but also more face to face activities.

It was also noted by two participants that not all people use social media, suggesting that this should not be the only communication channel used for community engagement.

9% of feedback highlighted the important **community values** of the Ginninderry community. This includes the development of positive relationships between neighbours, celebrating diversity within the community, suggestions for organised social clubs and events. Other suggestions included a community hall, community food gardens and meeting / activity spots, with the aim to foster community participation.

Other notable themes include:

- **Inclusiveness** – ensuring that activities and communication are inclusive including considering different ages, cultures and languages
- **Collaboration** – collaborating as a community, including shared outcomes and collaborative design.
- **Transparency** – the importance of honesty, clarity, fairness and openness in communication and engagement.

Valuing the local natural environment (17% of feedback)

Participants raised sustainability and nature-based activities throughout the workshop demonstrating a value for outdoor / green spaces, landscaping, maintenance and sustainability.

In terms of outdoor spaces, comments were made about looking after conservation areas; maintaining natural landscapes; allowing room for residential spaces while avoiding destruction to green areas; maintaining the “country vibe”; incorporating community gardens and shaded nature areas. With regard to sustainability, comments mentioned ensuring healthy air quality; sustainable soil management and the inclusion of community food gardens.

Related to the environment were the following additional themes

- **Parks / dog parks** – Feedback on parks included complements on existing parks and the Paddy’s Park Play Day as well as suggesting the need for dog parks and more dog friendly spaces.
- **Tip / waste management** – feedback opposed to the establishment of a tip or waste management facility in/near Ginninderry.

Transport / parking / traffic (10%)

This theme included feedback about public transport, parking availability and traffic within the area. The main pieces of feedback received were related to support for the free public bus, ensuring adequate parking and maintaining good traffic flow with suggestions for an additional access road for the suburbs.

Active travel themes were also raised, highlighting the importance of good footpaths and walking, hiking and cycling trails.

Other

The remaining feedback related to suggestions for the type of commercial or retail amenity that could be provided in Ginninderry. Comments also called for improved mobile reception and the avoidance of aboveground powerlines. These are noted earlier in this report.



3. Conclusion and next steps

This report provides a summary of the key feedback received in the Ginninderry Community Workshop held on 6 October 2022. This summary is supported by photograph record of feedback posters and a written record of feedback provided on worksheets and post-it notes.

The feedback from this workshop as outlined in this report will be used by Ginninderry to inform future engagement and community development activities.



Appendix A – Record of workshop feedback points

Table 2. What we value about Ginninderry

Question	Feedback
What does a 'wonderful' Ginninderry look like?	Wellbeing
	Reaching a goal
	Different vibe compared to city communities and how the community will be maintained even through growth
	participation
	Friendly neighbours
	Community participants
	shared activities
	voice
	community voice
	being informed of projects before they reach D.A.
	Complete community with shopping centre, public transport and schools
	Community local café
	local coffee shop and marketplace
	Inclusive
	Caring/accepting
	Friendly
	friendships
	neighbours looking out for each other
	encompassing
	That everyone feels included
	friendly community
	integrated community
	clean air
	looking after conservation areas
	nature
	nature
	no tip
sustainable	
walking paths	
nature/green	
peaceful	
parks encompassing	
Safety	
What matters most in achieving our vision?	Being kept well-informed
	dedication



supporting Vince

other community minded people

doing it together

doing it honestly

transparent leadership

adhere to community values (& brand)

