



City of Parramatta
Phase 2 Engagement Outcomes Report
Shannons Paddock Landscape Masterplan

September 2022

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All care has been taken to prepare this
report for the City of Parramatta

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report please get in touch:

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Acknowledgement of Country

This document acknowledges that Parramatta is on Aboriginal land where the traditional custodians, the Dharug People, have been caring for Country for more than 70,000 years.

We pay our respects to the Traditional Owners of this land, their Elders past, present and emerging, and acknowledge the continued rich culture and heritage of all Aboriginal people on this land.

Executive summary

The community engagement for the Shannons Paddock Landscape Masterplan and Playspace Concept Design, held between 24 May and 28 June 2022, has captured wide spread support and excitement from the local community, with a near 100% support level from all engagement participants, across 2 rounds.

Across the drop-in sessions, surveys, submissions and ideas wall, **all but two engagement participants expressed support for the draft masterplan** for Shannons Paddock, and **98% approved of the proposed concept designs for the new district playground**. The participants widely praised the designs and were passionate about the opportunity that the project held to connect the growing Westmead community through high quality open space.

Key findings

This second phase of engagement aimed to understand if community needs and priorities, expressed in Phase 1, were responded to in the draft designs and captured community feedback on the key design moves. Most broadly, community supported all of the key design moves, with particular excitement expressed for the playground upgrades (which was considered to be operating at capacity at the moment), the bridge linking both sides of the park/suburb, and the amenities proposed across the park.

While expressing support for the proposed designs, engagement participants commonly highlighted a number of design details that would transform the park from a great open space into a park that is loved by the community, including:

- **The opportunity for the trees and native plants to serve as an educational opportunity for park goers**
- **Additional parking spaces and pedestrian safety along Darcy Road, especially near the proposed playground**
- **The need for improved wayfinding and having language-inclusive signage around the park**
- **Increasing safety at all hours of the day, including additional lighting and visibility across the park**
- **Consideration of more swing sets, in addition to the proposed upgrades**

How we engaged

The community has been encouraged to be involved, have their say, and play a leading role across the key phases in the design process. Phase 2 is the last step of of this rigorous method designed to capture

Informing the community

1,002

Project page views

871

Website visits

Engaging the community

1

Park Drop-In sessions

28

Ideas wall comments

51

Surveys completed

3

Written submissions

community values and ensure genuine engagement with the locals that care most about this valuable open space.

Phase 1: **COMPLETED**

February 2022

Community Ideas and Priorities

Identified community values priorities, and ideas for the park

- Online Survey
- Onsite and online project promotion
- Written submissions
- Letter box drop to all local residents

Phase 2: **COMPLETED**

June 2022

Draft Masterplan and Playground Concept feedback

Captured feedback on the draft Masterplan and Concept Design

- 1 Park Pop-up
- Onsite and online project promotion
- Online ideas wall
- Written submissions
- Online/Hard-copy surveys
- Letter box drop to all local residents

What we engaged on

Across all engagement methods (survey, ideas wall, drop-in sessions, and submissions), community members and stakeholders were asked to indicate whether they supported the draft Masterplan and playground upgrades for Shannons Paddock, why that was the case, and whether they had any additional comments that may help shape the future of this important open space.

The following report provides a summary of the findings from the Phase 2 Engagement, along with a high-level overview of the key findings from Phase 1 Engagement.

SHANNONS PADDOCK MASTERPLAN DRAFT CONCEPT PLAN



What we heard in Phase 1

Phase 1 of engagement consisted of an online survey, which was hosted on Council's community engagement platform, Participate Parramatta, and promoted via Council's social media platforms, as well as onsite posters around the park, and a letter box drop to local residents during February 2022.

The most popular vision statements were:



A fun place with lots of different activities and play equipment



A place for adventure and discovery through the natural landscapes



A community gathering place for picnics and events

The key priorities for the community included:

- Building a healthier, happier, more creative community through opportunities to play and get active.
- Revitalising the natural landscape to deliver a cool and open space for relaxation, celebration, and education.
- Strengthening the community's connection to place and landscape by bettering accessibility through and into the park.
- Facilitating a park that is welcoming and safe for all members of the community at all hours of the day.

Some of the community's big ideas included:

- Upgrading the children's play space to encourage imaginative play and exploration
- Increasing the tree planting and landscaping to create more shaded areas
- Improving the park amenities for social and family gatherings e.g. tables, shade, bins
- Connected cycleways, bike trails and walking trails
- Additional park lighting

We heard from:

51

Community members who participated in the surveys

Ranging from 15-74 years of age
54% female, 36% male
97% local residents

985

Total site visits

774

Unique users

Feedback on the draft Masterplan

Overall, engagement participants expressed a high level of support (90%) for the draft Masterplan for Shannons Paddock. Participants especially loved the inclusion of the additional bridges connecting the two halves of the park together, improving the general connectivity within the park. In addition to this, the naturalisation of Finlayson Creek received the highest level of support with 6 up votes on the ideas wall, with participants commenting that this will improve the natural landscape and overall beauty of the park.

"The bridges will absolutely change this park and make the playground so much more attractive for us to get to."

