

DECISION REPORT

REPORT TITLE:	UNLEY OVAL PERIMETER FENCING INVESTIGATION - STAGE 1 CONSULTATION SUMMARY
ITEM NUMBER:	4.1
DATE OF MEETING:	23 SEPTEMBER 2024
AUTHOR:	BEN WILLSMORE, GENERAL MANAGER CITY SHAPING
DIVISION:	CITY SHAPING
ATTACHMENTS:	1. GRANICUS CONSULTATION ASSESSMENT REPORT 2. CONSULTATION COMPARISON SUMMARY REPORT

1. **PURPOSE**

This report presents a summary of the feedback received from the Stage 1 community consultation process regarding the investigation of a perimeter fence around Unley Oval. Over the 3-week period of engagement, the Council received 1409 submissions from within the City of Unley and surrounding areas.

2. **RECOMMENDATION**

That:

1. The report be received.
 2. *The matter is for Council to determine.*
-

3. **RELEVANT CORE STRATEGIES – FOUR YEAR DELIVERY PLAN**

1. Community Living
 - 1.4 Our Community is proud to be part of our City.
4. Civic Leadership
 - 4.1 We have strong leadership and governance.

4. **BACKGROUND**

At its June 2024 Council Meeting (Item 4.2, Unley Oval Perimeter Fencing Investigation – Proposed Approach) Council resolved that:

1. *The report be received.*
2. *The proposed approach and timeline as set out in Attachment 1 to this report (Item 4.2, Council Meeting 24 June 2024) be endorsed including the following:*
 - 2.1 *Additional steps to be considered as part of the co-design process to include:*
 - *measuring the level of support within the City of Unley community for a permanent perimeter fence at Unley Oval*
 - *identifying community concerns regarding a fence*
 - *identifying benefits to the broader community of a fence.*
 - 2.2 *Idea to consider a southern entry from Edmund Ave into the Oval precinct not to be investigated in this consultation process.*
3. *The Chief Executive Officer be authorised to make minor editorial or formatting amendments as required to finalise the endorsed approach and timeline regarding this matter.*

(Resolution No. C1287/24)

Stage 1: July 2024

The recommended co-design approach sought to understand the community's appreciation of the character of Unley Oval and, if it was to be fenced, what criteria would be important for the design to consider.

The Council amendment to measure the level of support for a fence changed the approach from co-design to a more traditional engagement undertaking.

The first stage of consultation ran from 8 July until 29 July inclusive. It was promoted at Council facilities and around the Oval, as well as on the Council website and through Council's social media channels and email database.

In addition to online access, Council staff hosted drop-in sessions at the Unley Oval on the following days:

- Wednesday 24 July, 10am – 12noon
- Thursday 25 July, 4.30 – 6.30pm
- Sunday 28 July, 10am – 12noon

The drop-in sessions were well attended by a range of interested stakeholders both for and against a perimeter fence.

At the conclusion of the 3-week consultation period, 1409 individual surveys were completed via YourSay Unley, from people within the City of Unley, as well as those from outside the city who may have a connection to Unley Oval.

5. **DISCUSSION**

5.1 **Consultation Review**

From the drop-in sessions and awareness of a wider ongoing social media debate, several community perceptions should be clarified, including:

- Definition and influence of the 'City of Unley Community'
- Perceived Council bias
- Accessibility of the survey
- Validation of Respondents details
- Impact and influence of Sturt Football Club and SANFL

Definition and influence of the 'City of Unley Community'

The Council's *Community Engagement and Public Consultation Policy* defines community as:

...“the public” and includes ratepayers, residents and all people who live, work, study, conduct business or use the services, facilities and public places in the City of Unley.

The Council's *Community and Engagement Strategy 2023-27* refers to our community in terms of those impacted by an issue, those interested in an issue, and those who may influence the outcome.

The Council's *Open Space Strategy* identifies Unley Oval as a *Regional Park / Open Space*, providing facilities and events that serve the City of Unley and appealing to visitors from across metropolitan Adelaide.

The survey was made available online to anyone interested in Unley Oval in accordance with Council's decision and aligned with Council's policy.

Perceived Council Bias

Comments were made by several persons that Council had already made up its mind and that a fence was to proceed in partnership with the Sturt Football Club. Many residents could not believe that Council did not have a concept plan to show the community and there was a level of mistrust about Council engaging the community at such an early stage in the process.

This perception impacted some of the community's interpretation of the survey questions (perceived to be leading), and to question the appropriateness of Council staff to be assessing the survey results.

As Members are aware, the initial Council report in June 2024 set out a proposed approach to investigate a design proposal, with decision points at the end of each stage should the Council wish to not pursue the project any further.

As Members are aware, there is no partnership with the Sturt Football Club nor has any design work been undertaken regarding a potential fence.

Given the questions raised by some members of the community about Council staff interpreting the feedback, a specialist engagement analytics team was engaged to review the survey feedback to demonstrate independence. A copy of their report is provided as Attachment 1.

Attachment 1

Accessibility of the survey

The initial report to Council proposed community engagement via an online survey (YourSay Unley). The online survey was supported with stand-alone information displays at Council's Civic Centre, Goodwood Community Centre and Library, and Unley Library. Signage was placed around the Unley Oval, as well as content prepared for use on Council's website, e-newsletter databases, and social media channels to promote the investigation.

At the end of the engagement period, the Unley Oval Perimeter Fence Investigation YourSay Unley Page had registered the following:

	Engaged	Informed	Aware
Participants	1,409	2,039	5,391

Hard copy surveys were made available at Council's library branches on request.

Separate to the survey results, the Council received the following petitions at the August 2024 Council meeting:

Supporting the Investigation

Of the 1,168 petitioners:

- 941 (80.57%) provided a name and address sufficient to adequately comply with requirements.
- out of the 941 petitioners who satisfied the requirements, 171 (18.17%) are residents of the City of Unley.

Against the Investigation

Of the 1,200 petitioners:

- 739 (61.58%) provided a name and address sufficient to adequately comply with requirements.
- out of the 739 petitioners who satisfied the requirements, 605 (81.87%) are residents of the City of Unley.

Validation of Respondents details

The survey is reliant on people providing truthful answers to each of the questions asked. All registrants were required to be a registered member of the YourSay Unley database. This provided Council with the opportunity to then validate the answers to the survey (postcode and suburb), with their member profile. The review highlighted only minor discrepancies in the reporting. The final figures included in the Council report reflect the validated data.

Given the large number of submissions received, and the relatively small number of unverified responses, these are not considered to impact the integrity of the survey findings.

The survey results were intended to inform the Council's understanding of the community's positive and negative perceptions towards Unley Oval and issues associated with designing a perimeter fence. The survey results should ideally not be seen as a voting exercise.

Impact and Influence of Sturt Football Club and SANFL

It is acknowledged that the Sturt Football Club and the South Australian National Football League (SANFL) undertook several initiatives to raise community awareness of the consultation and to encourage participation.

In anticipation of broader community interest in the consultation, the survey asked several questions to understand the respondent's association with Unley Oval and the City of Unley, including postcode, connection to the Council, frequency of visits to Unley Oval, and use of Unley Oval.

The survey results were presented as a set of comparisons, demonstrating the relationship between criteria such as age or gender, association with the City of Unley or use of Unley Oval, and their preferences towards a fence. A copy of the Consultation Comparison Summary Report is provided as Attachment 2.

Attachment 2

5.2 Stage 1 Survey Summary – Level of Support

The Council received 1,409 completed surveys through the YourSay Unley consultation page.

The survey sought to understand the following:

1. Connection to Unley and Unley Oval and Level of support for a perimeter fence
2. The value and qualities of Unley Oval
3. Community benefits or concerns of a perimeter fence
4. Further considerations including design, placement, and openings.

The Council engaged specialist analysts Granicus to assess the survey results and feedback.

1. Connection to Unley and Unley Oval and level of support for a fence

Of the 1,409 survey responses received, 846 (60%) of the respondents nominated a verified City of Unley postcode and suburb. Of the total surveys received, 64 (4%) of responses did not provide matching postcode and suburb (unverified). The remainder were from across South Australia, and a minor number of interstate submissions.

When the respondent data is aligned with their preference for the fence, the following can be summarised:

Location		Yes	No	Unsure	n/a	Total
Verified postcodes inside the City of Unley	No.	346	467	31	2	846
	%	41	55	4		60%
Verified postcodes outside of the City of Unley	No.	460	34	5	0	499
	%	92	7	1		36%
Unverified Postcodes	No.	41	21	1	1	64
	%	64	33	1	1	4%
TOTAL	No.	847	522	43	4	1,409
	%	60	37	3		

In addition to postcode data, when assessing the different associations to Unley and Unley Oval summarised in the comparison report, the following levels of support were reflected:

Connection to the City of Unley

- Ratepayers or those who live within the City of Unley did not support a perimeter fence (57% against).
- Regular visitors, from outside of the City of Unley, were in support of a perimeter fence (92% for).

Frequency of visit to Unley Oval

- Those who visit Unley Oval more than once a week did not support a perimeter fence (61% against).
- Those who visited less than once per week, including those who selected 'not regular' or 'other' were in support of a perimeter fence (75% for).

Use of Unley Oval

- Those who use Unley Oval for walking their dog, fitness, or informal sport, as well as the use of the playground or to picnic/meet friends, did not support a perimeter fence (62% against).
- Those who use the Oval to train or play formal sport, as well as to watch sports, supported a perimeter fence (78% for).

2. The value and qualities of Unley Oval

The survey recorded 1,347 comments describing the reasons Unley Oval was important to them (Q5) and these are summarised below in order of popularity of theme:

1. Sense of Community / Community Hub (568 comments)

Unley Oval is important to the community as it represents the 'heart' of Unley', providing a valued community green space for all ages, a popular place to meet, be active, or to relax.

2. Open inclusive and accessible space (447 comments)

Unley Oval is valued as an easily accessible, large open green space that supports a healthy lifestyle for families (and dogs), many of whom are within walking distance of the Oval. Many respondents recognised the lack of open space across the City of Unley, and the lack of large 'dog-friendly' open spaces.

3. Historical significance (401 comments)

Unley Oval is recognised as being significant to the history and appeal of the City of Unley, the home of Sturt Football Club, and the venue where people/families have come for generations to watch Sturt play.

4. Iconic and beautiful sporting facility (314 comments)

Unley Oval is valued as a high-quality boutique sporting venue to play a range of sports, as well as a unique setting and atmosphere to enjoy watching sport

5. Recreation (277 comments)

Unley Oval is valued for the range of active and passive recreation it can accommodate, often at the same time. It is valued as a place for dog walking. It is free and open access during the day and night is also important.

The survey recorded 1,338 comments describing the qualities of Unley Oval the respondents valued most (Q6) and these are summarised below in order of popularity of theme:

1. *Open, Beautiful, Aesthetically Pleasing Green Space (649 comments)*

Unley Oval is valued for its large open picturesque and inviting green space, contributing to Unley's village appeal. It is also recognised as a beautiful, well-maintained iconic suburban sports ground, with unique views of the hills.

2. *Quality of facilities and grounds (513 comments)*

Unley Oval is valued for the quality of its community and sporting facilities, including the premiere oval surface and spectator settings, as well as playgrounds, picnic, and bathroom facilities. The high quality of ongoing maintenance by the Council is appreciated. The flexibility of the Oval to successfully serve the needs of a community open space with the needs of an SANFL suburban grounds is also recognised.

3. *Accessibility, inclusive, ease of access and safe (412 comments)*

Unley Oval is valued for its openness and ease of access for the community. It is recognised for its safe, convenient, and central location.

4. *Sense of community, community hub, shared space (391 comments)*

Respondents valued the open and welcoming qualities of the Oval for all. It provides an inclusive hub for the community to meet, and a safe place to exercise or for kids to play.

5. *Football and connection to Sturt Football Club (112 comments)*

Respondents recognised the importance of the Oval to the history of the City of Unley and Sturt Football Club, and the quality of the contemporary oval facilities for watching Sturt play.

6. *Place for recreation activities (100 comments)*

Unley Oval is valued as a welcoming family and dog-friendly setting for recreation and socialising.

3. Community Benefits of a perimeter fence (Q7)

Overall, the survey recorded 848 votes in support of a perimeter fence at Unley Oval. The survey recorded 801 comments describing the perceived benefits, summarised below in order of popularity of comment:

1. *Cost savings and benefits (480 comments)*

It was suggested that it was a commonsense solution and would remove the ongoing costs of a temporary fence. The temporary fencing cost was considered a waste of money to Sturt Football Club and their ongoing financial viability.

The costs of temporary fencing by Sturt could be better used to benefit the club and its community programs.

2. *Protection and safety (308 comments)*

It was suggested that a permanent fence would improve player safety during training or games and provide improved protection of the facilities from vandalism or graffiti. It was also suggested that the gates could be closed at night to provide greater protection after hours of the buildings.

Fencing could improve safety for users of the Oval, restraining run-away children or pets from surrounding streets. A permanent fence would increase the appeal of Unley Oval for dog owners, creating a safer off-leash setting.

3. *Benefits to the community (218 comments)*

It was suggested that the temporary fence is unsightly, and a well-designed permanent fence would provide a better presentation of the Oval.

