

Imagine Buninyong Workshop Information Analysis

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1.0 Background + Methodology

The Imagine Buninyong Community Workshop was held at the Buninyong Town Hall on Wednesday 14 June 2017. The event was reported as attracting over 180 community members and residents, and was facilitated by Peter Kenyon.

The Buninyong & District Community Association in conjunction with Bendigo Bank, instigated the initiative with an abundance of comments and potential ideas generated on the evening (586 responses were entered for the purpose of this analysis). The groups noted the participation of key local leaders and council members including Justine Linley, Des Hudson, Ben Taylor and Sam Henson. At the conclusion of the evening, over 30 community volunteers pledged their involvement for future projects.

The evening culminated in around 60 sheets of butcher's paper which have been sort, grouped, coded and analysed to simplify the diverse nature of the opinions and ideas. The data was entered into specific market research software 'SPSS' for basic analysis. Sam Elshaug and Jacqui Stepnell completed the analysis and interpretation tasks as their community volunteer contribution.

1.1 Limitations

The following limitations need to be factored in when considering the results of the workshop:

1. As an open workshop, result quantities are not accounted for as one idea/ vote per person. Therefore ideas/ comments are not represented against the participant population per se and there is no weighting as to the formal statistical significance of the data.
2. Some information was illegible and/ or unclear in true meaning and discounted as to not skew the data unnecessarily (maximum ten comments discounted).
3. The data has been coded and grouped as seen appropriate by the analysts (this report is based on the data provided by participants and does not represent any personal opinion).

2.0 Overarching Themes

It was obvious in sorting the information initially that there were significant themes and words being used by participants. The following areas were common themes throughout (and in no particular order):

- Use of the term 'village'
- Participants' love of the 'village' - its atmosphere, culture, services (including cafes and shops) and notably the vines and CFA in the main street.
- Similarly participants referenced Buninyong as a quiet hamlet away from Ballarat and the love for the natural environment (including walks and trails) and protecting it.

- Social sustainability was paramount in terms of welcoming new residents and knowing neighbours.
- Common references to regaining a butcher shop and reinstating a rail line through Buninyong.
- There were strong opinions to reducing traffic and working towards a bypass proposal.
- In terms of infrastructure revitalisation, the pool was noted along with innovative playground equipment and play spaces.
- A future focus on environmental sustainability, waste reduction, alternative energy and best practice will be priorities for participants.

3.0 Data Results

3.1 Definitions

When coding the data, some values needed additional information or explanations which are as follows.

Love/ Retain

- Gardens + Open Spaces (includes Royal Park, Botanic Gardens, The Gong, DeSoza Park, Mt Innes)
- Atmosphere + Village + Services + Café (includes the country feel, the vines, sculptures/ art)
- Natural Environment (includes the trees, bush setting, clean air, bird life)
- Facilities (includes eg: pool and oval) + Infrastructure (includes eg: CFA, Police, Community House, school, medical centre)
- Events (includes the film festival, car show, cycling, markets, Christmas carols)

Regain

- Village Beautification (includes flowers in roundabout, stone walls, more tree-lined streets, signage strategy)

Change

- Improved Infrastructure (includes bus shelters, fire accesses, improved roads for cycling safety, caravan parking)
- Revitalise Existing Infrastructure (includes golf clubhouse, playgrounds, swimming pool, toilet facilities, community gardens, bbq facilities, Mt Buninyong facilities)

Start

- Supporting New Business Initiatives (includes butcher, fruit shop, library)
- Future Infrastructure (includes aged care facilities, high school)
- Environmental + Energy Sustainability (includes community-based power supply, heritage trees and tree planting, solar on roof spaces, wind energy)
- Plastic Bag Free (includes no plastic bags, 'boomerang bags' and waste minimisation)
- Arts + Culture Precinct (includes concert spaces, murals, community band and choir)
- Visitor Development (includes information centre, caravan parking, caravan park)
- Share Initiatives (includes produce swap, community garden/ orchard, share library/ laneway library)
- Destination Marketing (includes bike touring maps, updated websites/ materials, building on cycling events, destination parks with 'wow' factors to draw people).
- Social Initiatives (includes aged care residents integrating with children, GLBTI initiatives).

3.2 Data Results

The following extracts quantify the results. Note when referring to percentage values, must refer to the **FREQUENCY** and **VALID PERCENT** values.

