



FRANKSTON SOUTH COMMUNITY AND RECREATION CENTRE



The Future of Frankston South Community and Recreation Centre

Engagement Summary Report

June 2023

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Executive Summary

Conversation Co. was engaged by Frankston City Council to design and support the delivery of community engagement and analyse feedback to inform the future of programs and services at Frankston South Community and Recreation Centre. Community engagement for this project opened a discussion about programs and service delivery to meet the current and emerging needs of the community.

This information will be used to create a Strategic Plan for the centre to help staff determine future programming needs and services. This Plan will guide decisions about the centre for the next 3 - 5 years.

Engagement Methodology

The engagement program was designed to reach a variety of interest groups and considers current and previous users, those with no prior knowledge of the Centre and those with special interest i.e. current room hirers and volunteers. An estimated total of 701 people participated in the engagement, 494 online surveys, 194 easel contributions and 13 visioner activities were completed.

Key finding

- **Reasons for attending the community centre:** the highest number of selections were 'to exercise and be healthy' (101), 'to socialise' (55), and 'to meet new people and make friends' (35). Of those that selected 'other', nine participants were taking their children to activities or sports. **Reasons for previously attending the community centre:** the highest number of selections were 'to exercise and be healthy' (76), 'To learn new skills' (25) and 'To be involved in my community' (21). Of those that selected 'other', 16 participants were taking children to activities or school programs, seven were attending sports or recreation activities or classes, and six were attending the cafe.
- **What do you value about the community centre:** the highest number of mentions were location and accessibility (74), existing services and programs (61), staff and management (56), sports and recreational activities/classes (53) and connection and socialising (51).
- **Thinking about activities, what could be improved:** the highest priorities among online survey and Visioner participants are casual or social group activities (49), building improvements (42), advertising and promotion (41) and active recreation or sporting activities (29).
- **Thinking about the next 6-12 months, why would you visit the Community Centre:** the most selected reason to visit the centre overall was 'to exercise and be healthy'

with 308 selections, followed by 'to learn new skills' with 174 mentions and 'to socialise' with 162 mentions.

- Thinking about the next 6-12 months, what new activities would you or your family want to attend: the most common suggestions for new activities were 'casual social group activities' (211 mentions) including suggestions for; activities for children (64 mentions), games (43 mentions) and casual social opportunities (26 mentions). The second most desired new activities were 'active recreation' (204 mentions) including suggestions for specific sports (109 mentions) and exercise classes (86 mentions). The third most desired new activities were 'craft activities' (117 mentions) with suggestions for drawing and painting (51 mentions), general craft activities or courses (42 mentions) and fashion and sewing (11 mentions).
- What would encourage or support you to visit the Community Centre: suggestions included 'advertising and promotion' (99 mentions), more activities on offer or more diversity in activities (34 mentions), social opportunities for groups of friends to go together (21 mentions) and more low cost activities (11 mentions).

Table of Contents

Executive Summary	2
1. Introduction	5
1.1 Engagement Methodology	5
2. Who Participated?	7
2.1 Participation by engagement activity	7
2.2 Participants' interest in the project	7
2.3 Participation by demographic information	8
3. Key Findings	12
3.1 Findings by current users and previous users	12
3.2 Findings by non-users	13
3.3 Findings by volunteers and hirers	14
Volunteers	14
Current hirers	15
3.4 Findings by engagement questions	16
4. Project evaluation	27

1. Introduction

Conversation Co. was engaged by Frankston City Council to design and support the delivery of community engagement and analyse feedback to inform the future of Frankston South Community and Recreation Centre. Community engagement for this project opened a discussion about programs and service delivery to meet the current and emerging needs of the community.

This information will be used to create a Strategic Plan for the centre to help staff determine future programming needs and services offered. This Plan will guide decisions about the centre for the next 3-5 years.

Frankston South Community and Recreation Centre (FSCRC) currently offers a wide range of activities and services for the Community. It has a large indoor stadium, a number of multi-purpose rooms for hire and a hospitality training kitchen and cafe. The Community Centre provides social connection, health and wellbeing and learning opportunities.

Experts in their community, Council Staff at the FSCRC wanted to deliver the engagement program, having existing relationships that could be drawn on during this time.

1.1 Engagement Methodology

The engagement program was designed to reach a variety of interest groups and considers current and previous users, those with no prior knowledge of the Centre and those with special interest i.e. current room hirers and volunteers. The engagement ran from Tuesday 2 May to Thursday 11 May 2023.

A mixed-method approach was used to engage with the variety of stakeholders required, Following is a description of each method.

Engage Frankston

An online project page was created on Engage Frankston as a central information hub. The page was launched with detailed information about the project and upcoming opportunities for engagement.

Online survey

Hosted on *Engage Frankston*, participants could identify their connection and interest in the project and follow a series of questions prompting them to consider programs and service delivery. Demographic information was collected through the survey and participants were given one opportunity to submit. Skip logic was utilised in the survey to direct interest groups to relevant questions in addition to those aimed at the general community.

Visioner activity

Hosted on *Engage Frankston*, participants were able to submit feedback to the question “What is your suggestion to make the Community Centre the heart of Frankston South for you, your friends and family?”

In-person pop-up activities

Seven in-person pop-ups were hosted by Frankston City Council across four different locations in Frankston South. The locations were determined to reach all community interest groups and cater to those that were aware of the Centre and those that had never attended.

The focus of these sessions was to direct and support participants to complete the online survey, either through the use of the QR code or a device provided by the project team.

In addition to this, participants could provide post-it note comments to a poster on display both at pop-ups and in the Centre, in response to the question “*Thinking about the next 6-12 months, what new activities would you or your family want to attend?*”

2. Who Participated?

2.1 Participation by engagement activity

The majority of participants provided their feedback using the online survey. Estimates of individual participants are shown in Table 1 for each of the engagement activities.

Table 1. Participation by engagement activity

Engagement activity	No. of individual participants
Online survey hosted on Engage Frankston	494
Static easel display in FSCRC foyer	194
Online Visioner activity hosted on Engage Frankston	13
Total	701

Notes: *potential duplication across pop-up participants and survey respondents

2.2 Participants' interest in the project

Online survey participants were asked to indicate their interest in the project and were able to choose one answer from a pre-selected list, shown in Table 2. The most common responses were from participants who had never used the centre (42.3%), followed by those who currently use the centre (27.6%) and those that had used the centre in the past (27.4%).

Table 2. Participant's interest in the project

Interest in the project	No.	%
I have never used the centre	213	42.3
I currently use the centre	139	27.6
I used the centre in the past	138	27.4
I hire a room / run an activity at the centre	9	1.8
I volunteer at the centre	4	0.8
Total	503	

Note: Online survey only (1 did not answer)

2.3 Participation by demographic information

It should be noted that some of these activities did not require personal information to be provided so it is possible that some duplication occurred across these activities. In addition to this, those participating in activities that did not require demographic information have not been recorded in this section.

Gender of participants

Survey participants were asked to provide their gender, of those that responded to this question, the majority were female (74.4%), followed by male (25.2%) and two participants identified as non-binary. See Table 3.

Table 3. Gender of participants

Gender of participants	No.	%
Female	355	74.4
Male	120	25.2
Non-binary	2	0.4
Total	477	

Age of participants

Survey participants were asked to select their age group from a list of 11 preselected options, including a section for those that had preferred not to answer. Of the 487 participants that responded to this question, the majority were in the 40 - 49-year-old age bracket (18.9%), 16.6% of participants were 70 - 79 and 15.4% of participants were between 60 - 69. A further breakdown of participants' age is seen in Table 4.