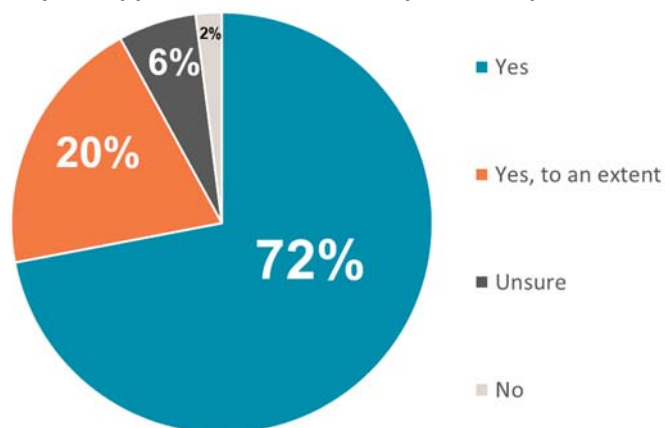
- Ideas wall comment

"The idea to make this an experience along the water rather than the creek currently being the worst part of the park, is such a great idea!"

- Ideas wall comment

The addition of a toilet block was also the equal highest voted feature in the masterplan from participants (6 up votes). Participants noting that the park currently lacks bathroom facilities, which ultimately limits the length of stay for park users, and would like to see council make this feature a priority when planning the delivery of masterplan elements.

Do you support the draft Landscape Masterplan? (N=51)



Sheltered areas for picnics and barbeques was the third most loved element by participants, gathering 5 up votes on the ideas wall. Participants highlighted the importance of having these gathering spaces for large groups, especially considering the high density of apartment dwellings surrounding the park.

Those participants who supported the draft Masterplan "To an extent" provided additional comments and feedback on how they felt it could be amended to better respond to community priorities and needs. They highlighted an opportunity to make the park safer at all hours of the day, with additional lighting and improving visibility across the park. Other comments expressed that they wanted to see more child-friendly amenities, and better wayfinding into and around the park.

"This park is a highly popular park. I hope there will be plenty of seating and different play stations to stop congestion of people. It's a large space I would love to see utilize to its full potential."

- **Survey Participant**

These ideas and considerations are discussed further in the following pages.

General issues and considerations

The following issues have been identified for the design team to consider when finalising the draft Concept Design:

- **Tree planting and shading:** A number of comments highlighted the importance of utilising trees across the park for shade and cooling, as well as the beautification of the space. Comments also suggested that the native trees and planting can be utilised to provide an educational opportunity throughout the park, with signage and connection to traditional Aboriginal uses/knowledge for each species.
- **Parking:** Participants suggested exploring the opportunity for additional street parking around the park, and having dedicated mobility and disabled parking for accessibility.
- **Safety and visibility:** Participants wished to see the park become a safe and welcoming space at all times of the day. Additional lighting was a popular suggestion across multiple comments, with one suggesting that visibility across the entire park was important for the safety of all park goers.
- **Diverse cycleway use:** Participants value the cycleway as both an active transport route through the park, as well as a recreational feature for all park goers. To accommodate these diverse uses comments suggested a separation of use, whether it be through signage or allocating sections along the path to different users.
- **Signage and accessibility:** A number of comments emphasised having adequate signage around and into the park, indicating areas for different uses i.e. bike riding. Participants highlighted the need for translations on signs to accommodate for the large CALD community living in close proximity to the park.
- **Additional park features:** In addition to the features laid out in the draft designs, some participants suggested other park features and uses, including:
 - Community gardens
 - Shaded open areas, for community events (e.g. performances and stages, tai chi)
 - Adequate bins along the walking path

Feedback on District Playground Concept Design

Overall, participants confirmed that the design team is on the right track, with 98% of participants supporting the concept designs for the playground, commonly expressing excitement for an upgrade to this space. Most notably, the nature play area and in-ground trampoline gathered the highest number of votes on the online ideas wall.

"I love that the playground can grow and change and be gradually updated to suit our community - great design"

- Ideas wall comment

"There's currently monkey bars here which the kids love. It would be great to add other play elements that challenge kids such as an obstacle course - so building on the nature play elements but adding the chance to for kids to challenge themselves."

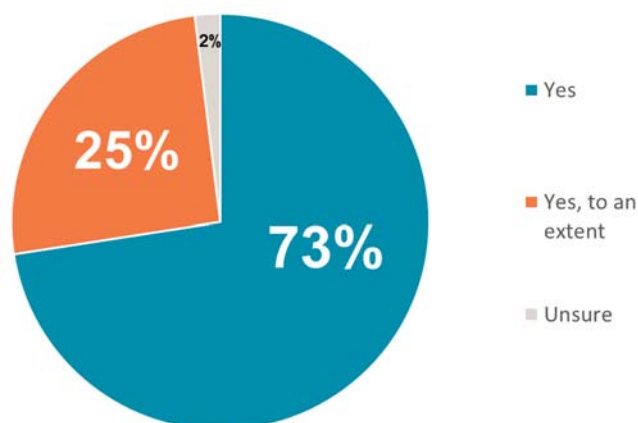
- Survey participant

In order to better accommodate users, many participants felt the proposed number of swings in the concept designs could be increased, and the inclusion of a flying fox also suggested by a number of participants, with a written submission from a local preschool saying this was highly requested by their students. A separate written submission recieved highlighted that the natural level changes within the designated play area lends itself to the installation of a flying fox feature.

