



# Environmental Partnership & Waverley Council

Williams Park and Hugh Bamford Reserve  
Draft Plan of Management Engagement.


Prepared by: Micromex Research

Date: October 25, 2019



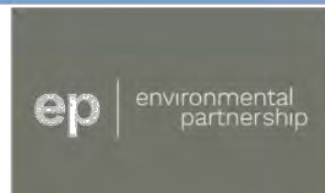
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# Background



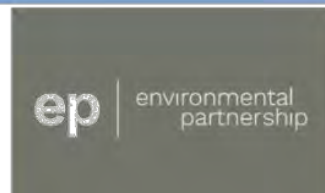
# Background

Environmental Partnership was commissioned by Waverley Council to prepare a Plan of Management (PoM) for Williams Park and Hugh Bamford Reserve. As part of that process, Environmental Partnership partnered with Micromex Research to undertake a community engagement program to:

- Phase 1: Inform the development of the Draft Plan of Management (see separate report: Williams Park and Hugh Bamford Reserve Community Engagement Stages 2 to 6, June 2019)
- Phase 2: Obtain community feedback to the Draft Plan. This report presents the results of this second phase of community engagement, which consisted of:
  - **'Have Your Say' Survey:** A total of N=96 surveys were completed:
    - N=77 online submissions were completed via Council's 'Have Your Say' website. The survey link was promoted by Council and open for completion between 22<sup>nd</sup> August– 3<sup>rd</sup> October 2019. In addition to numerous summary images embedded in the online survey, respondents were able to refer to the 96 page PoM document available on Council's Website.
    - A further N=16 submissions – using exactly the same online questionnaire as above – were completed face-to-face at the 'Have a Say Day' drop-in session on August 31 2019 at Hugh Bamford Reserve. Some respondents were aware of 'Have a Say Day' via Waverley Council or had been informed by the Golf Club, however, some participants simply 'happened' upon the event. Due to windy conditions, a range of interactive activities were not able to be undertaken, so instead Council/Environmental Partnership/Micromex staff administered the online questionnaire as a face-to-face interview, using computer tablets.
    - N=3 unsolicited written submissions to Council were also incorporated into Q3a and Q3b of the online questionnaire.
  - **Tele-depth Interviews with Key Stakeholders:** Five tele-depth interviews were conducted with key stakeholders of the parks between 23<sup>rd</sup> September – 8<sup>th</sup> October. Stakeholders were asked to refer to the Summary Draft Plan of Management document that was emailed to them (by Council) before the phone survey.



# Key Findings



# Key Findings

## The Vision Statement:

- The majority of respondents were supportive of the Vision Statement. Main reasons for supporting it were that it captures the old school and local character of the precinct.
- And whilst references to 'public/community use/shared use between golfers and non-golfers' was another dominant reason for supporting the Vision Statement, the shared use aspect was also the main concern amongst those who were not supportive.

## Support for Strategic Themes:

- Respondents were most supportive/very supportive of the themes 'Design and Setting' (78%), 'Community, Culture and Heritage' (78%) and 'Enhancing the Environment' (75%).
- Across all seven strategic themes, it should be noted that support was highest amongst those who visit Williams Park less often. This could suggest that respondents were more in favour of changes if they had less existing physical/emotional connections to the park (i.e. sport groups/club membership).

## Concerns regarding the Draft Plan of Management:

- Overall, the main concern expressed on both the online and stakeholder engagement was the fear that the current use of the Parks/facilities will be diminished or negatively impacted by some of the proposed actions – for instance:
  - Golf free days at Williams Park – note that this failed to appeal to both frequent and non-frequent WP visitors
  - Walkways through both locations will impact golf usage (Williams Park) and archery practice (Hugh Bamford Reserve) – although this option did appeal to less frequent visitors to Williams Park.
  - The Club House is regarded as a shared hub between golf users and martial arts clubs, users of these were concerned about any club redevelopment changing the current management of the club as well as introducing Council Operations in the facility.

# Key Findings

## Concerns regarding the Draft Plan of Management (cont.):

Respondents were least supportive of the theme 'Playing and Relaxing', with only 60% indicating at least some support - with comments such as 'it will limit golf/encourages shared use/golf free days', 'redeveloping club/park should be considerate of current usage'. There was also concern that 'Playing and Relaxing' will introduce built structures such as viewing platforms and seating areas that will take away from the nature beauty.