Table 4. Age of participants

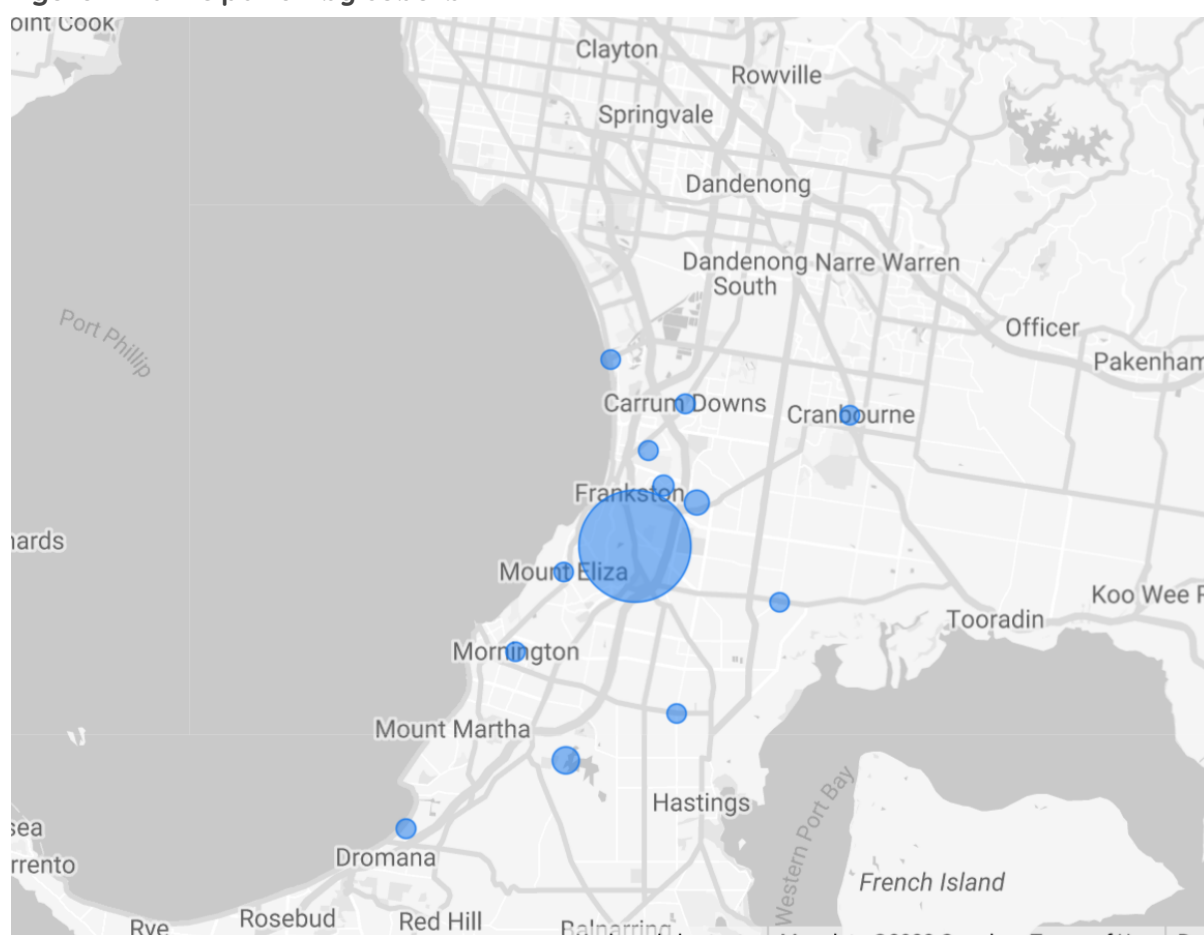
Age of participants	No.	%
Under 18	41	8.4
18 - 23	5	1
24 - 29	14	2.9
30 - 39	66	13.6
40 - 49	92	18.9
50 - 59	70	14.4
60 - 69	75	15.4
70 - 79	81	16.6

Age of participants	No.	%
80 +	39	8
Prefer not to say	4	0.8
Total	487	

Suburb of participants

Survey participants were asked to select their suburb of residence from a preselected list of 10 options, with an additional free text response option for those living outside of these regions. Of those that participated in the preselected section, the majority of respondents resided in Frankston South (284), followed by Frankston (125) and Mornington Peninsula (25). See Figure 1 for a further breakdown of suburbs, including free text responses

Figure 1: Participation by suburb.



2.4 Who is using the centre

Looking at demographic data by connection type selected, we can see that the centre's current users are predominantly women in middle (30-49) or older (70-79) age brackets. People using the centre were most commonly from the local area (Frankston South, Frankston) but the centre did attract small numbers from across the municipality and neighbouring Mornington Peninsula Shire. Participation for youth age brackets was low with no participants aged 18-29 currently using the centre however, this cohort had low representation in the engagement activities. Overall participation in this engagement was higher for people who identified as female and lived in Frankston or Frankston South which may affect findings.

Figure 2 demonstrates those who identified as female were more likely to use the centre or have used the centre in the past. More people who identify as male had used the centre in the past with less numbers currently using the centre, suggesting lower retention rates for men.

Figure 2: Gender and connection to the centre

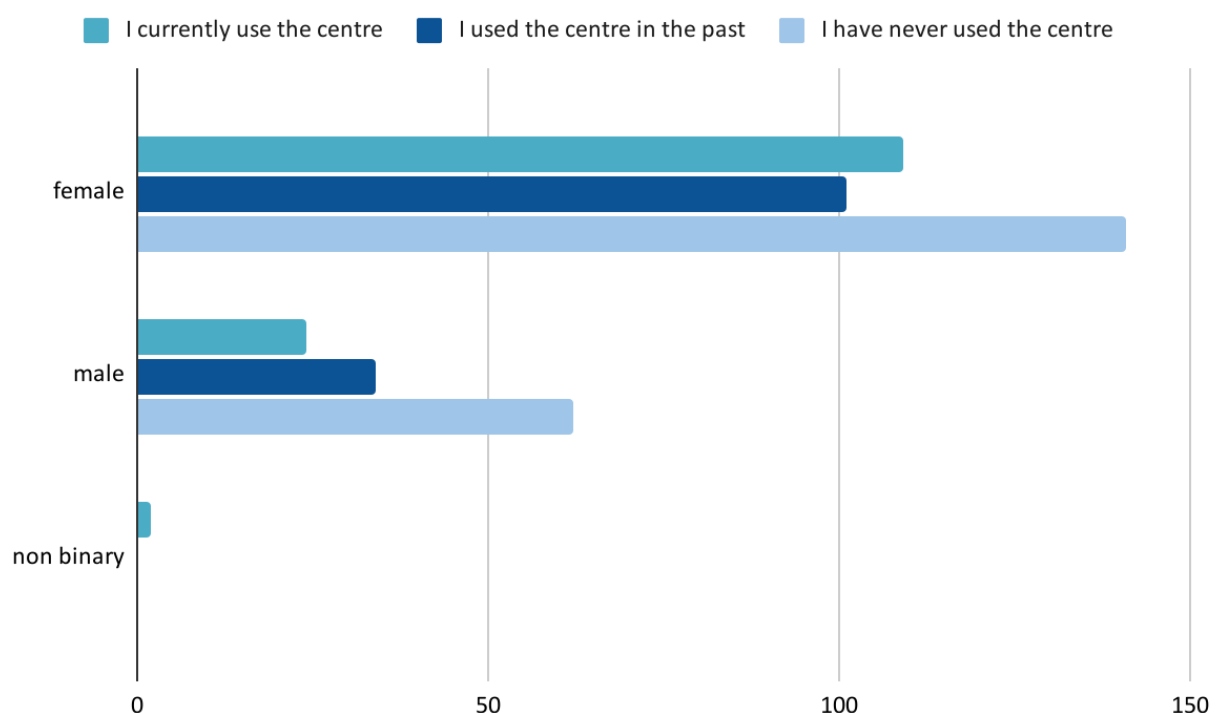


Figure 3 demonstrates higher rates of use for children and older adults, with higher numbers of users in middle age brackets suggesting the centre caters to parents with young children but was less attractive for people aged 50-59. Figure 3 shows no current users aged between 18 and 29 years with two participants in this age bracket having used the centre in the past. This suggests more programming or promotion is needed to engage this cohort.

