

1 May
2019

COMMUNITY
ENGAGEMENT
REPORT

*Drummoyne Oval
Ticket Booth Café Proposal
25 March - 22 April 2019*



ESPRESSO
YOURSELF!

**Drummoyne Oval Ticket
Booth Café Proposal**



City of
Canada Bay

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COMMUNITY ENGAGEMENT RESULTS

TOTAL CONTRIBUTIONS - 220

Performance Summary					
954	787	709	180	127	100
Views	Visits	Visitors	Contributions	Contributors	Followers

REACH & ENGAGEMENT

Collaborate Canada Bay
954 Collaborate Canada Bay page views
180 contributions from 127 contributors
100 contributors “following” the project for updates

18.8% of visitors to the page provided feedback

55% of contributors “followed” the project

Pop Up café
Approximately 50 attendees
24 surveys completed (many had already contributed)

Social media
57 comments on 3 posts (2 x Facebook, 1 x Instagram)
23 shares of posts
Overall reach - 8,211
735 click throughs from Facebook

8.95% of people who saw the social media posts clicked through to the project page

Media
2/04/19 edition of the Council page in The Inner West Courier Reach = 40,000.

e-Newsletter
What’s On enews.
Opened by 910 people of 2352 recipients
Ticketbooth link has 20 clicks (16 unique)

TOPLINE RESULTS FROM FEEDBACK

The vast majority of respondents support the proposal for a café, with 90.9% of respondents to the “quick poll” signalling support for a ticket booth café, and 94.12% saying they would use the café if the proposal is successful. 46.08% said they would use the café several times a week, and weekends 9AM-2PM (57.84%) were the most popular usage period. 74.51% of respondents would use both a take away only setup and a setup with chairs and umbrellas.

In terms of sport club engagement, Sydney Cricket Club is in full support of the cafe and believes it would be an asset to their players and spectators. Drummoyne Power JAFC (AFL) and Drummoyne Junior Rugby have said they support the café as long as the operation of the café does not negatively affect their existing revenue model of a canteen and coffee cart during peak hours on game days.

These results are augmented by LEP survey results found on page 30 which show Taplin is the most accessed hotspot in the LGA’s foreshore.

THE PROPOSAL

◆

Ticket Booth Cafe



The City of Canada Bay identified an opportunity to activate the Drummoyne Oval ticket booth to create more opportunities for the community to spend time in the park, while also generating income for Council. The ticket booth currently sits dormant for most of the year, and was used only twice in the last calendar year to sell tickets.

In order to develop a business lease case, Council engaged with key stakeholders to understand whether the space would be used, and what contributing factors would affect its use – particularly in regards to sporting clubs and their game day canteen setups.

The purpose of this project is to create a café for users of Taplin Park (including the boat ramp, playground, foreshore walkers in the area and bus terminus users).

The aims of the project are:

- Create an improved user experience in the park
- Respond to request for coffee facilities in the park and trial demand for food and beverage in the park (opportunities previously identified for a purpose built facility could be developed in the future on the site of the former toilets)
- Further activation of the park by attracting new users and encouraging people to stay and enjoy the park for longer
- Generate funds for Council from any lease and licences fees
- Better use of the ticket booth facility which is empty almost all year round (used 2 day by Council in the last calendar year.)

The benefits of the project include:

Council operations:

- New revenue
- Leveraging existing built spaces for lease /licence opportunities
- Passive surveillance for facilities with space staffed most days of the week

Community benefits:

- Improved user experience in the park
- Demand for coffee and beverages near playgrounds met
- Coffee adjacent to bust terminus improve public transport user experience
- New social space in the park to encourage community connection

Prior to community consultation, the feasibility of this project was identified through the following work:

- Proposal for a ticket booth café is in the current management plan for Drummoyne oval developed with key stakeholder two years ago.
- Discussions with some local small space coffee vendors have been completed informally to understand if the site is attractive and the floor space is adequate. The feedback is positive.
- Review of the plan of Management which identifies this use as desirable within the precinct
- People counting at different times of the day and comparisons made with similar kiosk parks (Rhodes park, Timbrell Park etc)
- A review of environmental factors was also undertaken to canvas potential risks.

Business Case/Project Planning Considerations

- Parking limitations
- Storage required by operator within area to be negotiated
- Consideration of casual hirers of the event spaces
- Public toilets usage - potential for automated public toilets in future
- Licensing
- Lack of Council staff on site for security
- Consider re-investing revenue or any profit directly back into precinct eg Taplin Park parking, seating, shelter, fencing and scoreboard
- Long-term consideration of re-purposing or upgrading Taplin Park amenities block (currently used only as rugby club storerooms, and bus driver toilets) as additional public toilets and/or alternative café location. This kiosk could help quantify the market and value opportunity better.

Internal Project team

- Project Sponsor: Stephanie Kelly, Place Manager
- Community engagement: Sarah Corry, Engagement Coordinator
- Recreation Planner: Ian Field

Interested parties

- Russell Wolf, Manager Parks & Recreation
- Peter Montague, Recreation Coordinator
- Bradley Roberts, Buildings & Property Coordinator
- Kent Walton, Buildings & Property Manager
- Bob Pigott, Corporate Services Director

KEY STAKEHOLDERS

Key stakeholders in the park including sporting clubs, casual park users and boat ramp users. Council was particularly interested in discussing the proposal with sporting groups due to their canteen and coffee cart facilities on game days during the winter competition season.



SPORTING CLUBS

AFL, RUGBY, CRICKET

Sporting Groups include:

- Cricket NSW, Cricket Australia and the Sydney Cricket Club
- Australian Football League NSW/ACT (AFL)
- Drummoyne Rugby Club
- Drummoyne Power AFL Club

CASUAL PARK USERS

DOG WALKERS, FAMILIES, EXERCISERS

Local park users frequent the park to walk their dogs, play basketball, use the play equipment, partake in boot camp and walk along the foreshore.

Anecdotal research shows that the park is often quite busy in the mornings by dog walkers and bay walkers, with locals often socialising while at the park.