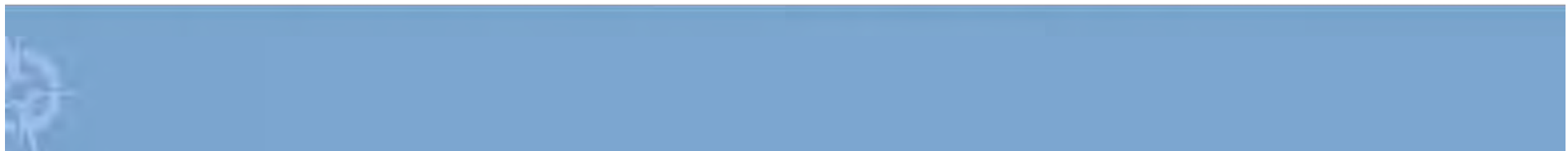
Regular users of Williams Park were generally less supportive of the seven themes than were less frequent/non-users – and this pattern was continued on the open-ended 'appeal' questions and the rating of nine specific action options.

## Support for Potential Actions in the Draft Plan of Management:

- When rating their support for nine specifically listed potential actions in the PoM, respondents were most supportive of the actions that did not directly change or impact the usage of the Parks such as introducing a footpath/crossing point along Military Road, installing a coastal lookout at Hugh Bamford and improved planting along both Military Road and the cliff edge:
  - The option generating the least support was 'Golf free days...', which failed to appeal to both regular and non-regular visitors to Williams Park.

## Safety Concerns:

- Safety was a reoccurring theme across both the online submissions and stakeholder interviews in regards to several aspects of the plan. The coastal walk is believed to be dangerous for risk of falling off, meaning large fencing would be required making it unattractive. There are also potential hazards at both Hugh Bamford and Williams Park for visitors as golf and archery takes place and passers by will be exposed to golf balls/arrows.



# Results





# 'Have Your Say' Survey

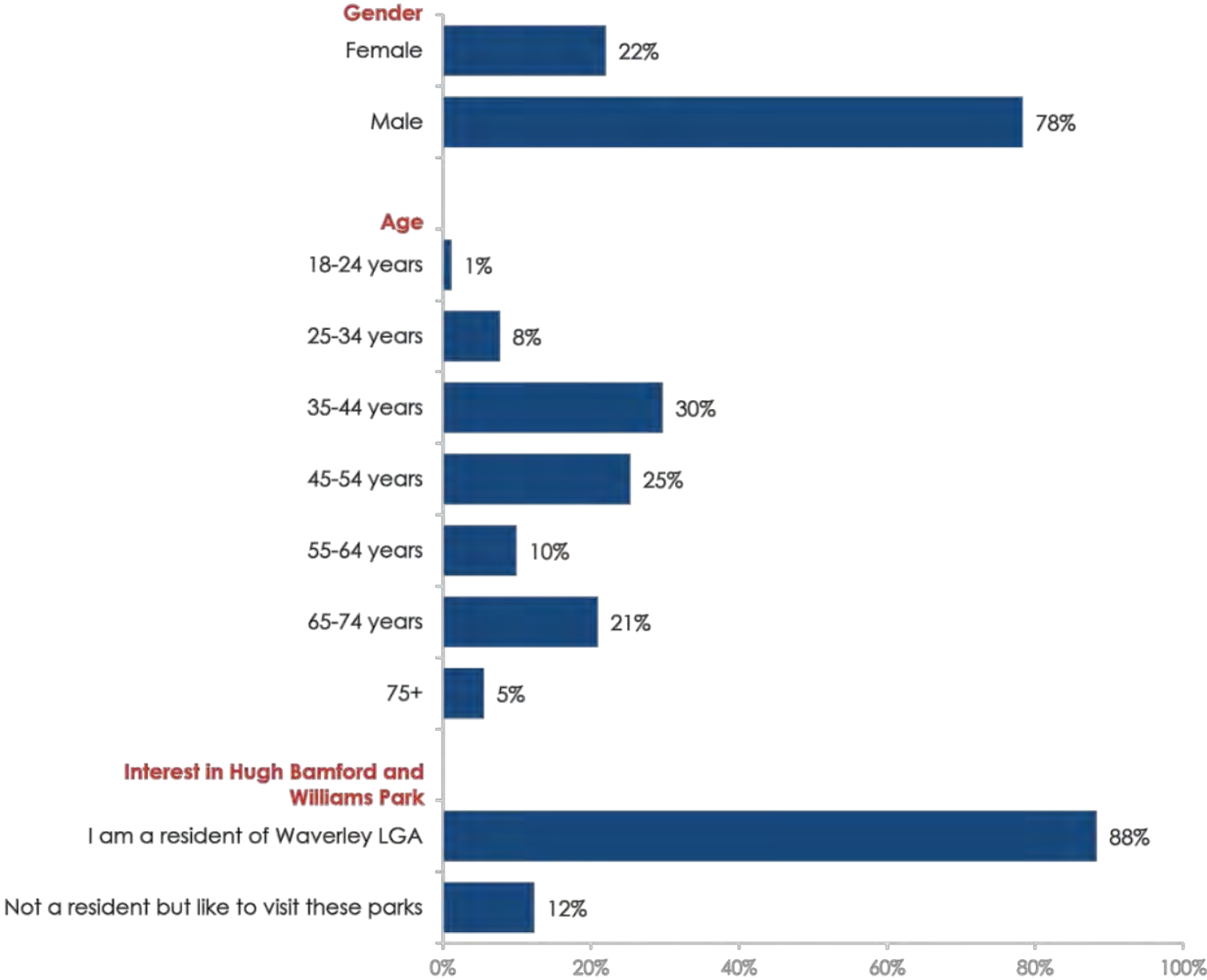
A total of N=96 surveys were obtained. N=77 online submissions were completed via Council's 'Have Your Say' website, N=3 written submissions to Council (that were partly incorporated into the online survey) and N=16 face-to-face surveys at Council's 'Have a Say Day' drop-in session (using the online questionnaire template).

