



CITY OF GREATER GEELONG

# OCEAN GROVE SPORTING INFRASTRUCTURE PLAN

FINAL ENGAGEMENT SUMMARY REPORT

## PROJECT OVERVIEW

This Draft Ocean Grove Sporting Infrastructure Plan (OGSIP) was approved at the May 2022 Council meeting for a six-week community consultation period between 30 May – 10 July 2022.

The key recommendations of the draft plan included:

- Develop soccer pitches and a new pavilion at Devlins Road Reserve, then relocate the Surfside Waves Soccer Club to the reserve.
- Convert soccer pitches at Shell Road Reserve to a second oval for football and cricket.
- Upgrade the Memorial Reserve hall, enhance the reserve as a more informal open space whilst still hosting junior football and cricket games.

The objective of the consultation was to hear from the community about the three key strategic recommendations as well as on the specific recommendations for each of the following six reserves, and the sporting and recreation activities conducted at them:

- Arthur Powell Reserve, Collendina Reserve, Devlins Road Reserve (Oakdene/Kingston), Memorial Reserve, Shell Road Reserve, Wallington Reserve

## HOW WE ENGAGED

The engagement process included the following communication methods:

- Press release and placements,
- Have Your Say (HYS) Project Page including online surveys,
- Hardcopy flyers,
- Posters,
- Face-to-face consultation sessions,
- Social media,
- Direct e-mail campaign



**45**

Days of engagement



**6902**

Views on the project Have Your Say page



**372**

Contributions received via the Have Your Say page



**1670**

Downloads of draft plans



**88**

People following the project

## ENGAGEMENT TOOL AND TECHNIQUES

A project specific engagement HYS page was developed to provide project information and methods of ways to engage with the City. A range of engagement tools and techniques were used to provide different types of opportunities for stakeholders and community to have their say. The main tools and techniques are explained in further detail below.

## HOW WE ENGAGED

### HAVE YOUR SAY ONLINE PORTAL YOURSAY.GEELONGAUSTRALIA.COM.AU

An online HYS project page was designed to share relevant information to encourage community feedback on the Ocean Grove Sporting Infrastructure Plan. The Have Your Say page was open for feedback between 30 May – 10 July 2022.

### ONLINE SURVEYS

The community was invited to interact with an online survey by:

- Voting via a quick poll on the key recommendations in the draft plan
- Provide feedback on each of the six reserves
- Sharing feedback and level of support for the recommendations for each of the six reserves
- Provide feedback on the overall draft plan.

### FACE-TO-FACE COMMUNITY CONSULTATION SESSIONS

Face-to-face community consultation sessions were organised to provide more opportunities for the community to speak to the project manager and provide feedback on the draft plan.

Two sessions were held after-hours on different days in Ocean Grove with a weekend session held in Wallington allowing as many people to attend as possible.

Approximately 20 members of the community participated in the three x 2-hour consultation sessions at:

- Saturday 18 June, 10.00am - 12noon, Wallington Reserve Pavilion, 481-487 Wallington Road, Wallington
- Monday 20 June, 4.30pm - 6.30pm, Shell Road Reserve Pavilion, 52-60 Shell Rd, Ocean Grove
- Tuesday 21 June, 4.30pm - 6.30pm, Arthur Powell Reserve Pavilion, 139-161 Asbury St East, Ocean Grove.

### POSTERS, POSTCARDS & LETTERBOX DROP

To help inform local residents about the project, 723 flyers were delivered to houses close to the six reserves included in the draft plan.

12 posters were also placed at the six reserves that form part of the draft plan.

### WRITTEN SUBMISSIONS

Open at any time during the public engagement period. Submissions could be provided by email or mail.

### DIRECT E-MAIL CAMPAIGN

A direct e-mail to 1,732 Geelong Australia HYS followers was sent.

### SOCIAL MEDIA CAMPAIGN

Social media posts promoting the project and consultation sessions reached 3,725 people.

### PRESS PLACEMENTS

Press placements were published in City News publications across three weeks.

## COMMUNICATIONS

**SOCIAL  
MEDIA**



**6780**  
Impressions



**12**  
Posters



**236**  
Actions (Clicks, reactions,  
shares, comments etc.)



**723**  
Advertising  
pamphlets  
delivered

**10**  
Print adverts  
in local  
newspapers

**3**  
A-Frame  
signs

# WHO WE ENGAGED WITH

## PARTICIPATION

During the six week consultation period between 30 May – 10 July more than 350 people engaged with the City about the Draft Ocean Grove Sporting Infrastructure Plan. Of these 84% engaged online, 16% engaged in through written submissions, letters of support, and our face-to-face consultation sessions.