BOAT RAMP USERS

OFTEN NOT LOCALS

The boat ramp is a very popular location for boating enthusiasts to launch their boats, particularly on weekends.

Feedback from during the pop up highlighted that they often park there for hours at a time, and that Council should manage the parking better.

2019 planned usage - three days ticketed events in Nov 2019, three days in Dec 2019.
Such events usually commence mid-afternoon, late-afternoon or evening. A ticketed morning event is unusual.

Typical Annual Use (2016)

	One- off events - Elite	Club matches	Club training	Total
AFL	1 day (5,000 pax)	20 days (4,000 pax)	20 days (4,000 pax)	41 days (13,000 pax)
Cricket	5 days (2,000 pax)	50 days (3,000 pax)	70 days (3,000 pax)	125 days (8,000 pax)
Rugby (Senior)	-	10 days (4,000 pax)	50 days (3,000 pax)	60 days (7,000 pax)
Rugby (Junior)	3 days (3,000 pax)	20 days (4,000 pax)	40 days (4,000 pax)	63 days (11,000 pax)
Athletics	3 days (2,000 pax)	-	-	3 days (2,000 pax)
Commercial Filming	10 days (0 pax)	-	-	10 days (0 pax)
Function	60 days (3,000 pax)	-	-	60 days (3,000 pax)
Total	82 days (15,000 pax)	100 days (15,000 pax)	180 days (14,000 pax)	362 days (44,000 pax)

Community Use (2016)

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Drummoyne Oval							
Summer (Sep - Mar)	No bookings	3pm – 9pm Cricket Training	3pm – 9pm Cricket Training	3pm – 9pm Cricket Training	No bookings	Cricket 8 am – 6 pm	Cricket 8 am – 6 pm
Winter	No bookings	3pm – 9pm Rugby Training	3pm – 9pm AFL Training	3pm – 9pm Rugby Training	10 nights per year club sport	Rugby / AFL 8 am – 6 pm	Rugby / AFL 8 am – 6 pm
Taplin Park – playing field 1							
Summer (Sep – Mar)	No bookings	No bookings for active sport to enable the ground to rest					
Winter	No bookings	Rugby	Rugby	Rugby	No bookings	Rugby	Rugby
Taplin Park – playing field 2 training							
Summer (Sep – Mar)	No bookings	No bookings for active sport to enable the ground to rest					
Winter	No bookings	Rugby	Rugby	Rugby	No bookings	Rugby	Rugby

COMMUNITY ENGAGEMENT STRATEGY

Consultation Objective

Gauge interest in a new Ticket Booth Café at Taplin Park amongst key stakeholders who use the park regularly and would be the likely customers of the proposed café.

Agreed Level of Engagement Required

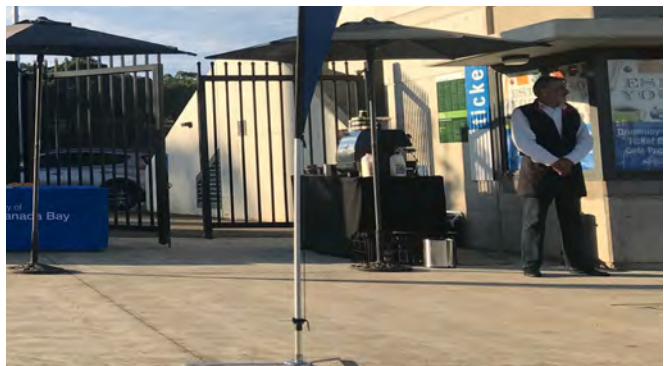
According to IAP2 community engagement levels, this consultation is low risk & locally based, and we are EMPOWERING the community to guide our decision to proceed with the project or not.

Consultation period

25 March - 22 April 2019

COMMUNITY ENGAGEMENT METHODS:

- 1. Collaborate Canada Bay page - survey + quick poll*
- 2. Pop Up Café at the ticket booth on 4 April 2019 with free coffee with Ranieri's coffee cart*



COMMUNITY

ENGAGEMENT MESSAGING:**Espresso Yourself!**

Drummoyne Oval café proposal

Mayor Angelo Tsirekas invites you to share your thoughts about our proposed new café at Drummoyne Oval ticket booth.

Located at the main entrance to Drummoyne Oval, the ticket booth goes unused most of the year despite the popularity of the oval and Taplin Park. The City of Canada Bay proposes the space is used as a simple café to serve coffee and snacks at certain times throughout the week.

Let us know if you would use the café, at what times and whether you would prefer sit down or takeaway service:

- Take our 6 question survey at bit.ly/drummoyneovalcafe available until Monday, 22 April 2019
 - Come to our pop-up café at the Drummoyne Oval ticket booth from 8–10am on Saturday, 6 April to have your safe over a free coffee
 - Learn more at collaborate.canadabay.nsw.gov.au/drummoyneovalcafe
-

COMMUNITY

ENGAGEMENT SURVEY:

1. Would you use a café in the Ticket Booth?
 - a. Why/why not?
2. How often would you use it?
 - a. Daily
 - b. Several times a week
 - c. Once a week
 - d. Once a month
3. What periods would you use it most:
 - a. Weekdays 6.30-9AM
 - b. Weekdays 9AM-5PM
 - c. Weekends 8AM-12PM
 - d. Weekends 9AM-2PM
4. Do you foresee any issues with using this space as a café?
5. Would you like seats and umbrellas, prefer to takeaway or both?



ESPRESSO YOURSELF!