As this was a self-completion questionnaire, base sizes for questions can vary – please refer to the base size information at the bottom of each chart/or within each table.



# Sample Profile – ‘Have Your Say’ Survey

The profile of respondents was skewed to males and those who lived in the Waverley LGA.

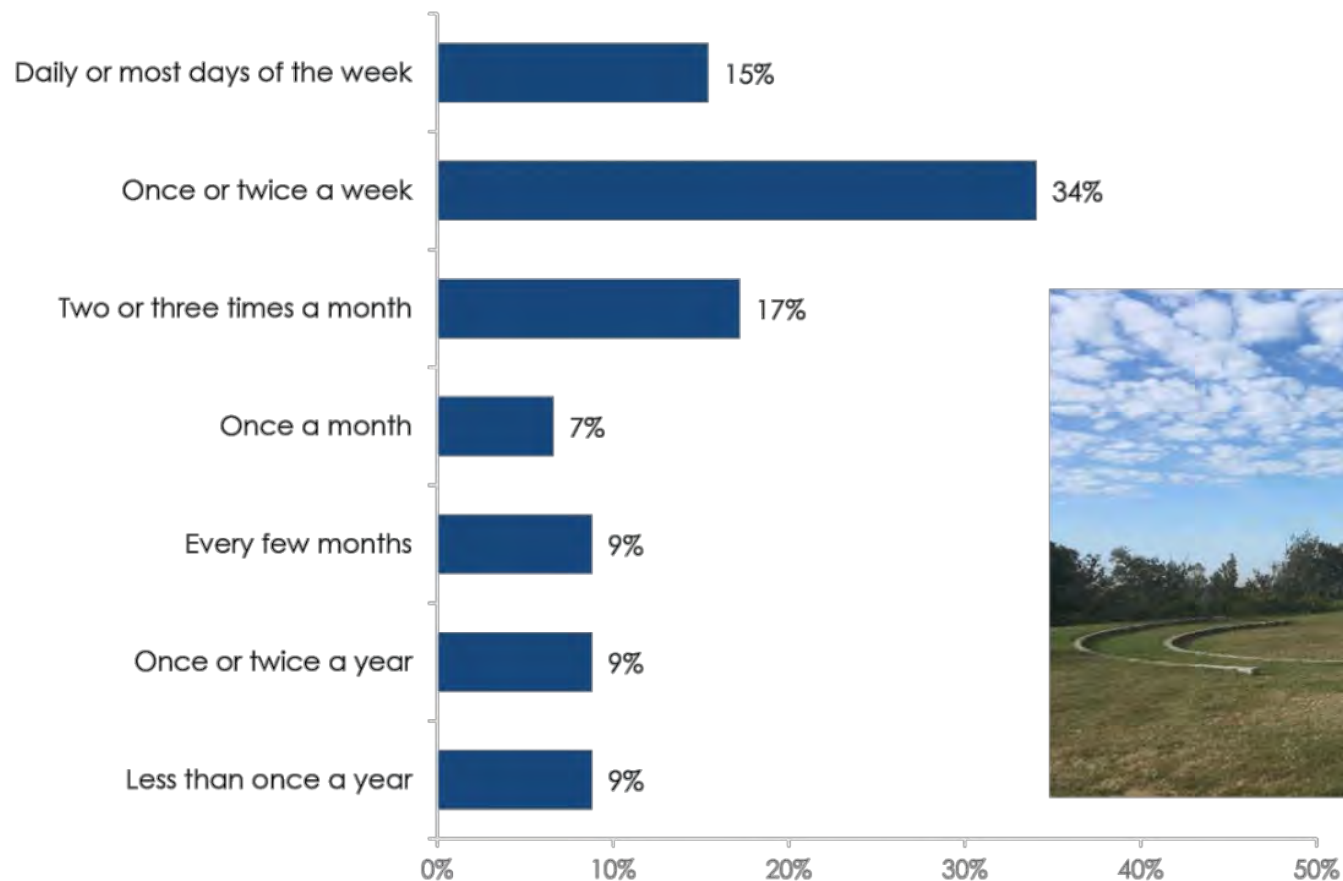


Based on Gender N=61, Age N=61, Interest N=62

