



September 2024

Community Centres Survey – Engagement Report

Project Background

The project aimed to undertake a process of consultation with the community to ensure the communication strategies that the Neighbourhood Hubs team use are effective both for the community and for the team.

This was to include both the information we share with the community and to understand how the community prefer to engage with our team.

Engagement was open between Wednesday 24 July – Saturday 31 August 2024.

Methodology

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

Community engagement activities / tools	
Method / technique	Stakeholders engaged
Project page on The Loop	1,836 page views 1,147 total visitors to the page
Online Survey	89 contributions
Community Drop-in Sessions	5 attendees – Point Cook Learning Centre 6 attendees – Tarneit Community Learning Centre

Communications / marketing activities	
Method / technique	Stakeholders engaged
Online promotion (Facebook - Advertisement)	Six advertisements were run via social media. These included a mix of paid and organic advertisements. - Reach: 88,980 - Engagement: 1,414 - Click through to website: 2,574
Additional communication methods	- Article in the August edition of Wyndham News - QR code linked to survey set up at all Council managed community centres with an i-pads available for community use - Four face to face drop in sessions offered during the campaign - Survey was promoted via Hubs e-newsletters - Conversations with a range of community groups

Who we heard from

The below highlights who we heard from via The Loop survey during our engagement process.

Age Group

0-9	10-14	20-24	25-29	30-34	35-39
1.11%	1.11%	1.11%	3.33%	7.78%	10%
40-44	45-49	50-54	55-59	60-64	65-69
7.78%	6.67%	2.22%	5.56%	14.44%	7.78%
70-74	75-79	80-84			
12.22%	14.44%	4.44%			

Gender

Female	Male	Prefer not to say	Other identity
83.33%	12.22%	3.33%	1.11%

Suburb

Hoppers Crossing	Manor Lakes	Point Cook	Tarneit	Truganina
13.48%	2.24%	25.84%	14.60%	4.49%
Werribee	Werribee South	Wyndham Vale	Wyndham Vale	Prefer not to say
11.23%	1.12%	2.24%	2.24%	21.34%

Self-identity

A person who speaks a language other than English	32.22%
A person with disability and/or someone caring for someone with disability	19.54%
An Aboriginal and/or Torres Strait Islander person	1.15%
A person who identifies as LGBTIQ+	4.68%
Prefer not to say	10.34%

Summary of feedback

We Asked	You Said	We did
Have you ever visited any of the below centres?	Of our 10 Council managed community centres you told us you have visited the following centres (some people have visited more than one centre) Arndell Park CC 13% (11) Dianella CC 15.48% (13) Featherbrook CC 29.76% (25) Lollypop Creek CC 5.95% (5) Manor Lakes CLC 28.57% (24) Penrose CC 23.81% (20) Point Cook CLC 51.19% (43) Saltwater CC 35.71% (30) Tarneit CLC 32.29% (33) Truganina CC 7.14% (6)	There are no actions for this question.
Why did you visit the Community Centre?	63% To attend a program or activity 4% To attend a MCH appointment 3% To attend Kindergarten 42% To visit the library 14% To meet a friend 4% To make a payment 14% To ask about service at the Centre	We will share this information with the other services at our centres.
What kind of information would you like to receive about Wyndham's Community Centres?	This question asked you to select all that apply. 92% Staying updated about programs, activities and events at Community Centres 62% Service and support that can be accessed at community centres 52% Information about Council services 28% Hiring a space at as Community Centre 43% Opportunities to volunteer	We will use this data to inform how we prioritise what information is sent out in future communications.
Rank your favourite ways to receive information about Wyndham Community Centres.	You told us that you would like to hear from us in the following ways (in order of preference) • E-newsletter • Community Centre Newsletter • Wyndham News • Wyndham City Social Media • Council website	We will refine the communication tools that we use to match the way that the community prefers to receive information from our team.

How often would you want to hear about what is happening at our Community Centres?	In order of your preference (as above) the frequency that you wish to hear from us is as follows: • E-newsletter – monthly • Community Centre newsletter – quarterly • Wyndham News – monthly • Wyndham City social media – weekly • Council website - weekly	Where necessary we will adjust the timing and/or regularity of the ways in which we communicate with the community.
How would you like provide your feedback/have your say about what happens at Community Centres?	38% Via email 32% Via community survey 12% In person at the centre 7% Via the Council website 4% By letter 2% By phone	We will incorporate more survey's into the way we engage with the community. We will continue to utilise emails as a key communication method based on this response.

Next steps

The Neighbourhood Hubs team will use the information provided through this consultation to undertaking a more detailed review of the ways that we communicate with our community.

A detailed Communications (COM's) Plan will be developed to inform and guide the team on the most effective and relevant tools and methods to use to improve how we engage with our community.

We will introduce regular surveys for our community to seek feedback on the effectiveness of our future communication methods which will support a continuous improvement approach in our work.

Project Timeline

