

# BROOKDALE RESERVE UPDATE

January 2024



## PROJECT BACKGROUND:

Wyndham City have constructed a new sporting reserve in 2023 at Brookdale Road Reserve, Point Cook.

Council's Sports Strategy has identified that the primary sports to be housed at this reserve include Baseball and Softball. Outside of formal club activity, the reserve will be available for the public to use at their leisure, and other organised groups on occasion.

To support the activation of this reserve and development of a new joint Baseball and Softball Club, Council has sought community feedback to help understand what type of programs, age groups, values and experiences are important. All feedback collected will help ensure that the new club or programmed activities at the reserve are developed to meet the needs of the local community.

Community engagement was open from 13 November – 11 December. Part of the engagement asked for interested community members to nominate to be a part of club development meetings which were held before Christmas.



## METHODOLOGY:

The below table outlines the various methods and techniques used to engage with the community.

| Community engagement activities / tools |  |
|---|--|
| Method / technique                      | Stakeholders engaged                             |
| Project page on The Loop                | 566 total visitors to the page<br>624 page views |
| Online survey                           | 49 surveys completed                             |
| Online quick poll                       | 45 surveys completed                             |

## Communications and marketing activities

## Communications / marketing activities

## Method / technique

## Stakeholders engaged

## Online promotion (Facebook – Paid)

A screenshot of a Facebook post from Wyndham City. The post is sponsored and features a photo of a young boy in a red shirt holding a baseball bat and a glove. The text of the post says: "Brookdale Road Reserve, Point Cook, is geared to boosting the sports of baseball and softball, it may also be used for other ...See more". Below the photo, there is a link to "theloop.wyndham.vic.gov.au" and a call to action: "Participate in the survey by 11 December!" with a "Learn more" button.

Wyndham City  
Sponsored ·

Brookdale Road Reserve, Point Cook, is geared to boosting the sports of baseball and softball, it may also be used for other ...See more

theloop.wyndham.vic.gov.au  
**Participate in the survey by 11 December!** [Learn more](#)

Reached: 13,227

Engagement: 221

Click through to website: 196

## Online promotion (Facebook - Organic)

A screenshot of a Facebook post from Wyndham City. The post is published by Sprout Social on November 16, 2023. It features the same photo of the young boy with the baseball bat and glove. The text of the post says: "Brookdale Road Reserve, Point Cook, is geared to boosting the sports of baseball and softball, it may also be used for other sports, activities and events. 🏆". Below this, it says: "Wyndham City invites community feedback on how a new club, and future programs and activities delivered at the reserve can meet the community's needs." and "For more information and to participate in the survey by 11 December visit: https://theloop.wyndham.vic.gov.au/brookdale-reserve-club".

Wyndham City  
Published by Sprout Social · November 16, 2023 ·

Brookdale Road Reserve, Point Cook, is geared to boosting the sports of baseball and softball, it may also be used for other sports, activities and events. 🏆

Wyndham City invites community feedback on how a new club, and future programs and activities delivered at the reserve can meet the community's needs.

For more information and to participate in the survey by 11 December visit:  
<https://theloop.wyndham.vic.gov.au/brookdale-reserve-club>