# Frequency of Visiting Hugh Bamford Reserve



Q5a. How often, if at all, do you visit Hugh Bamford Reserve?



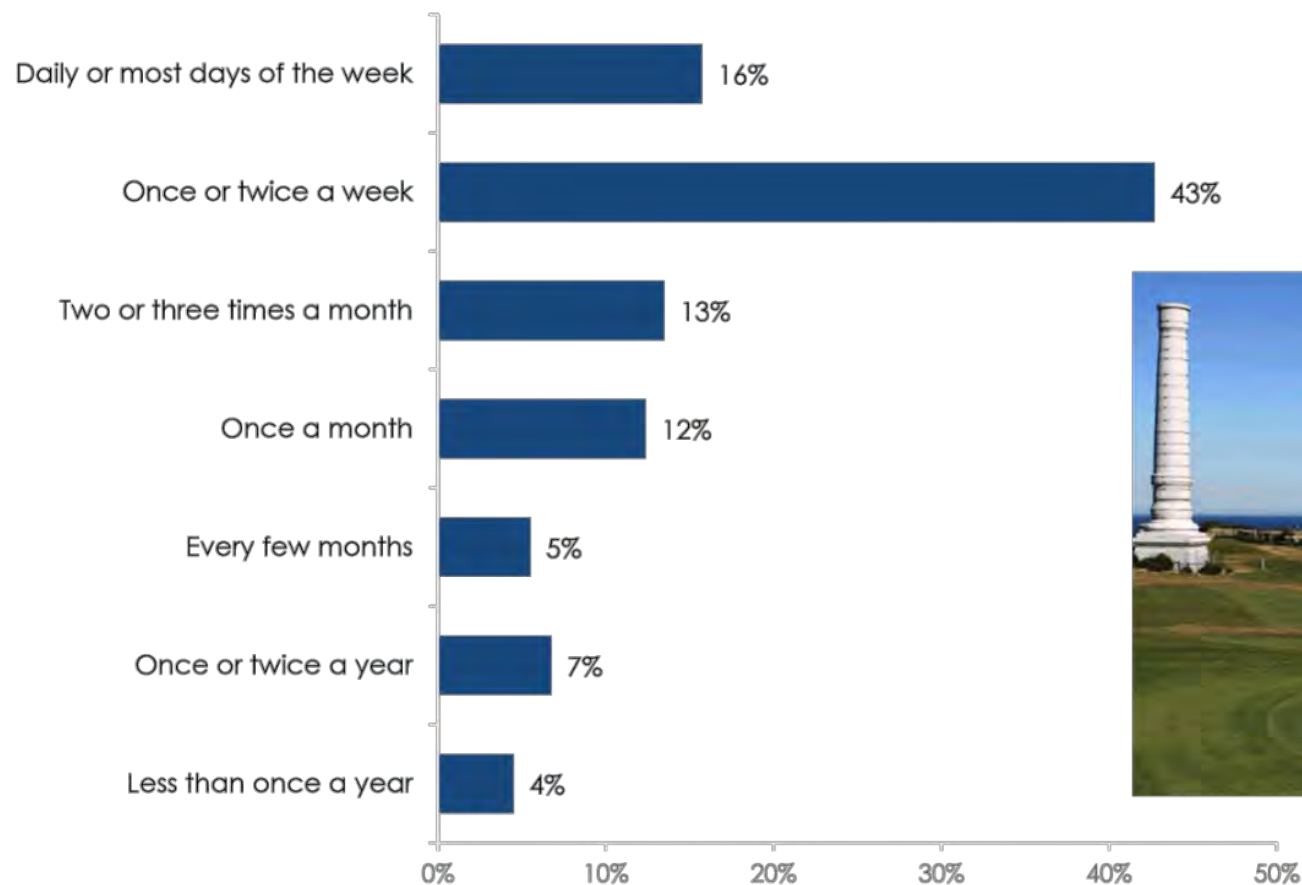
Base: N=91

**Almost half of respondents (49%) visit Hugh Bamford Reserve at least once a week.**

# Frequency of Visiting Williams Park/North Bondi Golf Course



25b. How often, if at all, do you visit Williams Park or the North Bondi Golf Course?



