Morphettville Neighbourhood Renewal Project
Community Engagement Report

SUMMARY OF FINDINGS & RECOMMENDATIONS FROM CONSULTATION
WITH THE LOCAL COMMUNITY IN APRIL 2016

Prepared by
Communications & Engagement Team
April 2016
Executive Summary

Renewal SA conducted two community information sessions in April 2016. The key target audiences included:
- SA Housing Trust tenants within the Morphettville Neighbourhood Renewal Project area; and
- private residents and landowners within the project area and immediately adjacent.

The purpose of the information sessions was to provide an opportunity for:
- SA Housing Trust tenants to obtain information about the rationale, timeframes and process of relocation and to engage tenants in defining their housing needs and location preferences; and
- local residents and landowners to obtain information and provide feedback about the draft Master Plan for the renewal of the area.

Engagement with local residents focused primarily on some 240 households within the Morphettville Neighbourhood Renewal Project area bordered by: Hendrie Street, Sturt River Linear Park, Carlisle Avenue (northern) and Nilpena Avenue (northern) – ‘the engagement area’.

Some 100 people attended the information sessions on Wednesday 6 and Saturday 9 April. Two participants provided feedback via the online survey and eighteen completed the hard copy version of the survey, provided at the information sessions.

Of the twenty respondents, seventeen identified themselves as residents within the engagement area, with one being from the broader council area and two respondents skipping the question.

The majority of tenants attending the sessions expressed appreciation of the opportunity to speak one-on-one with Tenant Relationship and Transition Unit (TRTU) officers about relocation.

Background

The Project

The Morphettville Neighbourhood Renewal Project, is part of the Renewing Our Streets and Suburbs initiative, which aims to renew 4,500 pre-1968 SA Housing Trust properties within 10 kilometres of the CBD by the end of 2020.

Renewal will range from renovations to complete redevelopment of SA Housing Trust properties and will:
- improve the quality of public housing;
- focus housing growth in existing suburbs, close to transport, and other services and facilities;
- improve access to affordable housing, through purchase and rental;
- improve the aesthetics and amenity of streets and open space; and
- create jobs for a range of companies in the building and construction industries and supporting services.

The Morphettville Neighbourhood Renewal Project will renew an 11 hectare area, to create a mixture of new and renovated SA Housing Trust homes and new housing allotments, as well as new tree plantings and streetscapes. The project will involve a staged redevelopment and refurbishment of public housing to deliver a range of choices in the size and design of housing, with work due to commence in 2016. Once completed in late 2020 it is expected that there will be a total of approximately 305 homes in the project area.
Communication and Engagement Objectives

A communication and engagement approach was specifically designed to manage tenant relations for the project and to guide community and other stakeholder engagement.

The main objectives of the communications and engagement process were to:
1. bring the voices of impacted SA Housing Trust tenants into the relocation decision making process; and
2. ensure that the local community and other key stakeholders such as the City of Marion were informed about the project and helped shape renewal outcomes.

Methodology

The key methods of promoting and informing the community of the Morphettville Neighbourhood Renewal Project were:

- Correspondence – letters to SA Housing Trust tenants, a Tenant Relocation Fact Sheet and project brochure were posted to tenants on the 31 March 2016. Private owner/occupiers in the project area and immediate neighbours were letter box dropped the Morphettville Neighbourhood Renewal Project brochure and an invitation postcard. Absentee property owners received the brochure and invitation postcard by post.
- Minister’s announcement and media release Saturday 2 April 2016.
- Two community information sessions held at 37A Appleby Road, Morphettville on
  o Wednesday 6 April 2016 2pm-4pm and
  o Saturday 9 April 2016 10am-12pm.
- Large-scale copies of the proposed Maser Plan were on display and available as handouts at both community information sessions.
- SA Housing Trust tenants attending the information sessions were able to meet one-on-one with Renewal SA staff from the Tenant Relationship and Transition Unit to discuss relocation, potential timeframes and processes and to input their housing requirements and location preferences.
- Residents and tenants were also able to meet with the Morphettville Neighbourhood Renewal Project Team to discuss and provide feedback on renewal plans for their area.
- A formal feedback form (Survey) was available at the information sessions and online from 4 April through to 23 April. It focused primarily on respondents’ interest in the Morphettville Neighbourhood Renewal Project and gathered feedback on the individual’s engagement experience.