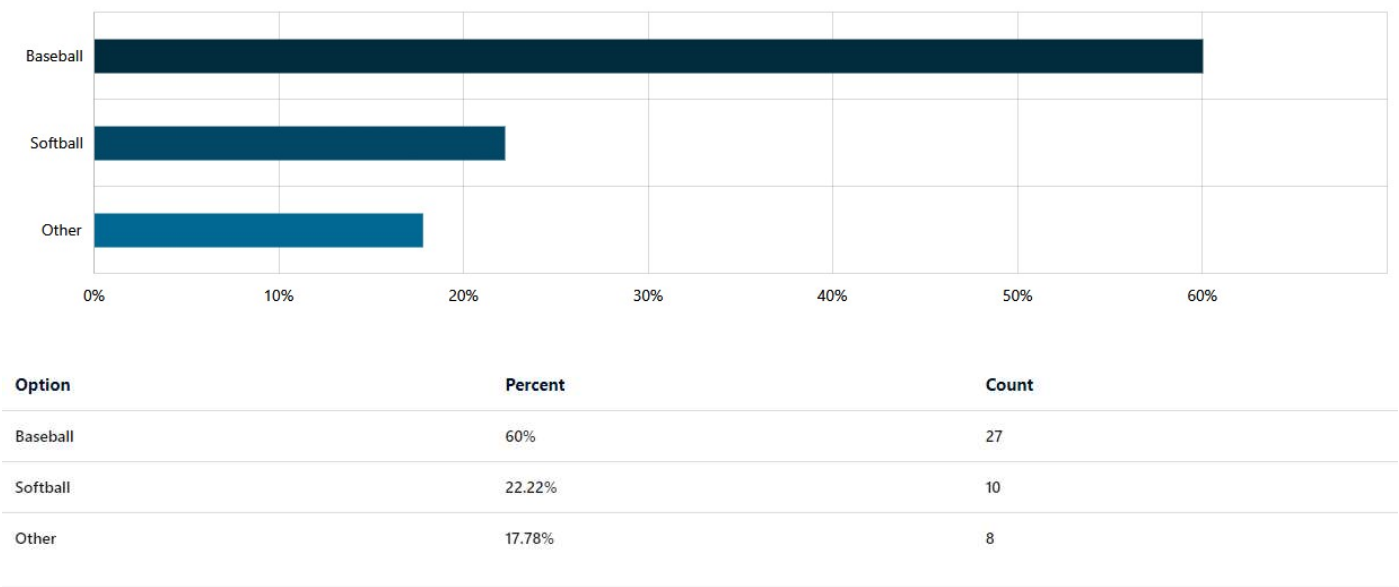
Reached: 6,644

Engagement: 185

Click through to website: 30

# SUMMARY OF FEEDBACK

The following is a summary of the feedback received via the online quick poll:





The following is a summary of the feedback received via the online survey:

| We Asked  | You Said  | We did  |
|---|---|---|
| What values and experiences would you like to see in a baseball / softball club at the reserve? | <p>The below values came through as important, ranked in order from highest priority:</p> <ol style="list-style-type: none"> <li>1. Welcoming</li> <li>2. Family Friendly</li> <li>3. Social – Providing opportunities to connect</li> <li>4. Inclusive of all abilities, cultures &amp; experiences</li> <li>5. Competitive</li> <li>6. Supportive to all volunteers</li> </ol>  | <p>During subsequent club working group meetings and future club committee meetings, these values deemed important by the community will be highlighted to those involved in the club development process. These values will help form the basis of the new Club's values and longer-term strategic planning.</p>   |
| What age groups would you like a baseball / softball club to provide for?                       | <p>Each of the following age groups was identified as important, with the greatest percentage of responses being in the younger age groups. Interestingly the older children age groups between 10-14 years were most popular:</p> <ul style="list-style-type: none"> <li>- 10-14 years (82%)</li> <li>- 15-18 years (71%)</li> <li>- 5-9 years (69%)</li> <li>- Adults (69%)</li> <li>- Older Adults (33%)</li> </ul>  | <p>We will ensure the new club is developed with a priority focus on junior participation. Nevertheless, the club needs to consider alternate programming opportunities that will also allow community members of all ages to participate.</p>  |
| What type of programs would you like to see delivered by the club/s?                            | <p>The below priorities were the most common / highest ranking, with some minor variation found between sports:</p> <ol style="list-style-type: none"> <li>1. Junior/Kids competition &amp; training</li> <li>2. Junior/Kids 'learn-to-play'</li> <li>3. Adult competition &amp; training</li> <li>4. Adult beginner friendly/'learn-to-play'</li> <li>5. Community events (e.g. BBQs, free come &amp; try days, etc.)</li> <li>6. Social &amp; modified sport/games (non-competitive)</li> <li>7. All-abilities/disability inclusive</li> <li>8. Women &amp; girls only</li> </ol> | <p>The results illustrated to us that there is a huge range of ways in which the community would like to access baseball and softball opportunities.</p> <p>While those involved in developing the club may have a particular focus area(s), we will use this data from the survey to highlight the community demand the club must aim to address. Additionally, the club needs to be developed as one that endeavours to cater for the entire community's needs.</p> |