Figure 3: Connection to the centre by age

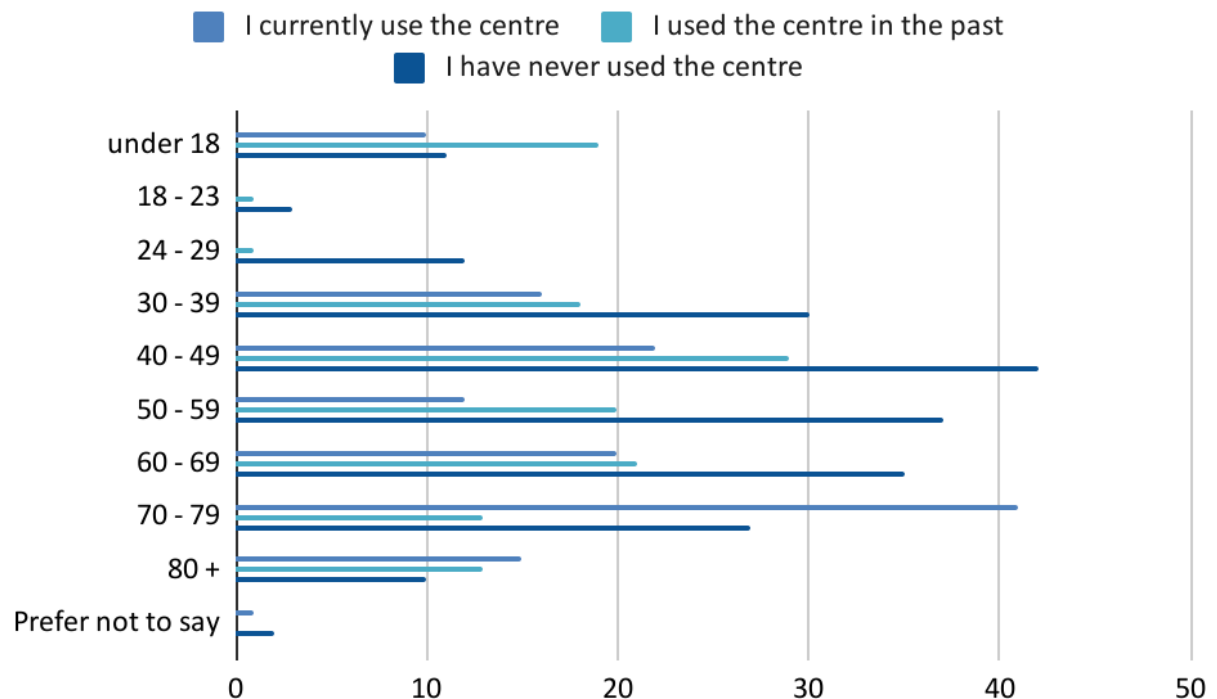
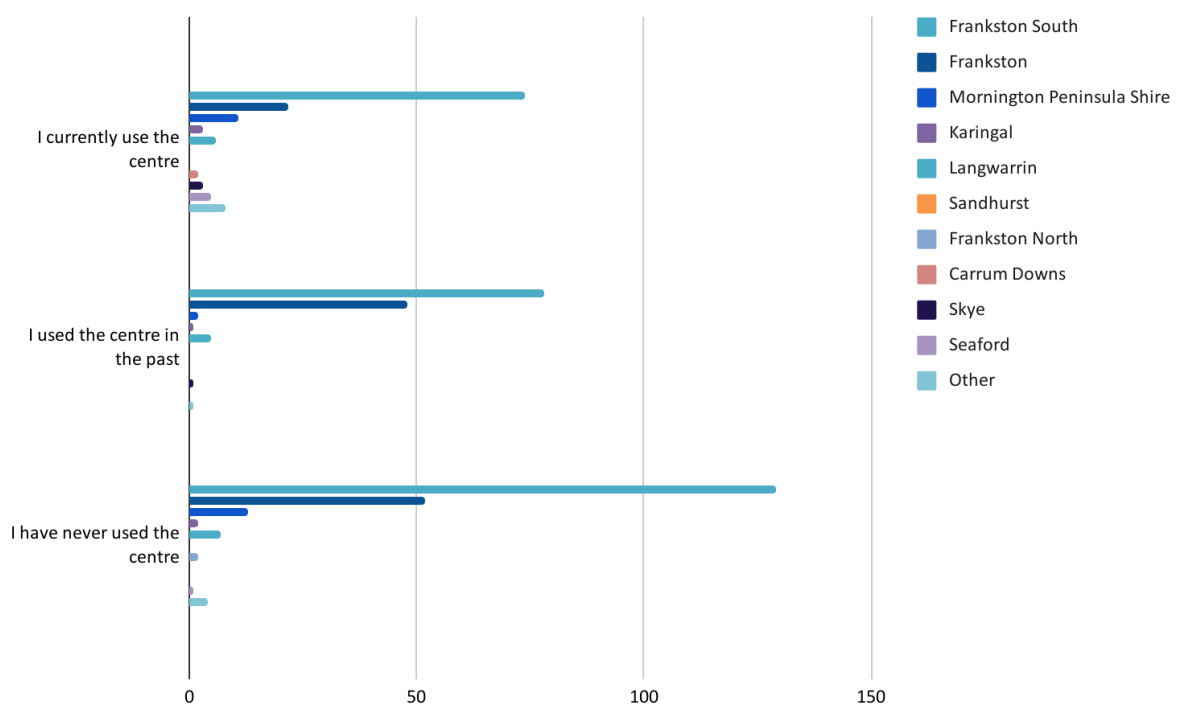


Figure 4 shows the centre predominantly serves the local community with participants from Frankston South and Frankston, however current and previous users also lived in surrounding suburbs of Langwarrin and Seaford or the Mornington Peninsula Shire. Of those who currently use the centre who selected other options the following suburbs were represented: Safety Beach, Rosebud, Somerville, Tyabb, Mt Eliza and Mornington.

Figure 4. connection to the centre by suburb



3. Key Findings

Participants have been separated into three cohorts: current and previous users, community members that have never used the centre, and volunteers and hirers. Participants that have attended the centre had the opportunity to provide feedback on four open-ended questions and two closed-ended questions, whereas those that were unfamiliar with the space were limited to two open-ended questions.

Participants in the hirers and volunteers cohort were asked specific questions regarding hiring rooms and their volunteering roles, in addition to questions aimed at the general community. It is worth noting that volunteers and hirers had low participation and findings from these groups are included in totals overall, with specific questions targeted at these groups being reported in section 5.3.

Section 5.4 outlines the findings for all groups by engagement questions to show the variation in feedback among different groups.

3.1 Findings by current users and previous users

Reasons for attending the community centre

The most common reason for using the Centre was to exercise and be healthy, with a combined total of 178 selections. Current users also identified socialising (55) and meeting new people (35) as a priority, whereas previous users valued learning new skills (25) and being involved in the community (21).

What do you value about the community centre?