A permanent fence should not change the accessibility of the Oval and would complement the recent investment into the Unley Oval precinct. It would be an addition consistent with other premium sporting venues.

Some respondents noted that much of the oval perimeter is already fenced, particularly the southern half of the Oval.

4. *Event organisation and access (160 comments)*

A permanent fence was highlighted to provide a more secure and controlled management of events and event access.

It was suggested a permanent fence would support greater use of Unley Oval for community events and activation, as well as an opportunity to host ticketed Sturt female games and bigger AFL or AFLW events.

Regular access points could be provided along the fence.

5. *Facility management (96 comments)*

It was suggested that the temporary fence is unsightly and unsafe and a burden on volunteer time on game days. The vehicles required to put up and pack down the fence is a disruption to the surrounding community.

The concrete feet of the existing temporary fencing were identified as presenting a hazard to people walking past.

Community Concerns of a perimeter fence (Q7)

Overall, the survey recorded 522 votes against a perimeter fence at Unley Oval. The survey recorded 515 comments describing the perceived concerns, summarised below in order of popularity of theme:

1. *Impact on access (343 comments)*

It was suggested a permanent fence would reduce the ease of direct public access to the Oval, including those in wheelchairs, with prams or elderly. It was considered there was a risk to the privatisation of the community space and that a fence may result in the community being 'locked out' with greater frequency in the future. A fence may result in an increase in undesirable behaviours by dogs off leash over a larger area.

2. *Impact on local amenity and community enjoyment (208 comments)*

It was suggested that a permanent fence would impact the appearance and amenity of the Oval, resulting in a loss of its unique community identity. There were concerns that the fence may prioritise sporting clubs over community use, impacting the ability of the community to enjoy, relax and connect.

A permanent fence was considered by many to be an over-reaction to the requirement to temporarily fence the Oval 10 times a year. Several respondents who identified themselves as Sturt supporters considered the temporary fence arrangements adequate and effective.

3. *Financial concerns and comments (179 comments)*

It was suggested that it would be unfair for the community to fund the construction of a perimeter fence, with little perceived return on investment. Temporary fencing is an event cost for Sturt (considered a business by respondents). Several responses highlighted that events regularly occur elsewhere with temporary fencing (Adelaide Park Lands and the hosting of the Fringe).

Community concern was raised at the ongoing expenditure at Unley Oval to the benefit of the Football Club. Comments were made that funds could be better spent on upgrading other amenities at the Oval, or across the wider Council area.

4. *Impact of community values and ownership (96 comments)*

The Oval is considered a historic gift to the people of Unley, and a fence would not make a positive contribution to that legacy. It was suggested a permanent fence would destroy the open and welcoming presentation of the Oval, and to be a negative return to the past (that is pre-1990's). Comments were made that historically; the behaviour of drivers along local roads was worse when the fence was in place.

Comments were made that when Sturt returned to Unley Oval, they made a commitment to not require a permanent fence. Other comments suggested that fencing Unley Oval would further compound the lack of green open space across the city.

5. *Concerns about safety (49 comments)*

It was suggested that the presence of a fence would create perceived or actual safety risks regarding reduced visibility, enclosure and entrapment with reduced ability for the community to escape from difficult situations. Safety concerns were raised primarily with female users in mind. A few comments were made regarding the locking of existing picket fence gates outside of the intended times of use.

4. Further considerations including design, placement, and openings (Q7)

Overall, the survey recorded 37 votes who indicated they needed more information to determine their support of a perimeter fence at Unley Oval. The survey recorded 32 comments describing the type of additional information (in order of popularity of comment) required, including:

1. *Access points and controls (18 comments)*

Further information was requested regarding the extent of gates and how continued public access can be maintained outside of specific game days, including access to be maintained to the oval surrounds during training times.

2. *Design and aesthetics (16 comments)*

Further information was requested regarding the fence design, height, and building materials appropriate to the local setting, spacing of gates, and the placement and impact on surrounding streets.

3. *Capital costs and costs to the Council (9 comments)*

Further information was requested regarding the cost of the fence and who would be responsible for paying. Several comments questioned the likely high construction cost compared to the cost of the existing temporary fence.

4. *Reasoning for the fence (8 comments)*

Further information was requested regarding why a permanent fence is required, including the request for a business case to justify the works. Clarification of expectations regarding potential additional ticketed events was also sought.

5.3 Stage 1 Survey Summary – Design Brief

Should the Council decide to proceed with the investigation, the responses to the following questions should inform the development of the design brief to address additional concerns raised. It should be noted that some responses contradicted others (e.g. open fence design vs public art murals).

In summary, of the 1,306 comments provided, the fence design should consider (Q8), in order of popularity of theme the following matters:

- Form, colour and material choices should be fitting with the recent oval upgrades, and the local character and heritage of the area.
- Form of the fence should be well considered with an opportunity for public art, maintaining a focus on quality outcomes, without appearing intimidating.
- Design should maintain openness and achieve a sense of ‘see-through’; consideration should be given to sliding, removable or retractable panels.
- Design should provide multiple large access gates and/or openings that make it easy to always maintain community access to the oval outside of specified events.
- Design should consider safety and security issues.
- Design should minimise maintenance and ongoing operational costs, as well as likelihood of graffiti.

It should be noted that several comments reiterated their opposition to any proposed fencing.

In summary, of the 1,260 comments provided, the fence design should avoid (Q9) in order of popularity of theme:

- Solid elements and blocking views.
- Use of cheap materials.
- Appearance of a security fence; creating a sense of exclusion and the use of chain mesh.
- Limited entry points.
- Advertising and signage.
- Excessive ongoing maintenance costs.

It was noted that a few comments considered the fence should only be low (waist height) or mimic the existing picket fence.

Several comments also referred to the fence not being ‘ugly’, which is subjective across the community and may become a source of further debate if the development of concept design options was to proceed.

Again, a number of comments reiterated their opposition to any proposed fencing.

For fencing along Trimmer Terrace (Q10), the survey recorded 226 responses, including the following comments or concerns:

- Any gates should be positioned to align with the stairs behind the kiosk area.
- The Bali Memorial should remain outside of any fenced area.
- Fencing should be integrated with the existing grandstand frontages as well as existing retaining walls.
- Fencing should avoid creating narrow 'dead' leftover spaces as a result of the fence placement.

The majority of comments, however, reiterated their opposition to any proposed fencing.

For fencing along Frederick Street (Q10), the survey recorded 284 responses, including the following comments or concerns:

- Not to block views of green space from Frederick Street.
- Wider footpaths to address concern of the height of a fence against the footpath.
- Maintain visibility and free access to the existing playground, BBQs, toilets, and cricket nets.
- Importance of large public access points along Frederick Street.
- It was noted that Frederick Street frontage is the only side that is open and without significant structures.
- Consider reorganisation of existing park features to suit a fence alignment.
- Main Entry arch, similar to Oxford Terrace could be included.
- Moveable, telescopic fence panels.
- Fence setback into the park to ensure that footpath width to street edge doesn't result in people feeling trapped.

The majority of comments, however, reiterated their opposition to any proposed fencing.

For fencing along Langham Terrace (Q10), the survey recorded 270 responses, including the following comments or concerns:

- Maintain visibility and free access to the existing playground, BBQs, toilets, and cricket nets.
- Integration with the existing harbour structure, and an opportunity to enhance its tired appearance.
- Importance of public access points along Langham Terrace.
- Design should recognise views towards the hills.
- Design should avoid the collection of garbage / debris against it;
- Design should integrate with the narrow, landscaped streetscape;
- Design should avoid entrapment; and
- Design should consider sliding gates/panels within the existing structure.

The majority of comments, however, reiterated their opposition to any proposed fencing.

In summary, of the 1,318 comments provided, 'appropriate public access' (Q11) was considered to mean (in order of popularity of theme):

- Easy, unobstructed public access at all non- event times and equivalent to the existing level of access available (while training is occurring).
- Multiple, large access points regularly spaced along each street frontage, that can be accessed by all types of users, without having to walk around the perimeter of the Oval.
- Maintain access into the Oval surrounds and facilities (playgrounds, toilets, BBQ) during training (when oval access is prevented).
- Any gates should be open and welcoming and should not easily be able to be locked (i.e. should be closed only for events).

A range of other comments provided conflicting expectations regarding the locking of the fence at night times for public safety and oval security.

Several other comments (Q12) reiterated their opposition to any proposed fencing.

5.4 Summary

From the 1,409 survey responses, the following generalisations could be considered:

Against further investigation of a Perimeter Fence

- Residents within the City of Unley, who regularly use Unley Oval, value it as an important large green community open space. It provides a range of active and passive recreation opportunities for all ages in the community.
- As a valued community space, the fence is not generally supported and would threaten the identity, appeal, and safety of the Oval.
- The fence is considered a benefit to the football club only and not the wider community; and
- The replacement of temporary fencing with a permanent fence is considered excessive for the 10 days of the year it is required and should not be funded by Council.

Support for further investigation of a Perimeter Fence

- Those within and outside the City of Unley who associate Unley Oval as the home of Sturt Football Club, value it as a quality sports facility.
- The proposal for a permanent fence is generally considered to be the last step to the upgrade of the oval.
- The replacement of a temporary game day fence is generally supported, in recognition of the cost-saving benefits to the football club, the efforts of its volunteers, and improved safety; and
- Most of the southern half of the Oval is already fenced.
- The installation of a fence will provide the opportunity for the oval to be used for other ticketed events.

Next steps

If the Council decides to proceed with further investigation of a perimeter fence, the issues and concerns raised in this report will inform the design process.

It should be noted that while the design may address most of the above issues (i.e. form, materiality, openness, alignment of the fence, access) it is unlikely that any design will address the perceptions around privatisation/ lack of community access and safety.

With over 1,400 responses, only 3% of respondents were willing to consider a design before determining their level of support, and while progression of the design would assist in clarifying these questions, it is unlikely to fundamentally change the view of those opposed to a fence.

Should the investigation proceed through the additional steps of approval to the finalisation of a preferred design by the Council, it will be subject to a planning application. The planning process can formalise the management requirements of gates and periods of closure to give the Council, oval stakeholders, and the wider community a greater understanding of expectations of use.

6. POLICY IMPLICATIONS

6.1 Financial/budget implications

- Council has allocated funding of \$100,000 in its draft 2024/25 Annual Business Plan and Budget for the redevelopment of the existing public toilet facilities located at Unley Oval.
- If the Council decides to proceed with the fence investigation, the scope of works could be expanded to incorporate the development of concept design options for a permanent perimeter fence at Unley Oval. This scope would include the establishment of first-order cost estimates for the concept design options to assist Council in its deliberations.
- Given the high level of community interest in the investigation from stage 1 feedback, additional funding should be sourced to conduct independent public consultation on the concept design options. This scope should include expanded methods of notification and independent assessment.
- Costs associated with these additional works will be addressed as part of Quarter 1 budget review.

6.2 Risk Management (identification and mitigation)

- A staged consultation approach was endorsed to engage with the community and interested stakeholders to ensure that Council is aware of all views prior to making any decisions.

- If the Council decides to proceed with the investigation, the designs will be prepared in accordance with the necessary and required standards, codes, and guidelines to ensure that Council meets the appropriate legislative requirements and mitigates its risks accordingly.
- The investigation timeline will continue to be managed to provide the project with the sufficient time required to meet the level of community interest and to ensure the most informed outcomes.
- Irrespective of the decision the Council make, further community information should be prepared to confirm the direction of the Council and aim to reduce the extent of community division which has arisen through Stage 1.

6.3 Staffing/Work Plans/Additional Resource Impact

- Given the high level of public interest in the investigation, staff work plans will need to be adjusted to ensure there is sufficient time for staff to appropriately manage the development of concept design options by an external party as well as the additional consultation process.
- It should be noted that this project was introduced after the staff workplans were finalised to reflect the endorsed 2024/25 Annual Business Plan and Budget. As a result, to appropriately manage the sensitive nature of the project, other planned projects or activities will need to be paused or adjusted in terms of time frames to support the requirements of the next stage. Alternatively, additional resources would need to be sought to maintain progress for other planned projects forming part of the 2024/25 work plan.
- In addition, other planned community engagement and communications activities may need to be delayed or stopped to support the needs of the next stage of engagement or alternatively, Council will need to seek additional resources.
- Staff will be responsible for the day-to-day management of consultants, co-ordinating Council briefings and preparation of Council reports.
- To assist the project resourcing demands and risk mitigation, it is recommended that the design investigation and public consultation be outsourced to relevant specialist.
- The Administration will engage an external design team to develop the concept design options and associated costs, as well as consultation specialist to undertake the community consultation process and independent assessment.

6.4 Climate/Environmental Impact

- If directed by Council, the development of concept designs as part of the investigation would consider the Council's Environmental Design Guidelines (ESD) for New Council Buildings and Minor Works and Refurbishments.

6.5 Social/Economic

- If Council chooses to proceed with this project, the stage 1 community feedback will be used to inform the concept design brief. The concept design options will need to reflect a design that is appropriate to the character of Unley Oval and attempt to address the concerns raised by the community.
- The next stage of consultation will be accessible online and onsite to maximise opportunities, as well as consider other hard copy or postal methods to raise greater community awareness of the design proposals.