Base: 89

**60% of respondents visit Williams Park/the North Bondi Golf Course at least once a week (compared to 49% for Hugh Bamford).**



# Summary of Support



## Q1a. How supportive, if at all, are you of this Vision Statement that will guide all future works and practices within the Parks?

	Overall N=90	Online Submissions N=72	Drop-in Submissions N=16
Vision Statement	4.03	3.92	4.56▲

## Q2a. How supportive, if at all, are you of this theme and the proposed actions?

	Overall Base: N=90	Online Submissions Base: N=72	Drop-in Submissions Base: N=16
Enhancing the Environment	3.55	3.47	3.94
Design and Setting	3.53	3.35	4.38▲
Community, Culture and Heritage	3.48	3.34	4.13▲
Getting to and Around the Park	3.43	3.22	4.38▲
Community Land Categorisation	3.29	3.15	3.93▲
Management and Maintenance	3.16	3.04	3.73
Playing and Relaxing	3.05	3.22	4.38▲

Scale: 1 = not at all supportive, 5 = very supportive  
 ▲ ▼ = A significantly higher/lower rating (by sample type)

**Support for the Vision Statement overall was higher than each of the individual themes and proposed actions.**

**Support was highest for 'Enhancing the Environment' and 'Design and Setting', with submissions made face-to-face at the drop-in session more supportive than those made online.**

# Plan of Management Vision Statement

Williams Park and Hugh Bamford Reserve are much valued and loved open spaces for the local community of Bondi. Nestled above the intense day and night activity of Bondi Beach they provide a **retreat** from that world that is both calming and invigorating with its unique mix of natural and cultural qualities.

At their core the parks are first and foremost valued as **natural places**. The drama and majesty of the plunging sandstone cliffs are juxtaposed with the rolling grasslands shaped by earlier generations.

The experience of this natural landscape and the contrast it provides to the dense urban fabric of the adjoining neighbourhoods is fundamental and essential.

The spectacular panoramic views from the parks reflect this diversity ranging from the rugged natural outlooks of the coastline and ocean (in which Whale sightings are not uncommon) to the iconic views west to Sydney Harbour and the Harbour Bridge, and south across Bondi Beach.

It is recognised that a diverse overlay of past **cultural heritage** influences has had a strong hand in shaping the place, ranging from the rock art and embedded storylines of Sydney's first peoples, to the defences of Sydney Harbour and Sydney's largest ocean sewer outfall.

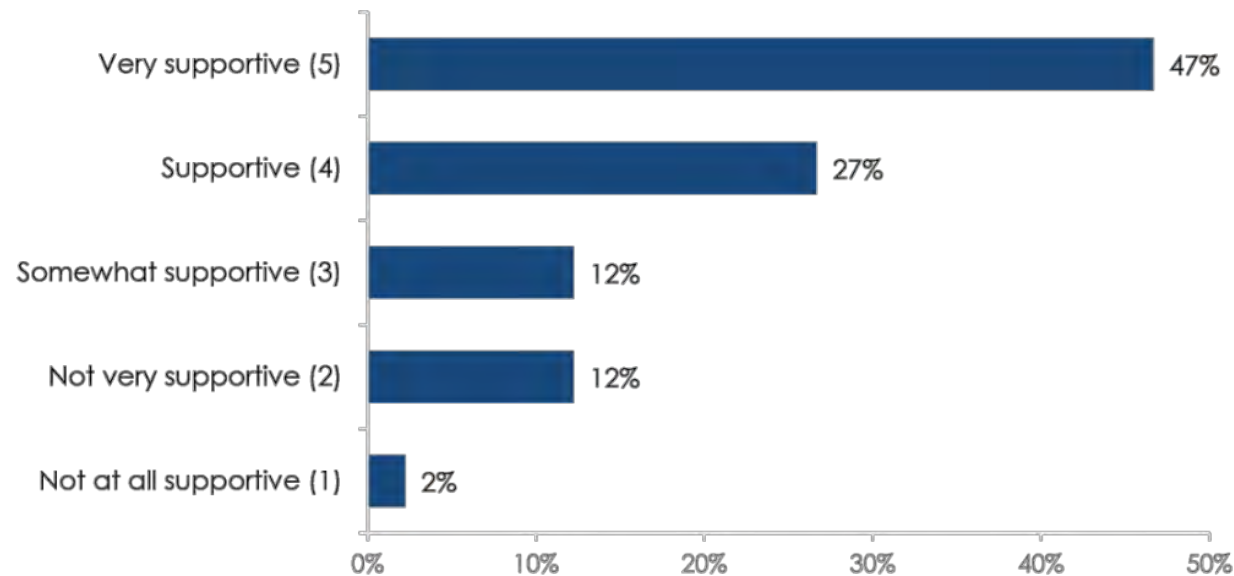
The parks and the Bondi Golf Club facility also embody a strong **local character**, and are seen as important places for locals to immerse in and experience **local community** away from the frenetic high paced environment of Bondi Beach. The simple "old school" nature of many park features is seen as reflecting and supporting this character and an important quality to be conserved.