LOVE + RETAIN

<i>Value Label</i>	<i>Value</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cum Percent</i>
Gardens + Open Spaces	1	40	13.94	13.94	13.94
Sense of Community + Connectivity	2	17	5.92	5.92	19.86
Atmosphere + Village + Services + Cafes	3	57	19.86	19.86	39.72
Quiet Country Hamlet (Removed Ballarat)	4	11	3.83	3.83	43.55
The Mountain	5	5	1.74	1.74	45.30
Greenbelt (+ Protection Of)	6	15	5.23	5.23	50.52
Historical Buildings	7	13	4.53	4.53	55.05
The Historical Story	8	10	3.48	3.48	58.54
Walking + Cycling Paths	9	14	4.88	4.88	63.41
Natural Water Springs	10	3	1.05	1.05	64.46
Natural Environment (Trees/Bush/Birdlife)	11	20	6.97	6.97	71.43
Unmade Roads	12	4	1.39	1.39	72.82
Busses + Public Transport	13	4	1.39	1.39	74.22
Facilities + Infrastructure	14	20	6.97	6.97	81.18
Feeling Safe + Friendly Community	15	23	8.01	8.01	89.20
Events	16	11	3.83	3.83	93.03
Local Clubs + Groups	17	9	3.14	3.14	96.17
Town Size/ Level of Development	18	9	3.14	3.14	99.30
Cycling Events	19	2	.70	.70	100.00
<i>Total</i>		287	100.0	100.0	

LOVE + RETAIN

<i>N</i>	<i>Valid</i>	287
	<i>Missing</i>	0
<i>Mean</i>		7.68

REGAIN

<i>Value Label</i>	<i>Value</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cum Percent</i>
Rail Station + Network	1	14	4.88	19.18	19.18
History + Gold History	2	2	.70	2.74	21.92
Local Markets + Night Markets	3	7	2.44	9.59	31.51
Independent Shire/ Consultation Processes	4	10	3.48	13.70	45.21
Natural Spring	5	7	2.44	9.59	54.79
Community Pub	6	2	.70	2.74	57.53
Community Engagement + Connectivity	7	11	3.83	15.07	72.60
Signature Festival	8	6	2.09	8.22	80.82
Village Beautification	9	9	3.14	12.33	93.15
Aboriginal Presence + Heritage	10	5	1.74	6.85	100.00
.		214	74.56	Missing	
<i>Total</i>		287	100.0	100.0	

REGAIN

<i>N</i>	<i>Valid</i>	73
	<i>Missing</i>	214
<i>Mean</i>		5.23

CHANGE

<i>Value Label</i>	<i>Value</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cum Percent</i>
No Cycling	1	1	.35	1.39	1.39
Reduce Traffic (No Trucks)	2	17	5.92	23.61	25.00
Pedestrian Access + Cycling Tracks + Connected Pathways	3	15	5.23	20.83	45.83
Improved Infrastructure	4	7	2.44	9.72	55.56
Revitalise Existing Infrastructure	5	17	5.92	23.61	79.17
Bus Timetables + Routes	6	4	1.39	5.56	84.72
Fence Dog Park	7	4	1.39	5.56	90.28
Sunsmart Initiatives/ Shade Provisions	8	2	.70	2.78	93.06
Community Consultation for Events	9	3	1.05	4.17	97.22
Royal Park for Soccer	10	2	.70	2.78	100.00
.	.	215	74.91	Missing	
<i>Total</i>		287	100.0	100.0	

CHANGE

<i>N</i>	<i>Valid</i>	72
	<i>Missing</i>	215
<i>Mean</i>		4.28

START

<i>Value Label</i>	<i>Value</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cum Percent</i>
Theatre Spaces	1	1	.35	.65	.65
Bypass Planning	2	23	8.01	14.94	15.58
Community Parties + Welcome for Residents	3	14	4.88	9.09	24.68
Supporting New Business	4	15	5.23	9.74	34.42
Future Infrastructure	5	5	1.74	3.25	37.66
Wet Weather Kids Activities	6	1	.35	.65	38.31
Environmental Sustainability + Energy Initiatives	7	18	6.27	11.69	50.00
Safety Strategy	8	5	1.74	3.25	53.25
Walking Buses + Groups	9	3	1.05	1.95	55.19
Multi-use Community Facilities	10	3	1.05	1.95	57.14
Plastic Bag Free + Waste Minimisation	11	8	2.79	5.19	62.34
Arts + Culture Precinct	12	10	3.48	6.49	68.83
Hard Rubbish Collection + Recycling Initiatives	13	7	2.44	4.55	73.38
Visitor Development	14	6	2.09	3.90	77.27
Youth Engagement Strategy	15	4	1.39	2.60	79.87
Share Initiatives	16	8	2.79	5.19	85.06
Destination Marketing + Destination Spaces	17	17	5.92	11.04	96.10
Connect with Uni + Learning Institutions	18	3	1.05	1.95	98.05
Social Initiatives (Aged Care + Kindergarten)	19	3	1.05	1.95	100.00
.	.	133	46.34	Missing	
<i>Total</i>		287	100.0	100.0	