Drummoyne Oval Ticket Booth Café Proposal



Date	Tactic	Reached audiences
25 March & 4 April 2019	Facebook posts linking to online survey	All - REACH TBC
25 March 2019	Postcard for pop ups & resident send out	Local residents (approx. 900)
25 March – 22 April 2019	Poster in ticket booth café throughout consultation	All park users
March 2019	<p>Face to face meetings with sporting clubs:</p> <ul style="list-style-type: none"> - Sydney Cricket Club – Nicholas Govers - Drummoyne Power JAFC – Milan Serovick <p>Email communications only with Drummoyne Junior Rugby – Simon Gibson</p>	Sporting groups
2 April 2019 edition	Inner West Courier	40,000 circulation
April 2019 edition	What's On	910 opens from 2352 database

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In terms of sport club engagement, Sydney Cricket Club is in full support of the cafe and believes it would be an asset to their players and spectators. Drummoyne Power JAFc (AFL) and Drummoyne Junior Rugby have said they support the café as long as the operation of the café does not negatively affect their existing revenue model of a canteen and coffee cart during peak hours on game days.

These results are augmented by LEP survey results found on page 30 which show Taplin is the most accessed hotspot in the LGA's foreshore.



IN SUPPORT OF PROPOSAL

"There are no cafes anywhere near the beautiful Bay Area around Drummoyne oval and I would love to buy coffee there on my morning and weekend walks."

"I have always thought it would be a great idea to have cafe there. Great to linger around the park and have a coffee in the morning so would be a great way to start the day and build community bonding."

"Good place to catch up with friends, would make me want to come to the park more."

"I live across the road from the Oval and walk past the booth multiple times a day (convenient and supporting a good project). Unless you walk upto Lyons Rd, there are no options to purchase a coffee/snacks in the immediate area, which is always busy."

AGAINST PROPOSAL

"If the area needed a cafe, why hasn't someone already opened one across the street? My friends and I all wish council would stop crowding our parks and open spaces with fences, play equipment, and other 'special' stuff."

SPORTING CONCERNS

"I have a big concern for the sporting clubs that operate their canteen. Will they sell anything that the sporting clubs sell in their canteen, or food items more desirable than a sausage sandwich or bacon and egg roll?? I'd say highly likely. Sales at the clubs canteen provide much needed revenue for the club to keep player registration fees affordable, and to buy new equipment. I do love the idea of a cafe there but not if it impacts the sporting clubs that so many local kids participate in, and their parents volunteer their time to run. These sports do amazing things for our community and our kids. Let's support them more, not provide coffee for a few tired mums (and yes I am one of those mums but sees the value in sports and active lifestyle and supporting our community)"

"It shouldn't be in competition to the sporting clubs raising funds through the canteen. If it was then I would boycott it!!"

"Just that it doesn't take away from fundraising for sporting groups."

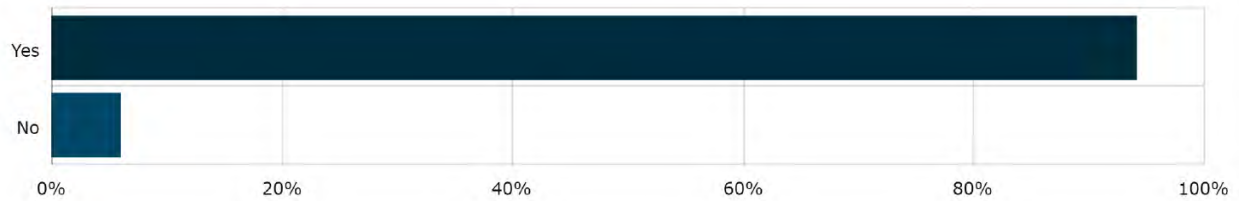
PARKING CONCERNS

"Street parking is already virtually impossible in surrounding streets. It is unreasonable to expect local residents to compete with the many workers, boats/trailers in this street. The cafe would work if there is dedicated LIMITED parking."

"Only on weekends. At moment Bayswater street has unrestricted parking. This means all activities that occur at local council buildings including at Canada Bay civic hall- visitors park in Bayswater street."

1. Would you use a caf in the Drummoyne Oval ticket booth? Required

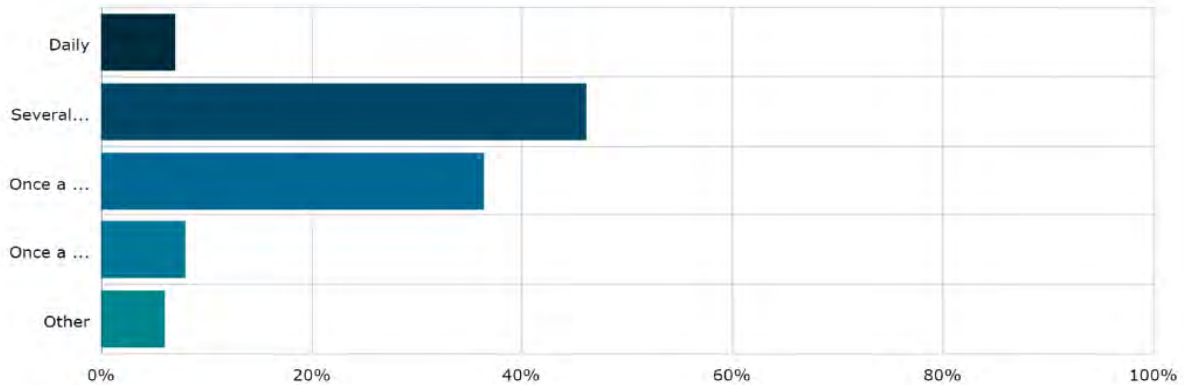
Dropdown | Skipped: 0 | Answered: 102 (100%)