NOTE: Copies of the project brochure and invitation postcard are attached to this Report, together with the draft Master Plan, survey form and community responses to question 4 – opinion of the proposed Master Plan

Purpose of the Report

The purpose of this report is:
- to summarise community feedback on the draft Master Plan as drawn from the printed and online survey and
- to identify opportunities and make recommendations to improve future or similar community engagement events as drawn from the printed and online survey and staff feedback.
Key Engagement Findings

The key engagement findings are summarised under the five questions contained in the survey.

1. **Session attendance**

   Of the 20 respondents, 12 attended the 6 April, 7 attended the 9 April session and 1 attended neither session.

   **Issue:** Early and unexpected interest in the first session created a bottleneck for staff to manage demand for the conversations. Recorded attendance data improved at the second information session with the development of information session attendance registers (cross-checked against project relocation spreadsheet).

   The attendance details in the survey responses received are not reflective of the total attendance at both information sessions.

2. **Source of respondents**

   Of the 20 respondents 17 identified themselves as residents within the engagement area, with 1 being from the broader council area and 2 respondents skipping the question.

   **Respondents profile**

   Of the 20 respondents 17 identified themselves as residents within the engagement area, with 1 being from the broader council area and 2 respondents skipping the question.

   Of the 20 respondents 12 identified themselves as SAHT tenants living within the project area, 6 identified as private property owner/renters living within the project area, 1 as a resident living outside the project area and 1 as an interested investor.

3. **Project interest**

   Of the 20 respondents 12 identified themselves as SAHT tenants living within the project area, 6 identified as private property owner/renters living within the project area, 1 as a resident living outside the project area and 1 as an interested investor.

4. **Opinion of proposed Master Plan**

   Of the 20 respondents 13 indicated they liked the draft Master Plan, 5 were undecided and 2 skipped this question.

5. **Opinion about community engagement process**

   Question 5 asked respondents to think about the community consultation process for the Morphettville Neighbourhood Renewal Project (being the information session and presentation of the Master Plan) enabling multiple responses to be selected.

5a **How respondents found the engagement experience?**

   Of the 20 respondents, 15 found the engagement process undertaken useful/informative while 5 respondents skipped this response.
5b How respondents found the engagement materials provided (being the letter, project brochure, copies of Master Plan)

Of the 20 respondents 7 found the materials provided useful and 13 skipped this response.

5c Opportunity to speak one-on-one with Renewal SA/Housing SA representatives.

Of the 20 respondents 14 indicated that they appreciated the opportunity to speak one-on-one with Renewal SA staff and 6 skipped this response.

5d Information session timing

Of the 20 respondents, 9 found the time of at least one of the information sessions convenient and 11 skipped this response.

5e Engagement approach

Of the 20 respondents, 9 would recommend using this engagement approach in future to inform the community. Eleven skipped this response.

5f Accessing information online

Of the 20 respondents, 2 indicated that they had reviewed information about the Morphettville Neighbourhood Renewal Project online, while 18 skipped this response.

5g Respondents were invited to provide general observations and comments.

The following 4 responses illustrate the range of responses received.

‘We found the people from Renewal SA extremely friendly, helpful and no matter what questions they were asked they answered with plenty of information. Very happy we made the effort to attend the session’
– SA Housing Trust Tenant living within the project area

‘Information valuable, but information sessions misleading. I’m happy with one-on-one or information session. Just need to be advertised clearer. The process has been valuable for local residents’
– private property owner/renter living within the project area

‘I thought it was good to have one-on-one sessions. Maybe they could have promoted it more at community notice boards around the area at the library, council offices, local shops and in the local paper ‘the Messenger’
– private property owner/renter living within the project area

‘Many thanks and all the best in your endeavor’
– SA Housing Trust Tenant living within the project area
Conclusion and Recommendations

Key outcomes as identified from the engagement process are:

- the majority of respondents liked the draft Master Plan, the proposed improvements and rejuvenation of the project area;
- the local community appreciated the one-on-one opportunity with Renewal SA staff to discuss the Morphettville Neighbourhood Renewal Project and their personal details; and
- community support for the engagement approach undertaken for the Morphettville Neighbourhood Renewal Project with the recommendation of broader promotion and improved messaging when planning future activities.