7. ANALYSIS OF OPTIONS

Option 1 -

1. The report be received.
2. Having considered the results of the first stage of consultation, the Administration be authorised to proceed with the next stage of the investigation, including the preparation of concept design options for a perimeter fence around Unley Oval, including fence location, fence design, indicative costings and aims to manage openings.
3. A further report be presented to Council for its consideration which outlines the concept design options for their review and approval prior to the commencement of public consultation.
4. All respondents to the original survey are to be notified of the Council's decision.

This option allows the Council to receive the results of the first stage of the consultation and commit to advance the next stage of investigation works regarding concept design options of a perimeter fence around Unley Oval.

Option 2 –

1. The report be received.
2. Having considered the results of the first stage of consultation, no further investigation works regarding a perimeter fence around Unley Oval be undertaken.
3. All respondents to the original survey are to be notified of the Council's decision.

This option allows the Council to receive and note the results of the first stage of the consultation, but to not undertake any further investigation works regarding a perimeter fence around Unley Oval at this time.

8. RECOMMENDED OPTION

This matter is for Council to determine.

9. REPORT AUTHORISERS

Name	Title
Peter Tsokas	Chief Executive Officer

Unley Oval Perimeter Fencing Investigation – Text Analysis Summary of Works

Project Overview

The City of Unley contracted Granicus to conduct text analysis on 1408 submissions received for Unley Oval Perimeter Fencing Investigation – Understanding the Community survey.

The purpose of this project was to identify key themes observed in responses to the following survey questions asking for qualitative responses:

- What do you use Unley Oval for? Other (please specify)
- Why is Unley Oval important to you?
- What are the qualities of Unley Oval that you value?
- Do you support a perimeter fence with appropriate public access for Unley Oval? (3 questions):
 - Yes - Please explain what you consider all of the benefits of a perimeter fence around Unley Oval to be.
 - No - Please explain your concerns regarding a perimeter fence around Unley Oval.
 - Need more information - What additional information would help you decide if you supported a fence?
- What should an Unley Oval perimeter fence design consider?
- What should an Unley Oval perimeter fence design avoid?
- What does 'appropriate public access' mean to you?
- Do you have any other comments to share with Council regarding the investigation or Unley Oval?

In total, 9077 responses were received in 1408 submissions for the 10 questions. All 9077 responses were analysed using the methodology outlined in this document to identify key themes in qualitative responses.

Methodology

Data Collection and Preparation

- Granicus gathered response data for the 10 questions mentioned above in the Unley Oval Perimeter Fencing Investigation – Understanding the Community survey.
- No personal data collected through the survey was analysed. All responses were anonymised prior to Granicus conducting text analysis.

Text Analysis

- Responses were first analysed by importing them into a text analysis tool called Codelt. Codelt uses generative AI to analyse text to extract key themes observed in responses and assigns themes to responses.
- Thematic analysis done in Codelt was reviewed and finalised by CoU staff to ensure thematic analysis by Codelt was accurate and captured nuance and context-specific responses correctly.
- All thematic analysis was organised into two categories:
 - Level 1 categories: Overarching themes observed in responses
 - Level 2 categories: Detailed subcategories within each Level 1 category. All responses were assigned a Level 2 category. Responses could also have more than one Level 2 category assigned based on the types of themes a respondent expressed.

Reporting

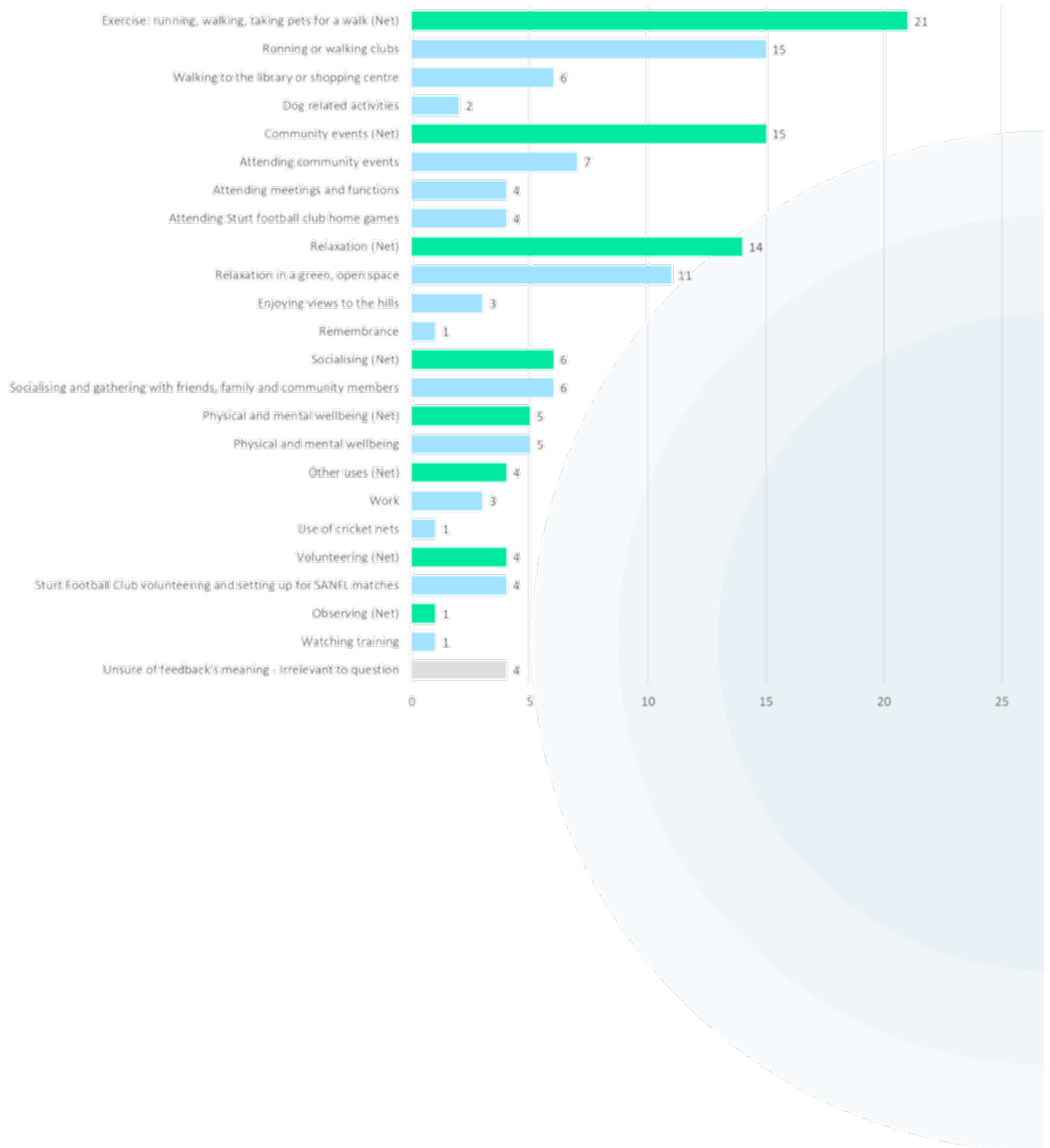
- Granicus provided CoU with a final report containing:
 - Total number of Level 1 and 2 categories observed for each question.
 - Total number of Level 1 and 2 categories observed for each question based on their connection with CoU:
 - Respondents who answered that they are ratepayers and residents of CoU.
 - Respondents who answered that they work, study, own a business or regularly visit the CoU.

In conclusion, text analysis completed by Granicus for this project extracted key themes from a large set of responses. Granicus provided the CoU with themes observed in all questions and the number of times each theme was observed. The CoU can use these findings to assist with their reporting on public opinion for the Unley Oval Perimeter Fence Investigation consultation.

Text Analysis Results

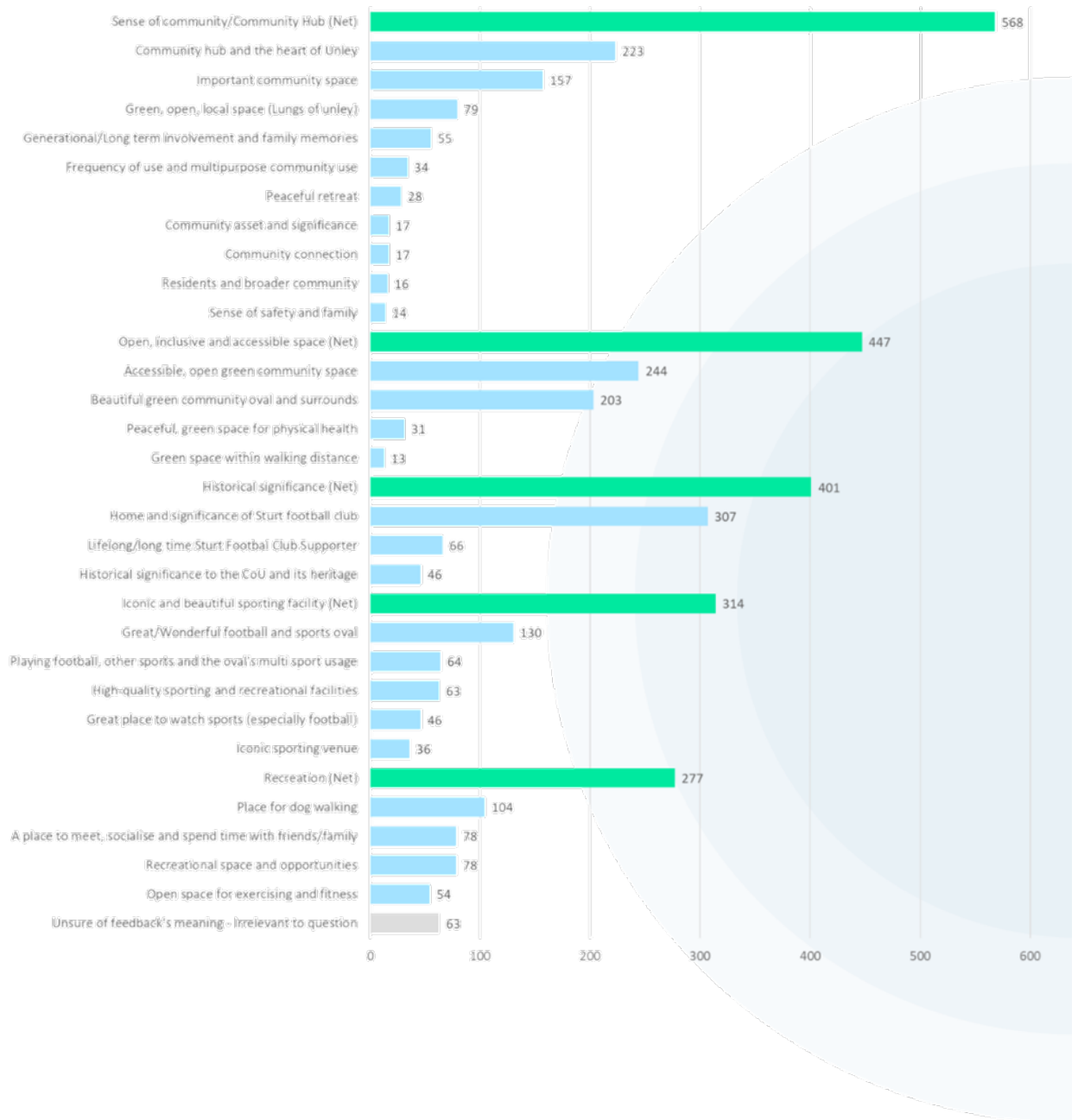
In this section, we summarise the results of the thematic analysis. Each chart shows the number of Level 1 and 2 categories observed for each question.

Q4 - What do you use Unley Oval for (Other)?