Answer choices	Percent	Count
Yes	94.12%	96
No	5.88%	6
Total	100.00%	102

3. How often would you use it? Required

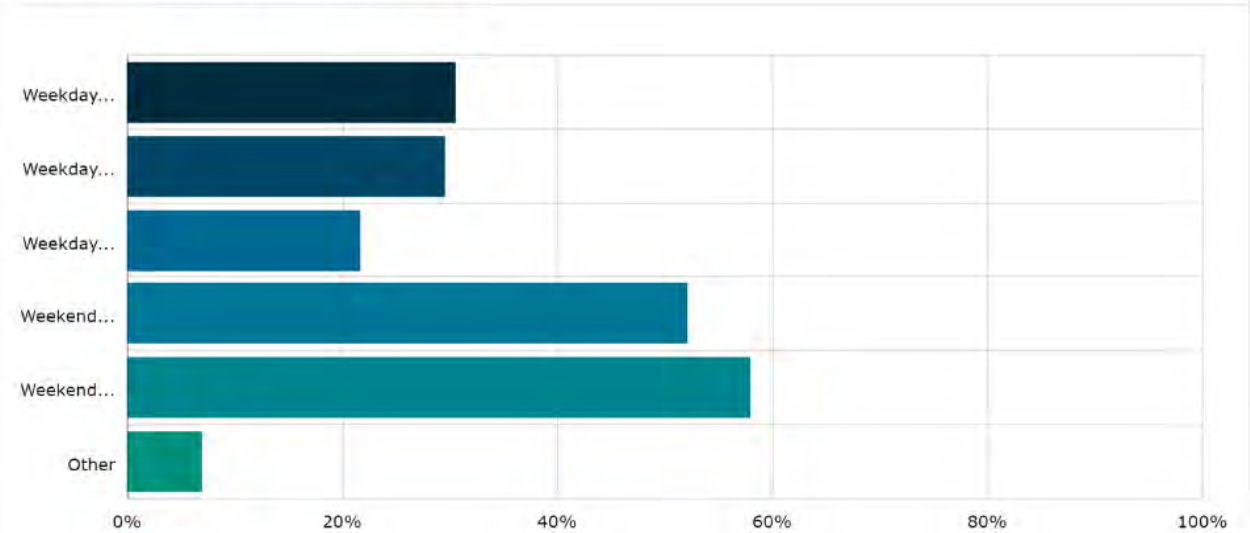
Multiple Checkbox | Skipped: 0 | Answered: 102 (100%)



Answer choices	Percent	Count
Daily	6.86%	7
Several times a week	46.08%	47
Once a week	36.27%	37
Once a month	7.84%	8
Other	5.88%	6

4. What periods would you use it most? Required

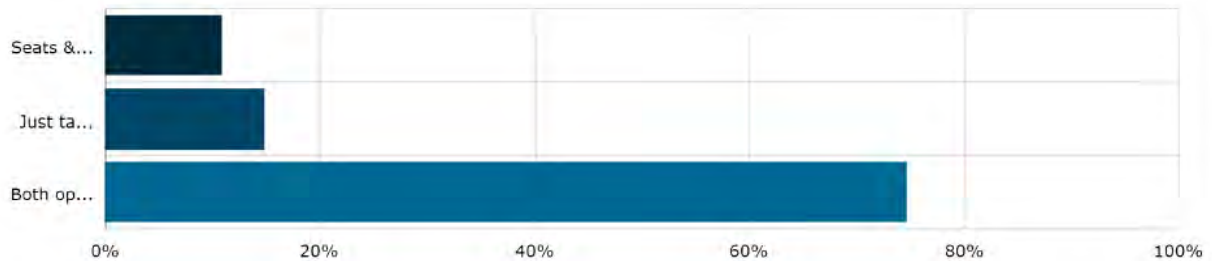
Multiple Checkbox | Skipped: 0 | Answered: 102 (100%)



Answer choices	Percent	Count
Weekdays 6.30-9AM	30.39%	31
Weekdays 9AM-5PM	29.41%	30
Weekdays 5PM-7PM	21.57%	22
Weekends 8AM-12PM	51.96%	53
Weekends 9AM-2PM	57.84%	59
Other	6.86%	7

6. Would you prefer... Required

Dropdown | Skipped: 0 | Answered: 102 (100%)



Answer choices

Seats & umbrellas

Percent

10.78%

Count

11

Just takeaway

14.71%

15

Both options

74.51%

76

Total

100.00%

102

Additional feedback and suggestions for the park

"Supplement the sporting facilities here with multi-function tennis courts (that can also be used for netball and basketball) as these sporting facilities are not currently available in Drummoyne, even though there is great demand for these from the two local primary schools and older residents."

"To provide food and drink options for those using the park. Also want tennis/netball/basketball courts to build there to provide further sporting amenities to Drummoyne community. The oval is predominately used for private sporting events."

Additional comments and suggestions for the café

"Please please please get a good quality barista. It will make or break its success. Also if the food is great. Please not school tuck shop quality food/coffee. If there is good quality coffee in the area us locals will come in droves as we would love a cafe that is within easy walking distance. Great idea and I have been hoping for this for many years."

"Suggestion - since the space is small and would only operate at certain times of the day, it would be difficult to operate a self-sustaining business. My suggestions would be to offer a local business to opportunity to operate out of this space during certain times. For example: Drummoyne Bakehouse Café could operate the space as a branch off their main site. All the food items can be prepared at the main bakery, transported and sold at the Drummoyne Oval site and should there be any leftovers from the morning commute, the food can be taken back to the site. They would probably require 2 staff to operate, one at POS and the other the barista."

"Child friendly, a few high chairs and healthy snacks"

"I think it would be a much needed meeting point for many people. It must definitely be dog friendly for all of us dog walkers!"

"The fact that it will be off busy roads is a bonus."

"Make sure there's enough bins for people to throw away empty coffee cups. "

"Make sure the coffee is good!!! "

"Offer a discount for keep cups. "

"Add some bench seats for people to wait for their coffee. "

"Survey the early morning dog walkers to see if they would use it - there's a lot of people walking around the bay between 6:30am-9:00am."

"I think it's a wonderful idea. Would be great to have sustainable power for the building/booth to reduce use of non-renewable energy. Plus use locally sourced products and ingredients and recyclable cups to reduce waste."

"I'd love ready-made savoury breakfast to go & for it to have a small evening licensed area"

SPORT CLUBS COMMUNICATION

Communications with sporting club leadership

Council reached out to the three key sporting clubs who utilise Drummoyne Oval and Taplin Park to canvas their opinions on the proposal. Milan Serovich from Drummoyne Power AFL and Nick Govers from the Sydney Cricket Club both met with Council, while Simon Gibson of Drummoyne Junior Rugby communicated on email with Council.