"Given the popularity of swing sets and how many children use this park on a regular basis, I think it would be wise to consider an additional child swing and infant swing"

- Ideas wall comment

Do you support the concept plan for the new district playground at Shannons Paddock? (N=51)



General issues and considerations

The following issues have been identified for the design team to consider when finalising the District Playground Concept Design:

- **Additional swing set:** The consideration of additional swing sets - including child and infant sets - was a top priority for many participants. Comments drew attention to this urgent need, considering the wait times to use the existing swing sets.
- **Pedestrian safety along Darcy Road:** The proximity of the playground to the busy Darcy Road was a concern captured in a number of comments, particularly regarding the safety of younger children. One submission from a local preschool asked if safety fences and gates would be installed around the playground, while others suggested creating a clear buffer between the roadway and playspace.
- **Accommodating all age groups:** Engagement participants praised the design's designation of different play equipment to accommodate a range of age groups. Participants wished to see this feature emphasised in the design, to create a separation in play equipment to ensure safety for all ages.
- **Play equipment for all weather:** Comments emphasised the importance of having play equipment that will be useable throughout the year, asking for play equipment under shelter and the use of heat resistant materials. A written submission included the avoidance of 'hot-pour' crumbed rubber, as it retains heat and is a long-term environmental hazard.

Feedback on design features

Participants were asked to provide direct feedback on the key design features by leaving a comment or voting on the Social Pinpoint Ideas Wall. The word cloud below has been created using the most common phrases on the Design Board, to highlight the community's areas of interest for upgrades at Shannons Paddock.



A summary of responses collected on the Social Pinpoint Design Board is provided in the table on the following page, feedback has been categorised according to the key design features of the masterplan and playground concept design.

Feedback on Design Features

| Design feature and description | Community Support | What did the community like? | Additional ideas from the community |
|---|------------------------------|---|--|
| A place to move through nature | | | |
| Pedestrian paths and walking loop | Up Votes: 4 Down Votes: 0 | <ul style="list-style-type: none"> Provides a new use for the park Inclusion of the bridge to connect the two sides of the park | <ul style="list-style-type: none"> Separation between different uses of the path (e.g. bikes, walking) Additional lighting Improvement of access points into the park Bins and amenities along the loop |
| Connected Cycleway as part of Finlayson Creek Trail and up to Wentworthville Station | Up Votes: 4 Down Votes: 0 | <ul style="list-style-type: none"> Encourages pedestrian access into the station | <ul style="list-style-type: none"> Signage separating bike riders and pedestrians Additional lighting increased spacing between the treeline and the cycleway |
| Outdoor exercise equipment and fitness stations | Up Votes: 3 Down Votes: 0 | <ul style="list-style-type: none"> Useful addition for the surrounding residents | <ul style="list-style-type: none"> Shaded areas for informal exercise Accessible and inclusive equipment for all ages and abilities |
| Naturalise Finlayson Creek | Up Votes: 6 Down Votes: 0 | <ul style="list-style-type: none"> Creating an experience out of a functional element of the park | <ul style="list-style-type: none"> Consideration to combat a history of flooding in the park Wanting to see commentary from Sydney Water about how this project fits into their asset planning Additional bins and signage to deter littering |
| Increased native planting throughout the park | Up Votes: 4 Down Votes: 0 | <ul style="list-style-type: none"> Revitalising the natural feel of the park | <ul style="list-style-type: none"> Creation of a small nature reserve onsite, encouraging wildlife Additional large, native trees for shading throughout the park Educational signage near gardens Community gardens |

| Design feature and description | Community Support | What did the community like? | Additional ideas from the community |
|---|------------------------------|---|---|
| A place for play and activity | | | |
| Playground suspension bridge | Up Votes: 3 Down Votes: 0 | <ul style="list-style-type: none"> N/A | <ul style="list-style-type: none"> N/A |
| Nature play area comprised of cubby houses, balance obstacles, imaginative play elements, natural logs, and sandstone blocks | Up Votes: 4 Down Votes: 0 | <ul style="list-style-type: none"> Incorporating natural play elements to create a challenging obstacle course | <ul style="list-style-type: none"> Monkey bars - a well-loved feature of the current playground to be retained A mix of challenging and educational, creative play Accommodating play for all age groups Other suggested features: sandpit, climbing wall, and flying fox |
| Large rope climbing frame with slide | Up Votes: 1 Down Votes: 0 | <ul style="list-style-type: none"> A popular playground feature with a large capacity | <ul style="list-style-type: none"> Utilising the natural slope of the playground area to incorporate an additional slide |
| Triple swing with basket swing, regular swing and infant swing | Up Votes: 1 Down Votes: 0 | <ul style="list-style-type: none"> Accounts for the high demand for the existing swings | <ul style="list-style-type: none"> Additional swings needed - proposed number isn't enough considering its current popularity |
| In-ground trampoline | Up Votes: 4 Down Votes: 0 | <ul style="list-style-type: none"> N/A | <ul style="list-style-type: none"> Using recycled and sustainable materials |
| A place to gather with community | | | |

| Design feature and description | Community Support | What did the community like? | Additional ideas from the community |
|---|------------------------------|---|--|
| Sheltered picnic and BBQ areas of different sizes | Up Votes: 5 Down Votes: 0 | <ul style="list-style-type: none"> Facilitating the parks use as gathering space for large groups | <ul style="list-style-type: none"> Sheltered areas separate to picnic areas for other uses e.g. stage for community events, tai chi |
| Open community lawns throughout the park | Up Votes: 4 Down Votes: 0 | <ul style="list-style-type: none"> Retaining the open feel of the parkland | <ul style="list-style-type: none"> Consider goal posts to facilitate ball games Planting more trees for natural shading Visibility across the park for safety Public artwork |
| New toilet facilities to accommodate longer park stays | Up Votes: 6 Down Votes: 0 | <ul style="list-style-type: none"> Appropriate for the parks' role as a district park A need to prioritise this feature | <ul style="list-style-type: none"> Family friendly toilet facilities |
| Extra seating to stop and take a break | Up Votes: 1 Down Votes: 0 | <ul style="list-style-type: none"> Creating an accessible park for elderly visitors | <ul style="list-style-type: none"> Well-spaced across the park to limit congestion Adequate shaded seating Visibility of seated areas for safety |

Where to from here

The draft Landscape Masterplan and Playspace Concept Design for the upgrades to Shannons Paddock have been well received by participants. Through the course of community engagement, the community have helped shape a vision to inform the design team, and valuable feedback on the draft design was captured along with additional design ideas and elements for consideration.