# Perceptions of the Vision Statement

1a. How supportive are you of this Vision Statement?

	Overall	Age		Gender		Visit Hugh Bamford Reserve at least once a week		Visit Williams Park at least once a week	
		18-44	45+	Female	Male	Yes	No	Yes	No
Top 3 box:	86%	89%	83%	79%	87%	86%	84%	83%	89%
Mean rating:	4.03	4.00	4.02	3.95	4.03	4.05	3.98	3.90	4.17
Base:	90	35	53	19	68	43	45	52	36



Base: N=90

Scale: 1 = not at all supportive, 5 = very supportive

**The majority of respondents (86%) are at least somewhat supportive of the Vision Statement for the Williams Park and Hugh Bamford Reserve Plan of Management, with 47% being very supportive.**



# Perceptions of the Vision Statement

Q1a. How supportive are you of this Vision Statement?

Q1b. Why?

Supportive/Very Supportive – (74%)		N=90	Somewhat Supportive - (12%)		N=90
Retains the 'old school' and local character	21%		Not supportive of the proposals for Williams Park	2%	
Activates the parks for public community use	14%		Supportive of investment of the golf course and club/improvements are needed	2%	
Respects natural green and open space	14%		Supportive of the proposals for Hugh Bamford Reserve	2%	
Prioritises preservation and maintenance rather than development	12%		Coast walkway should continue from Coogee and outside water treatment plant	1%	
Vision Statement accurately describes the area	11%		Concern that the club will lose its local character	1%	
I value the golf course and golf club	9%		Depends on the renewal of the lease for the golf course	1%	
Parks are used as an escape from busy life	8%		Does not match the Plan of Management Summary	1%	
Acknowledges historical and cultural connections	4%		Doesn't highlight the importance of the Golf/Diggers Club	1%	
Shared usage between golfers and non golfers	4%		Good to get more people there	1%	
Support the Vision Statement	2%		Green space is necessary	1%	
Golf Club should join and leverage with Easts Club	1%		Pedestrian crossings are unnecessary	1%	
Plans to make the park safer	1%		Somewhat supportive of Vision Statement	1%	
Don't know/nothing	14%		Vegetation should be cleared of fire hazards	1%	
			Walking access does need to improve	1%	
			Don't know/nothing	1%	

Not Very/Not at all Supportive - (14%)		N=90
Don't want the golf course to be affected	8%	
Danger of people walking on golf course	2%	
"Old school nature" sounds like the area won't be maintained/spruced up	1%	
Needs more regulation around camping and the rubbish it leaves behind	1%	
Concern of development	1%	
Does not clearly explain the intentions for both parks	1%	
Do not support the Vision Statement	1%	
Do not want concrete paths	1%	
Do not want a half court	1%	
Proposed work does not reflect the Vision Statement	1%	