Council will continue to work with these groups as we develop a business case for the cafe.

Meeting outcome Drummoyne Power AFL:

- Drummoyne Power supports the proposal for a café provided the existing canteen and coffee cart revenues are not negatively affected.

Some options to make this possible include:

- Ticket booth café could open from 11AM on weekends (provided other clubs agree)
- Ticket booth café could open only during the week at the vendor's discretion (provided other clubs agree)
- Offset the coffee cart's revenue with Ticket Booth café rent/lease fee each season. N.B. The proximity of the coffee cart to the rest of the canteen is a valuable element for game days.
- Ticket booth café will only offer food that isn't available in the canteen
- Potential for coffee cart vendor to apply for tender

Meeting outcome Sydney Cricket Club:

- SCG Cricket is in support of the ticket booth café and foresees no issues with its use year round, and sees a potential café as an asset for player and spectators.
- SCG Cricket flagged that Cricket Australia will need to be informed of the café with regards to ticketed games as they will need to bring in their own ticketing facilities.

Last email from Council to Drummoyne Junior Rugby - no response as at 24/4/19

As we are approaching the end of the consultation period on this issue, I wanted to check in and run some ideas by you as to how the café could exist alongside your operations that we discussed with the other clubs:

- Ticket booth café could open from 11AM on game days (Milan said 8-11AM was the peak period for the coffee cart).
- Option for ticket booth café successful vendor to offer coffee cart for match days and provide revenue to the clubs as per existing relationship.
- Potential for coffee cart vendor to apply for tender.

As an assurance, the ticket booth café would not sell any foods that the canteen currently offers.

Let me know your thoughts around these ideas – all just ideas at this stage. Happy to meet if that works.

Emails from Simon Gibson, Drummoyne Junior Rugby

“

I would like to add feedback from Drummoyne Junior Rugby.

A pop-up café in that location would negatively impact DDJRU canteen/bbq revenues.

The opposition team supporters usually gather at that end of the ground and are therefore more likely to use the pop up café in preference to our canteen.

Additionally we often have the support of a coffee cart when we have a sufficient number home games (the same guy that supports AFL) and this has always been well supported by both home and visiting parent groups.

The canteen revenue is an important part of the clubs fundraising enabling investment in further growth of the club.

I am not in support of this proposal.

Simon Gibson, Drummoyne Junior Rugby

“

Hi Simon,

Thanks for your feedback. I appreciate how this could affect your canteen and BBQ revenue.

Would you consider supporting a café that was open ONLY when your canteen was NOT open/coffee cart is NOT there?

Our plan is to work with clubs to make sure we're not hurting revenues and changing your existing setup.

Thanks,
Sarah

“

Hi Sarah,

A café operating outside of the hours of our scheduled games would be supported.

How do you see this working?

Our games draw are variable, we can have anywhere from 2 to 5 games scheduled or no home game at all.

We also alternate weekly canteen operations with AFL.

Thanks,
Simon

Simon Gibson, Drummoyne Junior Rugby

SOCIAL MEDIA BREAKDOWN

69.93% OF TRAFFIC TO THE COLLABORATE PAGE CAME FROM TWO SOCIAL MEDIA POSTS. THESE POSTS GARNERED SIGNIFICANT INTEREST, WITH 52 COMMENTS AND 23 SHARES, REACHING XXXX PEOPLE. TOP COMMENTS ARE OUTLINED BELOW FOR CONSIDERATION.

"hmmmm. Will they sell anything that the sporting clubs sell in their canteen, or food items more desirable than a sausage sandwich or bacon and egg roll?? I'd say highly likely. Sales at the clubs canteen provide much needed revenue for the club to keep player registration fees affordable, and to buy new equipment. I do love the idea of a cafe there but not if it impacts the sporting clubs that so many local kids participate in, and their parents volunteer their time to run." - 4 likes

"Would be fantastic. Just the view alone would be worth the visit."


"If the council could do something about the the abandoned boats and trailers in the area, to make more room for car parking for ratepayers."

"Promote keep cups."

" How will this impact local sports clubs who rely on canteen revenue to keep their rego fees at a reasonable level? Council should be supporting local sports - not stripping them revenue!" - 5 likes




SOCIAL MEDIA
BREAKDOWN



City of Canada Bay
Published by Steph Rochelle · 28 March · 🌐

We'd like to know if you'd use a new café at Drummoyne Oval ticket booth.
Click the link below to have your say. Go on, espresso yourself! ☺️☕



[COLLABORATE.CANADABAY.NSW.GOV.AU](https://www.collaborate.canadabay.nsw.gov.au)
Drummoyne Oval Café
We'd like to know if the community would use a new café in the oval's tick...

5,462
People reached

574
Engagements

Boost Unavailable

Eve Eve, Frances Tong and 56 others

12 Comments 10 shares

Like

Comment

Share

Performance for your post

5,462 People Reached

113 Reactions, comments & shares

84 Like	58 On post	26 On shares
1 Love	1 On post	0 On shares
18 Comments	14 On Post	4 On Shares
10 Shares	10 On Post	0 On Shares

461 Post Clicks


0 Photo views	195 Link clicks	266 Other Clicks
------------------	--------------------	---------------------

NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

SOCIAL MEDIA
BREAKDOWN




City of Canada Bay

Published by Steph Rochelle [?] · 25 March · 🌐

What do you think about a café at Drummoyne Oval ticket booth? 🤔☕


Take our six question survey to have your say!

collaborate.canadabay.nsw.gov.au/drummoyneovalcafe



ESPRESSO YOURSELF!