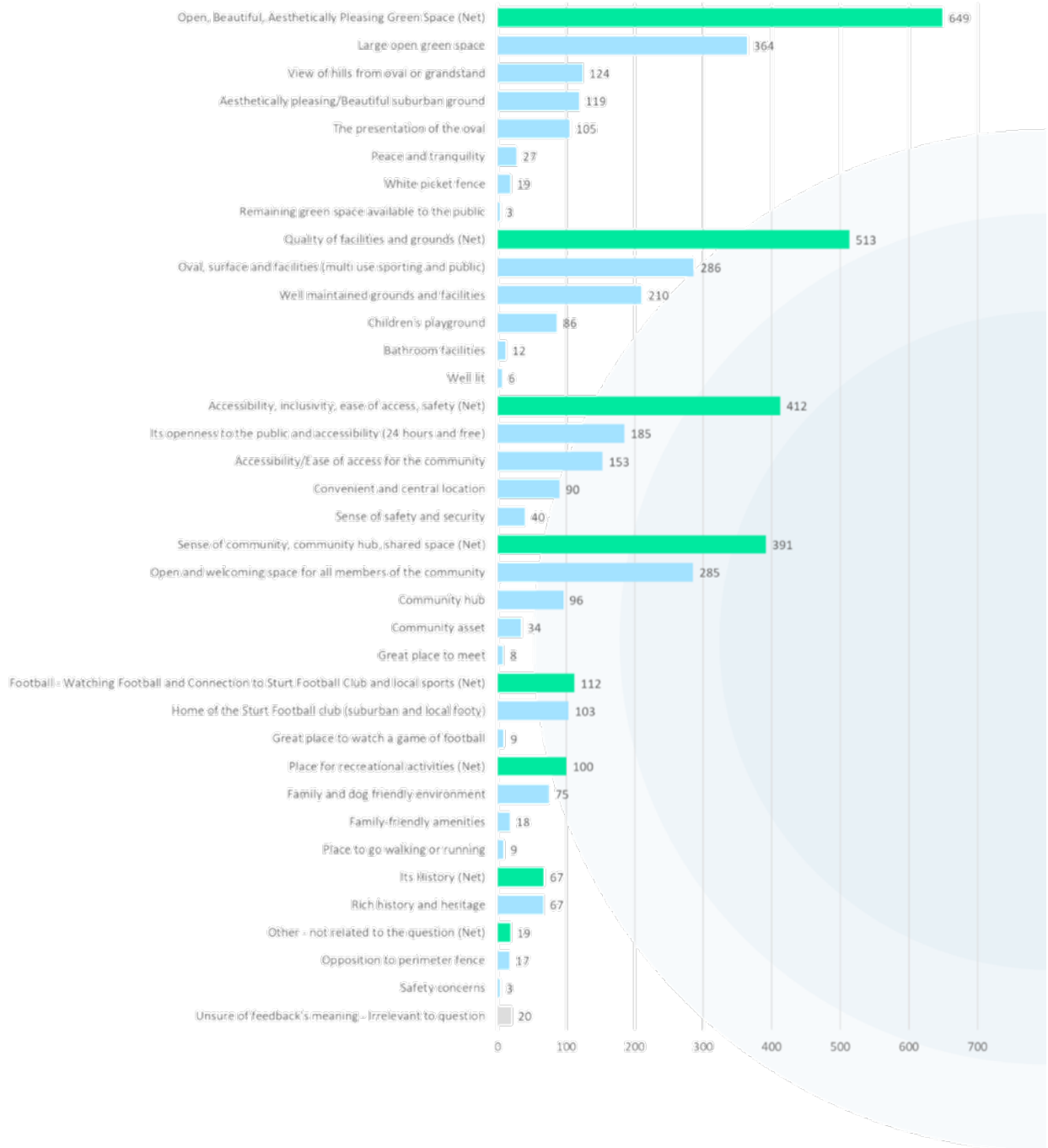



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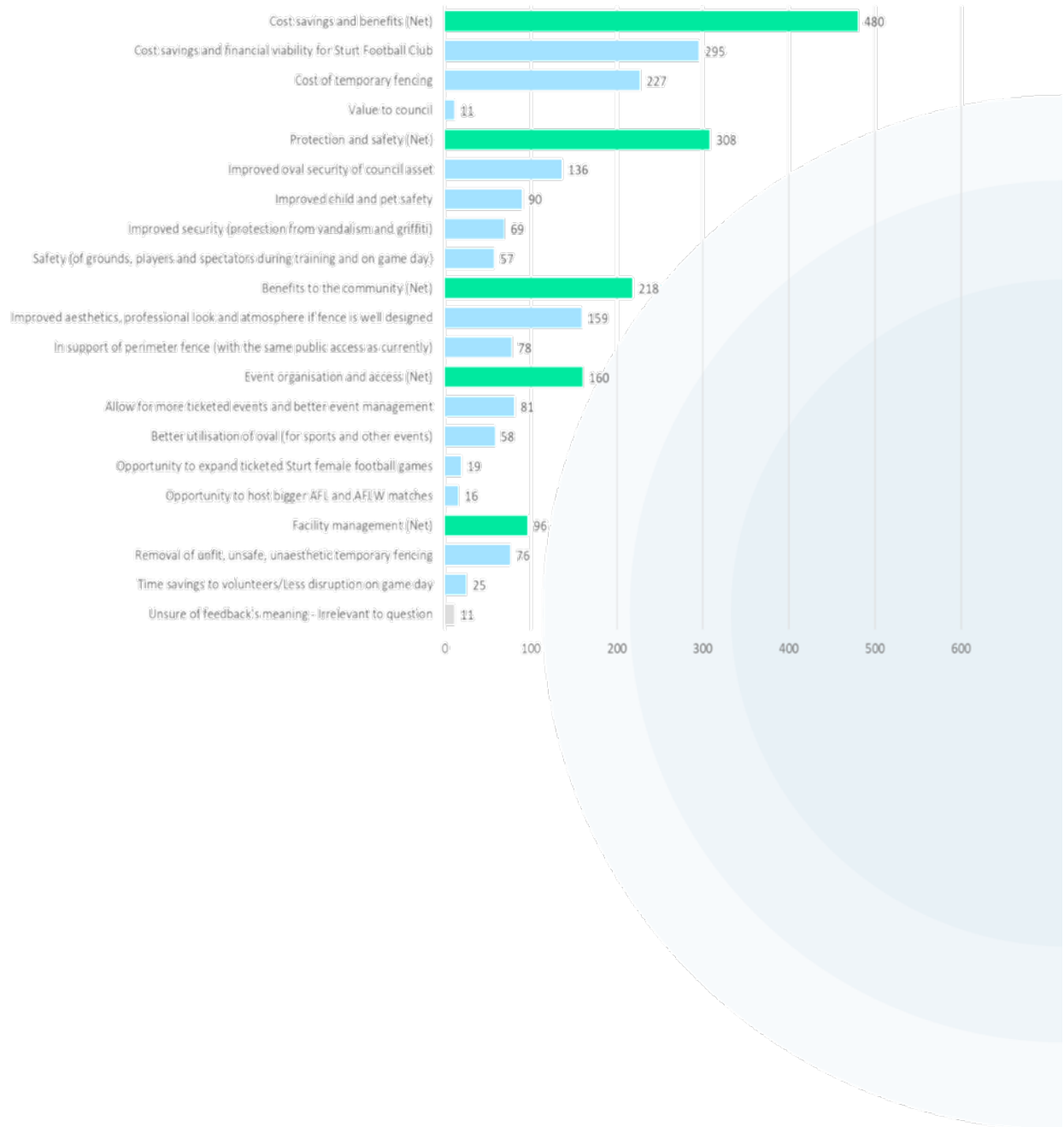
Q5 -Why is the Unley Oval important to you?


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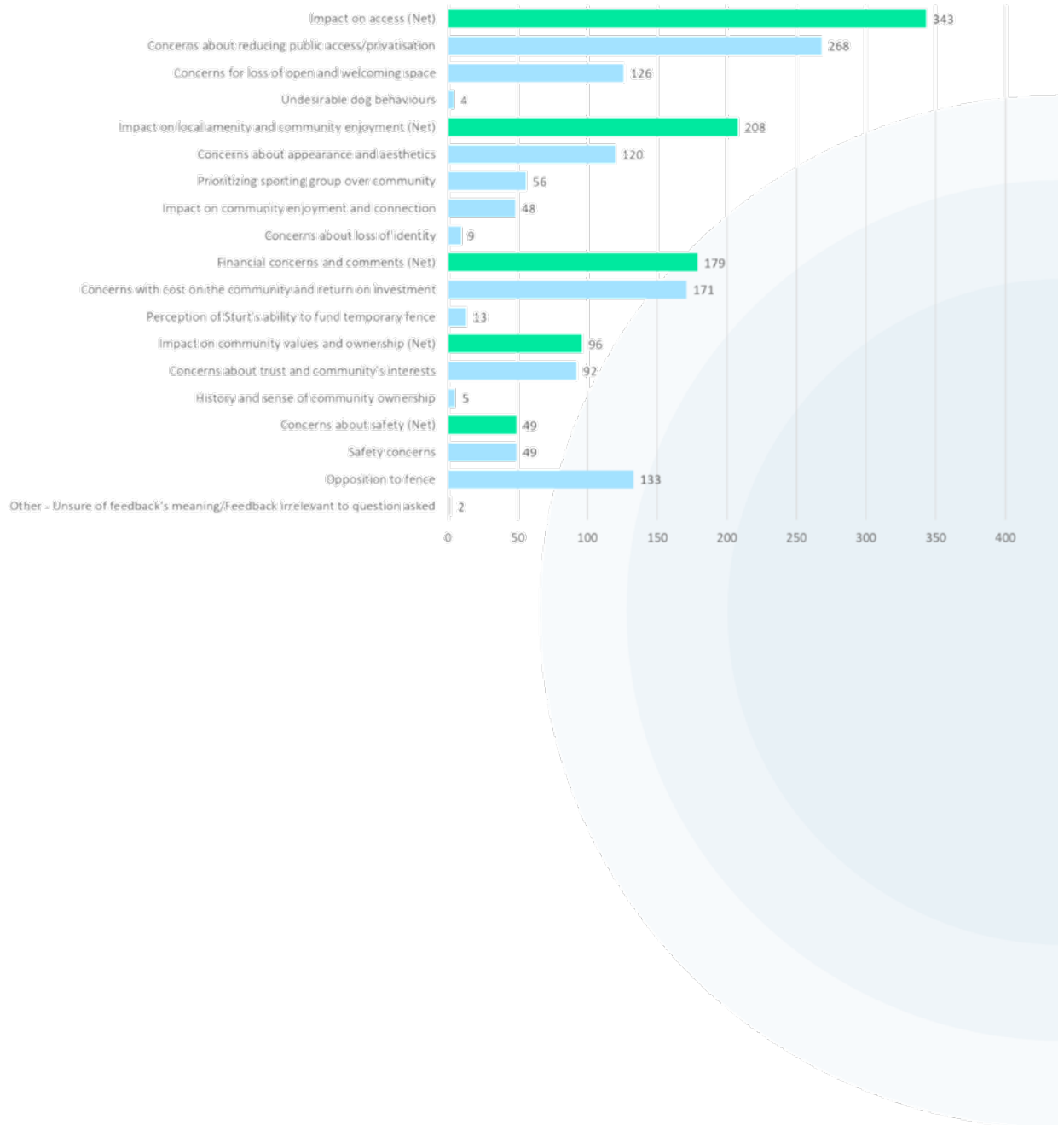
Q6 - What are the qualities of Unley Oval that you value?



Q7 - Do you support a perimeter fence with appropriate public access for Unley Oval – YES

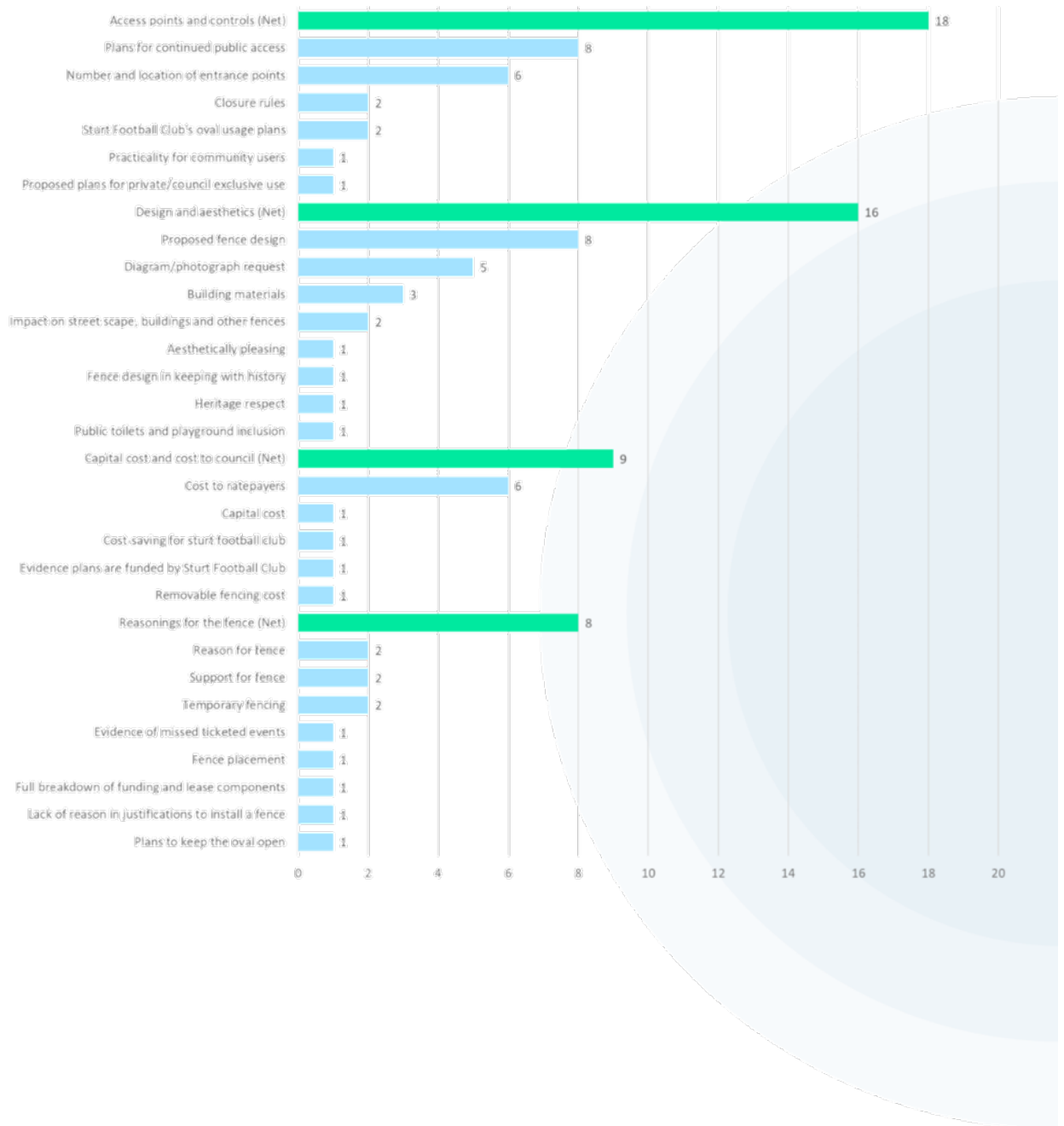


Q7 - Do you support a perimeter fence with appropriate public access for Unley Oval – NO