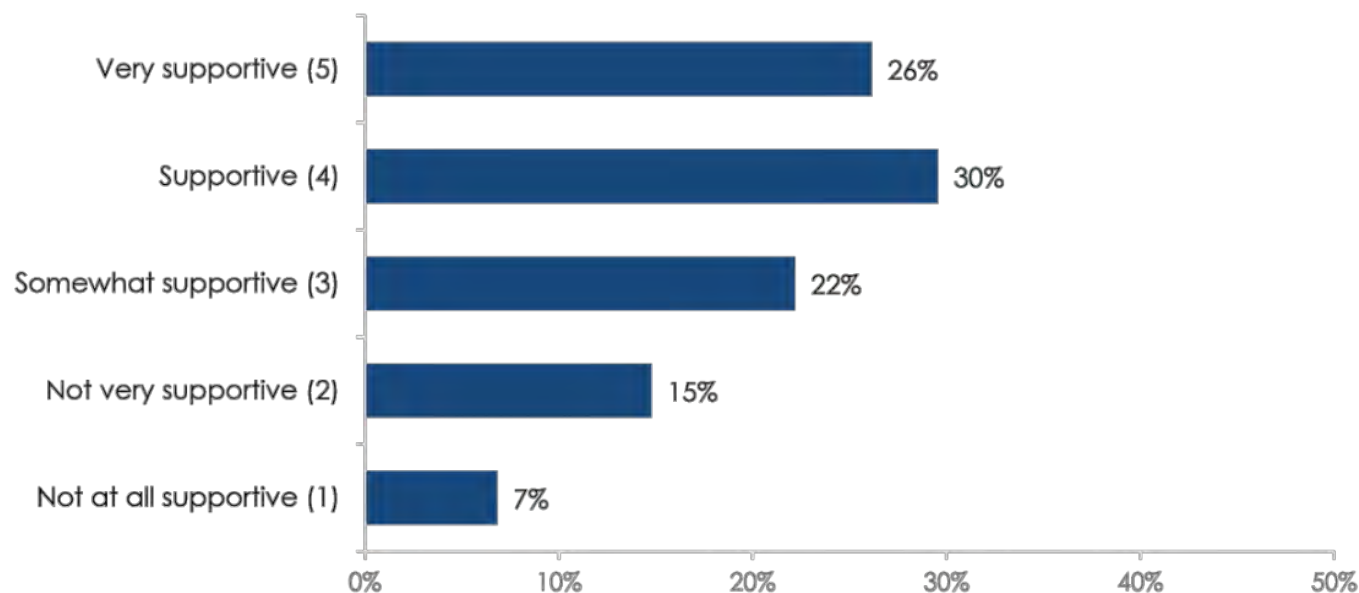
Key reasons for respondents supporting the Vision Statement are that it will retain the 'old school' and local character of the parks, as well as activating the parks for public use while also respecting the natural green and open space. The leading reason for a respondent being less supportive of the Vision statement is concern that the golf course will be affected



# Design and Setting

2a. How supportive, if at all, are you of this theme and the proposed actions?

	Overall	Age		Gender		Visit Hugh Bamford Reserve at least once a week		Visit Williams Park at least once a week	
		18-44	45+	Female	Male	Yes	No	Yes	No
Top 3 box:	78%	82%	76%	74%	79%	83%	74%	72%	86%
Mean rating:	3.53	3.48	3.56	3.32	3.60	3.59	3.48	3.18	4.00▲
Base:	88	33	54	19	67	41	46	50	37



Base: N=88

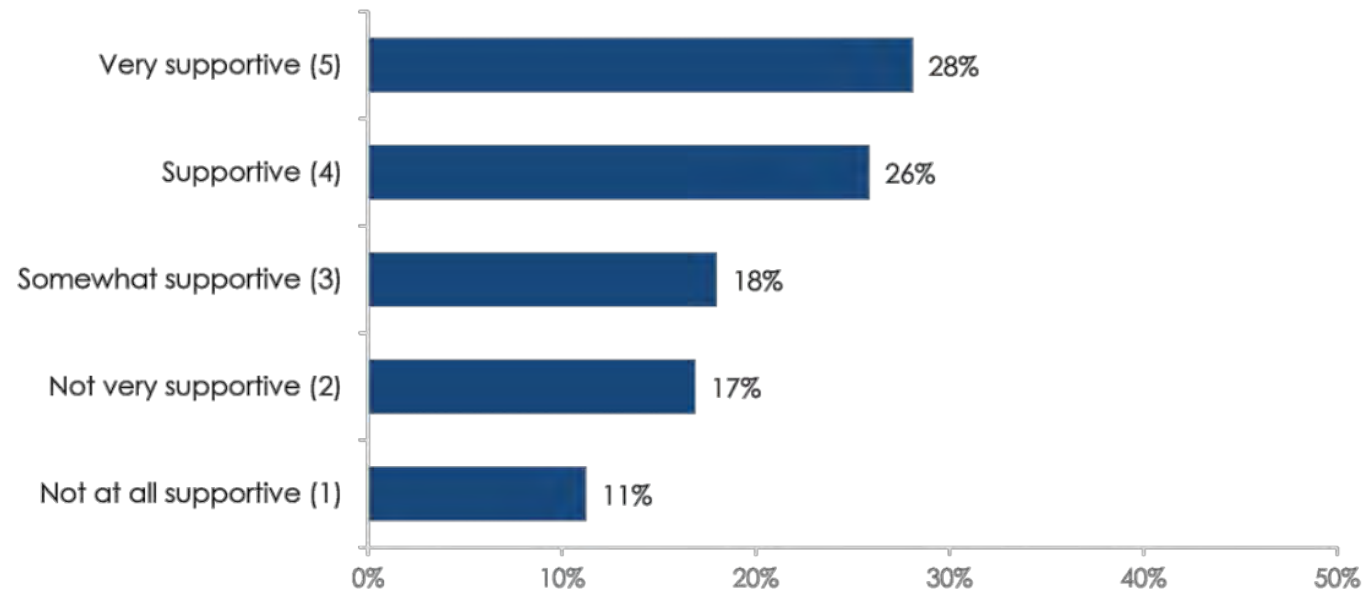
Scale: 1 = not at all supportive, 5 = very supportive  
 ▲ ▼ = A significantly higher/lower rating (by group)

The majority of respondents (78%) were at least somewhat supportive of the 'Design and Setting' theme – although those who visit Williams Park at least once a week were significantly less likely to support the proposed actions in this theme.