The table below shows a breakdown of the **2,888** visits on the Have Your Say page per reserve.

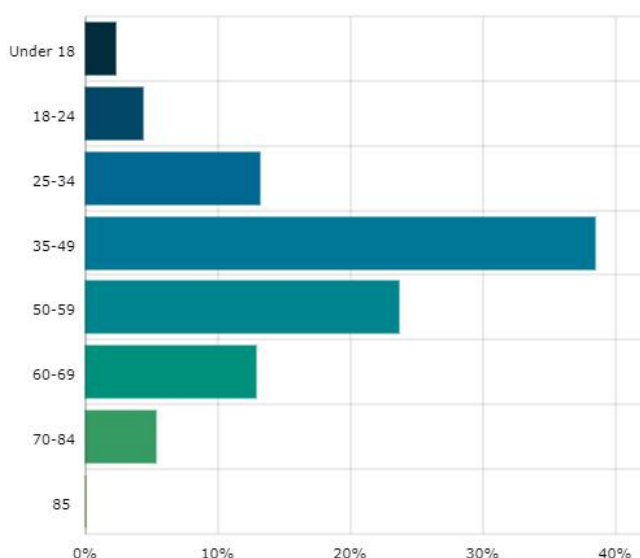
PAGE NAME	VISITATION %	VISITS	VISITORS
OCEAN GROVE SPORTING INFRASTRUCTURE PLAN	91.76%	2,629	2,110
DEVLINS ROAD RESERVE	16.96%	486	452
COLLENDINA RESERVE	16.09%	461	431
WALLINGTON RESERVE	14.21%	407	368
SHELL ROAD RESERVE	11.45%	328	307
MEMORIAL RESERVE	11.24%	322	302
ARTHUR POWELL RESERVE	8.34%	239	232

## DEMOGRAPHIC DATA

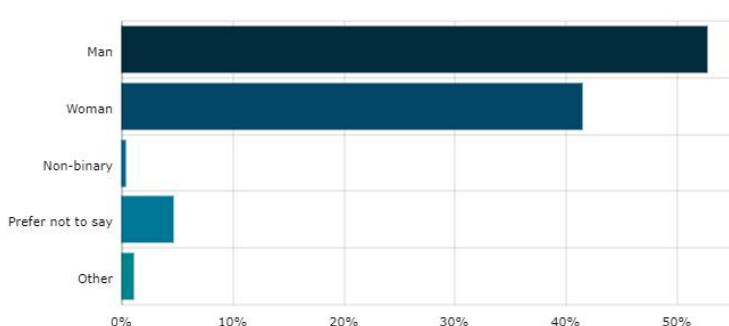
The community were invited to share some demographic data with us, primarily through our HYS page. The following is a snapshot of these people. Whilst the majority of the respondents live in Ocean Grove and Wallington (62% combined), the draft plan also got a good broader response with 85% of the respondents nominating a town or suburb within the Bellarine Peninsula as their home.

From this data we can also see that over 70% of the responses came from members of local sports clubs and community groups. Other participation data included:

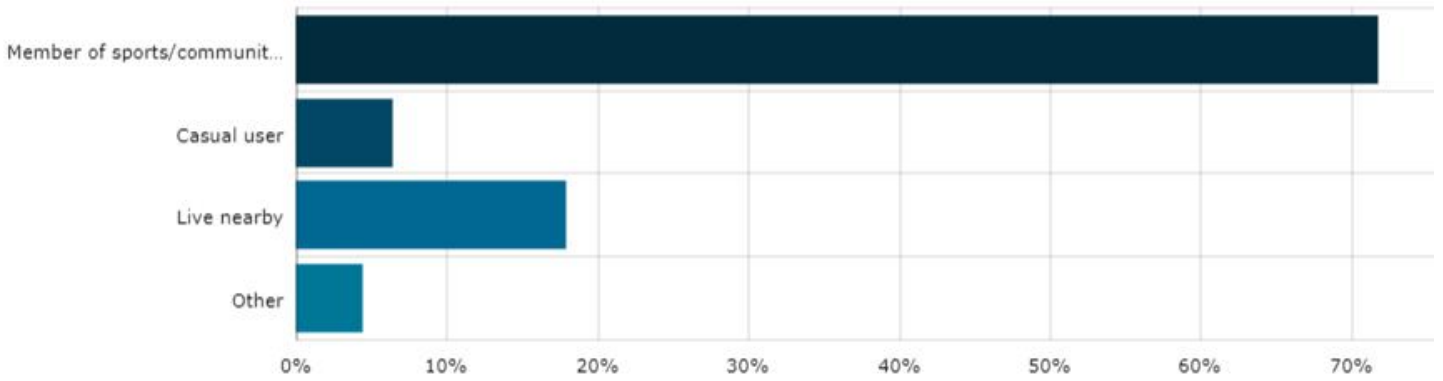
### AGE GROUP OF RESPONDENTS



### HOW DOES THE RESPONDENT IDENTIFY?



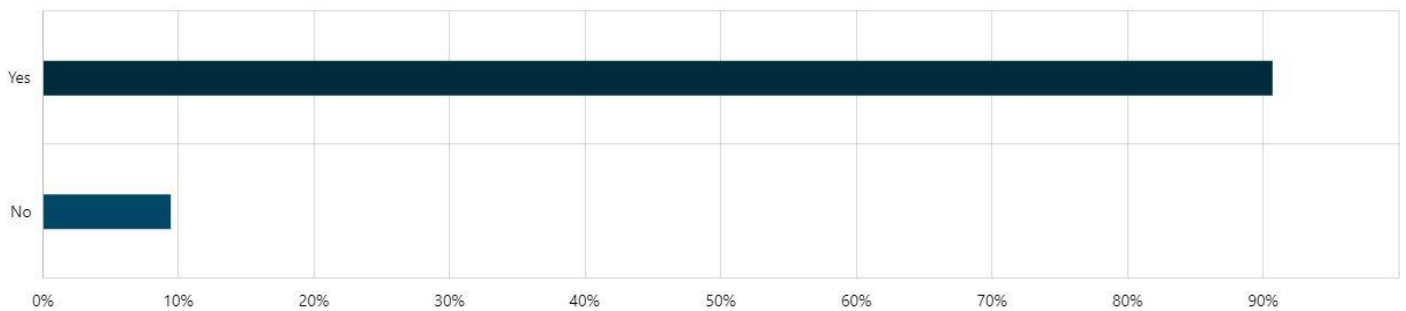
## HOW IS THE RESPONDENT CONNECTED TO THE DRAFT PLAN?



