

Community Engagement Summary

Jessica Park Improvement Ideas

Community Engagement

Engagement Goal

To receive feedback on the Concept Ideas Plan for improvements to Jessica Park and to determine the order of priority for delivery if construction funding becomes available.

Engagement Approach

The engagement process used a range of engagement activities designed to capture input from community members and stakeholders for the development of the plan and identify priorities. The activities included:

- 'Have Your Say' website
- Site signs directing the public to the Have Your Say website
- Social Media - Organic posts & paid advertising on Facebook & Instagram
- Media Release & News Story - Sunshine Coast News & Our SC
- Online advertisements - Sunshine Coast News & Our SC digital banners
- Email updates & Project News - Hard copy distribution



'Have Your Say' website - a one-stop-shop containing important project information including:

- Project Summary
- Site Opportunities
- Project Vision & Objectives
- Concept Ideas Plan
- Artist Impressions
- Survey
- Interactive Ideas board
- Project News
- Timeline



Ideas Board



Email Updates & Project News



One of the region's 'secret' parklands is about to get plenty of attention



An artist's impression of what some of Jessica Park could look like.
BY SUNSHINE COAST NEWS / 29 NOVEMBER 2022



Digital Advertising, News & Social Media



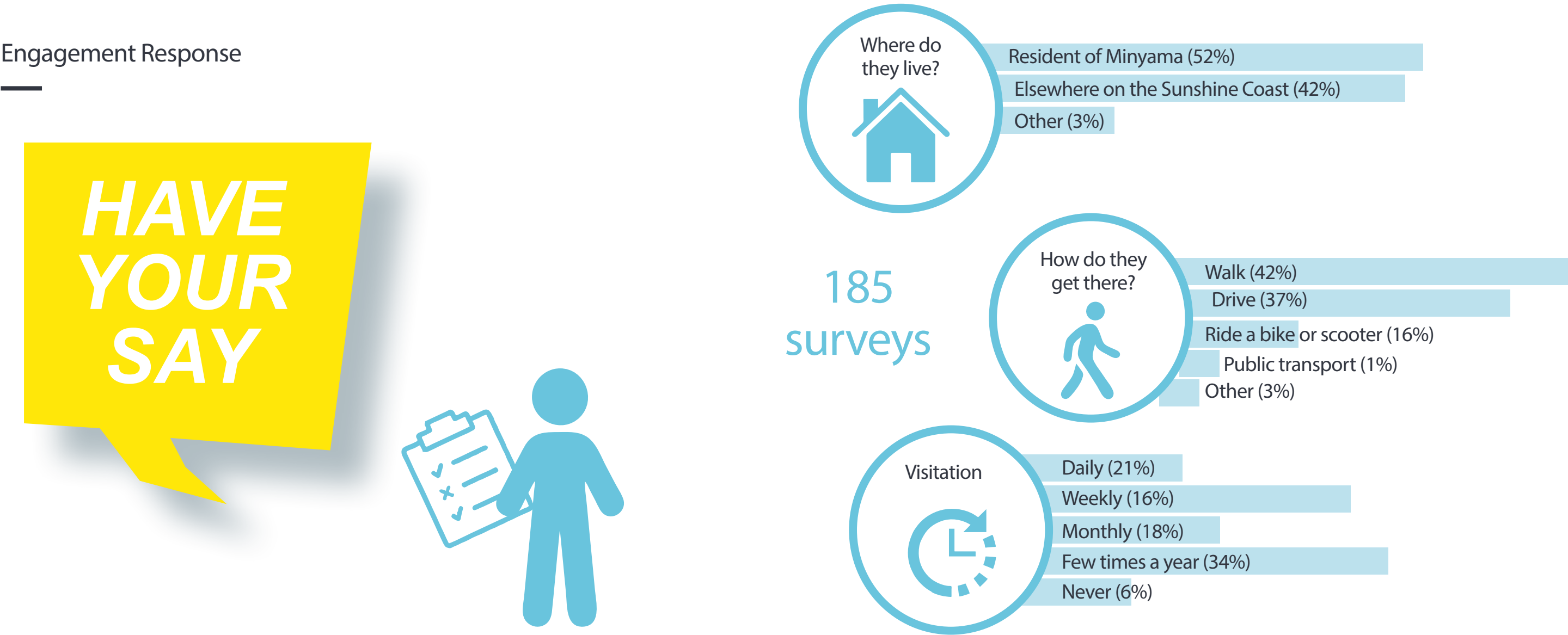
Site Signs



Jessica Park Improvement ideas

Sunshine Coast Council is undertaking early planning for improvements to Jessica Park, Minyama.