Current users of the centre most often valued sports and recreational activities or classes (39), staff and management (39), and location and accessibility (32). Previous users of the Centre most often valued the location and accessibility (40), followed by the existing services and programs (33) and connection and socialising (27). Here are some direct community comments:

- “Good exercise programs for seniors.”
- “pleasant organised staff.”
- “Ease of its location.”
- “Being part of the community, a place to come together.”

Thinking about activities, what could be improved?

Current users most often mentioned improving open hours (16), the inclusion of, or improvements to current sporting activities (10) and the timing of available activities (9). Previous users found improvements to advertising to be most important (16), followed by the timing of activities (13), and activities for children (10). Here are some direct community comments:

- “Cafe open after school. exercise classes in the afternoon.”
- “I started playing pickleball. It would be lovely to be able to play Pickleball at the centre.”
- “Chatty Cafe could be held at a different time so it doesn’t clash with the walking group when we come back for coffee.”

- “More options for older children 9-12. Some more crafting activities for adults and children alike.”

Thinking about the next 6-12 months, why would you visit the Community Centre?

Both current and previous users were more likely to visit to exercise and be healthy (106). Current users would also visit to socialise (69) and to meet new people (46). Previous users were more likely to visit to learn new skills (47) and be involved in their community (42).

Thinking about the next 6-12 months, what new activities would you or your family want to attend?

Current and previous users most often wanted to attend sporting activities (25) (27), and exercise classes (21) (24). Current users were also interested in activities for children (17), while previous users were more interested in general crafts or yoga with 15 mentions. Here are some direct community comments:

- “Gymnastics for kids.”
- “Craft and art activities and sessions for adults and kids.”
- “Other types of exercise class e.g. strength training, gentle yoga.”

What would encourage or support you to visit the Community Centre?

Advertising was a common theme among current users (11) and previous users (24) of the Centre. Current users also considered longer or varied open hours (14) and unspecified new activities (10) to be important, whereas previous users were more interested in the timing of activities (15). Here are some direct community comments:

- “More publicity about what the centre offers.”
- “More opportunities for after-hours activities.”
- “More sophisticated activities The centre needs to aim higher we are not all interested in book clubs or family history activities.”

3.2 Findings by non-users

Thinking about the next 6-12 months, why would you visit the Community Centre?

Participants that had never used the centre were more likely to attend in the next 6-12 months to exercise and be healthy (120), to learn new skills (86) and to be involved in their community (71).

Thinking about the next 6-12 months, what new activities would you or your family want to attend?

Non-users were most interested in attending exercise classes (37), followed by activities for children (27) and sporting activities (26). Here are some direct community comments:

- “Exercise and stretching class is walking group.”
- “Activities for preschool kids.”
- “Good activities (there was) Karate and yoga in the past.”

What would encourage or support you to visit the Community Centre?

Non-users found general advertising to be the most effective way to encourage or support them to use the Centre (64), followed by unspecified new activities (18), social opportunities (15) and outdoor signage (13). Here are some direct community comments:

- “More publicity about activities offered.”
- “Fun family activities.”
- “Advertising out front what’s on.”

3.3 Findings by volunteers and hirers

Survey participants that identified as volunteers or current room hirers were categorised into the special interest group as they can provide valuable insights into the day-to-day operation of the FSCRC. In addition to questions seen in the survey aimed at the general community, these interest groups include some specific interest questions aimed to draw out their knowledge on how best to support their activities and improve participation.

Volunteers

The survey reached four current volunteers at the FSCRC and aimed to understand individuals' reasoning behind becoming a volunteer and how to best support them moving forward. This may also be beneficial to increase the uptake of volunteer activities as seen as a priority under *participant suggestions for new activities*.

What motivates you to volunteer at FSCRC?

Those that identified as volunteers in the survey were asked to respond to the open-ended question “*What motivates you to volunteer at the FSCRC?*” Three of the four volunteers participated in this question, with a common theme among all three responses being to assist others. Other reasons include personal interest, social interaction and outcomes, and providing access to the badminton program.

Here are some direct volunteer comments:

- “I volunteer at the Mornington Peninsula Family History Society. Personal interest, social interaction and to help others.”
- “I give back to something that I enjoy doing.”
- “I am motivated to volunteer at Frankston South Community and Recreation Centre to provide the community access to badminton programs and by the social outcomes that individuals achieve once joining us.”

What are we doing currently or could we be doing to help you feel supported as a volunteer?

Volunteers in the survey were asked “What are we doing currently or could we be doing to help you feel supported as a volunteer?”, three of the four volunteers participated in this question. There was a variety of suggestions made by these volunteers, these include

- Address car parking issues (both availability and width)
- Removing or altering difficult processes and procedures to reduce stress and time consumption
- Respectful communication that acknowledges a volunteer is providing a service for the community

In addition to these suggestions, one participant commented on the friendly and helpful nature of others.

Current hirers

The survey reached nine current room hirers at the FSCRC, with the aim of determining the support needed for established services or activities to continue their delivery and improve participation.

What support would be helpful to continue to run your activity or program at the centre?

Current room hirers at the FSCRC were asked “What support would be helpful to continue to run your activity or program at the centre?”, with eight of the nine participants providing a response.

Common themes among this feedback included requests for repairs or maintenance and two requests for either physical or social media promotion of the activities or Centre.

Feedback received under this question has been categorised below.

- Requests for repairs or maintenance
 - “The stadium floor needs to be resurfaced.”
 - “Awnings over the entrance(s) to keep the rain off in inclement weather.”
 - “For the evening classes, it would be great to go back to the override system, allowing the front door to open automatically for 15 minutes before class.”
 - “Basketball roof fixed.”
- Promotion and awareness
 - “Frankston South Community Centre should have a promoting sign out the front of the Centre so people know where the building is.”
 - “Online promotion/awareness through Council’s Social media pages.”
- Staffing
 - “We have plenty of carers, support workers and parents who look after our athletes when training.”
- Other/not applicable
 - “Starting sessions in May, so will let you know then.”
 - “None.”

What can we do to improve participation in your activity?

Current room hirers at the FSCRC were asked “What can we do to improve participation in your activity?” and were able to choose from a preselected list of options or provide an alternative free-text response. It is important to note that participants were able to select more than one option. These options and their respective number of mentions are seen in Table 5.

Table 5. Current hirers selections to improve participation

Pre-selected list options	No.
Promote activities on the centre noticeboard	4
Promote activities in centre newsletters	4
Provide information on grants	3

Pre-selected list options	No.
Other	3
Support for online delivery eg. technology	2

The free-text option to provide another suggestion for improving the hirer's activities included three pieces of feedback. Here are some direct hirer comments.

- "Equitable access to the courts during peak hours. Free court hire (8-10 weeks) during the startup period of new session times/programs until they are self-funding."
- "Westernport is part of Special Olympics Australia (SOA), Victoria and is heavily supported by SOA, Victoria too. Appreciate the offer."
- "Full participation currently."