Next steps

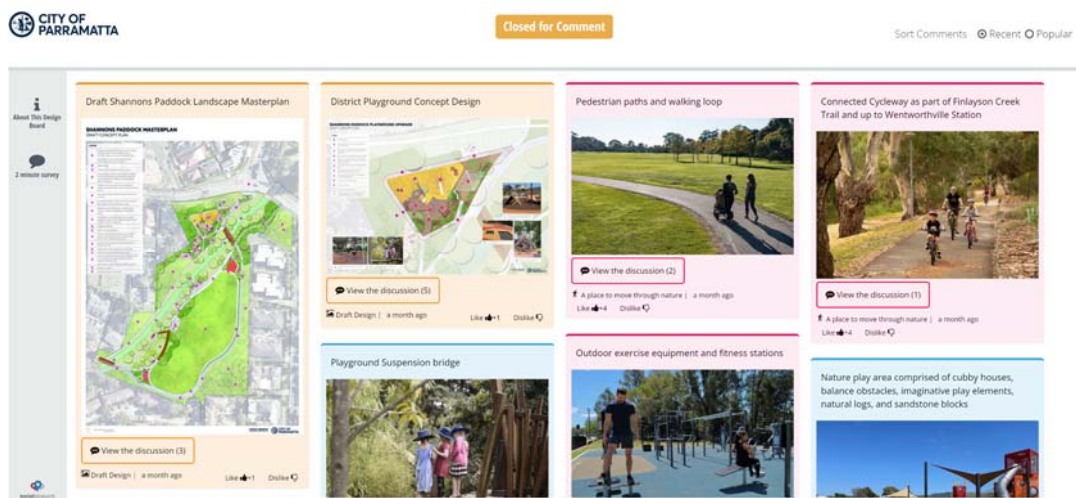
- The Draft Masterplan and District Playground concept designs will be further developed based on the findings from this report, to ensure future developments meet community requirements and expectations.
- A summary of findings will be reported back to the community, highlighting how community feedback has influenced the project.
- A full Draft Landscape Masterplan Report (including the overall site plan) will now be prepared. The draft report will be presented to the elected Council to seek approval to commence a 28 day public exhibition period (Phase 3 Engagement). The public exhibition period provides the community an opportunity to comment on the draft report.
- The District Playground will be detailed designed for procurement and construction in 2023.

Appendix A – Social Pinpoint Design Board Analysis

Overview

The ideas board was visited a total of 372 times by 140 unique visitors. 28 comments were made on the ideas board under the following posts:

- **31% "A place to move through nature" comments**
 - 2 comments on "Pedestrian paths and walking loop"
 - 1 comment on "Connected Cycleway as part of Finlayson Creek Trail and up to Wentworthville Station"
 - 1 comment on "Outdoor exercise equipment and fitness stations"
 - 3 comments on "Naturalise Finlayson Creek"
 - 1 comment on "Increased native planting throughout the park"
- **31% "A place for play and activity" comments**
 - 1 comment on "Nature play area comprised of cubby houses, balance obstacles, imaginative play elements, natural logs, and sandstone blocks"
 - 1 comment on "Large rope climbing frame with slide"
 - 3 comments on "Triple swing with basket swing, regular swing and infant swing"
- **25% "A place to gather with community" comments**
 - 1 comment on "Sheltered picnic and BBQ areas of different sizes"
 - 2 comments on "Open community lawns throughout the park"
 - 3 comments on "New toilet facilities to accommodate longer park stays"
 - 1 comment on "Extra seating to stop and take a break"
- **13% "Draft design" comments**
 - 3 comments on the draft masterplan
 - 5 comments on the district playground concept design