## WHAT WE HEARD?

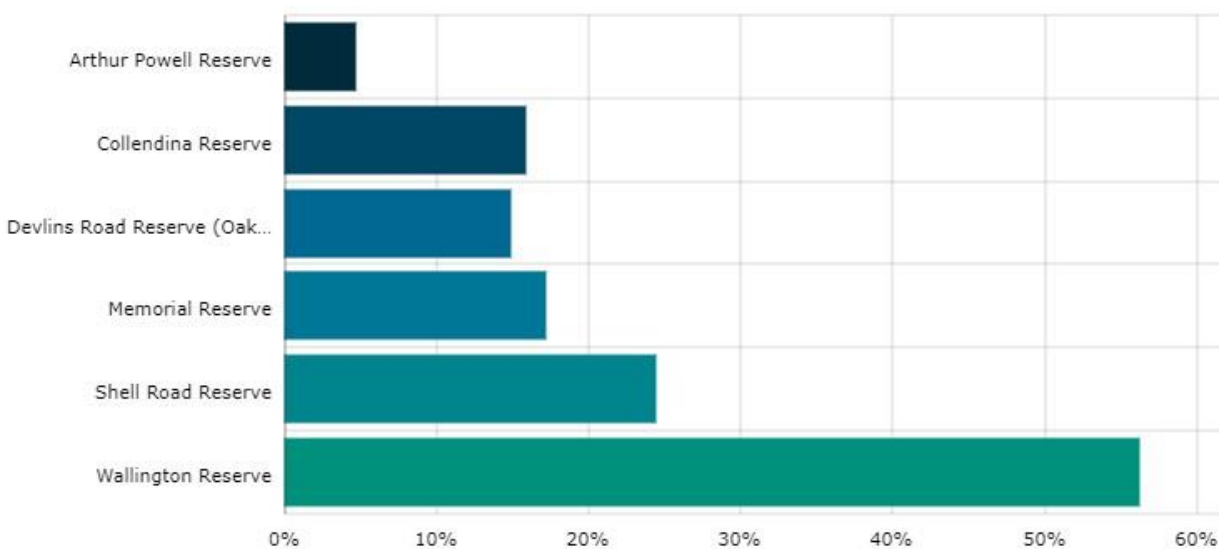
### OVERALL KEY FINDINGS

The objective of the consultation was for the community to provide feedback on the main three recommendations of the plan as well as on the specific recommendations for each of the six reserves. **Support for key strategic directions** - 32 people responded to the **quick poll** asking the community if they **supported the key strategic directions** of the draft plan and **90%** people (29) responded yes.

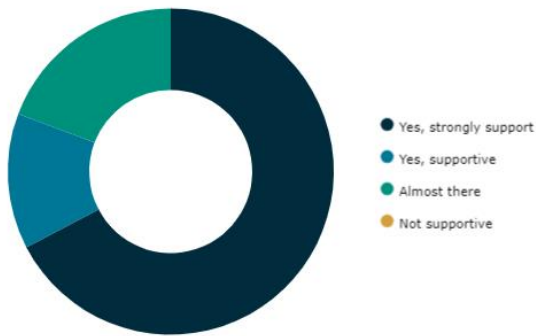


### RESPONSES TO RESERVE SPECIFIC RECOMMENDATIONS

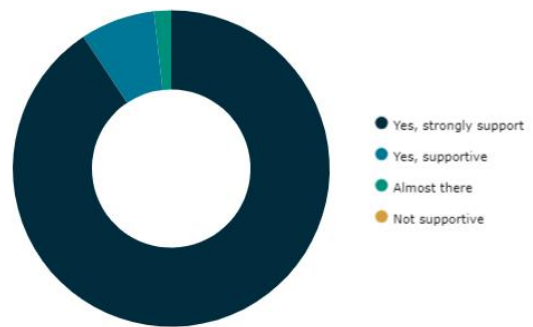
The **number of responses** and level of support varied greatly between the reserves. Arthur Powell only received 16 responses whilst 171 people provided feedback to the recommendations for Wallington Reserve, which equates to more than 55% of all responses as per graph below.



As for **level of support**, 100% of respondents provided either strong support, support or let us know we were almost there with the recommendations for both **Memorial** and **Wallington** Reserves.

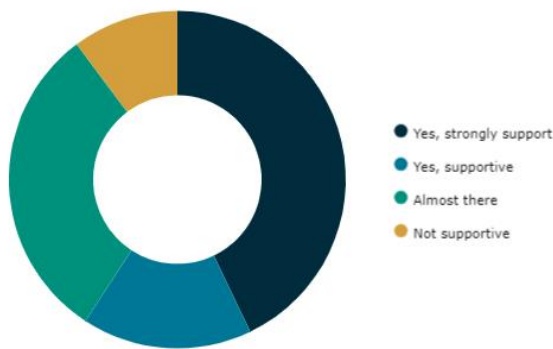


Memorial Reserve



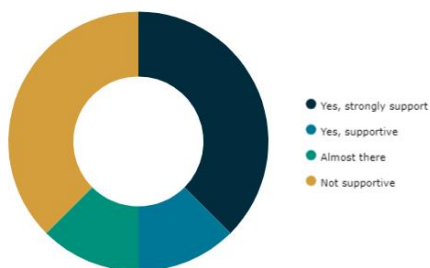
Wallington Reserve

**Collendina Reserve** also got a mostly positive response with almost 90% of respondents supportive or expressing we are nearly there with the recommendations.

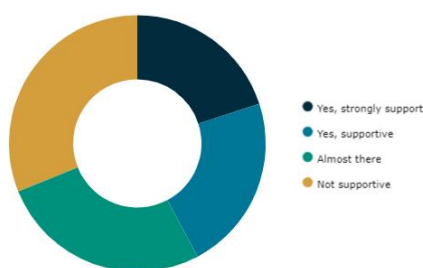


Collendina Reserve

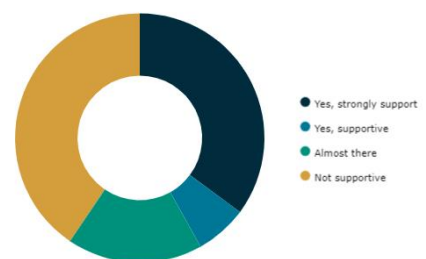
Arthur Powell, Devlins Rd and Shell Rd Reserves received mixed responses with both a strong base supporting and not supporting the recommendations.