Consultation

sustainable communities

clear communication

time frames for projects

honesty

realistic time frames

keeping up promises

fairness

decisions aren't made with others' goals in mind - professionals and community are consulted

maintaining natural landscapes

collaboration

co-design

communication

collaborative design

change management

awareness

understanding

knowledge

updates

after service

collab between developers and residents

successful achievement of goals shouldn't be at the expense of residents

shared vision of success

shared benefits

mutual success

keeping the environment for residential space

consultation



Table 3. Outdoor spaces and recreation areas

Question	Feedback
What already works well?	Paddy's Park play day
	Stepping stones
	free bus
	Beautifully maintained public gardens
	Coffee shops
	Café
	Community participation
	parks
	landscaping
	stepping stones
	events
	waste management
	Park is good because of toilets, water, BBQ
	Good foot paths for walking or riding
	Cycle paths
	Hiking trail
	Newsletter
	Park
	GX Display village experience
	Paddy's Park days
Tuli	
Ginninderry locals Facebook	
What do you want to see more of?	Dog friendly spaces
	Kids activities
	dancing
	sport
	community food gardens
	encouraging outdoor lifestyle
	hikes
	camping etc.
	Parking
	Mobile phone tower, better connection
	Abother access road
	Shared things like like lawn mower + whipper snipper, including skills, linking people
	Parking spaces
	oval
	trees



	sustainable soil management - too much erosion
	community gardens
	landscaping and maintenance
	Shops: grocery, café, chemist, GP, Gym, take away
	Access - connection to souther cross road; public transport (direct)
	dog park
	Childcare centre
	swimming pool/hydro therapy
	Inclusive playgrounds - multi-generational
	Community green spaces/activity spots/meeting spots
	shaded nature spaces
	Hiking trails
	seating areas
	public garbage bins/dog poo bins
What should we avoid?	Building higher than 2-storeys
	The tip!
	Crowding apartments
	the tip!!
	Fewer or no apartments
	A dirty smelly tip
	only 1 road out of Ginninderry
	pot holes in road
	no more above group powerlines
	the tip preventing access/making access difficult to shappeardd's lookout, making extra traffic/potholes etc.
	tip
	greenwaste
	increased traffic/congestion
power lines/aerial assets	



Table 4. Amenities and infrastructure feedback

Question	Feedback
<p>What services or amenities would you most like to have available in Ginninderry?</p>	<p>Shops – with bread/milk/apples ASAP</p> <p>Mobile reception</p> <p>free bus to continue</p> <p>petrol station</p> <p>park run' - advertise Vince's run to wider community</p> <p>Bakery/pharmacy/hair dresser/deli/coffee shop/restaurants</p> <p>Shopping mall or plaza</p> <p>Café/pub/restaurants</p> <p>Community hall</p> <p>Leisure centre - swimming & pool, gym etc</p> <p>chemist/GP - medical centre</p> <p>Supabarn/shops</p> <p>Dog park</p> <p>Pub</p> <p>riverside park</p> <p>Café/Bakery/Shops</p> <p>Dog park</p> <p>schools</p> <p>frisbee golf</p> <p>Bike trails</p> <p>walking trails</p>
<p>What should we think carefully about as we plan our future infrastructure?</p>	<p>The model of school, let's not be short sighted & use a model that is not working in other places (ie. Margret henry) - walls in classrooms are great too</p> <p>Parking! Is there enough? Wider roads for visitor parking</p> <p>ensure the roads can handle the increase in traffic</p> <p>open closed roads ie. Display village</p> <p>Traffic flow</p> <p>maintenance of green spaces</p> <p>parking - to avoid destruction and green areas</p> <p>maintaining the country vibe! Eg always mowed Pro Hart St</p> <p>No tip or waste management</p> <p>traffic flow</p> <p>parking capacity</p> <p>Wishes of the residents</p> <p>Safety + wellbeing of residents</p> <p>environment</p> <p>H ealthy air quality</p>



	consider active travel routes
	community consultation
Are there local shops or amenities in other suburbs that you really like?	Casey: Aldi & Supabarn meets all your needs/pharmacy/nice restaurants
	Cook shops: feels funky/support local businesses
	GP/pharmacy
	Suburban shopping plaza ie Jamieson/Casey/Kippax
	Bunnings
	Supermarket
	Supabarn in Crace or Casey or Kingston
	Local café
	chemist/GP
	Frankie's - Pub
	IGA, local shops or Supabarn e.g. Kingston
	organic grocer/markets - eg. Griffith shops
	Stromlo bike trails
	gym