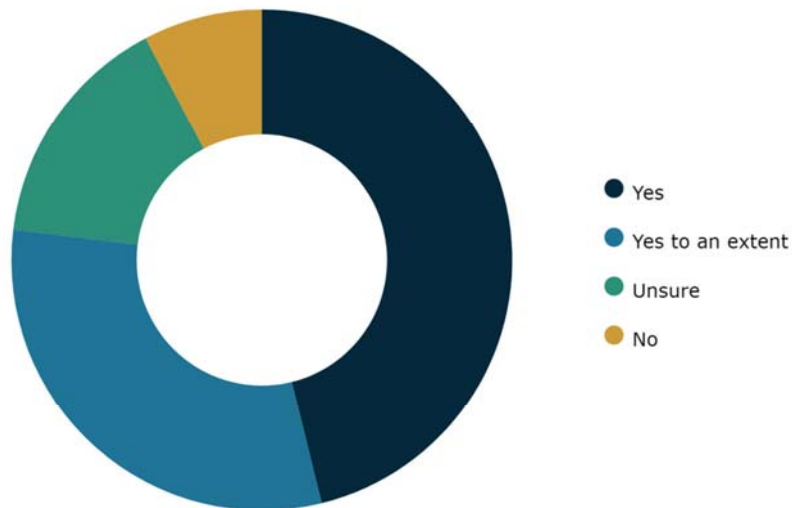


Appendix B – Participate Parramatta Results

Survey Results

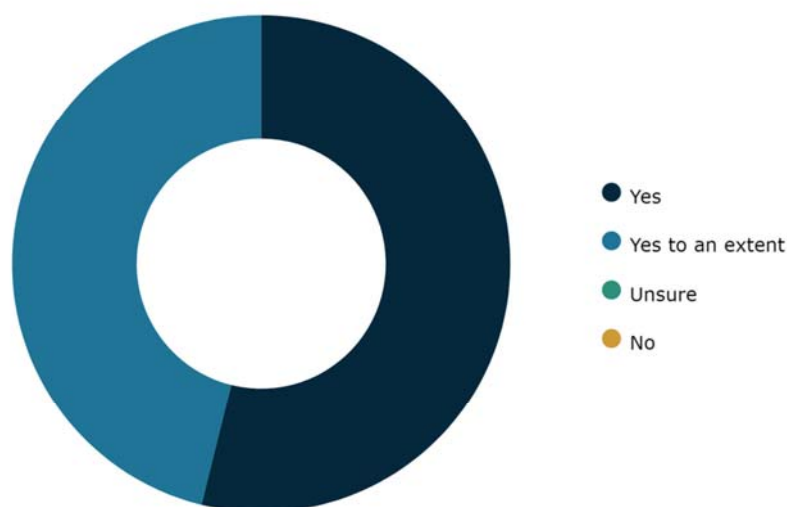
There were 13 contributions who accessed the online survey through Council's Project page.

1. Do you support the Shannons Paddock draft Landscape Masterplan? Required
Multi Choice | Skipped: 0 | Answered: 13 (100%)



| Answer choices | Percent | Count |
|------------------|---------|-------|
| Yes | 46.15% | 6 |
| Yes to an extent | 30.77% | 4 |
| Unsure | 15.38% | 2 |
| No | 7.69% | 1 |
| Total | 100.00% | 13 |

2. Do you support the concept plan for the new district playground at Shannons Paddock? Required
Multi Choice | Skipped: 0 | Answered: 13 (100%)



| Answer choices | Percent | Count |
|------------------|---------|-------|
| Yes | 53.85% | 7 |
| Yes to an extent | 46.15% | 6 |
| Unsure | 0% | 0 |
| No | 0% | 0 |
| Total | 100.00% | 13 |

Do you have any additional comments on the draft Landscape Masterplan or Playground Concept Plan?

Long text | Skipped: 1 | Answered: 12 (92.3%)

- Wheres the basketball court, great at the end of the oval. The walking track would be great.
Contribution 12 of 12 | 27 June 2022
- There are no enough street parking around the park. We need parking space for this park please.
Contribution 11 of 12 | 26 June 2022
- Please consider adding below in the playground plan: 1. Monkey bars. 2. A giant tunnel slider, when getting into the slide be a climbing rope web. 3. Sand pit. 4. Big rock climbing wall. 5. Spinner bowl. Please add in the landscape master plan: 1. More barbecue points. 2. Cricket nets. 3. Tennis court. 4. Running track. 5. Drinking water point.
Contribution 10 of 12 | 25 June 2022
- Boundary of playground area along Darcy road needs to have a safe design to restrict children wandering to the roadway which can have a high volume of traffic. Will the local preschool property be affected by the plans ?

Contribution 9 of 12 | 23 June 2022

- I have a number of questions and concerns as follows:
Will there be at least one if not two accessible toilets and/or an AACF that could support both Shannons Paddock and Milton Park with adequate directional signage? Will there accessible BBQs and accessible water fountains? Has consideration been given to planting saplings that will become significant shade trees in a decade or two to provide that really value tree shade canopy for the hotter summers/years ahead? We value the large shade trees in Parramatta Park that have been there for centuries. This is a very busy space. Will there be plenty of directional signage in EASY READ font etc. Also, will there be directional signage from the Hospital precinct so patients, staff and visitors can get away from the hospital for a time and enjoy the great outdoors. Is there any provision for a kiss and drop/collection zone? I note there is mention of the interconnectivity between Shannons Paddock and Milton Park but no firm commitments or timelines. I am a huge advocate for connecting our riparian corridors along Toongabbie and Darling Mills Creek to the Parramatta River walkways/cycleways. Just imagine being able to walk/ride from Toongabbie to Sydney in safety without crossing a road or not many with the kids; certainly a scenic commute or day out perhaps with a spot or two for a coffee/refreshments resting place van along the way??? Looks great however, we do need another water play park like Ollie Webb that based upon my observations is loved to death by the kids especially in hot weather.

Contribution 8 of 12 | 23 June 2022

- I like that the existing environment is considered and the canal to be improved upon. The idea of a wetland is great and would provide much-needed habitat spaces.

Contribution 7 of 12 | 23 June 2022

- We need some Gym equipments at the park for the health and wellness of the community.

Contribution 6 of 12 | 16 June 2022

- With the growing community in westmead/wentworthville signage around communal areas needs to be in multiple languages to accommodate for the EAL (english as an additional language) speakers. This will help those who use the facilities to help maintain the upgrades.
- if possible can a small community garden be added to the plan.