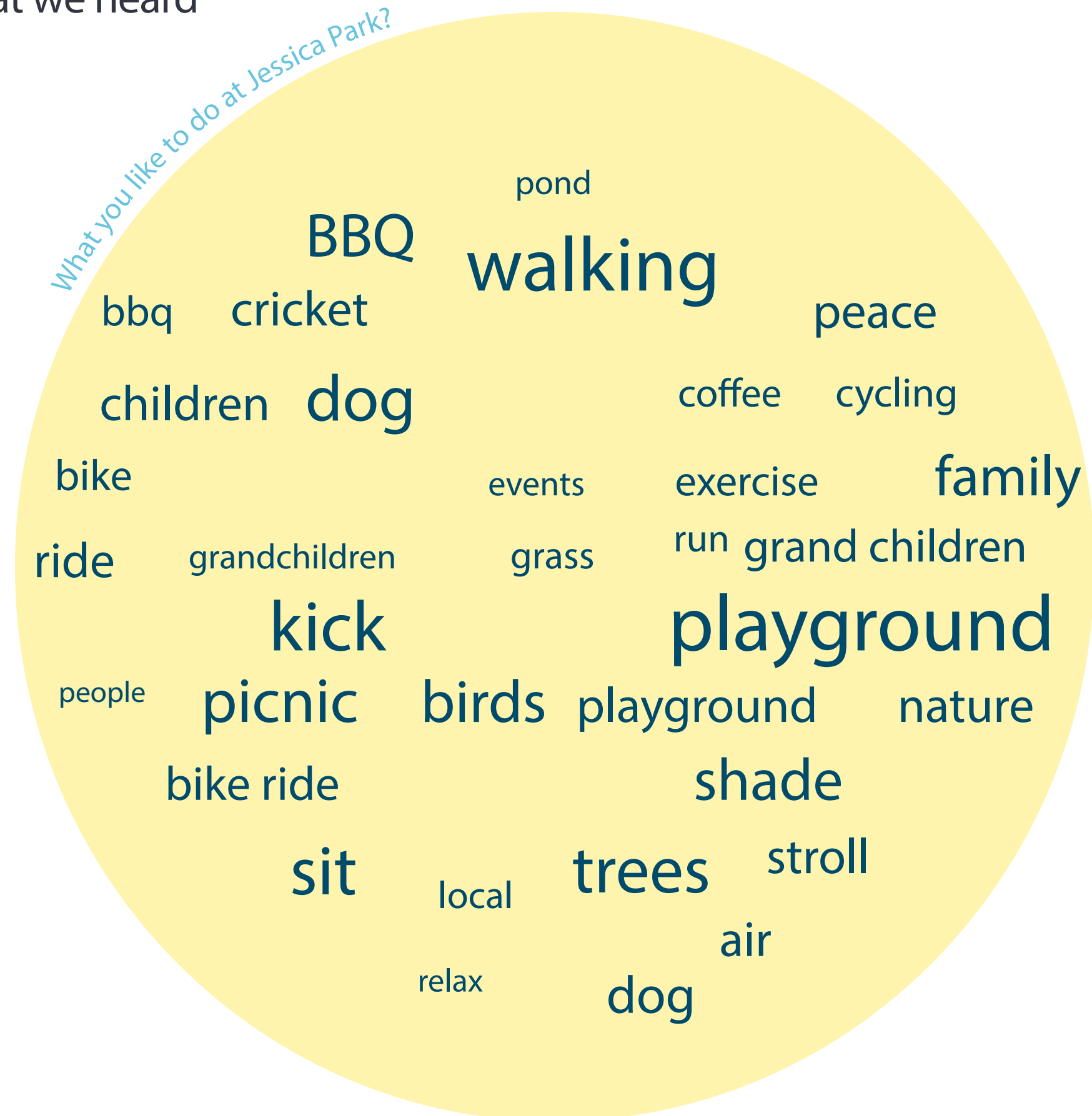
Engagement Response



Engagement Reach



What we heard



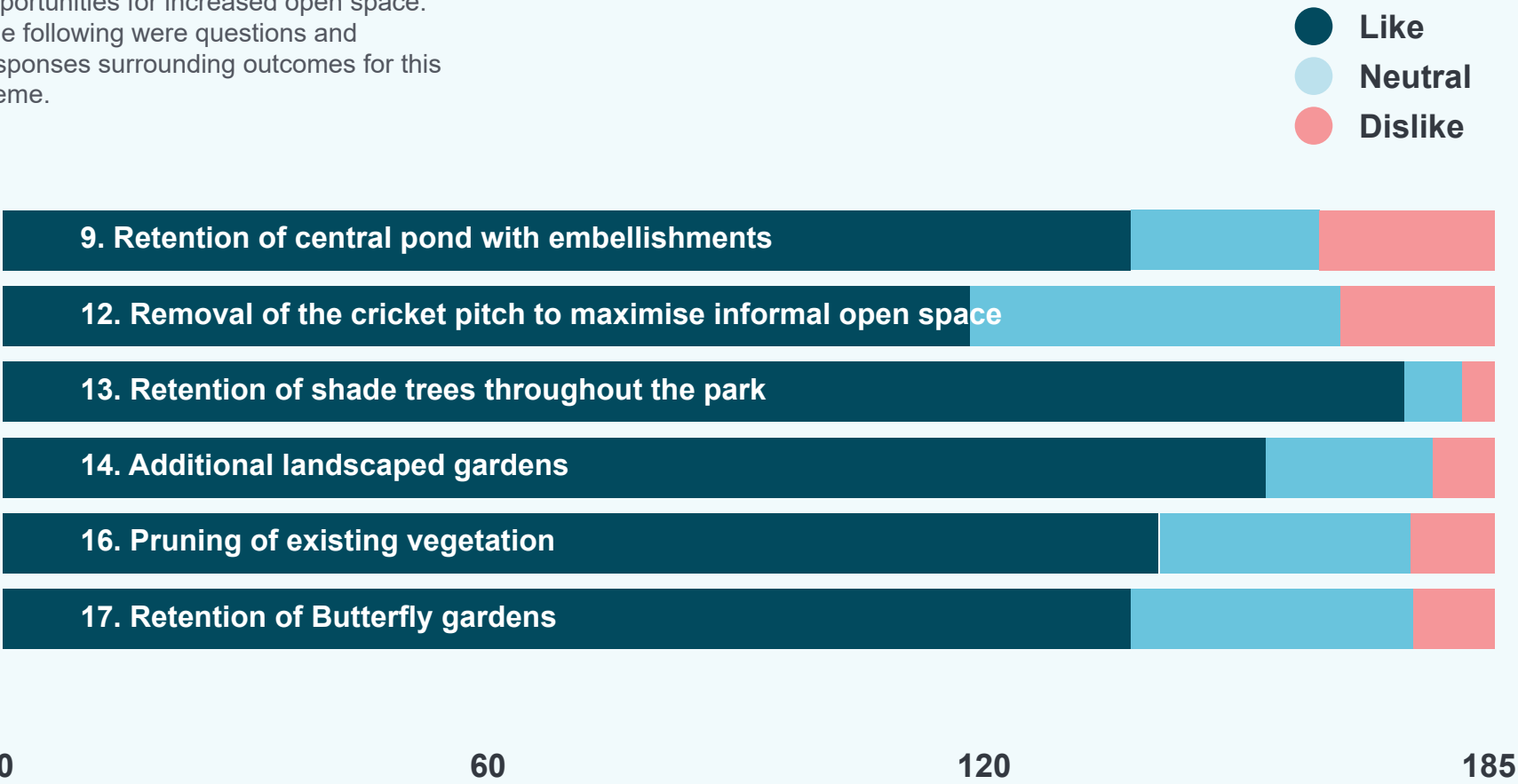
Social Media Promotion

As a friendly reminder, we conducted a promotion push via email and social media to remind people that the deadline for the 'Have Your Say' survey was approaching. This campaign, which began on 7 December, helped to increase survey participation by 40%.

Survey Question Response Themes

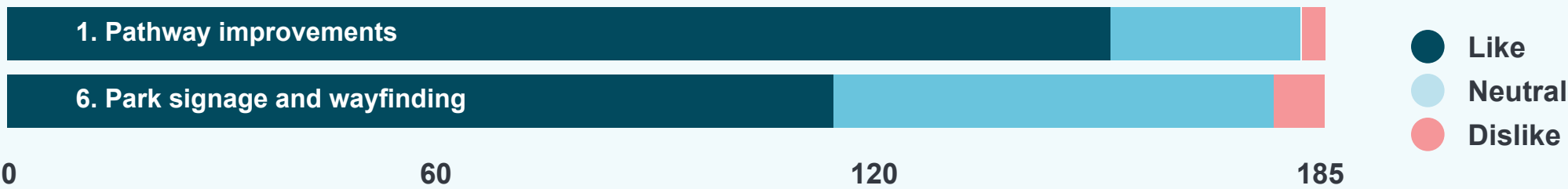
1. Natural Character & Open Space

The survey focused on ideas in the Concept Plan that proposed to enhance natural qualities of the site and provide opportunities for increased open space. The following were questions and responses surrounding outcomes for this theme.