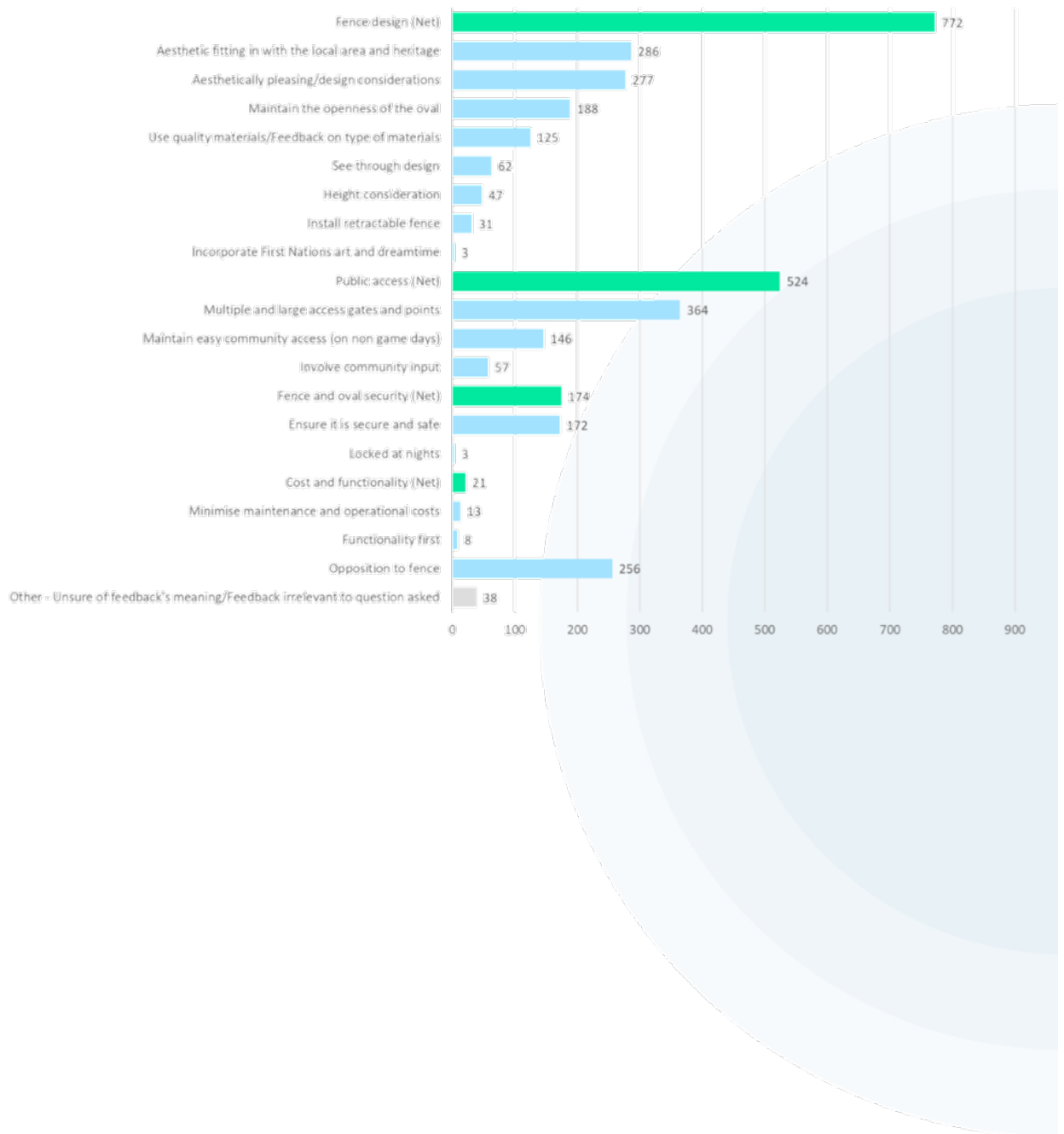



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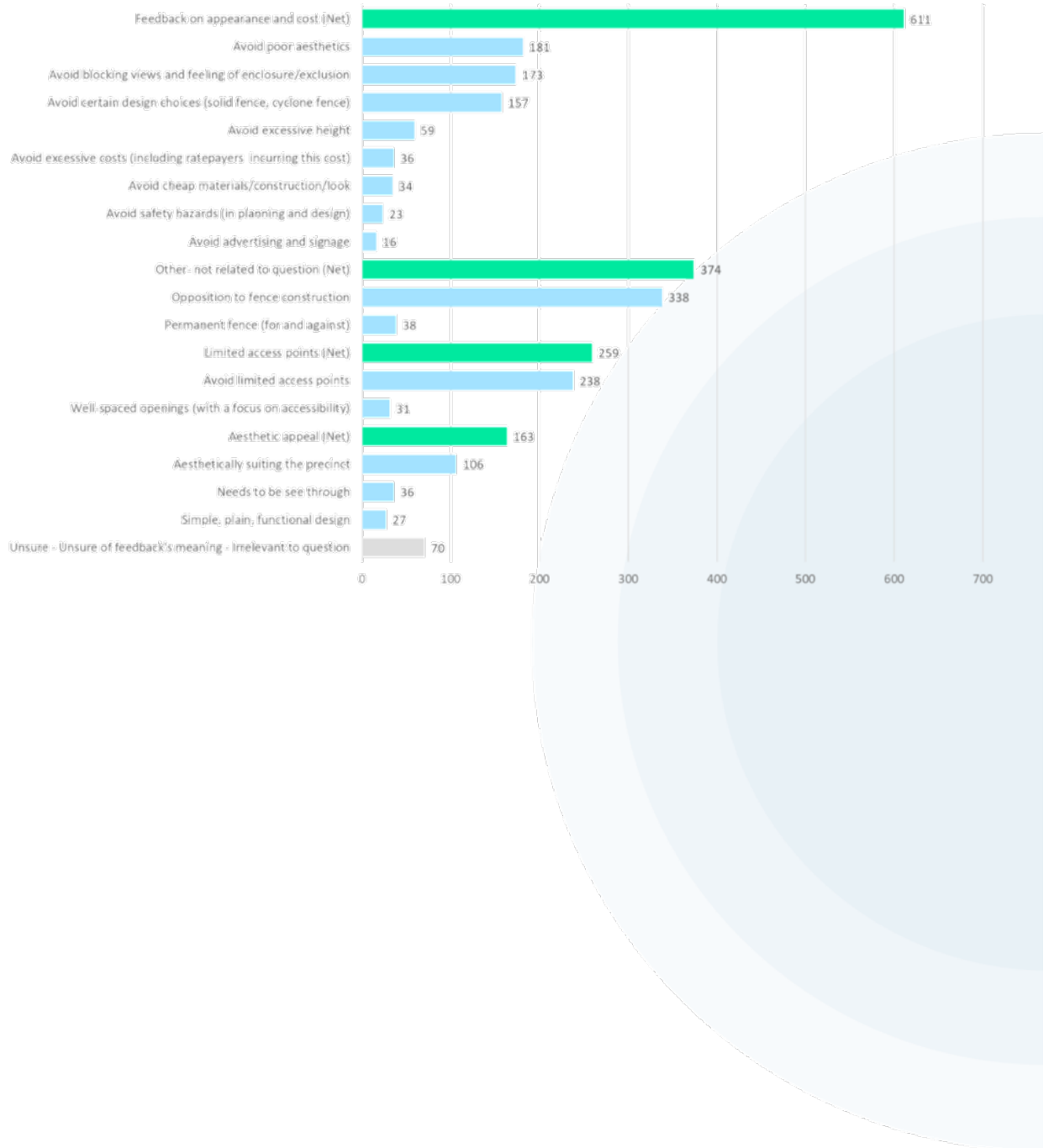
Q7 - Do you support a perimeter fence with appropriate public access for Unley Oval - NEED MORE INFORMATION


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Q8 - What should an Unley Oval perimeter fence design consider?

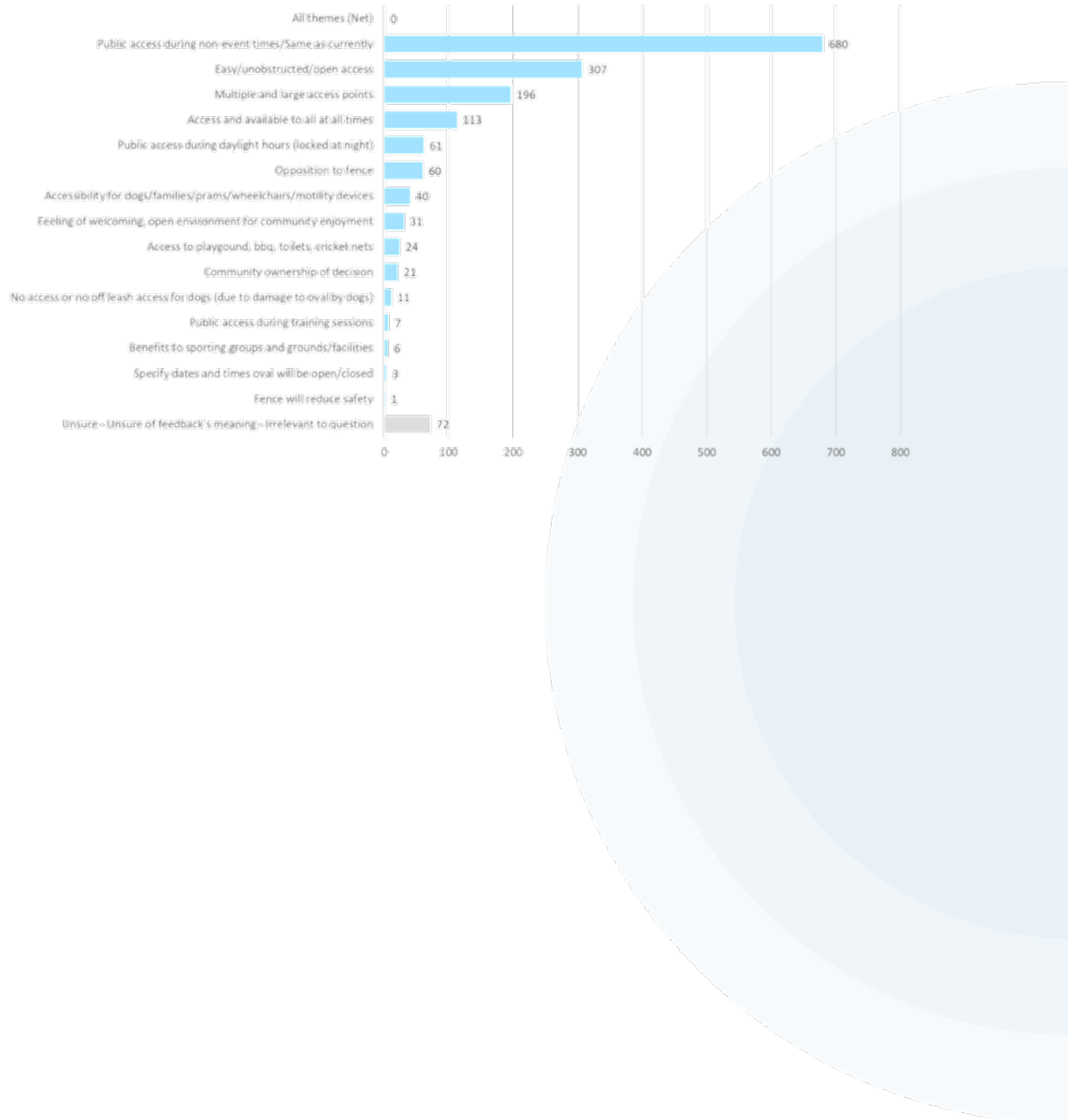


Q9 - What should an Unley Oval perimeter fence design avoid?