Contribution 5 of 12 | 16 June 2022

- The Draft Plan is frustratingly cartoon-like and fails to provide thorough existing site data that needs to be included for a meaningful analysis of the likely impacts, design criteria and opportunities, yet we are then advised "this is only a draft, and 'detail-design' will follow" - Disappointingly this deferral of 'detail-design' does not even become public at the Council Approval stage, which is a fundamental flaw in participants being made aware of environmental and resource impacts. For example in this first Concept Draft: 1. MAPPING - the diagram does not fully map existing tree/rootzones, both established, recent and most importantly remnant trees. Several significant remnants, large clusters of established plantings and feature trees must be clearly included, in addition to those 'deemed for removal'. 2. TPZ - the new playground diagram (which will develop) does not respond to a clear TPZ base-plan of Existing Tree/Rootzones for best precautionary protection from earth-works damage. 3. HISTORIC - the original Creek 'memory-line', from 1943 aerial photo [that we provided], is not embraced adequately to provide a meaningful interpretive reconstruction feature. We requested this to be named and function as a 'Billabong' for

riparian core-habitat diversity, more than the pond sketched with 'an enormous' path across the middle. 4. CHANNEL - the notes (#1+7) 'subject to creek naturalisation works' need to be more informative and indicative of the scope of typical channel profile changes and the extent this could inform the Concept Design (more than wobble-lines) 5. SITE - the overall site plan needs to be more accurate (in addition to existing trees): to exclude the kindergarten backyard (#11) on Water St; to include Darcy Rd Bus-stop and access to this; distinct level changes, filled land and entry points. 6. LOOP - the placement of circuit track (#5) impacts the riparian zone trees, and seems too close to the cycleway (#4) or needs to be a distinctly designed path connecting itself. 7. REVISE - wish to clarify a request for: - a Playground Flying Fox device to use the level changes and linear site opportunity specifically from point (#12) to #8 to #11 - a 'Formal Spice Garden' square or precinct at the corner of Lydbrook St and Darcy Rd, including existing trees (#18) - a post and rail fence distinction for the protection of additional riparian habitat and rural references - a distinct industrial arts component/structure to reference the Shannons Brick+Tile Ceramics factory and chimney. - use of recycled materials, and avoidance of long term environmental hazard 'hot-pour' crumbed rubber

Contribution 4 of 12 | 10 June 2022

- I think its a thoughtful plan that covers most needs except security. I don't however see any comment about security lighting for night. The barbecue and seating areas proposed towards the back leg of Darcy road side will be a problem at night in warmer months. You only have to look at what's going on now. Not visible from road for any security deterrent or police response. If you are going to wall off the road access sometimes used for access to rear of Darcy road, you should have contingency access somehow for ambulance or police. Its a lovely design but it will be harder to put in security measures after integrate them from the start.

Contribution 3 of 12 | 30 May 2022

- Would you please consider building: - designated community/mobility parking - water fountains near play areas - recycling bins to encourage sustainability behaviours - building a footbridge over Darcy road to allow safe crossing for children and reducing impact to the traffic - traffic signages within the park/bike tracks for children learning to scoot and cycle - space for potential community gardening - Inclusive play equipment everyone to enjoy

Contribution 2 of 12 | 30 May 2022

- Just want to say we appreciate the plan so much since it actually covers most of our suggestions on the survey last time! Thank you! Excited to be able to use it in the future!