Drummoyne Oval Ticket Booth Café Proposal

City of Canada Bay

2,152

People reached


316


Engagements


Boost Unavailable


 Kerri Fox, Mirree Louise Bayliss and 36 others

3 Comments

 Like

 Comment

 Share



Performance for your post

2,152 People Reached

42 Likes, Comments & Shares

38	38	0
Likes	On Post	On Shares
3	3	0
Comments	On Post	On Shares
1	0	1
Shares	On Post	On Shares

274 Post Clicks

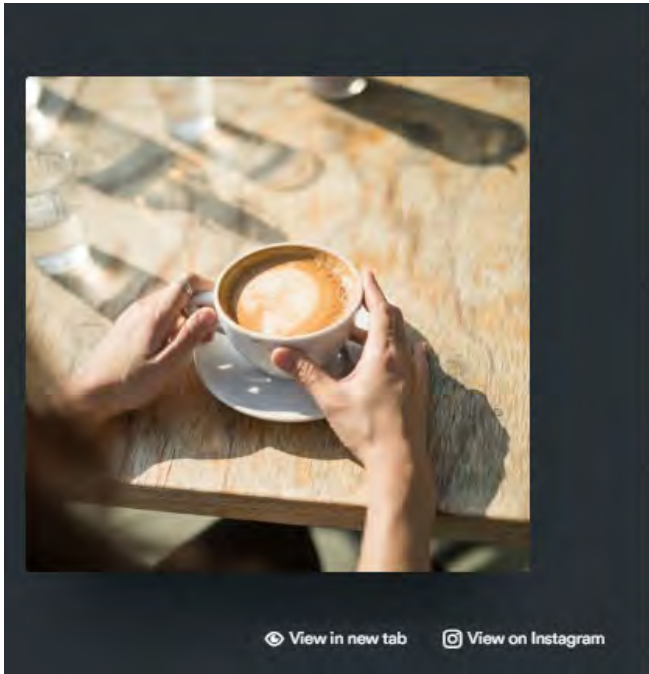
24	107	143
Photo views	Link clicks	Other Clicks

NEGATIVE FEEDBACK

1	0
Hide Post	Hide All Posts
0	0
Report as Spam	Unlike Page







Reported stats may be delayed from what appears on posts

SOCIAL MEDIA BREAKDOWN



04/04/2019 02:13:23 pm

Find out more about this [here](#).

 53 Likes	 5 Comments
 2.34% Engagement rate	 9.72% Engagement on reach
 597 Reach	 24.12% Reach rate

 597 Reach	 24.12% Reach rate
 872 Impressions	 0 Saves

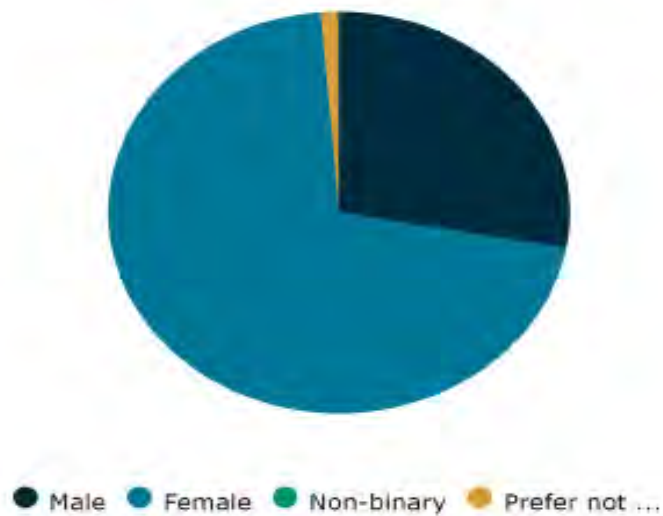
Number of likes every 30 minutes



AUDIENCE AND ACQUISITION DATA

Member Gender

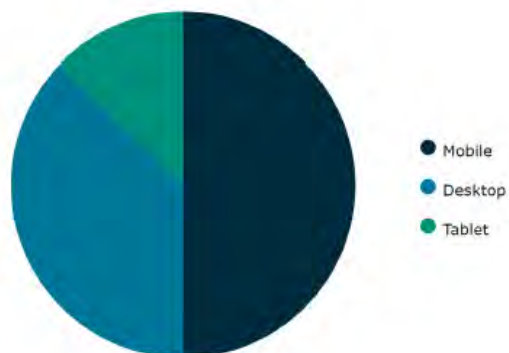
Data showing the gender breakdown of Members who have participated in your engagement activities. This graph shows any potential gender bias you may have in your results.



77.5% of Contributors provided data (79 of 102)

Device type

Information showing what devices were used by participants in the engagement activity.



Member Contributions by Location

Information regarding the location of Members who have made contributions in your engagement activity.

Location	Postcode	Contributors	Contributions		
Drummoynie	2047	64	64	<div><div></div></div>	63%
Canada Bay	2046	28	28	<div><div></div></div>	27%
Cabarita	2137	4	4	<div><div></div></div>	4%
Petersham North	2049	1	1	<div><div></div></div>	1%
North Ryde	2113	1	1	<div><div></div></div>	1%
Marayong	2148	1	1	<div><div></div></div>	1%
Clemton Park	2206	1	1	<div><div></div></div>	1%
	2407	1	1	<div><div></div></div>	1%
	Sydney99	1	1	<div><div></div></div>	1%

100% of Contributors provided data (102 of 102)

Aquisition

Information regarding the method by which Visitors arrived to your Site or projects.

Referral Types

Referral traffic is the segment of traffic that arrives on your website through another source, like through a link on another domain.



Direct - Visitors who have arrived at a Site by entering the exact web address or URL of the page.

Social Media - Visitors who have arrived at a Site by clicking a link from a known social media site such as Facebook, Twitter, LinkedIn, etc.

Websites - Visitors who have arrived at a Site by entering the exact web address or URL of the page.

Search Engine - Visitors who have arrived at a Site via a search engine. Such as Google, Yahoo, etc.

Other - Visitors who have arrived at a Site by undetermined means. This may include those arriving from a direct marketing campaign.

PROMOTIONAL MATERIAL





ESPRESSO YOURSELF!

Drummoyne Oval Ticket Booth Café Proposal



Mayor Angelo Tsirekas invites you to share your thoughts about our proposed new café at Drummoyne Oval ticket booth.