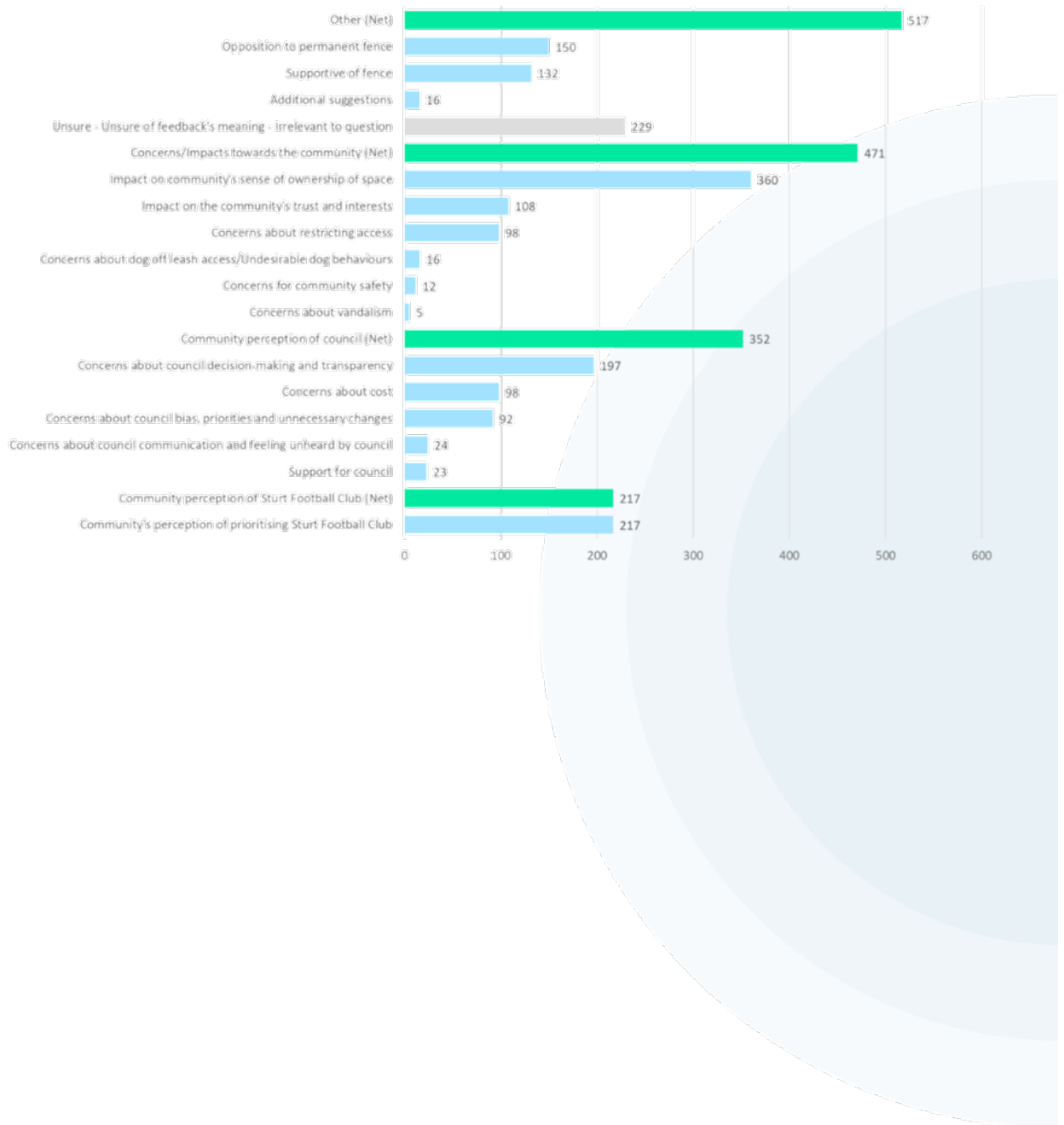



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Q12 - What does 'appropriate public access' mean to you?


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Q13 - Do you have any other comments to share with Council regarding the investigation or Unley Oval?





UNLEY OVAL PERIMETER FENCE INVESTIGATION

STAGE 1 CONSULTATION SUMMARY

SEPTEMBER 2024

INTRODUCTION

The Unley Oval Stage 1 community consultation was undertaken over a 3-week period in July, resulting in 1409 submissions via the YourSay Unley online engagement platform.

The survey results are presented to demonstrate the level of support for a permanent perimeter fence, based on the following different individual criteria identified in the survey:

- Age or gender;
- Postcode and suburb;
- Connection to the City of Unley;
- Use of Unley Oval, and
- Frequency of visit.

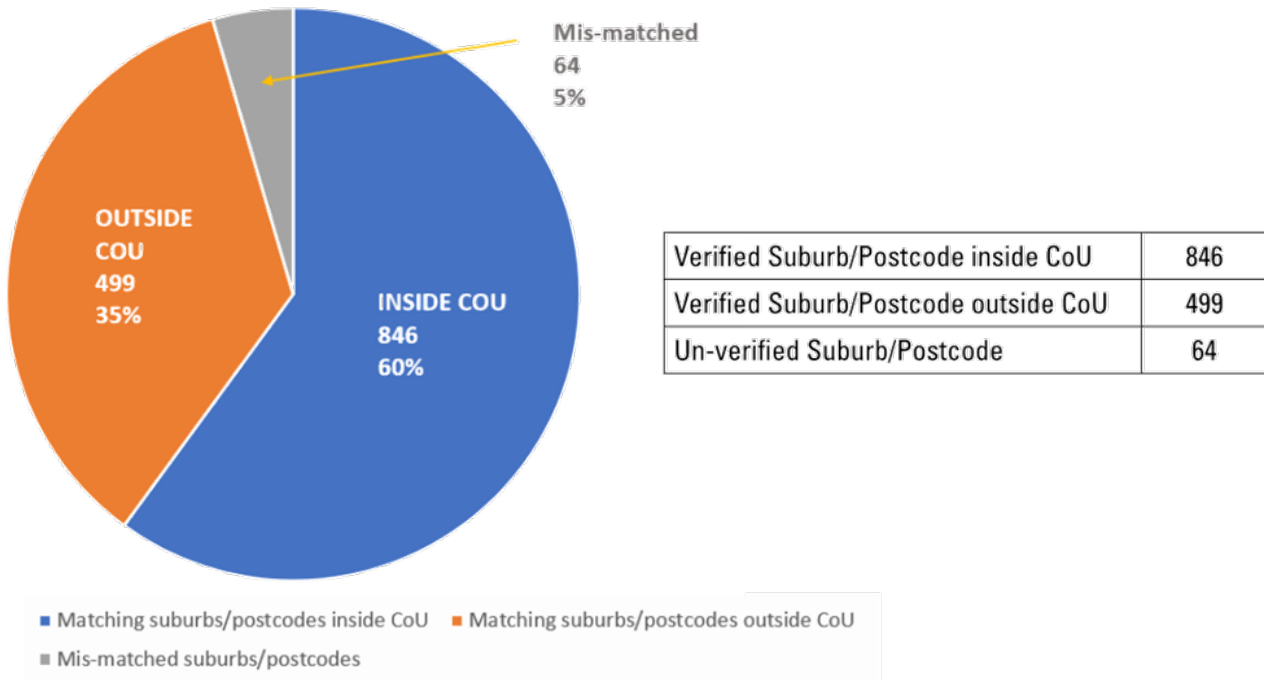


181 Unley Road Unley
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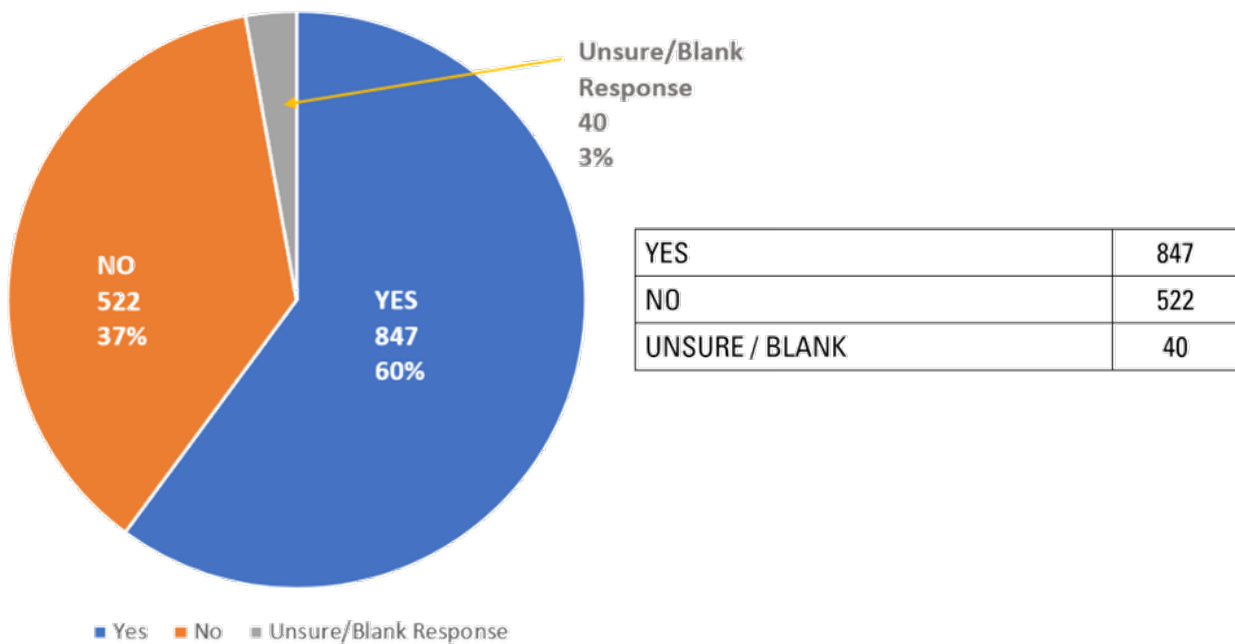
'UNDERSTANDING THE COMMUNITY' SURVEY QUESTIONS

1. What is your postcode?
2. What is your connection to the City of Unley?
3. How often do you visit Unley Oval?
4. What do you use Unley Oval for?
5. Why is Unley Oval important to you?
6. What are the qualities of Unley Oval that you value?
7. Do you support a perimeter fence with appropriate public access for Unley Oval?
 - Yes / No / Need more information
 - Please explain what you consider all of the benefits / concerns of a perimeter fence around Unley Oval to be?
 - What additional information would help you decide if you supported a fence?
8. What should an Unley Oval perimeter fence design consider?
9. What should an Unley Oval perimeter fence design avoid?
10. Do you have any comments or concerns regarding the placement of a fence along particular street edge or edges?
 - Trimmer Terrace
 - Frederick Street
 - Langham Terrace
11. What does 'appropriate public access' mean to you?
12. Do you have any other comments to share with Council regarding the investigation or Unley Oval?
13. What is your gender?
14. What is your age?

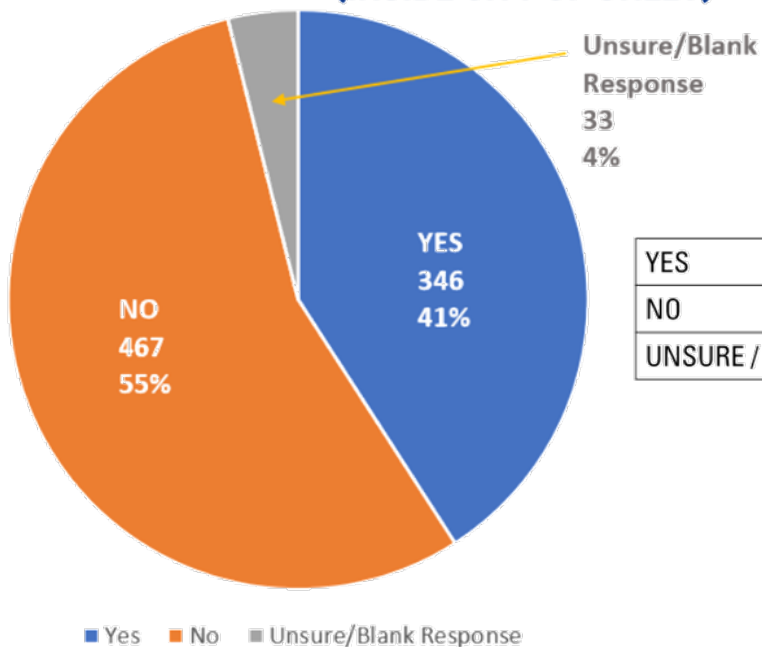
SUMMARY RESULTS: POSTCODE AND SUBURB (ALL RESPONDENTS)



SUMMARY RESULTS: SUPPORT FOR PERIMETER FENCE (ALL RESPONDENTS)