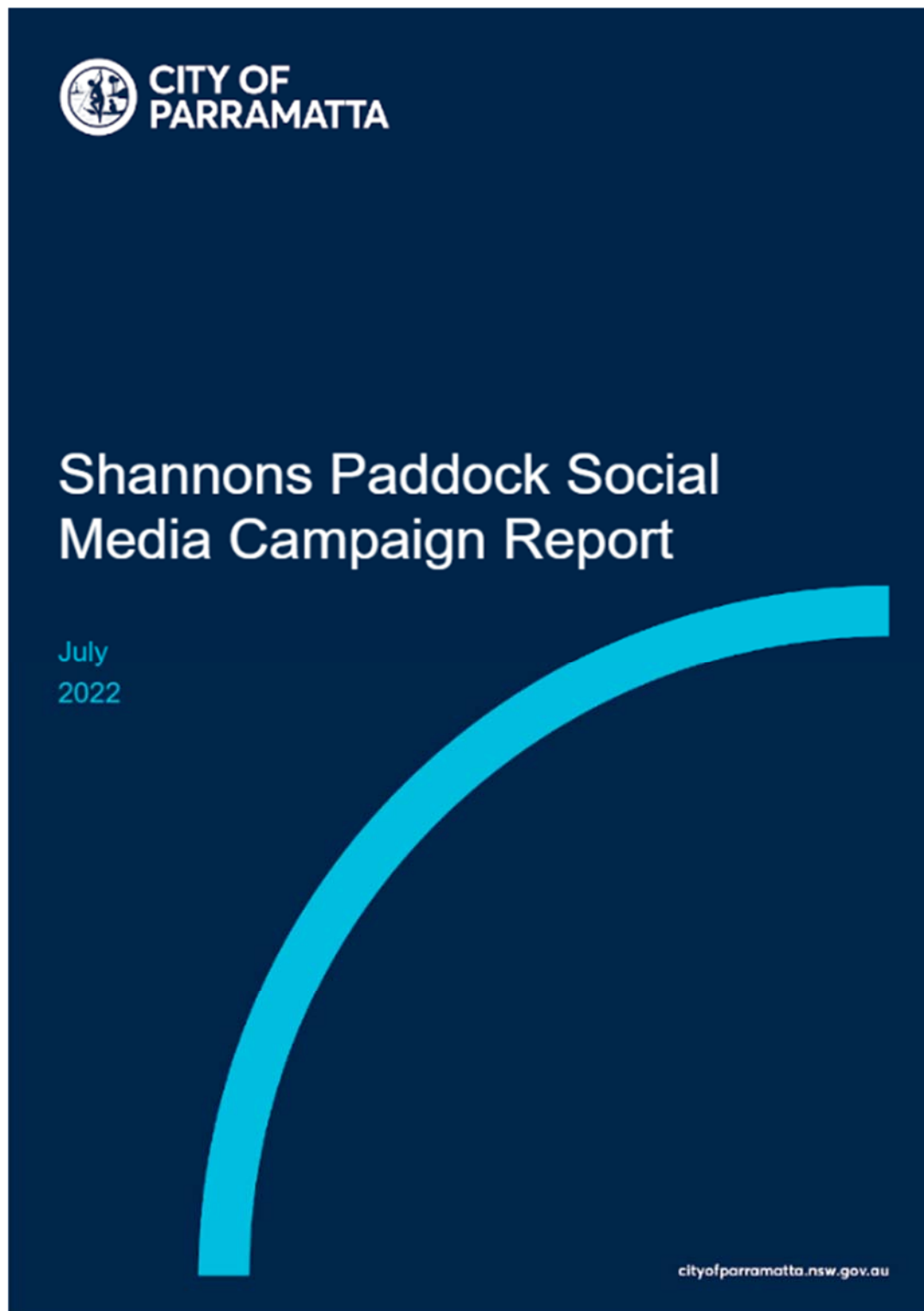
Contribution 1 of 12 | 30 May 2022

Appendix C – Design Board Comments

| Type | Comment | Up Votes |
|----------------------------------|--|----------|
| A place to move through nature | The idea to make this an experience along the water rather than the creek currently being the worst part of the park, is such a great idea! | 1 |
| Draft Design | I love that the playground can grow and change and be gradually updated to suit our community - great design | 0 |
| Draft Design | The bridges will absolutely change this park and make the playground so much more attractive for us to get to | 1 |
| Draft Design | Agree that the new bridges and paths will make this a much more useable parkland | 0 |
| Draft Design | Does this red line "extent of stage 1" indicate that only the playground works are in stage 1 of the master plan? So no other redevelopment works will occur except the playground in stage 1? | 0 |
| A place to move through nature | I think this is a really useful addition to a park that is the only open space for so many apartment blocks and townhouses. | 1 |
| A place to move through nature | Given the works at Milson Park - I would like to see commentary from Sydney Water about how this project fits into their asset planning/forward project planning. Is this a priority for Sydney Water? | 0 |
| A place to gather with community | Would like to see community lawns continue to have areas of natural shading through planting. Love the idea of retaining some of the open feel of the parkland | 0 |
| A place to gather with community | Given the role of this park as a district park, a toilet block would be ideal. | 1 |
| A place to gather with community | BBQ and picnic facilities are absolutely crucial to the park retaining its current attraction which is as a gathering place for large groups particularly where residential space might be limited (apartment living) | 1 |
| A place for play and activity | Given the popularity of swing sets and how many children use this park on a regular basis, I think it would be wise to consider an additional child swing and infant swing | 1 |
| A place to move through nature | The improvement of pedestrian pathways (lighting, bins, etc.) is a crucial success factor for the master plan. The amenity of the parkland will be significantly improved through improved access points and the creation of a walking loop (which will give more people more purposes to use the park) | 1 |
| A place to move through nature | More large shady native trees please. Or a small section of the park a mini dense forest. . Miyawaki method perhaps | 0 |
| A place for play and activity | Since the surroundings have R4 residential density, a larger spider web climbing structure would do justice. | 0 |
| A place to gather with community | The surrounding community has lot of overseas elderly visitors who frequent the park and socialise. Having extra benches for them to have a chat will be really helpful. Good thought! | 1 |
| A place to gather with community | The open field area should also house junior level goal posts. The area is popular for locals to play soccer as well as cricket. The Council should consider this. | 0 |
| Draft Design | <p>What happened to the monkey bars? The children love monkey bars. Did the park design team speak to the children. They were terribly disappointed to see monkey bars missing from the concept design.</p> <p>They asked for an installation of obstacle course in addition to monkey bars.</p> <p>I visit this park regularly and have seen several children use the monkey bar. The Park team needs to consult the playground area with children and not with adults.</p> | 0 |

