



October 2025
**Polly Parade Reserve: Community
Engagement Report**

Project Background

Polly Parade Reserve is a newly developed active open space reserve in Tarneit, which includes three sports fields for soccer and cricket, six tennis courts, including netball court overlays, cricket practice nets, lighting and pathways adding to the already completed play space and BBQ and picnic area.

A sporting pavilion within the Reserve is under construction and is expected to open in mid-2026, acting as an important hub for the community.

Council was sought feedback from local resident and existing sporting groups to shape how the Reserve is activated, including input in the development of two community sporting clubs (soccer and cricket).

Methodology

The below table outlines the various methods and techniques used to engage with the community.

Community engagement activities and tools	
Project page on The Loop	960 page views 692 total visitors to the page
Feedback	56 survey contributions
Engagement Workshops	6 Community Meetings Conducted 21 attendees across 3 meetings regarding the development of a Cricket Club 34 attendees across 3 meetings regarding the development of a Soccer Club

Communications and marketing activities	
Online promotion	2 advertisements were run via social media. These included a mix of paid and organic advertisements. • Reach: 15,079 • Engagement: 657 • Click through to website: 653
Additional communication methods	• Media Release • Digital screen tiles (including a QR code to The Loop page) at local Community Facilities • Stakeholder distribution via Council e-newsletters and direct emails

Summary of Feedback

The below table is a summary of the feedback received from The Loop survey which was open throughout July and August 2025.

We Asked	You Said	We Will
What values & experiences would you like to see in a Club that participates at the reserve?	The below values came through as important, ranked in order from highest priority. • Social – Providing opportunities for the community to connect through sport • Family Friendly • Inclusive of all abilities, cultures and experiences • Welcoming • Competitive – striving for the best on-filed performance	During community meetings and subsequent committee meetings, Clubs were presented the values deemed important by the community. These values helped form the basis of the Club values, and have been regularly referred to during the club development process.
What age group(s) would you like the Club to provide for?	Each of the following age groups was identified as important, with the greatest percentage of responses being in the younger age groups. • 5-9 years • 10-14 years • 15-19 years • Adults • Older Adults	We have ensured that all clubs that are developed have a priority focus on junior participation, however Clubs are to consider alternate programming opportunities that will also allow community members of all ages to participate.
Is there anything else you would like to share around how a Soccer and Cricket Club should operate at this reserve?	Key words/themes that were provided in this question are captured below: 	During community meetings and subsequent committee meetings, Clubs were presented the data that was captured during the surveys. These responses will help guide the clubs through their decision making to help ensure the club are considering the wider community's feedback, as well as that of their members.

Share any general feedback you may have around how the Reserve could be used by the community.	Key words/themes that were provided in this question are captured below: 	This feedback has been shared with the new sporting clubs, to help guide the way that they function. Additionally, Council will consider ways to activate the reserve, outside of traditional sport, to encourage shared use of the reserve and encourage the space to be positioned as a community hub, and not just a sporting reserve.
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Next Steps

With a clearer understanding of the type of programs, age groups, values and experiences are important to the local community, Council and community volunteers have progressed through two separate Club Development processes to form a community cricket club and a community soccer club.

The development of these clubs has been completed in consultation with peak sporting bodies, as we look to develop well governed, safe, inclusive, and sustainable community sporting clubs.

The information that has been collected through the engagement has been regularly referred to throughout this process, to ensure that the values and direction of these clubs reflects the local community's needs.

Appendix 1: Who we heard from

The below highlights the demographics of the community members who we heard from during our engagement process via The Loop survey.

Age Group	Percent	Count
18-24	1.79%	1
25-34	21.43%	12
35-44	51.79%	29
45-54	17.86%	10
55-64	7.14%	4
Total	100%	56

Gender	Percent	Count
Female	14.29%	8
Male	80.36%	45
Prefer not to say	5.36%	3
Total	100%	56

Suburb	Percent	Count
Hoppers Crossing	3.57%	2
Manor Lakes	1.79%	1
Tarneit	78.57%	44
Truganina	8.93%	5
Werribee	3.57%	2
Wyndham Vale	1.79%	1
Outside of Wyndham	1.79%	1
Total	100%	56

Identity	Yes %	Yes count	No / Prefer not to say %	No / Prefer not to say count
A person living with disability and/or someone caring for a person living with disability	7.14%	4	92.86%	56
An Aboriginal and/or Torres Strait Islander person	-	-	100%	56
A person who identifies as LGBTQIA	3.57%	2	96.43%	56

Language	Count	Percentage
English	47	83.93%
Punjabi	11	19.64%
Hindi	13	23.21%
Mandarin	1	1.79%
Urdu	3	5.36%
Telugu	9	16.07
Arabic	2	3.57%
Other	13	23.21%
Total	17	100.00%