3.4 Findings by engagement questions

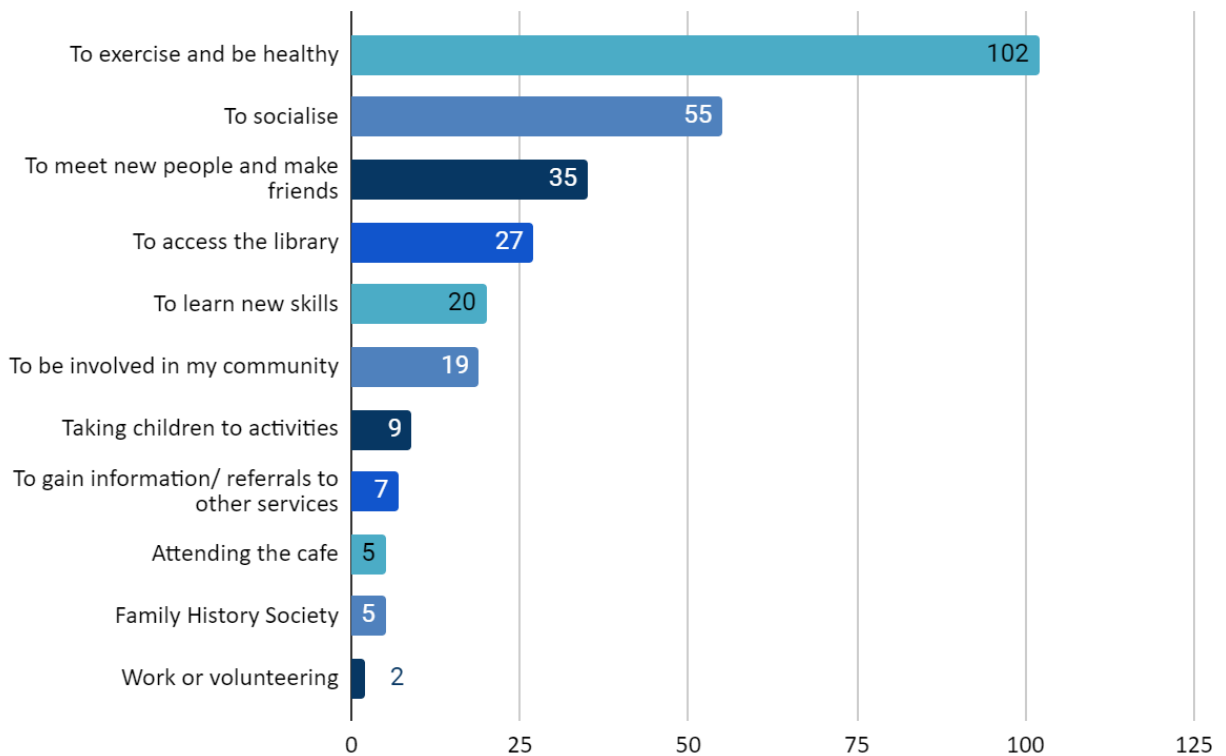
Feedback from the survey, pop-ups and static display hosted in the foyer of the FSCRC have been grouped together under each question in the findings.

Reasons for visiting the Centre

Current users visited the centre 'to exercise and be healthy' (101 selections), 'to socialise' (55 selections), and 'to meet new people and make friends' (35 selections).

Of those that selected 'other', nine participants took their children to activities or sports, five attended the cafe, five attended the Family History Society, and two participants either worked or volunteered at the FSCRC. All results are shown in Figure 5.

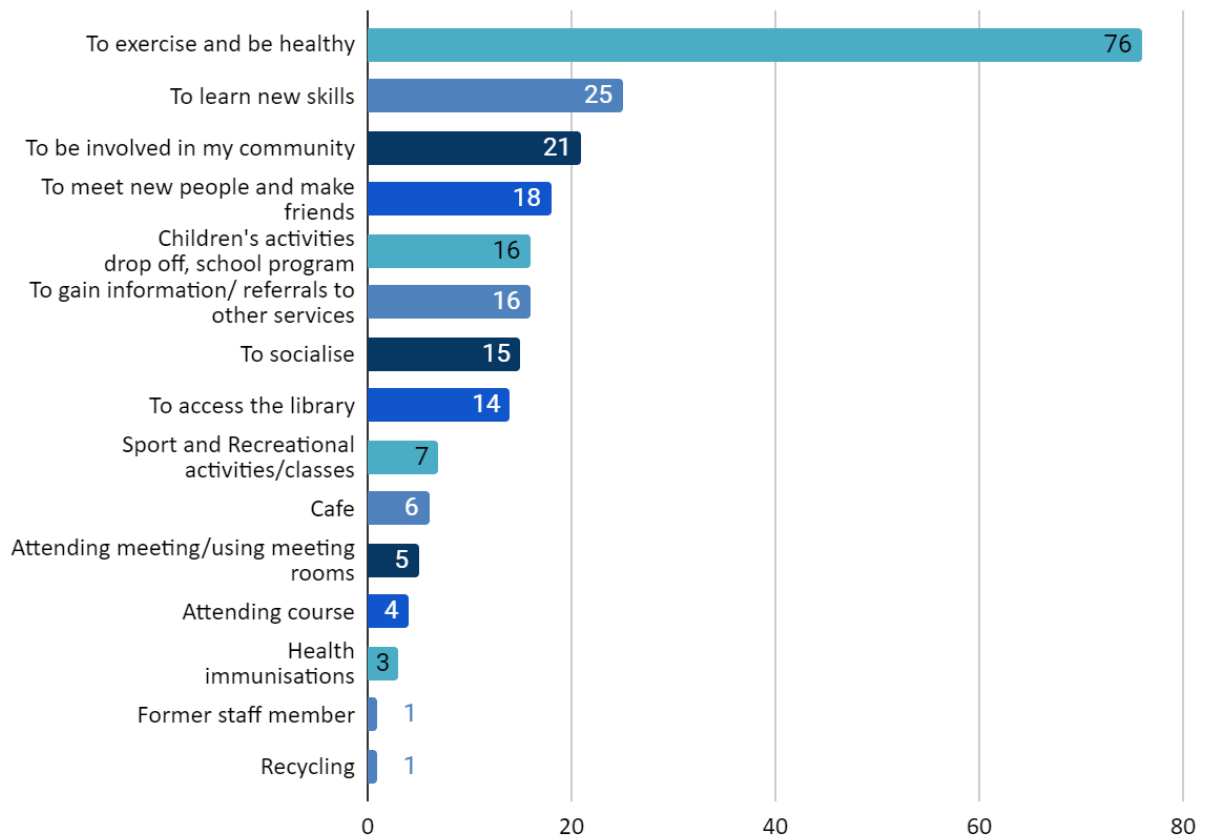
Figure 5: Current users' reasons to attend FSCRC



Participants that had previously used the Centre, used to frequent the centre to exercise and be healthy' (76 selections), 'to learn new skills' (25 selections) and 'to be involved in my community' (21 selections).

Of those that selected 'other', 16 participants attended to take children to activities or school programs, seven attended sport or recreation activities and classes, six attended the cafe, five were using the centre for meetings, four attended a course, and three were attending for medical reasons (immunisations). All results are shown in Figure 6.