Despite the popularity of the oval and Taplin Park, the ticket booth often goes unused. The City of Canada Bay proposes the space is used as a simple café to serve coffee and snacks at certain times throughout the week.

SURVEY

Let us know if you would use the café, at what times and whether you would prefer sit down or takeaway service.

Take our 6 question survey at bit.ly/drummoyneovalcafe available until Monday, 22 April 2019.

FREE POP UP CAFÉ

Come to our pop-up café at the Drummoyne Oval ticket booth to have your say over a **free coffee**:

- 8–10am Saturday, 6 April

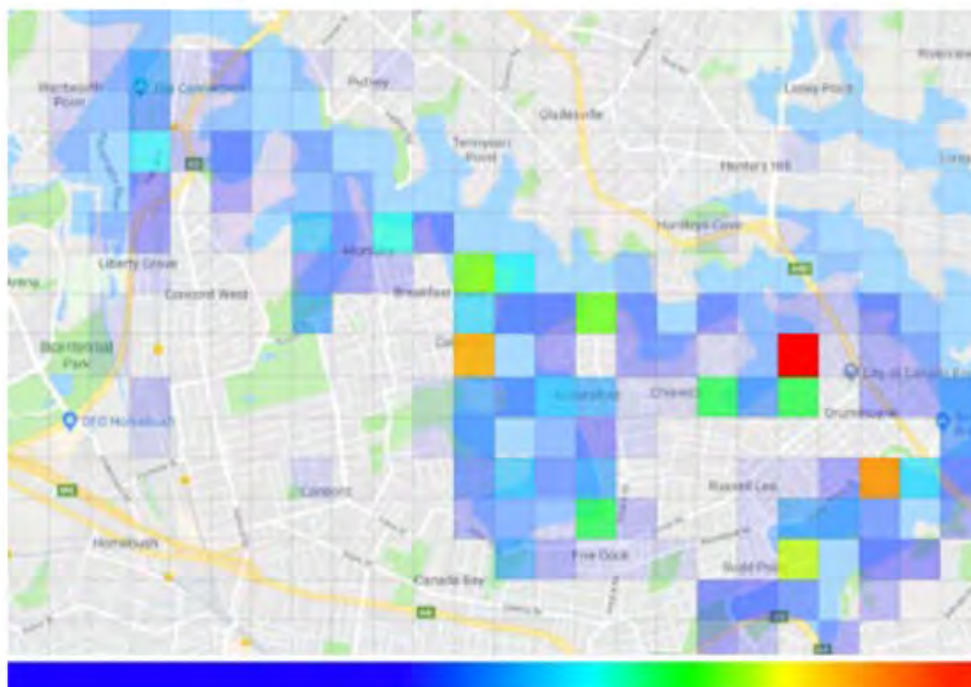


RELEVANT LEP ENGAGEMENT DATA AUGMENTATAION MARCH 2019 SURVEY RESULTS

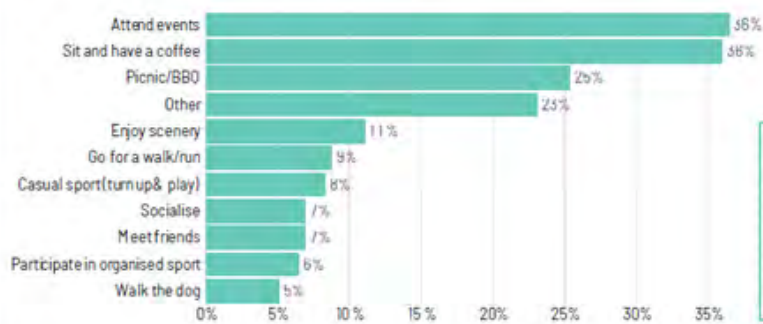
Where do you access the foreshore?

Insights

According to respondents, Taplin Park is the most accessed hotspot on the LGA's foreshore. Brett Park on the eastern side of Drummoine also ranked highly, but perhaps this is also due to the presence of organised rowing and swimming clubs there, and other centres/dining options to recreate. Breakfast Point and Cabarita are the third and fourth most popular access points mentioned.



What can't you do at your park that you would like to in the future?



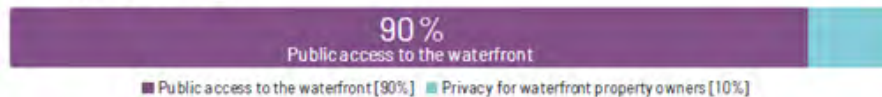
Insights

Here, findings suggest there is an overall preference for more curation and detailing of public spaces. Something as simple as more BBQs ranked highly. As did toilets, children's amenity and dog facilities.

Which is your preferred option?



Which is your preferred option?



PROPOSAL BACKGROUND

The proposal for a café in the ticket booth of the Greg David stand is in line with the 2009 Plan of Management objectives, and key action from the 2016-2021 Drummoyne Oval Precinct Business Plan.

Two key planning documents provide context for the ticket booth café proposal; the 2009 Plan of Management and the 2016-2021 Drummoyne Oval Precinct Business Plan, which outlined ways Council will activate, protect and develop the precinct into the future. In the 2016-2021 Drummoyne Oval Precinct Business Plan, the ticket booth café is identified as an opportunity to promote greater community use of the Precinct.

2009 PLAN OF MANAGEMENT

The City of Canada Bay developed a Plan of Management (PoM) after receiving a grant of \$5.3 million from the Federal Government and a grant of \$1.7 million from the NSW Government for Stage 2 of the Drummoyne Oval Precinct Development.

The PoM resulted in the redevelopment of Drummoyne Oval, which included:

- Construction of six lighting towers on Drummoyne Oval;
- Construction of four light poles at Taplin Park to provide better lighting for local sporting groups;
- New pedestrian lighting within the precinct to provide improved security for the community;
- Construction of a new community facility and the renovation of the existing club house;
- Installation of a multi-sport electronic scoreboard;
- Repositioning and installation of new turf practice wickets to meet international standards;
- New spectator facilities including the upgrade of the grandstand which was named after international rugby legend, and local Greg Davis;
- Improved stormwater and sustainable water management systems.