Arthur Powell Reserve



Devlins Rd Reserve

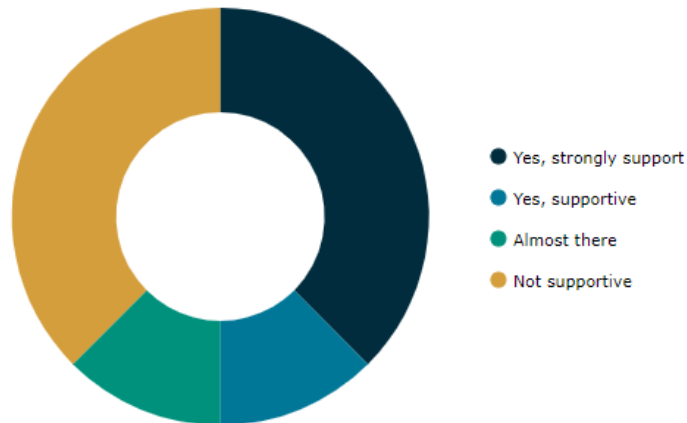


Shell Rd Reserve

The next section goes into more detail about each of the reserves and its community feedback.

# RESERVE SPECIFIC FINDINGS

## Arthur Powell Reserve



Answer choices	Percent	Count
Yes, strongly support	37.50%	6
Yes, supportive	12.50%	2
Almost there	12.50%	2
Not supportive	37.50%	6
<b>Total</b>	<b>100.00%</b>	<b>16</b>

More than 230 people reviewed the recommendations for Arthur Powell Reserve with 16 of them providing feedback. 62.5% (10 people) either strongly supports, supports or thinks the recommendations are almost there for the reserve, whilst 37.5% (6 people) do not support the recommendations.

**The main feedback for and against was centred around the ongoing availability and accessibility of the two public tennis courts for the community.**

## Requirement for court resurfacing with pickleball linemarkings Parking and traffic management Availability of public tennis courts to community DDA access to public courts

### Featured Contributions

these courts should remain available for the public to use as they wish without having to book except for during Staurday comp days.

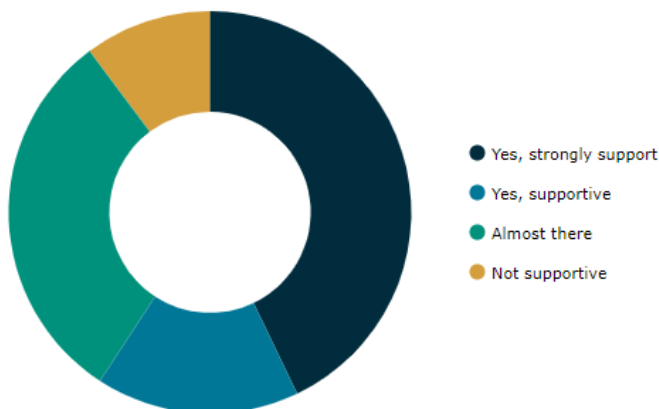
Contribution 2 of 2 | 4 July 2022

As a Wednesday night social player lights would be hugely beneficial in being able to complete night games in a timely manner and retain engagement of members. Also think providing public access via book a court a great idea allowing good public access and an improved security of the courts from vandalism.

Contribution 1 of 2 | 11 June 2022

# RESERVE SPECIFIC FINDINGS

## Collendina Reserve



Answer choices	Percent	Count
Yes, strongly support	42.86%	21
Yes, supportive	16.33%	8
Almost there	30.61%	15
Not supportive	10.20%	5
<b>Total</b>	<b>100.00%</b>	<b>49</b>

More than 430 people reviewed the recommendations for Collendina Reserve with 49 of them providing feedback. Almost 90% either strongly supports, supports or thinks the recommendations are almost there for the reserve, whilst 10% (5 people) do not support the recommendations.

The main feedback was centred around the requirement for an overflow ground for Collendina Cricket Club and the ongoing traffic management and pedestrian safety at the reserve.