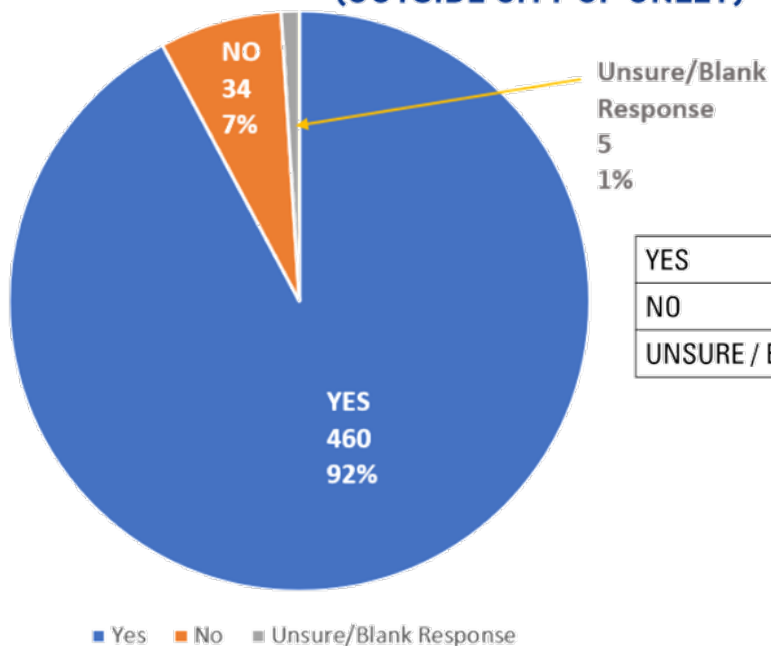


SUMMARY RESULTS: SUPPORT FOR PERIMETER FENCE (INSIDE CITY OF UNLEY)



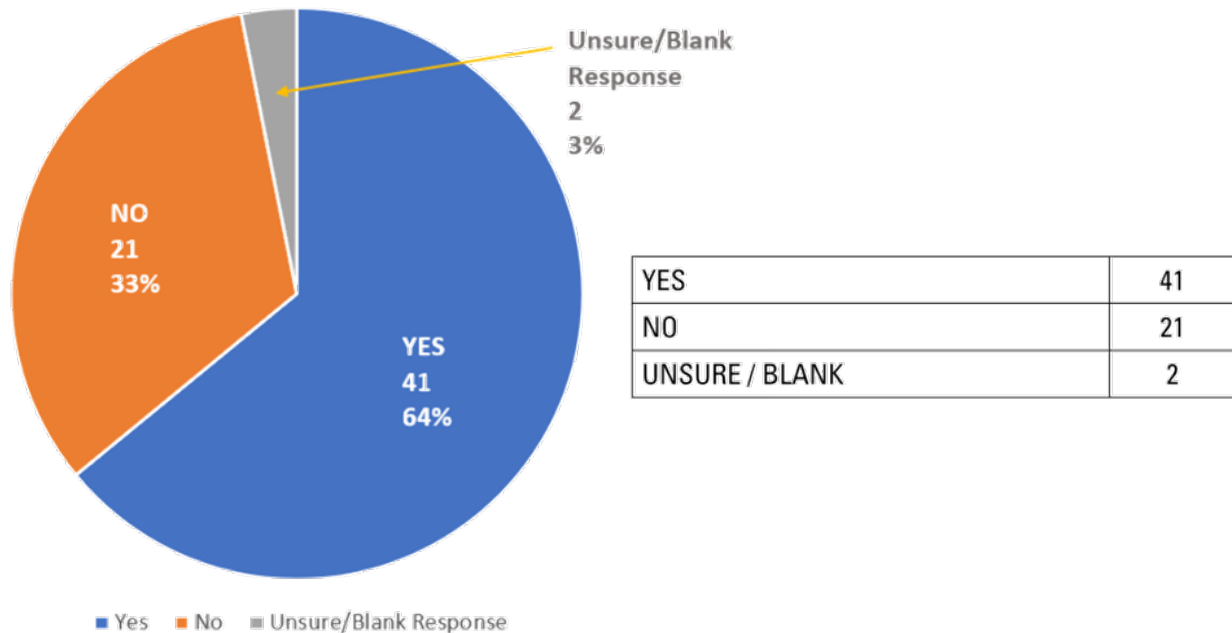
YES	346
NO	467
UNSURE / BLANK	33

SUMMARY RESULTS: SUPPORT FOR PERIMETER FENCE (OUTSIDE CITY OF UNLEY)

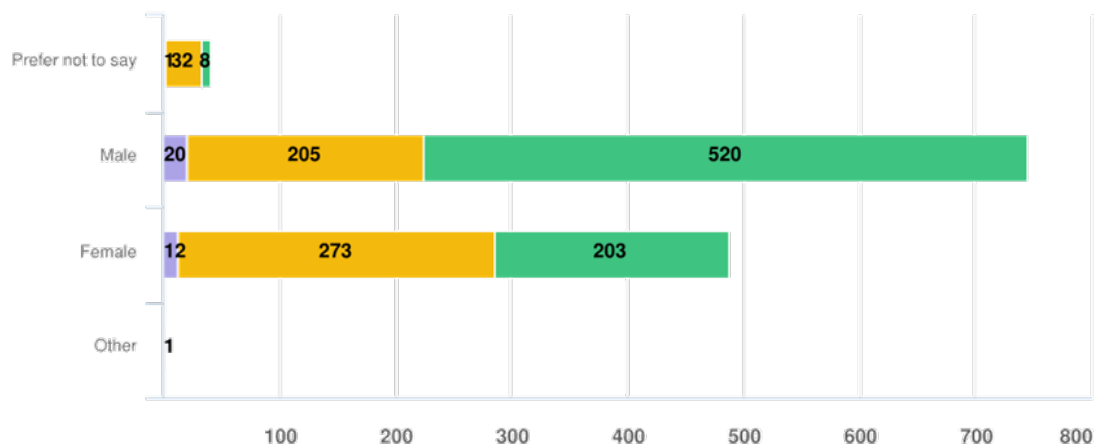


YES	460
NO	34
UNSURE / BLANK	5

SUMMARY RESULTS: SUPPORT FOR PERIMETER FENCE (UNVERIFIED)



QUESTION 13: GENDER RESULTS IN COMPARISON TO SUPPORT FOR PERIMETER FENCE (OVERALL RESULTS)

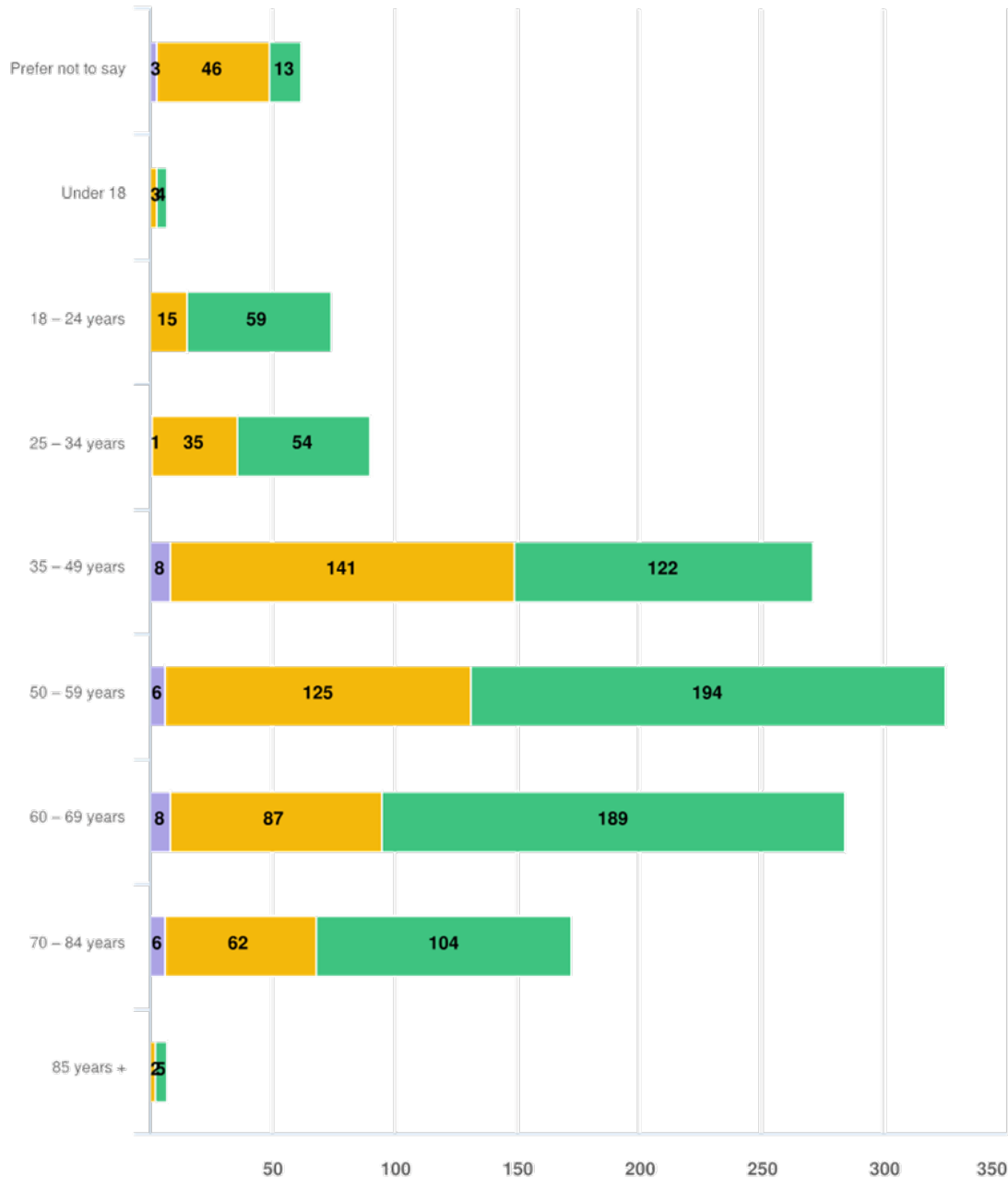


Comparing by:

Do you support a perimeter fence with appropriate public access for Unley Oval?

● Need more information ● No ● Yes

QUESTION 14: AGE RESULTS IN COMPARISON TO SUPPORT FOR PERIMETER FENCE (OVERALL RESULTS)

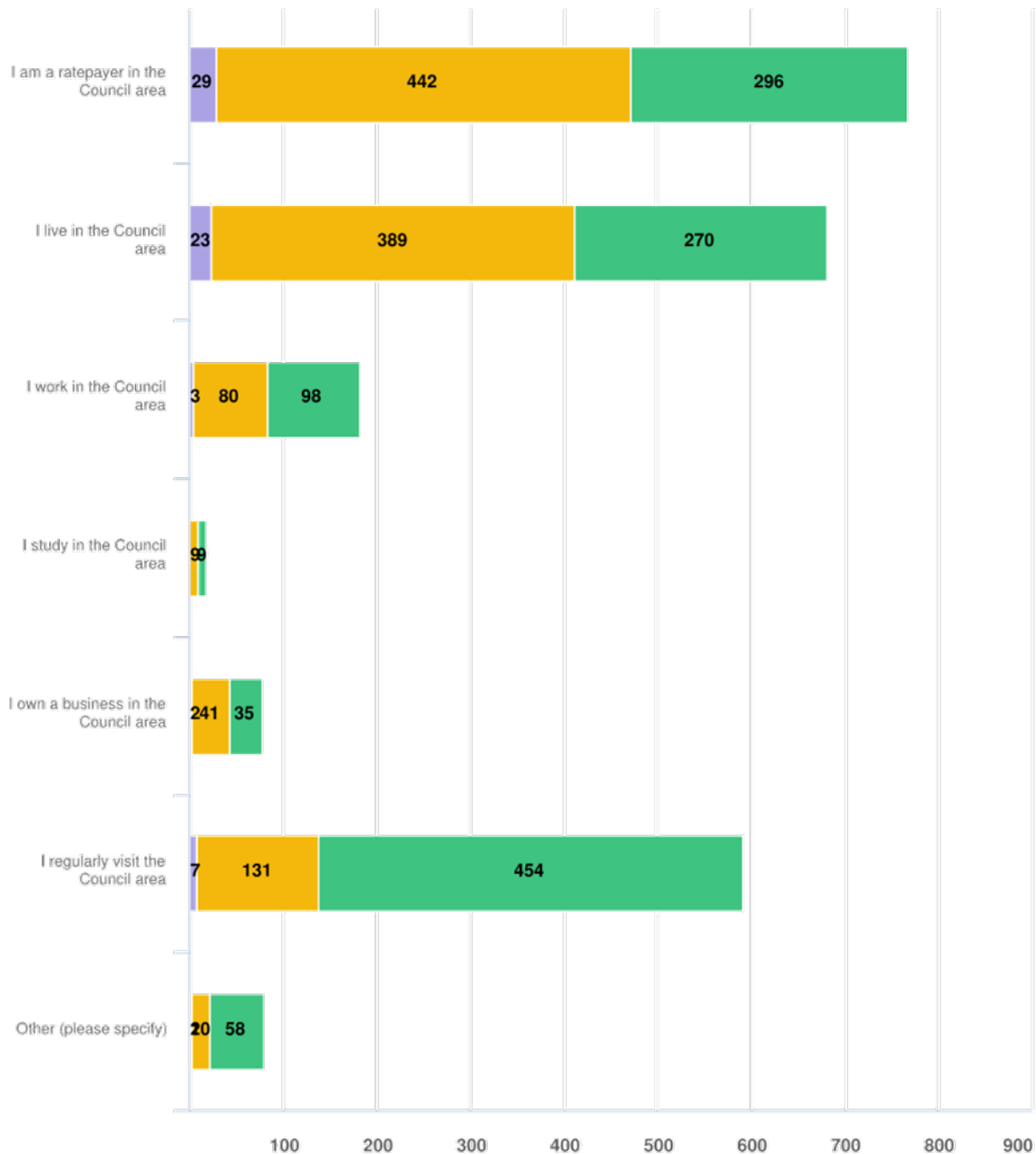


Comparing by:

Do you support a perimeter fence with appropriate public access for Unley Oval?