Next Steps

Following on from this engagement with the local community the next steps for the Morphettville Neighbourhood Renewal Project are:

- Draft Master Plan refined; and
- SA Housing Trust tenant relocation process commences 2016 and proceeds progressively with staged redevelopment and refurbishment of public housing from late 2016 – approximately 2020.

Engagement Materials

Attachments: Engagement Map, Morphettville Neighbourhood Renewal Project brochure, invitation postcard, draft Master Plan and survey form.
WHAT WILL THIS RENEWAL ACHIEVE?
Renewal will range from renovations to complete redevelopment and will:
- improve the quality of public housing;
- focus housing growth in existing suburbs, close to transport, and other services and facilities;
- improve access to affordable housing, through purchase and rental;
- improve the aesthetics and amenity of streets and open space;
- create jobs for a range of companies in the building and construction industries and supporting services.

HOW CAN I FIND OUT MORE AND BE INVOLVED?
If you would like more information or have any queries, please contact us using the following methods:

Call: 1300 797 920
Email: RenewalSA.Enquiry@sa.gov.au
Website: www.renewalsa.sa.gov.au/
LinkedIn: https://www.linkedin.com/
Twitter: @RenewalSA

MORPHETTVILLE
NEIGHBOURHOOD RENEWAL PROJECT
The Morphettville Neighbourhood Renewal project covers an 11-hectare site located six kilometres from the city. The area is bordered by Hendra Street to the east, York and Morphett Tce to the west, properties on the northern side of Cohunu Avenue and properties to the north of Hendra Tce to the north.

The project will involve a staged redevelopment and replacement of public housing to introduce units of shorter use and lower cost of living with work expected to commence in late 2023.

The draft Master Plan currently envisages the Morphettville Neighbourhood Renewal project will result in approximately 200 dwellings in the project area once completed in late 2023. This will be made up of:
- Existing private properties
- 200 new housing allotments, including 177 new houses or new allotments for sale (of which 30 will be new affordable houses or land for sale)
- 24 new or pre-existing upgraded dwellings for sale
- 45 new or pre-existing upgraded dwellings to be retained by the Housing Trust

Final numbers may vary as renewal plans progress and are finalized.

RENEWING OUR STREETS & SUBURBS
The Government of South Australia is committed to improving the quality of housing and communities across South Australia through a range of initiatives and strategies, and fostering diverse, sustainable and inclusive communities by increasing the supply and variety of new and affordable housing.

Renewal SA’s Renewing Our Streets and Suburbs initiative will commence with pre-Morphettville Trust properties within 10km of the city by 2025.

Additionally, Renewal SA is building 1003 homes in 500 days, which will deliver brand new housing Trust homes across South Australia and generate $400 million for the state government, helping to stimulus the housing market better match the needs of South Australians.

WE’RE HERE TO HELP
Renewal SA is committed to engaging with owners, private property owners, developers, the local community and other key stakeholders throughout the life of the renewal project to bring the voices of impacted tenants into the decision-making process.

- Ensure that tenants, the local community and other key stakeholders have the opportunity to help shape the renewal of the physical environment.

If you would like to hear more about the project, please contact Renewal SA on 1300 797 920 or Email: RenewalSA.Enquiry@sa.gov.au

More information about the project can be found at renewal.sa.gov.au or by visiting our office in the Adelaide CBD.
INVIATION
MORPHETTVILLE NEIGHBOURHOOD RENEWAL PROJECT INFORMATION SESSIONS

You are invited to attend information sessions:

WHEN
Wednesday 6 April 2016 2:00 pm – 4:00 pm
Saturday 9 April 2016 10:00 am – 12:00 noon

WHERE
37a Appleby Road, Morphettville

DRAFT MORPHETTVILLE MASTER PLAN

RenewalSA
Government of South Australia
MORPHETTVILLE FEEDBACK FORM

Renewal SA invites you to provide feedback on the Morphettville Neighbourhood Renewal Project Information Sessions and Morphettville Master Plan available for community comment.