START

<i>N</i>	<i>Valid</i>	154
	<i>Missing</i>	133
<i>Mean</i>		8.92

3.3 Qualitative Information

It was noted that some comments did not accurately fit within the parameters of the coded information. The following notes are made separately (and in no particular order):

- Using the former Shire offices as community spaces
- Improving fire access in Blackberry Lane
- Improving access to doctors and the return of UFS Medical
- Returning landmarks to aboriginal names eg: Mt Innes
- Campaigning towards 'Tidy Town'
- Allowing to subdivide 10-acre allotments
- Allocating more land for the cemetery
- Joining the Mount to the town with paths.

4.0 Conclusions

While we identify the more significant results below, in each category there was an extremely diverse list of things people responded with and the full lists are worthy to note in terms of project development. Refer 3.2 above.

Love and Retain

The results indicate most participants love the following attributes about Buninyong and want to retain and protect them.

- Atmosphere + Village + Services + Cafes **19.86%**
- Gardens + Open Spaces **13.94%**
- Feeling Safe + Friendly People **8.01%**
- Natural Environment (including trees/bush/birdlife/clean air) **6.97%**
- Facilities + Infrastructure **6.97%**
- Sense of Community + Connectivity **5.92%**
- The Greenbelt (and protection of) **5.23%**

Regain

The number one priority to return to the township of Buninyong was the railway station/ network (19.8%). The items to regain were prioritised as:

- Railway Station/ Network **19.8%**
- Community Engagement + Connectivity **15.07%**
- Independent Shire + Consultative Process **13.7%**

Change

The most critical agenda item for change was reducing traffic and the trucks through Buninyong. Similarly, this was followed by upgrading existing infrastructure to be relevant and inviting, then the integrated connectivity of paths.

- Reduce Traffic (no trucks) **23.61%**
- Revitalising Existing Infrastructure (including destination spaces, golf clubhouse, playgrounds, pool, toilets, bbq facilities, community gardens etc) **23.61%**
- Pedestrian Access/ Cycle Paths/ Connected Pathways **20.93%**

Start

No surprises that the list of items to begin with included bypass planning to reduce traffic. Potential projects moving forward suggests some exciting times ahead particularly in the sustainability space where if you add the like categories of environmental sustainability (11.69%), bag/waste reduction (5.19%) and recycling initiatives (4.55%) this equals **21.43%** and tops the list. The priorities included:

- Bypass Planning **14.94%**
- Environmental Sustainability + Energy Initiatives **11.69%**
- Support New Business **9.74%**
- Community Parties + New Residents Welcome **9.09%**

5.0 Recommendations

The above indicates that the steering committee may look at establishing working groups to undertake research, project development and implementation potentially in the following categories. This is a starting point only for review and is not a conclusive list of projects for development. The committee may interpret additional conclusions from the data with a more in-depth understanding of the processes, background and past project successes/ failures.

Imagine Buninyong Initiative Governance						
01 Social Sustainability	02 Events + Arts	03 Infrastructure Future (F) + Existing (E)	04 Consultation + Representation	05 Environmental Strategy	06 Campaigns + Activation	07 Connectivity
Youth Engagement	Market Development	Rail Link Research (F)	Aboriginal Heritage	Strategic Tree Planting	Town Beautification/ Tidy Town	Bus + Public Transport
Share Initiatives	Signature Festivals	Aged Care Facilities (F)	City Council Consultation + Relationships	Plastic Bag Free Town/ Boomerang Bags	Bypass Planning (Traffic Reduction Strategy)	Walking + Cycling Paths Connected
Know Your Neighbour Initiatives	History Preservation	Destination Spaces (F)	GLBTI Community	Waste Minimisation	Regained Access to Natural Springs	Multi-Use Community Facilities
New Residents Welcome	Arts Precinct Development	Services & Retail Development (F)		Energy Strategies (Wind/ Solar)	Destination Marketing (Destination Spaces)	Local Clubs, Groups + Organisations Involvement
Safety Strategy	Events Calendar	Playgrounds + Toilets (E) including Mt Buninyong			Tourism + Visitor Strategy	
		Swimming Pool (E)				

Successful consultation, planning and implementation will be key to a well received project strategy with agreement and buy-in from the community. Similarly project objectives, priorities, budgets and timing plans should be clear. Project teams will need to be well resourced and might be led or driven by the 30 or so volunteers who offered themselves for community projects on the night.

It's clear Buninyong has an exciting future ahead with committed residents who are willing to make their own backyard a better place.