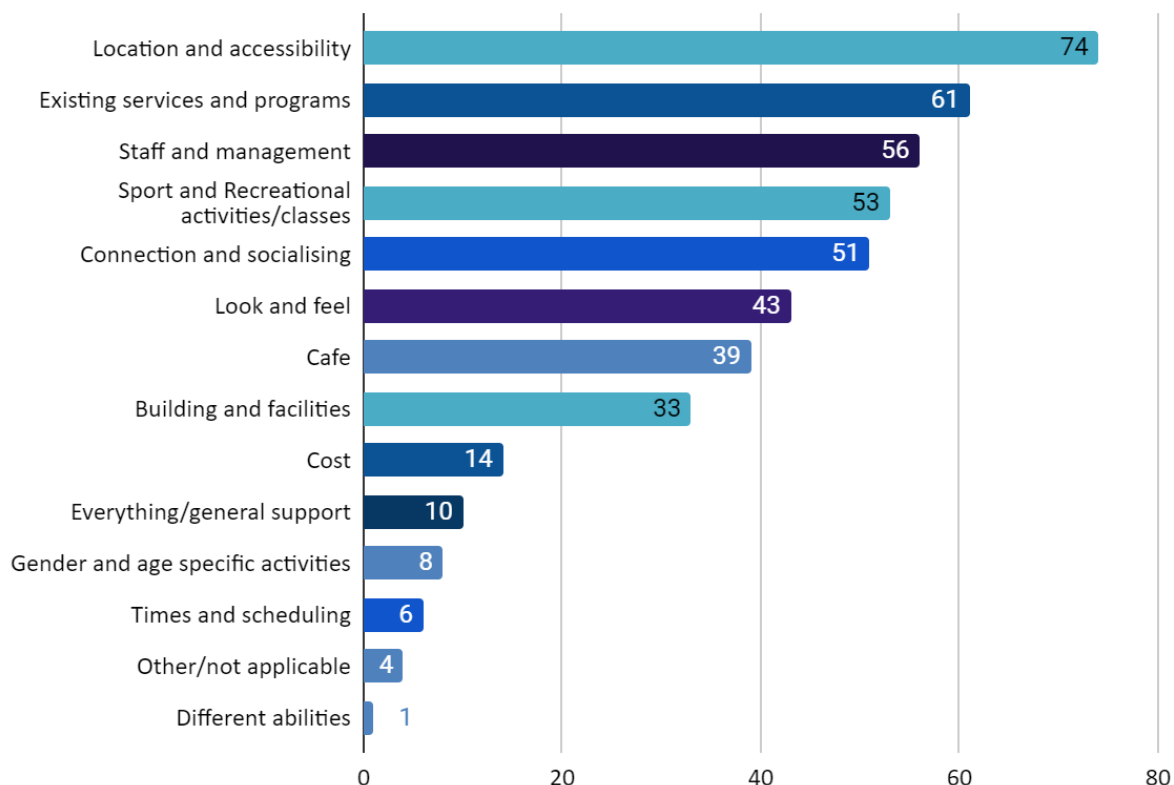
Figure 6: Previous users reasons for attending FSCRC



What current and previous participants value about the FSCRC

Survey and pop-up participants were asked; “*What do you value about the Community Centre?*”. There were a total of 256 respondents to this question. These free-text responses were categorised into common themes. The themes with the highest number of mentions were ‘location and accessibility’ (74 mentions), ‘existing services and programs’ (61 mentions), ‘staff and management’ (56 mentions), ‘sports and recreational activities/classes’ (53 mentions) and ‘connection and socialising’ (51 mentions). All results are shown in Figure 7.

Figure 7: What current and previous participants value about the FSCRC



What activities could be improved at the FCSRC

Data gathered from the Visioner activity and online survey question “What activities could be improved at the FCSRC?” have been grouped together due to a small number of participants in the visioner question “what is your suggestion to make the Community Centre the heart of Frankston South for you, your friends and family?” (13 responses), and the similarity in responses across these engagement activities.

There were a total of 212 responses to these questions. Free text responses have been categorised into broad themes that often encompass more than one specific idea. The highest priorities among online survey and Visioner participants are ‘casual or social group activities’ (49 mentions), ‘building improvements’ (42 mentions), ‘advertising and promotion’ (41 mentions) and ‘active recreation or sporting activities’ (29 mentions). Table 4 shows the breakdown of participant feedback and provides further detail on the inclusions under each broad theme.

Table 6: Activities that could be improved at the FCSRC

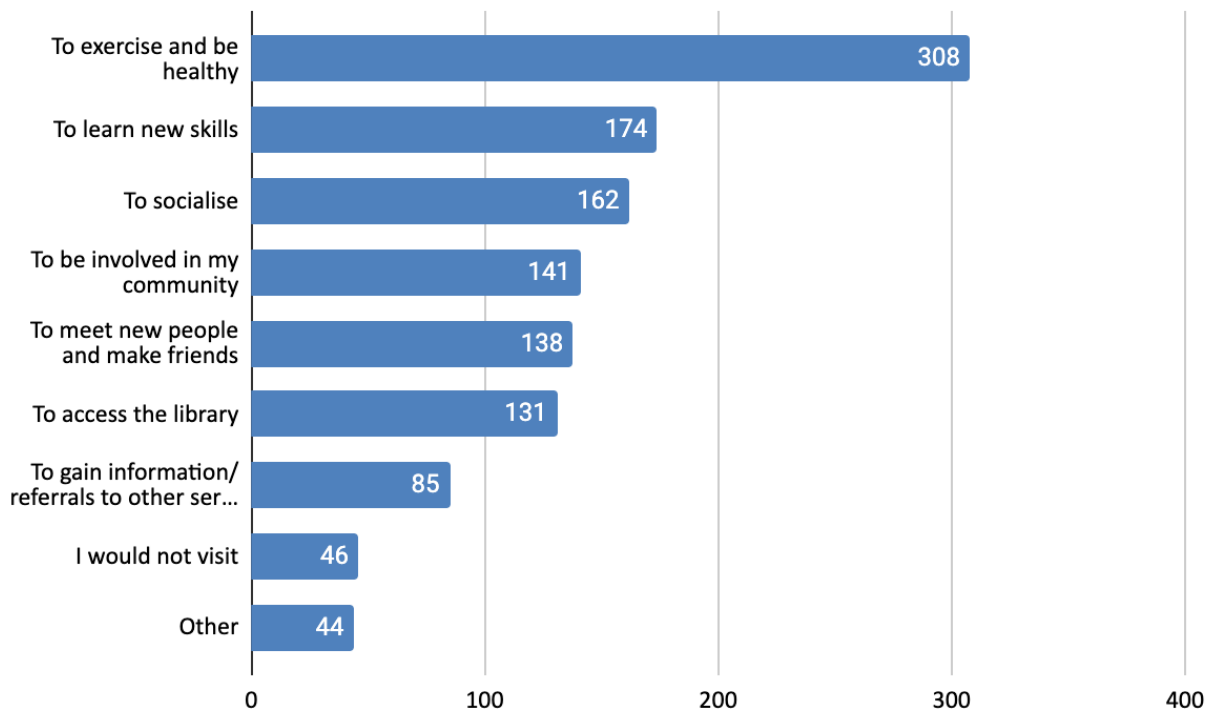
Theme	Description	Verbatim quotes
Casual social group activities (49 mentions)	Suggestions for activities for a specific age group, less structured activities and opportunities for socialising.	“Family movie nights, monthly community BBQs, activities for kids, co-working space”

Building Improvements (42 mentions)	Suggestions that improving the accessibility, amenity and maintenance of the centre would support improved experience of all activities; improved parking, space allocation, lighting, entryway access, cleaning.	“More room for large fitness classes would be great - but not splitting classes - that has not worked out in the past”
Advertising and promotion (41 mentions)	Suggestions that advertising was needed to promote what was happening at the centre.	“I’ve only just realised what is offered at the centre, that there is a cafe and small library. I think advertising needs to be better as well as having activities that appeal to residents”.
Active recreation and sporting activities (29 mentions)	Suggestions for the inclusion of specific sports or exercise and strengthening classes. Participants also made requests for additional facilities e.g tennis courts	“Pickelball introduced” “futsal” “Extra Court. Upgrade BB facilities”

Reasons to visit or return to the centre in the next 6-12 months

All participants were asked the question; *‘Thinking about the next 6-12 months, why would you visit the Community Centre?’*. Participants were able to select multiple options from the following: ‘to socialise’, ‘to meet new people and make friends’, ‘to be involved in my community’, ‘to exercise and be healthy’, ‘to gain information/ referrals to other services’. to access the library’, ‘I would not visit’ and ‘other’. The most selected reason to visit the centre overall was ‘to exercise and be healthy’ with 308 selections, followed by ‘to learn new skills’ with 174 mentions and ‘to socialise’ with 162 mentions. Results are shown in Figure 8.