| We Asked  | You Said  | We did   |
|---|---|--|
| What are your preferred times to participate in sport with a baseball / softball club?                                      | <p>After 4pm on Weekdays (Mon – Friday) and 9am-12pm on Weekends were the overwhelming preferences for participation.</p> <p>There was some interest in participation on weekend evenings.</p>  | <p>Results found were in line with expectations, and in line with how community sport is traditionally offered.</p> <p>The future club will explore ways to ensure their programs can provide participation opportunities that meet community and volunteer demand.</p>  |
| Is there anything else you would like to share in regards to how a Baseball / Softball Club should operate at this reserve? | <ul style="list-style-type: none"> <li>• Provide an inclusive environment for players and residents of all abilities, backgrounds and experiences.</li> <li>• A 'One Club' model of Baseball/Softball allows both sports to develop collaboratively.</li> <li>• The new Club needs to establish strong relationships with the neighbouring schools to provide attractive future participation opportunities for children.</li> <li>• Support an initial junior program that helps develop skills that leads towards competitive opportunities in baseball and softball.</li> <li>• Ensure volunteers are well supported with clear roles and enjoyable experiences.</li> <li>• This new facility is a wonderful opportunity to provide new Baseball/Softball experiences for the community south of the freeway.</li> </ul> | <p>These important points, like the values and experiences identified above, will be regularly referred to during the club development process.</p>  |
| Would you like to participate in future community discussions regarding the development of a Baseball / Softball Club?      | <p>33 people indicated an interest in participating in future community discussions for the new club development process.</p>   | <p>These people will be informed of opportunities to join in community working group meetings to help develop the new club.</p> <p>We also understand priorities and availability changes over time, so we will ensure these people are informed of the developments of the new club including working group meeting outcomes, inaugural club annual general meeting and on-field participation opportunities.</p> |

|  |   |   |
|--|---|---|
| <p>Clubs require community members to help in the development and ongoing running of them. Please select any areas you may be interested in supporting</p> | <p>The below positions and experiences were identified as the most interested:</p> <ul style="list-style-type: none"> <li>• Parent of child playing – 35%</li> <li>• General volunteer (e.g. team manager, social media, uniform, canteen, etc.) – 24%</li> <li>• Player – 22%</li> <li>• Leadership position (e.g., Presidents, vice-President, Secretary, Treasurer) – Baseball – 27%</li> <li>• Committee member (Baseball) – 22%</li> <li>• Coaching juniors/kids (Baseball) – 20%</li> <li>• Coaching adults/seniors (Baseball)</li> <li>• Leadership position (e.g., Presidents, vice-President, Secretary, Treasurer) – Softball – 12%</li> <li>• Coaching juniors/kids (Softball) – 6%</li> </ul> | <p>We will utilise this feedback to help guide the establishment of a new Baseball/Softball Club. These results demonstrate strong interest from the community to be involved in the club and provide a variety of participation opportunities.</p>   |
| <p>Outside of baseball and softball, what other uses / sports would you use the Reserve for?</p>   | <ul style="list-style-type: none"> <li>• General fitness / outdoor exercise – 58%</li> <li>• Casual sport participation (cricket, soccer, football, etc.) – 46%</li> <li>• Events – 35%</li> <li>• Other activities – 23%</li> </ul>  | <p>While infrastructure limitations may impact the ability to deliver on some of these requests, as the new Baseball/Softball Club develops and there is a greater understanding for the facility and community capacities, we will explore additional opportunities to accommodate resident requests and demand.</p> |



## NEXT STEPS:

Council will use the feedback provided by this consultation to inform the development of a community working group with residents, Baseball Victoria and Softball Victoria to establish a new Baseball/Softball Club. The information collected through the engagement will be regularly referred to throughout this process.

## HOW CAN PARTICIPANTS STAY INVOLVED/INFORMED?

Participants can stay informed by visiting the Loop page and selecting to “Follow” the project. Updates will be posted on The Loop and the project timeline will be updated to reflect project status.

Participants can also stay informed with updates available on Council’s Capital Works Dashboard  
**[www.wyndham.vic.gov.au/capitalworksdashboard](http://www.wyndham.vic.gov.au/capitalworksdashboard)**