● Need more information
 ● No
 ● Yes

QUESTION 2: CONNECTION TO UNLEY RESULTS IN COMPARISON TO SUPPORT FOR PERIMETER FENCE (OVERALL RESULTS)

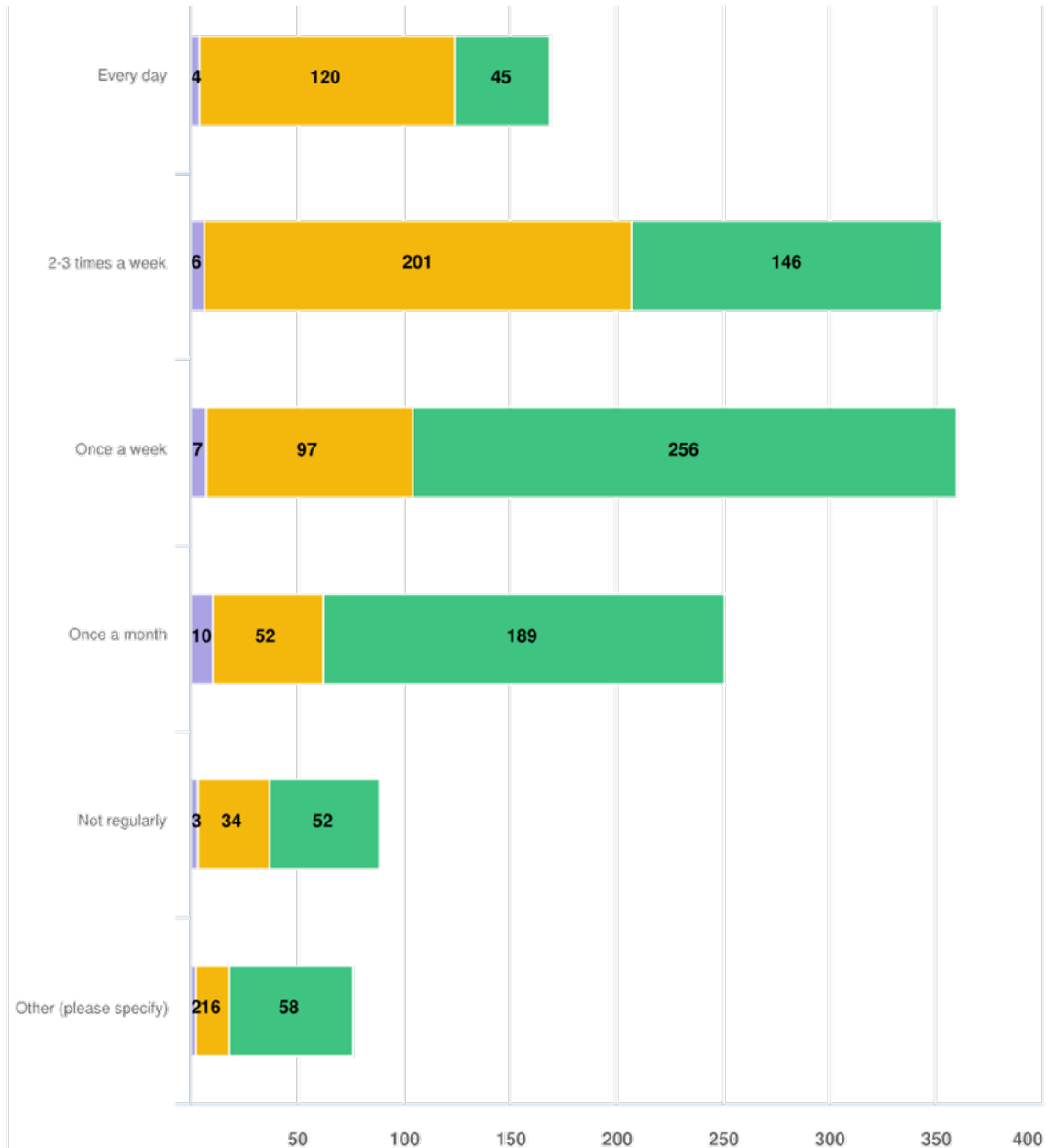


Comparing by:

Do you support a perimeter fence with appropriate public access for Unley Oval?

Need more information No Yes

QUESTION 3: FREQUENCY OF VISIT TO UNLEY OVAL RESULTS IN COMPARISON TO SUPPORT FOR PERIMETER FENCE (OVERALL RESULTS)

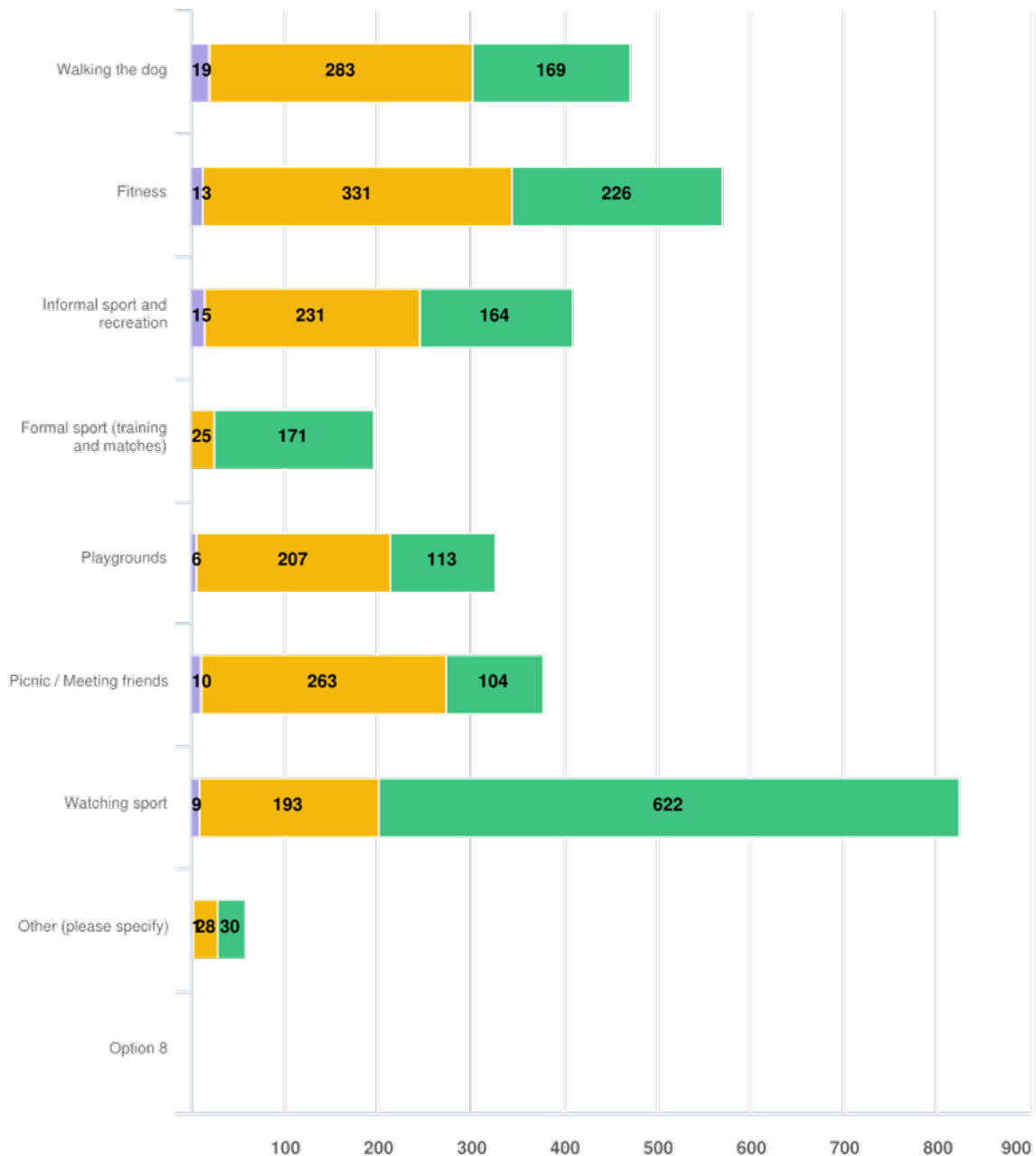


Comparing by:

Do you support a perimeter fence with appropriate public access for Unley Oval?

● Need more information
 ● No
 ● Yes

QUESTION 4: DIFFERENT USES OF UNLEY OVAL IN COMPARISON TO SUPPORT FOR PERIMETER FENCE (OVERALL RESULTS)

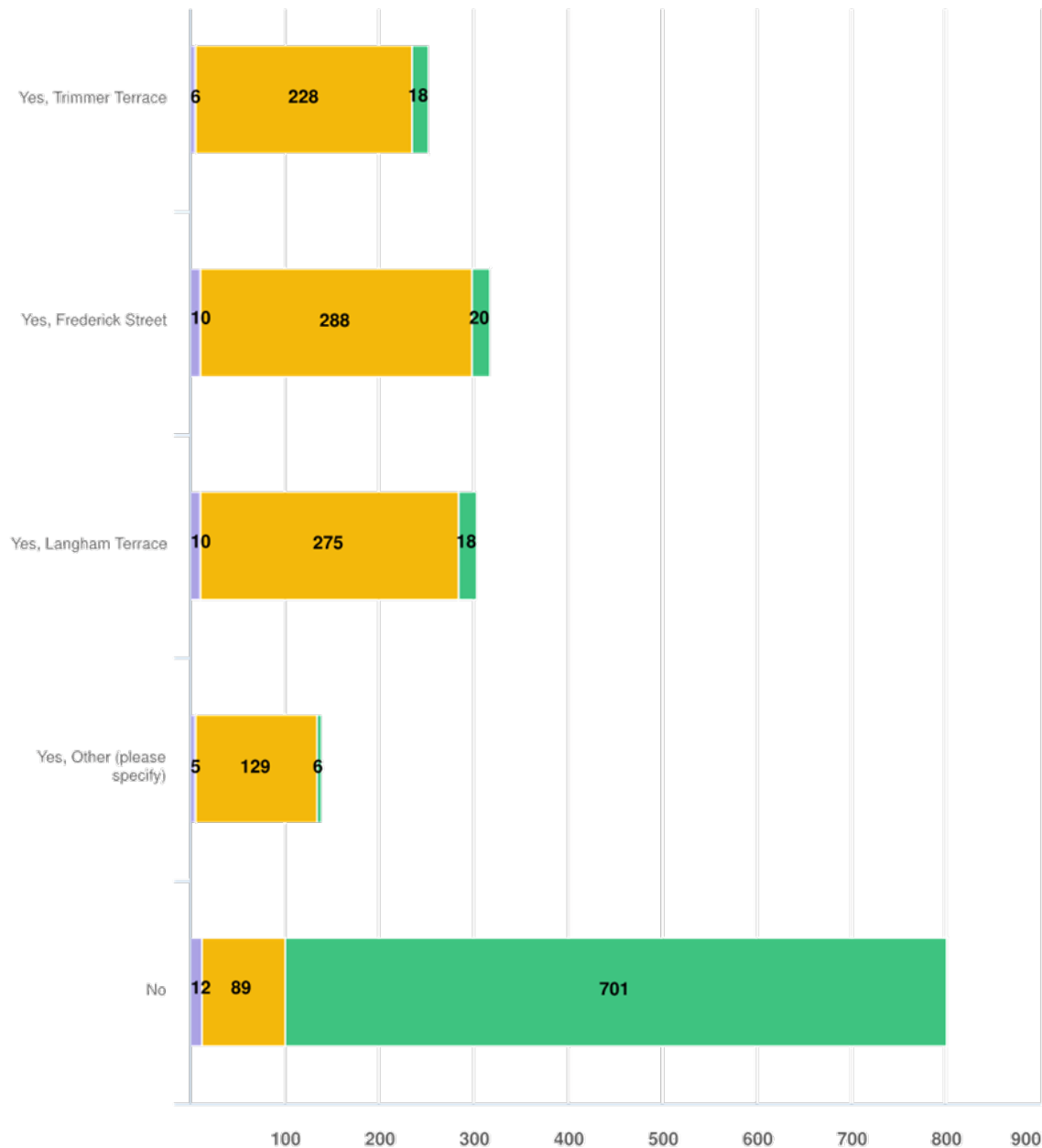


Comparing by:

Do you support a perimeter fence with appropriate public access for Unley Oval?

● Need more information
 ● No
 ● Yes

QUESTION 10: PARTICULAR STREET EDGE IN COMPARISON TO SUPPORT FOR PERIMETER FENCE (OVERALL RESULTS)



Comparing by:

Do you support a perimeter fence with appropriate public access for Unley Oval?

● Need more information
 ● No
 ● Yes