Figure 8: Reasons to visit the Community Centre in the next 6-12 months



Responses to this question were broken down by participants' connection to the Centre. Participants' reasons to visit the centre over the next 6-12 months were similar across the user groups. Participants who had never used the centre, were more likely to use it in future for learning new skills than participants who currently attend or have done in the past, whereas participants who currently attend the centre were more likely to attend the centre for socialising. Results are displayed in Table 5 below.

Table 7: Top 5 selections by user group for reasons to visit the Centre over the next 6-12 months

Currently use the centre (141 participants)	Used the centre in the past (140 respondents)	Never used the centre (215 respondents)
- To exercise and be healthy (106 selections) - To socialise (62 selections) - To meet new people and make friends (46 selections) - To access the library (43 selections) - To learn new skills (42 selections)	- To exercise and be healthy (87 selections) - To learn new skills (47 selections) - To be involved in my community (42 selections) - To socialise (38 selections) - To meet new people (38 selections)	- To exercise and be healthy (120 selections) - To learn new skills (86 selections) - To be involved in my community (71 selections) - To socialise (58 selections) - To meet new people (57 selections)
Other responses		

Of the 16 ‘other’ selections, comments included: • the cafe • specific sports activities: pickleball, yoga and basketball, • family history • mixed general comments surrounding kids activities, proximity to the school and home.	Of the 12 ‘other’ selections, comments included: • health issues preventing return to the centre, • parents who do not use services but take their children there • uncertainty of the programming • uncertainty if the centre is still operational • suggestions for activities such as boot camps, badminton, children’s activities and youth activities.	Of the 17 ‘other’ selections, comments included: • kids activities, • cafe, • co-working spaces • access to free wifi • socialising around school drop-off • uncertainty surrounding programming • uncertainty if the centre is still operational
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Of the 46 participants who selected they ‘*would not attend*’ the centre in future, 35 participants provided a reason including:

- Joining another service for exercise activities (PARC)
- Health issues, ageing
- Not interested in the programs available
- Time poor or too busy
- Feeling well connected to other activities, communities and social groups
- Mental health barriers, social anxiety or dislike of big group activities
- Location is inconvenient
- Activity times are inconvenient
- Lack of promotion or knowledge of centre programming
- Lack of diversity or options for activities
- Lack of resources in the library
- Feeling unsafe in Frankston

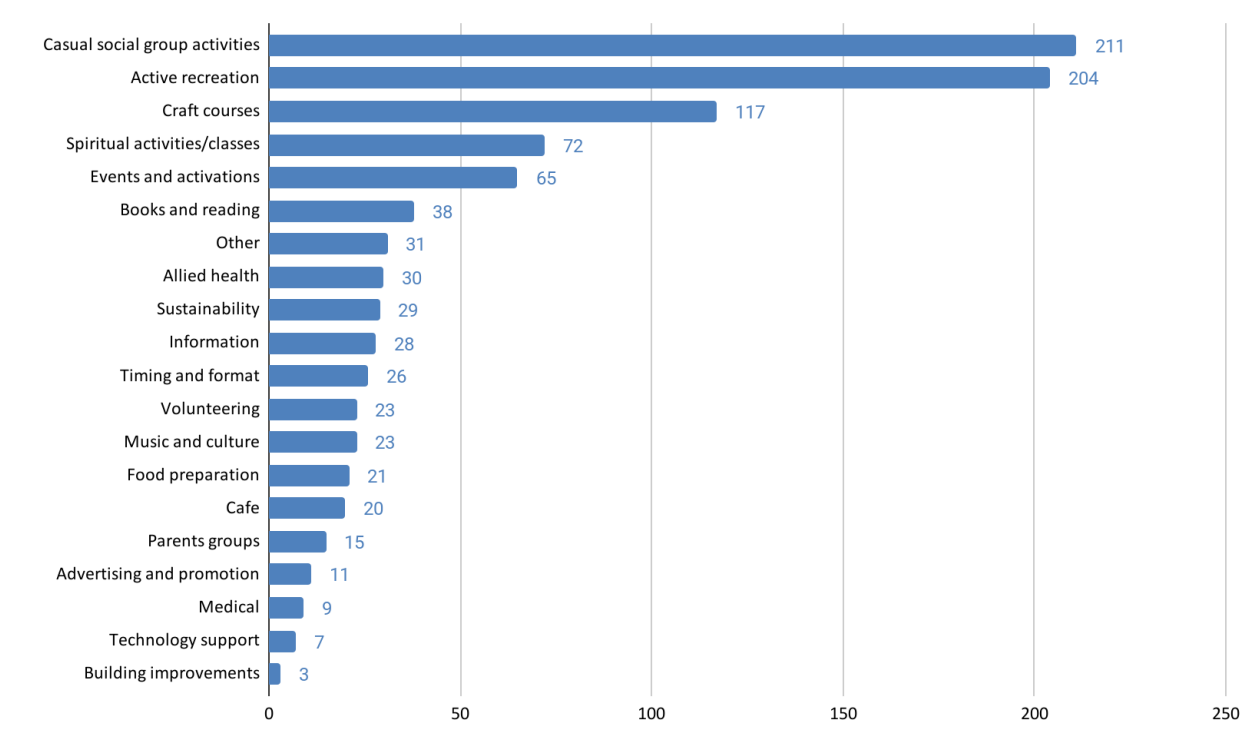
Participant suggestions for new activities

Participants were asked the open-ended question; ‘Thinking about the next 6-12 months, what new activities would you or your family like to attend?’. There were a total of 583 responses that have been analysed using coding to draw together common themes. These data have been gathered into a series of broad themes, with the three highest mentioned themes explored below. Many participants suggested multiple themes and these comments have been coded accordingly.

Overall, community members’ most common suggestions for new activities formed the theme of ‘casual social group activities’ (211 mentions) including suggestions for; activities

for children (64 mentions), games (43 mentions) and casual social opportunities (26 mentions). The second most desired theme was ‘active recreation’ (204 mentions) including suggestions for specific sports (109 mentions) and exercise classes (86 mentions). The third most desired theme was ‘craft activities’ (117 mentions) with suggestions for drawing and painting (51 mentions), general craft activities or courses (42 mentions) and fashion or sewing (11 mentions). All suggested new themes surrounding new activities are displayed in Figure 9 below. For a detailed list of proposed activities, please refer to attachment 1.

Figure 9: Participant suggestions for new activities



Data for this question has been broken down by connection type: current users, used the centre in the past and have never used the centre. Participants’ top three themes suggested were the same across all connection types. Participants who had never used the centre mentioned ‘what’s on information’ more than other groups and had a higher preference for library services and food preparation activities. Table 6 shows the top themes suggested by each connection type with verbatim quotes from each group.

