

Smythesdale Gardens and Brewery Dam Reserve Masterplan - Communications & Engagement Report 26 July to 23 August 2023

Following adoption of the Smythesdale Gardens and Brewery Dam Reserve Draft Masterplan (the Draft Masterplan) at its meeting on Tuesday, July 25, Golden Plains Shire Council sought more community input via survey.

The Draft Masterplan was developed following an extensive community engagement process which included the Smythesdale Progress Association/Committee of Management (CoM) taking part in a site walk through and a consultation session where they shared their views on site issues and constraints, and identified opportunities for improvements.

Key objectives of the Draft Masterplan include improving and enhancing the reserve landscape, establishing options for additional facilities and infrastructure, improving recreational opportunities for reserve users and resolving access issues.

Expressions of Interest were open to eligible community members from Wednesday 26 July to 5pm, Wednesday 23 August 2023. Throughout this period, there were **two submissions** received as provided at the end of this report.



SMYTHESDALE GARDENS & BREWERY DAM RESERVE MASTERPLAN

HAVE YOUR SAY

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Website

From 25 July, the Golden Plains Shire Council website homepage featured a Smythesdale Gardens and Brewery Dam Reserve Masterplan on the Have Your Say page.

The [Smythesdale Gardens and Brewery Dam Reserve Masterplan | Golden Plains Shire Council](#) allowed residents to view the Draft Masterplan as well as provide their feedback through the survey.

Media

A media release, titled 'Smythesdale Gardens and Brewery Dam Reserve Draft Masterplan Endorsed for Consultation' was sent out on 27 July. The media release was also published as a web story on the Golden Plains Shire Council website.

Golden Plains Times

An article titled 'Have Your Say: Smythesdale Gardens & Brewery Dam Reserve Masterplan' was published in the Golden Plains Times on 28 July.

Community Engagement Register

The Smythesdale Gardens & Brewery Dam Reserve Masterplan Program was featured in the August editions of Engage, the Council's Community Engagement e-Newsletter.

- For the August edition, it was distributed to a total audience of **367**. The newsletter had an open rate of **40.2%** and a click rate of **9.9%**.

Social media

Three social media channels were employed to promote the Smythesdale Gardens and Brewery Dam Reserve Masterplan consultation page.

- Facebook
- LinkedIn
- Twitter

Total posts: 7

Total reach: 11,476

Total engagement: 127

The social media campaign for this project was separated into three stages: launch, mid-reminder, and final chance reminder broadcasting over the effective channels.

Date	Social Media	Impressions	Reach	Engagements
27/7/2023	Facebook	1002	969	103
	LinkedIn	150	n/a	4
	Twitter	50	3,065	0
10/8/2023	Facebook	621	597	8
	Twitter	48	3,056	1
16/8/2023	Facebook	742	734	11
	Twitter	28	3,065	0
TOTAL		2,641	11,476	127

Examples of Social Media Posts

Facebook:

Impressions: 2,365

People reached: 2,300

Engagements: 122



Golden Plains Shire Council



Council invites you to have your say on the Smythesdale Gardens and Brewery Dam Reserve Draft Masterplan.

Both Smythesdale Gardens and Brewery Dam Reserve present fantastic natural spaces for the community to enjoy now and into the future, and it's important for Council to maximise recreational opportunities for residents and visitors, while also maintaining the reserves unique environmental features.

Key objectives of the Draft Masterplan include improving and enhancing the reserve landscape, establishing options for additional facilities and infrastructure, improving recreational opportunities for reserve users and resolving access issues.

Learn more, read the Draft Masterplan and complete a short survey here
<https://bit.ly/3OvOZWx>

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Twitter:

Impressions: 126
People reached: 9,176
Engagements: 1

 **Golden Plains Shire @GPSC...**
Council invites you to have your say on the Smythesdale Gardens and Brewery Dam Reserve Draft Masterplan. Council recognises that planning is needed to ensure these natural spaces are enjoyed by the community now and into the future. Learn more here t.co/mRiKaYNtH4



LinkedIn:

Impressions: 150
Engagements: 4

 **Golden Plains Shire Council**
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Comments


**Golden Plains Shire Council**
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HAVE YOUR SAY






SMYTHESDALE GARDENS & BREWERY DAM RESERVE MASTERPLAN


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Brewery Dam is in dire need of an overhaul so this is exciting news. We've been here for over 20 years, enjoying the local bird life visit, nest and raise their families, wildlife and reptiles who all call it home. We look forward to hearing from the Shire during their residential consultation and contributing our knowledge to this upgrade.

Like Reply Hide 4w

SUBMISSIONS RECEIVED = 2

SUBMISSION 1

How satisfied are you with the Smythesdale Gardens and Brewery Dam Reserve Draft Masterplan?

Somewhat Satisfied

Have we missed anything with the Draft Masterplan?

It would be good to see an area preserved for tiny home accommodation probably in the area on the right as you enter to provide easy access to the rail trail.

What three elements of the Draft Masterplan would you like to see implemented first?

We are presently talking to a number of companies who provide the units, promote the availability and pay the host (Progress Association) a fee. This is a component of the Master Plan that may be able to be implemented prior to the formal commencement of Stage 1 of development.

Any other feedback on the Draft Masterplan?

Both areas would contribute substantially to the recreation offering in Smythesdale increasing the community Pride of Place.

SUBMISSION 2

How satisfied are you with the Smythesdale Gardens and Brewery Dam Reserve Draft Masterplan?

Somewhat Satisfied

Have we missed anything with the Draft Masterplan?

BREWERY DAM

- There is a large bird life population which call Brewery Dam home. The garden bed edges and boardwalk will encroach on their nesting habits.
- The overflow of Brewery Dam marked on the plan is completely different to where it actually happens. We have witnessed it twice in ten years.
- There is a need for smaller native shrubs and understory plants to encourage the return of small native bird varieties.
- Rubbish/recycling bins are a necessity as I am always collecting rubbish and disposing of it in my own bins.
- Dedicated, safe fire pit as they are often started late at night in areas of the bush where a bushfire could easily be sparked.
- Boundary bollards to keep vehicles of the dam foreshore and surrounding bush as 4WDs are often seen on the banks and deeper in the bush.
- Eradication of noxious weeds such as BlackBerry and Gorse.

What three elements of the Draft Masterplan would you like to see implemented first?

Boundary fencing/bollards

Rubbish/Recycling bins

Removal of noxious weeds

Any other feedback on the Draft Masterplan?

We have lived beside Brewery Dam for over 10 years and see the daily activity in the area. I believe I can assist in regards to the birdlife, wildlife and native flora as I spend a lot of recreational time walking, photographing and enjoying the area. I documented the fungi varieties this past season seeing two very rare specimens.