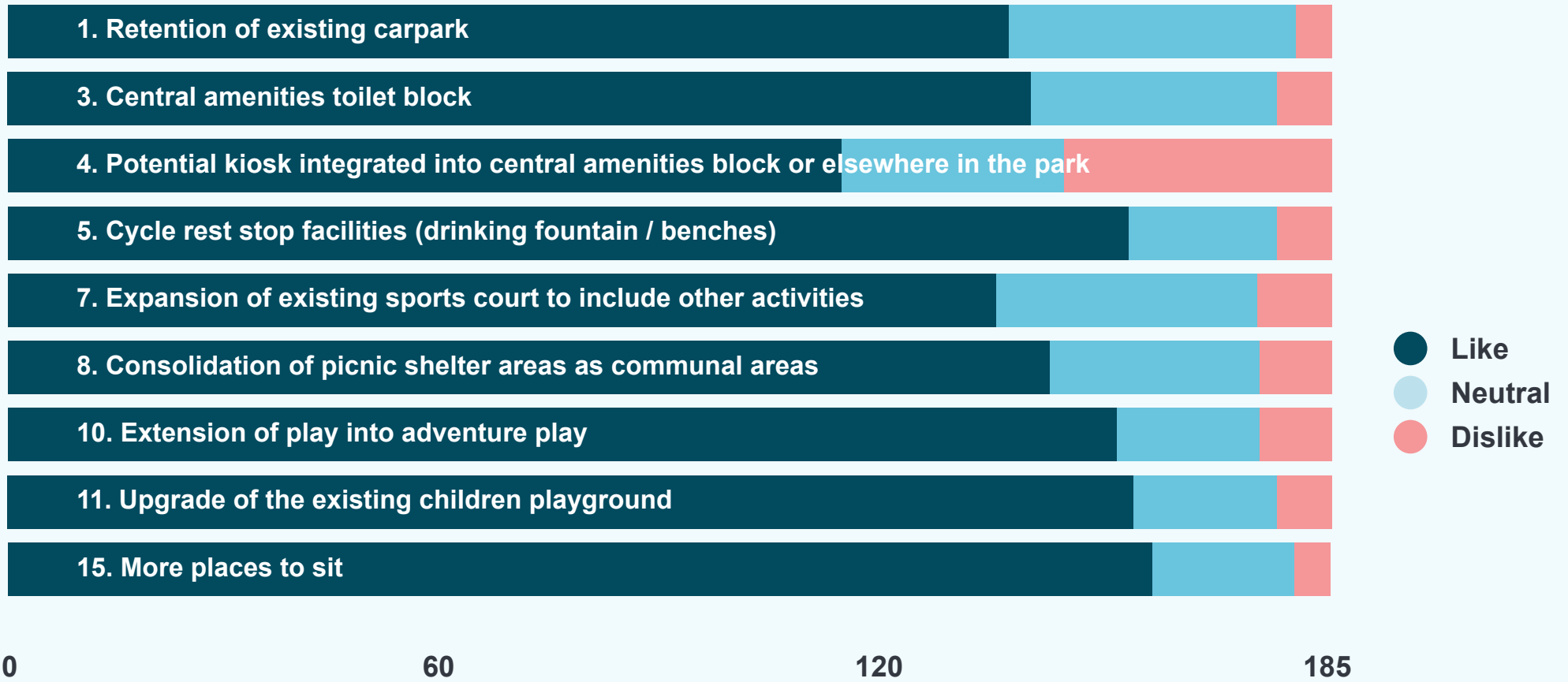
2. Wayfinding & Access

The survey focuses on ideas in the Concept Plan that proposed to enhance the identity of the site, safety and accessibility in accordance with the project's goals.



3. Embellishment & Amenity

The following questions in the survey pertain to the types of embellishments that the community would like to see in the park. The goal of these questions was to gather direct input from regular park users to determine if there is a need for additional enhancements, and if so, these could be implemented by Council as a low-cost, quick improvement for the community.



6. Community Priorities

This section of the survey presented a list of items to the respondents and asked them to rank them in order of importance to them. This method is a useful tool for understanding the community's priorities and identifying which items are most important to them. By asking respondents to make trade-off decisions and priorities the listed items, the survey can provide valuable insights into the community's preferences and needs. The survey results can be used to guide decision-making and resource allocation for the park and its amenities, ensuring that the most important items for the community are addressed first.

What is most important to you?

most important

least important

1. Improvements to the natural environment

2. Improvements to Park Amenities

3. Improvements to Safety

4. Improvements to Play Spaces

5. Improvements to Active Recreation

6. Improvements to Access

7. Other Ideas, Comments & Themes

- Mosquitoes
- Cleaning up of vegetation
- Lighting Upgrades
- Newer park amenities
- Improving inclusive Play
- Drainage Issues
- Kiosk - not needed
- Better pathways
- Maintain ecosystem
- Active recreation