Table 8: Participant suggestions for new activities by connection type

Connection Type	Top 5 new activities	Verbatim quote
I currently use the centre		
105 respondents	Active recreation (47 mentions)	“pickleball” “The inclusion of an exercise class

	• Casual social group activities (39 mentions) • Crafts courses (20 mentions) • Spiritual/wellness activities (16 mentions) • Music and cultural Activities (11 mentions) • Timing and Format (11 mentions)	in the evenings. This would enable my husband to attend with me”. “Patchwork or arts, water colour, now that I’m retired can do classes and walk to” “strength training, gentle yoga... interesting activities e.g. meditation classes.” “Learning new skill eg language, music ,games” “school holiday programs”
Used the centre in the past		
112 respondents	Active recreation (52 mentions) Casual social group activities (46 mentions) Crafts courses (30 mentions) Spiritual/wellness activities (22 mentions) Allied health (9 mentions)	“Strengthening activities for elderly, walking in the gymnasium” “Meeting People” “Wine and Art on a weeknight” “Tai-Chi or new activities” “Pilates”
Never used the centre		
171 respondents	Active recreation (52 mentions) Casual social group activities (46 mentions) Crafts courses (30 mentions) Spiritual/wellness activities (22 mentions) Library services (15 mentions)	“Pilates for seniors, mens exercise - seniors” “Kids activities”, “after-school activities” “Flower arranging”, “Fashion/ sewing classes “Yoga Classes” “story time” “book exchange”

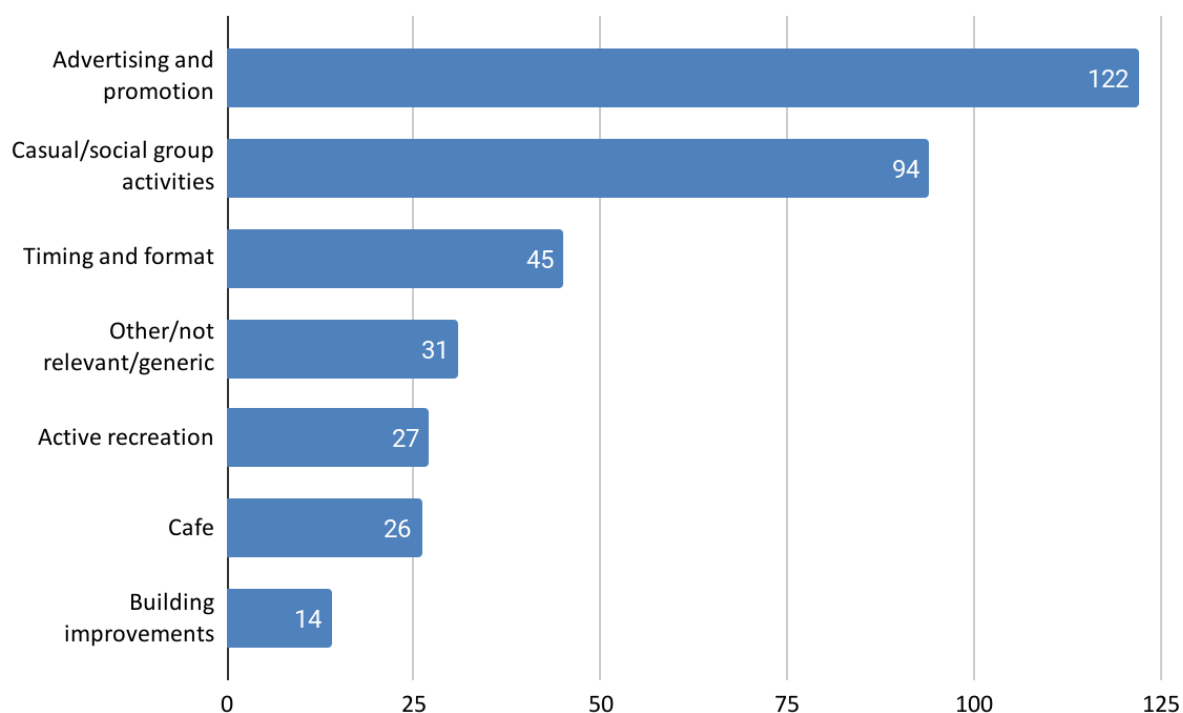
Table 9. participants 'other' mentions by user group

Other responses		
I currently use the centre	Used the centre in the past	Never used the centre
Of the 7 'other' comments themes that emerged were: No new activities Time poor Unsure X2 Nothing/NA X3	Of the 9 'other' comments themes that emerged were: Unsure X3 Nothing/na X3 Use another community centre Would like to come down during school pick-up	Of the 12 'other' comments themes that emerged were: Nothing X3 Unsure X4 No time to visit X2 Not interested Do not want to attend for Covid-19 risk

Support to visit FSCRC

Survey and pop-up participants were asked the open-ended question: *'What would encourage or support you to visit the Community Centre?'* There were a total of 360 open-ended responses that have been analysed by drawing together common themes. Participants' most suggested encouragement overall, was 'advertising and promotion' (99 mentions) which included comments surrounding the need for general 'what's on' advertising (86 mentions), improved outdoor signage for the centre (19 mentions) and promotion on social media (17 mentions). Participants' second most common theme that would encourage them to attend the centre was 'casual social group activities' including more activities on offer or more diversity in activities (34 mentions), suggestions for more social opportunities or friends to go with to the centre (21 mentions) and more low-cost activities (11 mentions). The third most popular idea was changes to the 'timing and format' (45 mentions) of classes or other centre offerings including suggesting for more after-hours programming to support working people (34 mentions), opening on weekends or in school holidays (9 mentions) and providing different course formats i.e shorter terms, online courses etc (2 mentions).

Figure 10. Factors to encourage community members to visit FSCRC



Factors that would encourage visitation to the centre differed slightly by connection type. Current users of the centre preferred casual social activities over promotion and advertising. In the ‘other’ comments current centre users expressed they were mostly happy with the centre as it is and did not need encouragement to attend. Previous attendees and those who had never used the centre preferred advertising of what’s on information, with comments explaining participants did not know the centre was open, what was on offer, detailed information about what activities entail or how to enrol in activities or courses and get involved. Details by user group are demonstrated in Table 8 below.

Table 10: Top 5 supports needed to encourage visitation by connection type

Connection Type	Top 5 supports to encourage visitation	Verbatim quote
I currently use the centre		
98 responses	Casual/social group activities (23 mentions) Other (22 mentions) Advertising and promotion (18 mentions) Cafe (16 mentions) Active recreation (10 mentions)	“meeting friends” “It’s good for my health, I don’t need encouragement, I already like coming” “more information and signage better connection with primary school” “Cafe open on Friday to catch up

		with friends after classes” “More publicity of what the Centre offers”
Used the centre in the past		
102 responses	Advertising and promotion (38 mentions) Casual/social group activities (28 mentions) Timing and format (19 mentions) Other (17 mentions) Cafe (12 mentions)	“What’s on board out front like FAC” “Friends attending with me” “Classes at times for people who work during the day” “Less concern about covid” “Stamp cards for coffees”
Never used the centre		
166 responses	Advertising and promotion (87 mentions) Casual/social group activities (58 mentions) Timing and format (21 mentions) Active recreation (13 mentions) Other (12 mentions)	“posters, flyers, letterbox, open day, advertising” “fun family activities” “A/H or weekend activities” “More basketball” “Nothing” “not sure” “low cost”

4. Project evaluation

Project success measures and criteria used in the Engagement Plan have been updated to better understand how the project is tracking against initial expectations. See Table 10 for updated project evaluation. Success criteria that had been exceeded included overall participation levels, with an excess of 201 participants, and participation by those that had never used the centre, with a 42.3% participation rate from a 25% expected measure. This engagement program met the criteria of an open discussion about programs and service delivery to meet current and future community needs, and the participation of FSCRC staff hosting engagement activities.

Table 11. Evaluation of the project

Measure	Success Criteria	Evaluation
High level of participation in this project from a range of users.	500 participants in this process from across the stakeholder.	A reach of 701 participants, with each stakeholder category filled.
Participation in this consultation program from non-centre users and uncommon age groups (18 to 40 and 40 – 65).	25% of all participants are new to the centre or have not visited the centre in the past 2 years.	42.3% of participants had not visited or were unaware of the Centre.
Clarity about what is working and areas for development.	A clear vision for the centre, with strategic principles and actionable initiatives	Clear suggestions for improvement to facilities and services/programs gathered.
Opportunities for staff to upskill in community engagement.	Staff participate actively in the engagement process. Report improved levels of understanding and comfort in engaging.	FSCRC staff present at all in-person engagement.