

## DeSoza Park – Exercise Equipment Location

### Community Engagement Analysis – November 2023

**Background:** The Lions Club of Buninyong - Mount Helen has proposed to fund three pieces of outdoor exercise equipment at DeSoza Park, Buninyong. Fitness equipment is identified in the De Soza Park Masterplan (2015). The Lions reached out to the City of Ballarat for assistance with community engagement to identify the community's preferred location for the equipment.

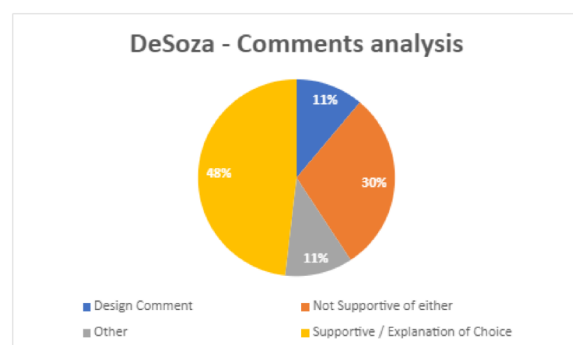
**Objective:** To understand the community's preference for the location of three pieces of outdoor fitness equipment in DeSoza Park (Buninyong). The two locations identified were: Option A: Equipment consolidated in a single location near the amenities block and play space and Option B: Three distinct locations along the creek.

**Method:** City of Ballarat officers created a MySay engagement page with a survey questionnaire to capture feedback. The survey contained two questions: one asking respondents to select either location A or B and the other an open ended request for comment.

**Response Analysis:** The survey had 48 participants with 77% identifying as residing in Buninyong. Option A was preferred by 64.6% of the respondents with the balance (35.4%) identifying Option B as preferred. This split is not a strong or definitive outcome.

Analysis of the comments provides further insight into the response.

Of the 48 respondents, 27 left a comment. Among that number, 48% provided an explanation supporting their selection, 11% were not related to the question and 11% provided a design related comment regarding the usability or appearance of the equipment. Thirty percent of the comments identified that they were not supportive of either choice and ticked an option to be able to leave a comment.



Objectively, this means that at least 30% of the responses to the first question asking for a preferred location are potentially flawed. Given that the response rate to the first question was not strong or definitive, this result brings into question nearly a third of the responses identifying a preference for location. It is not possible to know which option was selected by those only wanting to leave a comment and therefore not possible to correct the bias in the first question.

Reviewing the responses collectively demonstrates inconclusive response to the primary question. While fitness equipment is a recommendation of the 2015 DeSoza Park Masterplan, responses to the preferred options for location in 2023 were inconclusive, suggesting that support of those responding to the MySay engagement survey for the project is limited.

**Outcome / Recommendation:** City of Ballarat to provide outcome of engagement to Lions of Buninyong and Mount Helen.

Based on the inconclusive result from the community feedback from the MySay platform, the deliverables and location for these works require further consideration.