### Featured Contributions

Junior football club currently has 500 members club rooms do not cater for the needs of the club new club rooms are needed at Collendina Safe entry into the grounds is needed, current entry is dangerous Playground needs to be moved Increase in Amenities & changerooms for both male & female / gender neutral needed

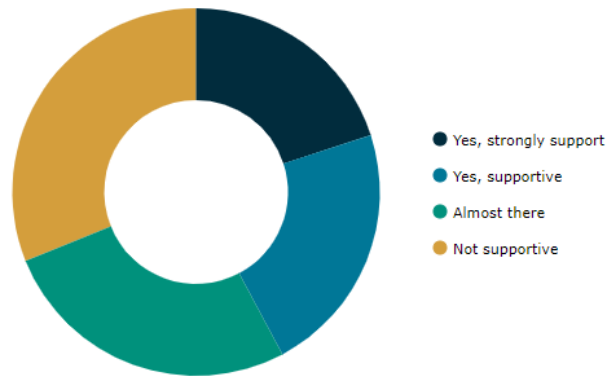
Contribution 2 of 2 | 9 July 2022

A second ground is a must and is pivotal for the community.

Contribution 3 of 3 | 7 July 2022

# RESERVE SPECIFIC FINDINGS

## Devlins Rd Reserve



Answer choices	Percent	Count
Yes, strongly support	20.00%	9
Yes, supportive	22.22%	10
Almost there	26.67%	12
Not supportive	31.11%	14
<b>Total</b>	<b>100.00%</b>	<b>45</b>

More than 450 people reviewed the recommendations for Devlins Rd Reserve with 45 of them providing feedback. 42% either strongly supports or supports the recommendations for the reserve, whilst 31% do not support the recommendations.

The main feedback for and against was centred around the proposed move of the Surfside Waves Soccer Club from Shell Rd to Devlins Rd Reserve.



### Featured Contributions

perfect location for a soccer club which will only grow bigger in the future

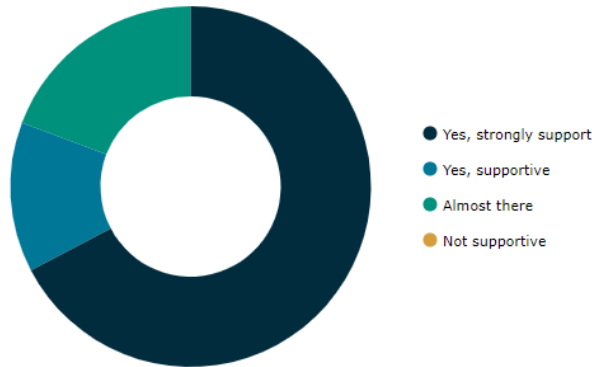
Contribution 6 of 6 | 6 July 2022

The facilities on offer do not match and are not assured to match or improve the ones the soccer club already has. A resounding no thank you.

Contribution 5 of 6 | 22 June 2022

# RESERVE SPECIFIC FINDINGS

## Memorial Reserve



Answer choices	Percent	Count
Yes, strongly support	67.31%	35
Yes, supportive	13.46%	7
Almost there	19.23%	10
Not supportive	0%	0
<b>Total</b>	<b>100.00%</b>	<b>52</b>

More than 300 people reviewed the recommendations for Memorial Reserve with 52 of them providing feedback. The community showed great support for the recommendations with 0% people not supportive of the proposed recommendations for the Reserve.

The main feedback we received on the hall centred around the limitations it offers for pickleball with the courts not compliant for the sport and the number of courts no longer accommodating the growth pickleball is experiencing.

For the outdoor space we received was centred around the provision of lights to accommodate junior training and the provision of oval fencing to accommodate the 40 people of the informal dog group and the children using the playground and open space.

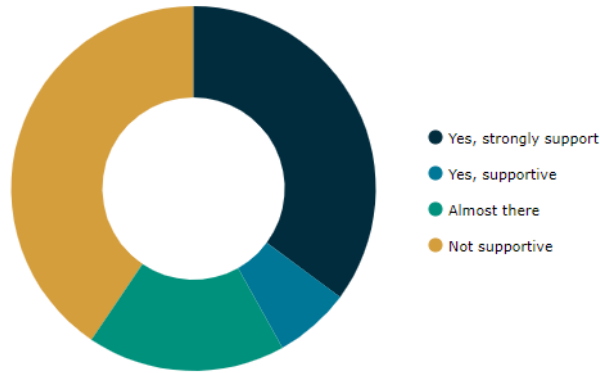


### Featured Contributions

The courts at Memorial Hall are not regulation size for Pickleball. Availability of courts is currently limited as we share with other activities, which means no opportunity for after session practice. The change rooms/toilet facilities need an upgrade. Pickleball is a wonderful sport and keeps us older folk fit and engaged.