| | | |
|----------------------------------|--|---|
| A place for play and activity | The Council should install a minimum of 4 swings and 1 additional swing like the one pictured here. If you have been to the park during summer and spring, you'll realise, there are people waiting to grab a turn for their child. More community consultation please. | 0 |
| A place to gather with community | Yes please. Build and maintain toilets. We are currently using the nearby toilets at Coles building. Have stand and pee urinals please. | 1 |
| A place to move through nature | Welcome change! Please adequately light the walkway area. Without it patronage will fall during autumn and winter months. | 1 |
| Draft Design | Fantastic to see the bridges connecting the two halves of this park and proposed naturalisation of the creek which will greatly improve the beauty and amenity of the park. There's a good combination of different facilities, though more could be done by adding a covered area (without picnic tables) that serves as a space for exercise protected from the sun/ rain and potential stage for community events, as well as multi purpose court (centre north side) and community garden space (southern end) | 1 |
| Draft Design | There's currently monkey bars here which the kids love. It would be great to add other play elements that challenge kids such as an obstacle course - so building on the nature play elements but adding the chance to for kids to challenge themselves. | 0 |
| Draft Design | From the looks of the visuals the play ground will match Max Ruddock's style of adventure play and traditional play equipment - huge fan of this | 0 |
| A place for play and activity | Certainly no danger of providing too many swings in this playground - as mentioned below there is often long waits during peak times at this park | 0 |
| A place to gather with community | Vital addition! | 1 |
| A place to move through nature | This is a great idea and would encourage more people to talk to the station but it needs to be much better lit than the park currently is. | 0 |
| A place to move through nature | This would be a great change to the current eyesore of a concrete channel but would be good to understand what impact this might have on draining and flooding given that this has flooded multiple times in the past. | 0 |
| A place for play and activity | My children requested if the Council can install a zip line like the one available at Lytton Street Park, Wentworthville under Cumberland Council limits? It would be a great add on! | 0 |

Appendix D – Social Media Campaign Data




PAID CAMPAIGN RESULTS

Summary

| Metric | Campaign Result | Benchmark |
|-----------------------------------|-----------------|--------------|
| Spend | \$199.51 | n/a |
| Reach | 9193 | n/a |
| Impressions | 19924 | n/a |
| Frequency (no. times ad seen p/p) | 2.16 | 2-3 |
| Link clicks | 532 | n/a |
| CPC (cost per click) | \$0.37 | \$0.50-\$1 |
| CTR (click through rate) | 2.67% | More than 1% |
| Post engagements | 576 | n/a |
| Engagement rate (ER) | 2.89% | More than 2% |

Top performing ads




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Sponsored · 1h

Help shape the vision for the future of Shannons Paddock! We've developed a draft landscape masterplan based on ...see more

participate.cityofparramatta.n...
Shannons Paddock
Landscape Masterplan a... [Learn More](#)

511 link clicks, \$0.37 CPC




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17 link clicks, \$0.40 CPC



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4 link clicks, \$0.56 CPC

Insights, Comments & Recommendations










- Overall, the campaign performed well achieving a \$0.37 CPC, well under par for CoP paid campaigns.
- Frequency was right within target range indicating budget for audience size and length of campaign was appropriate.
- Imagery with concept plans had the highest performance, a trend we are starting to notice more with engagement campaigns.
- CTR was well above the target range at 2.67%, indicating the audience had high interest in providing feedback on the proposed plans.
- ER was also above the target indicating the content resonated well with the target audience.
- Potential improvements for future campaigns is to include more content variations and explore video content if feasible.

Feed export summary




| | |
|--------------------------------------|---------------------------|
| Name | Total records exported |
| Shannons Paddock | 2 |
| Time zone | Date range selected |
| Australia/Sydney | 01 Jun 2022 - 30 Jun 2022 |
| Public activity | Export generated |
| Not selected | 07 Jul 2022 |
| Types | Actions |
| No filters applied | No filters applied |
| Tags | Media |
| No filters applied | No filters applied |
| Search term | |
| No filters applied | |
| Advanced search term | |
| paddock (<i>This exact phrase</i>) | |

Accounts


| | |
|--|--|
|  City of Parramatta Facebook page |  Where It's At Parramatta Facebook page |
|  Where It's At Parramatta Instagram |  City of Parramatta Instagram |
|  City of Parramatta Twitter |  Where It's At Parramatta Twitter |
|  Australia Day Parramatta Facebook page |  City of Parramatta LinkedIn |
|  Where It's At Parramatta LinkedIn | |

2:26:14 PM 01 Jun 2022

Create
Post


City of Parramatta


Help shape the vision for the future of Shannons Paddock! We've developed a draft landscape masterplan based on what you told us in the first round of engagement. Let us know if we're on the right track, and if we've captured your vision.



PARTICIPATE.CITYOFPARRAMATTA.NSW.GOV.AU
(view link)

Shannons Paddock Landscape Masterplan and Playground Upgrade

Help shape the vision for the future of Shannons Paddock! Vie...

 4

Details

Source: [Facebook page](#)
 Action time: 2:26:14 PM 01 Jun 2022
 Action type: Create
 Record type: Post
 Application: N/A
 Collection time: 4:00:01 PM 19 Jun 2022
 Collection type: Historic
 Hashtags:
 Brolly reference: [Brolly link](#)

Tags

No tags

Notes

No notes

2:26:11 PM 01 Jun 2022

CreatePost



City of Parramatta

Help shape the vision for the future of Shannons Paddock! We've developed a draft landscape masterplan based on what you told us in the first round of engagement. Let us know if we're on the right track, and if we've captured your vision.



PARTICIPATE.CITYOFPARRAMATTA.NSW.GOV.AU [\(view link\)](#)

Shannons Paddock Landscape Masterplan and Playground Upgrade
 Help shape the vision for the future of Shannons Paddock! Vie...

 1

Details

Source: [Facebook page](#)
 Action time: 2:26:11 PM 01 Jun 2022
 Action type: Create
 Record type: Post
 Application: N/A
 Collection time: 10:00:03 PM 19 Jun 2022
 Collection type: Historic
 Hashtags:
 Brolly reference: [Brolly link](#)

Tags

No tags

Notes

No notes

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