2016-2021 DRUMMOYNE OVAL PRECINCT BUSINESS PLAN

The Drummoyne Oval Precinct Business Plan provided directions and key actions to enable the Precinct to realise the vision of 'a high quality sporting, recreational, community and cultural precinct'.¹

The Plan of Management sets out a vision for the Precinct that:

'will attract local residents and a regional catchment of visitors to enjoy its range of facilities and settings for land- and water-based activities and magnificent views of Five Dock Bay. The range of settings and facilities in the precinct will cater for all age groups, be generally accessible to all, and be linked with other foreshore parks. The precinct's open spaces and green, tranquil and tidy environment will be enhanced. From time to time, the precinct will be a focus for first-class field sporting activities.'

*Key Directions From the
2016-2021 Drummoyne
Oval Precinct Business
Plan*

*1. Maintain the Precinct's
use for active recreation
(sport) with a balance
between elite events and
local sport*

*2. Cater for passive
recreation activities
within the Precinct*

*3. Promote greater
community use of the
Precinct*

*4. Facilitate cultural
and place making
activities*

*5. Ensure sustainabil-
ity through effective
governance and
management*

Within the plan, the ticket booth café was included as a key action under the third direction of “promote greater community use of the Precinct”

**SPORT ON
THE OVAL**

The Precinct has a long sporting history dating back to 1874, when the Balmain (now Drummoyne) Rugby Club commenced use on the site. During the past 142 years the Precinct has evolved to cater for a range of sporting and community uses, becoming a facility of local and regional significance.

The most recent major upgrades in 2011

has seen the facility broaden its use to cater for State and National level AFL and Cricket matches, whilst at the same time continuing to provide for local sporting clubs.

The vision for the precinct also includes expanded community and cultural uses. This presents a real opportunity moving forward.

As with all local governments there is an imperative to ensure best value for the community – both in terms of social and financial value. As such the successful delivery of this Plan will require the active support and contribution of the various stakeholders to succeed, in particular, the groups represented on the Drummoyne Oval Event Advisory Group.



ABOUT DRUMMOYNE OVAL AND TAPLIN PARK



The Drummoyne Oval Precinct is located in the suburb of Drummoyne within the Canada Bay local government area. The precinct is approximately mid-way between Sydney 10 kilometres to the east and Parramatta in the west.

Bayswater Street forms the northern boundary of the precinct, and Cometrowe and Thompson Streets mark the southern perimeter. Taplin Park is on the foreshore of Five Dock Bay, a small enclosed bay with a large number of moored boats.

Apartments and houses adjoin the eastern side of Drummoyne Park. Lyons Road and the arterial Victoria Road are in close proximity. The Drummoyne Oval Precinct is part of the network of larger informal parks on the Parramatta River foreshores in the City of Canada Bay. These parks include Russell Park, Lysaght Park, McIlwaine Park / Rhodes Park, Wangal Centenary Bushland Reserve, Cabarita Park, Prince Edward Park, Bayview Park, Quarantine Reserve, and Timbrell Park. These foreshore parks are increasingly being linked by a foreshore walkway and cycleway.

Community values of the precinct are related to access, aesthetics, foreshores, maintenance, recreation, culture and wellbeing, ecology, social, partnerships, heritage, and education.

The vision for the precinct is:

Drummoyne Oval Precinct will be a high quality sporting, recreational, community and cultural precinct. It will attract local residents and a regional catchment of visitors to enjoy its range of facilities and settings for land- and water-based activities and magnificent views of Five Dock Bay. The range of settings and facilities in the precinct will cater for all age groups, be generally accessible to all, and be linked with other foreshore parks. The precinct's open spaces and green, tranquil and tidy environment will be enhanced. From time to time, the precinct will be a focus for first-class field sporting activities.

Key features of the precinct include:

- its prominent location on the Parramatta River.
- the first-class sporting facilities of Drummoyne Oval.
- public parkland for informal recreation, including children's play, picnics and barbecues.
- Drummoyne Community Centre and occasional childcare centre.
- boat launching facilities enabling access to the Parramatta River.
- foreshore walking and cycling path.

Milestones of the Precinct's sporting history

1874	<i>Balmain (now Drummoyne) Rugby Club commences use</i>
1903	<i>Drummoyne Park gazetted as Crown reserve</i>
1931	<i>Archie Jackson Stand constructed</i>
1932	<i>Balmain (now Sydney) Cricket Club commences use; major ground upgrade</i>
1940s	<i>Land reclaimed from Five Dock Bay; Taplin Park constructed</i>
1941	<i>Part of Taplin Park gazetted as Crown reserve</i>
1961	<i>Scoreboard constructed</i>
1980	<i>Balmain Australian Football Club commences use</i>
1981	<i>Drummoyne Oval regraded, to reduce severe slope</i>
1987	<i>Original Drummoyne Oval canteen building constructed</i>
1999	<i>Drummoyne Power Junior Australian Football Club commences use</i>
2000	<i>Existing Players' Amenities Building (EPAB) constructed</i>
2003	<i>First elite male competition cricket match (ING Cup, List A One-Day Domestic match) hosted; however Women's National Cricket League, tour, Youth Test and charity matches were previously hosted</i>
2011/12	<i>Greg Davis Stand, broadcast lighting, electronic scoreboard, off-field cricket practice pitches and sealed carpark constructed</i>
2013	<i>Drummoyne Oval Event Advisory Event Group (DOEAG) established</i>
2014	<i>Drummoyne Oval playing surface maintenance outsourced to Sydney Cricket & Sports Ground Trust (SC&SGT)</i>
2015	<i>First elite AFL match (NAB Challenge, pre-season practice match) hosted</i>
2016	<i>Inaugural Governor-General's XI international cricket match, attended by Prime Minister and Governor-General</i>
2016	<i>Taplin 2 reinstated as a training field, and field floodlighting installed</i>