We also welcome any suggestions you may have that will assist with planning for future community engagement events.

1. I attended the session on
   - [ ] Wednesday 6 April 2016
   - [ ] Saturday 9 April 2016
   - [X] I didn’t attend either session

2. In which street and suburb do you live?

   ____________________________________________________________
   ____________________________________________________________
   ____________________________________________________________

3. What is your interest in the Morphettville Neighbourhood Renewal Project
   [you can select multiple answers]
   - [ ] I am a Housing SA Tenant living within the project area
   - [ ] I am a private property owner/renter living within the project area
   - [ ] I am a resident living outside the project area
   - [ ] I am an interested investor
   - [ ] Other (please specify)

   ____________________________________________________________
   ____________________________________________________________
   ____________________________________________________________
   ____________________________________________________________
4. Thinking about the draft of the Morphettville Master Plan on display for community comment

☐ I like it because.....
☐ I don't like it because ....
☐ I am undecided because....

Explain your response to the Morphettville Master Plan as indicated above.


5. Thinking about the community consultation process for the Morphettville Neighbourhood Renewal Project (that is, the information session and presentation of the master plan). (you can select multiple answers)

☐ I found this process useful/informative
☐ I found the materials provided useful
☐ I appreciated the opportunity to speak one-on-one with Renewal SA team members
☐ I found the time of at least one of the sessions convenient
☐ I would recommend this approach in future to inform the community
☐ I reviewed information about the Morphettville Neighbourhood Renewal Project online

Please provide any other observations and comments below.


Please complete this form by 23 April 2016. We appreciate your interest and thank you for taking the time to complete this form.
Community responses to question 4 – opinion of the proposed Master Plan

I like it because…
Plans for the area are great ‘I love it’. It is a very quiet neighbourhood. The playground on Appleby has high usage rates (have not witnessed any anti-social use of the linear park). The reserve opposite Nunyah Ave, is a Council bio-site and has lots of important indigenous plants. Graffiti is a problem and parking on the streets is likely to be an issue.

The area good more safe for encoutments.

It will change this community for the better.

This redevelopment will help to demolish many of the older residences in Morphettville. It will also allow for many new houses and units to be built. So, soon there will be a new Morphettville emerging from the old. There should be a big improvement in the area.

I have been able to absorb all the information I have received so far. I do not want to leave my place but if I have to go I want all the information available in advance.

The places are new and economical. The houses are not attached to the neighbouring house so you do not get unwanted noise. There are no large gardens so maintenance is limited. Hopefully future tenants will do the right thing and look after their new house, be respectful to other neighbours and make the area lovely and a delight to live in.

I would love a change, a smaller house, less lawn etc.

As an owner, I see the value in property increasing with new infrastructure and better dynamics with a trust/private resident mix.

It will look better and a lot safer for children.

There is a mix of private and government housing.

I like the idea of improving landscape areas and parks and planning more trees. The team member also said they would be looking into storm water run-off to recycle the water onto land. With the new housing it would be good to keep established trees if possible and enhance with some greenery and native vegetation.

About time. Clean up the other parts of Morphettville while you’re at it!

I don’t like it because…. Nil response

I am undecided because…
Impact on valuation of my property. What style of homes in the cul-de-sac right next to our house? The tenancy of these homes. The sale of these homes

Like - rejuvenation of area; cleaner, greener look
Dislike - properties left vacant for too long - vandalism before demolition and rebuild

Of only having 1/3 of the new houses going back to Housing SA

Have only seen pamphlets not the actual Master Plan. I have some concerns as all tress within the area will probably be removed for the redevelopment. This will result on the displacement of large numbers of birds both native and introduced.