# RESERVE SPECIFIC FINDINGS

## Shell Rd Reserve



Answer choices	Percent	Count
Yes, strongly support	35.14%	26
Yes, supportive	6.76%	5
Almost there	17.57%	13
Not supportive	40.54%	30
<b>Total</b>	<b>100.00%</b>	<b>74</b>

More than 300 people reviewed the recommendations for Shell Rd Reserve with 74 of them providing feedback. Similar to Devlins Reserve the response was divisive and almost evenly split with 31 people supporting the recommendations and 30 people not supporting the recommendations.

The main feedback against was centred around the proposed move of the Surfside Waves Soccer Club from Shell Rd to Devlins Rd Reserve.

Drilling down to the support, it appears the recommendations football, cricket and netball are well received.

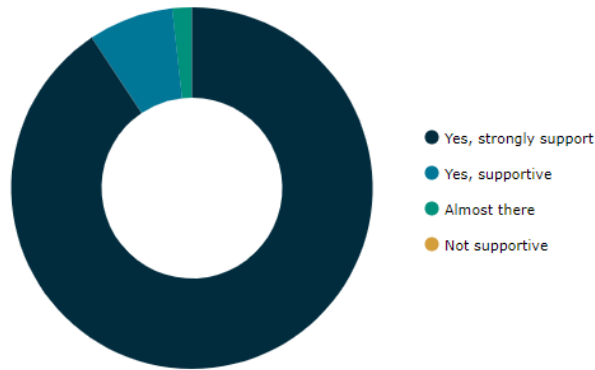


### Featured Contributions

- I don't support until the soccer club is given signed written confirmation of what they have asked for in the new facility. And the soccer club shouldn't have to move until facility is completed
- The Shell Road Reserve provides fantastic opportunities for community sport - cricket, netball, football and soccer. It also provides open space for community use. Upgrading the facilities as per the plan will allow the community, and sporting clubs to make better use of the space provided. In particular, an additional netball court and football oval will allow greater participation in our growing community. For soccer, the move from Shell Road will allow them to manage their own facility, providing more space and opportunity to grow as a club.

# RESERVE SPECIFIC FINDINGS

## Wallington Reserve



Answer choices	Percent	Count
Yes, strongly support	90.64%	155
Yes, supportive	7.60%	13
Almost there	1.75%	3
Not supportive	0%	0
<b>Total</b>	<b>100.00%</b>	<b>171</b>

More than 360 people reviewed the recommendations for Wallington Reserve with 171 of them providing feedback which is almost 100 more responses than Shell Rd which received the second most responses. Just like for Memorial Reserve, the community showed great support for the recommendations at Wallington with 98% supporting or strongly supporting the recommendations.



The community got really behind the proposed female friendly facility upgrades to the pavilion which would support the exponential growth in both cricket and baseball (female) participation at Wallington Reserve. It also became apparent that Pickleball would love to make Wallington Reserve it's outdoor home by re-surfacing and line marking two of the tennis courts for pickleball.

### Featured Contributions

I play in the womens cricket team and the club rooms are not sufficient enough for our growing club! There is a huge need for new change rooms especially with addition of the women's team.

Contribution 3 of 3 | 5 June 2022

Wallington reserve having a cricket and baseball field shared between seasons is a wonderful use if the resource.. Having played baseball there in winter and watched friends play cricket there in summer I completely agree with the recommendations for future use of the reserve

Contribution 2 of 3 | 31 May 2022

## OVERARCHING THEMES

The following overarching themes came through in workshops and survey responses:

RESERVE	OVERARCHING THEME
<b>ARTHUR POWELL RESERVE</b>	<ul style="list-style-type: none"><li>• Split support for recommendations centred around availability of the two public courts for the community.</li></ul>
<b>COLLENDINA RESERVE</b>	<ul style="list-style-type: none"><li>• Strong support for recommendations.</li><li>• Allocate an overflow ground to Collendina Cricket Club.</li><li>• Address traffic and pedestrian safety at reserve,</li></ul>
<b>DEVLINS RD RESERVE</b>	<ul style="list-style-type: none"><li>• Need for Devlins Road Master Plan to give the soccer club the security they need to support the proposed move.</li></ul>
<b>MEMORIAL RESERVE</b>	<ul style="list-style-type: none"><li>• Very strong support for recommendations.</li><li>• Hall not compliant for pickleball which needs an outdoor home to cater for exponential growth.</li><li>• Oval needs training lights and fencing.</li></ul>
<b>SHELL RD RESERVE</b>	<ul style="list-style-type: none"><li>• Strong support for football, netball and cricket upgrades.</li><li>• Concerns from soccer community regarding proposed move to Devlins Rd and need for more clarity and security.</li></ul>
<b>WALLINGTON RESERVE</b>	<ul style="list-style-type: none"><li>• Very strong support for upgrades.</li><li>• Pavilion in desperate need of female friendly upgrades.</li><li>• Outdoor public tennis courts could be re-surfaced and line-marked to make Wallington the home for outdoor pickleball.</li></ul>

## NEXT STEPS

The information gathered during the engagement period has been used to refine and amend the final Ocean Grove Sporting Infrastructure Plan (OGSIP). Key themes and recommendations emerging from community feedback will be further discussed with stakeholders to ensure alignment with local needs and priorities. This collaborative approach will help finalise the plan in a way that reflects community expectations while also addressing strategic infrastructure requirements for Ocean Grove's sporting facilities.

Once finalised, the OGSIP, along with the engagement report summarising key insights and responses, will be presented to Council for adoption. If adopted, these documents will be made publicly available on the Have Your Say project page and the Geelong Australia website. This will ensure transparency and provide the community with clear guidance on the future development of sporting infrastructure in Ocean Grove.

WE ASKED	YOU SAID	WE DID
<p>Do you support the key strategic directions of the OGSIP?</p> <p>(Yes/No answer)</p>	<p>YES – 90%</p>	<p><b>Intent and strategic principles of the final plan to remain unchanged</b></p>
<p>Are you supportive of the recommendations for Arthur Powell Reserve?</p> <p>(multiple choice ranging from strongly support to not supportive)</p>	<p>Strongly support – 37.5%</p> <p>Support – 12.5%</p> <p>Almost there – 12.5%</p> <p>Not supportive – 37.5%</p>	<p><b>Reconstruct the two public tennis courts with sports lighting – Retain public access</b></p>
<p>Are you supportive of the recommendations for Collendina Reserve?</p> <p>(multiple choice ranging from strongly support to not supportive)</p>	<p>Strongly support – 42.86%</p> <p>Support – 16.33%</p> <p>Almost there – 30.61%</p> <p>Not supportive – 10.2%</p>	<p><b>Incorporate improved pedestrian and vehicle safety measures into the final plan</b></p>
<p>Are you supportive of the recommendations for Devlins Rd Reserve?</p> <p>(multiple choice ranging from strongly support to not supportive)</p>	<p>Strongly support – 20%</p> <p>Support – 22.22%</p> <p>Almost there – 26.67%</p> <p>Not supportive – 31.11%</p>	<p><b>Develop a master plan for the reserve in line with the requirements of the club</b></p>
<p>Are you supportive of the recommendations for Memorial Reserve?</p> <p>(multiple choice ranging from strongly support to not supportive)</p>	<p>Strongly support – 67.31%</p> <p>Support – 13.46%</p> <p>Almost there – 19.23%</p> <p>Not supportive – 0%</p>	<p><b>The recreation hall requires detailed investigations to determine the viability and costings for the proposed expansion.</b></p>
<p>Are you supportive of the recommendations for Shell Rd Reserve?</p> <p>(multiple choice ranging from strongly support to not supportive)</p>	<p>Strongly support – 35.14%</p> <p>Support – 6.76%</p> <p>Almost there – 17.57%</p> <p>Not supportive – 40.54%</p>	<p><b>Development of the master plan for Devlins Road resolved the majority of respondents concerns.</b></p>
<p>Are you supportive of the recommendations for Wallington Reserve?</p> <p>(multiple choice ranging from strongly support to not supportive)</p>	<p>Strongly support – 90.64%</p> <p>Support – 7.6%</p> <p>Almost there – 1.75%</p> <p>Not supportive – 0%</p>	<p><b>Due to the overwhelming positive support received, no changes are proposed to the final plan.</b></p>