# Getting to and Around the Parks

2b. How supportive, if at all, are you of this theme and the proposed actions?

	Overall	Age		Gender		Visit Hugh Bamford Reserve at least once a week		Visit Williams Park at least once a week	
		18-44	45+	Female	Male	Yes	No	Yes	No
Top 2 box:	72%	76%	69%	68%	72%	79%	65%	59%	89%▲
Mean rating:	3.43	3.53	3.35	3.32	3.43	3.57	3.28	2.94	4.08▲
Base:	89	34	54	19	68	42	46	51	37



Base: N=89

Scale: 1 = not at all supportive, 5 = very supportive  
▲ ▼ = A significantly higher/lower rating (by group)

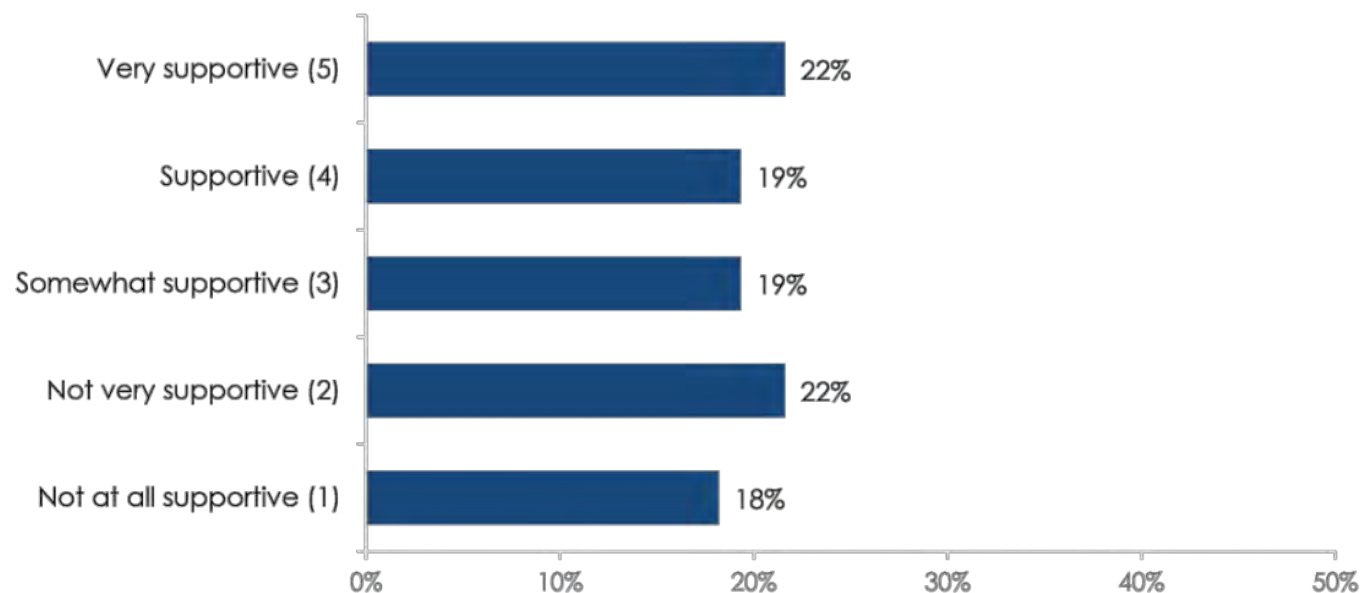
**72% of respondents were 'somewhat supportive' to 'very supportive' of the theme 'Getting to and Around the Parks', although once again those who visit Williams Park at least once a week were significantly less likely to support the proposed actions in this theme.**

# Playing and Relaxing



2c. How supportive, if at all, are you of this theme and the proposed actions?

	Overall	Age		Gender		Visit Hugh Bamford Reserve at least once a week		Visit Williams Park at least once a week	
		18-44	45+	Female	Male	Yes	No	Yes	No
Top 2 box:	60%	62%	58%	74%	55%	68%	52%	45%	81%▲
Mean rating:	3.05	3.06	3.04	3.32	2.96	3.44▲	2.70	2.55	3.75▲
Base:	88	34	53	19	67	41	46	51	36



Base: N=88

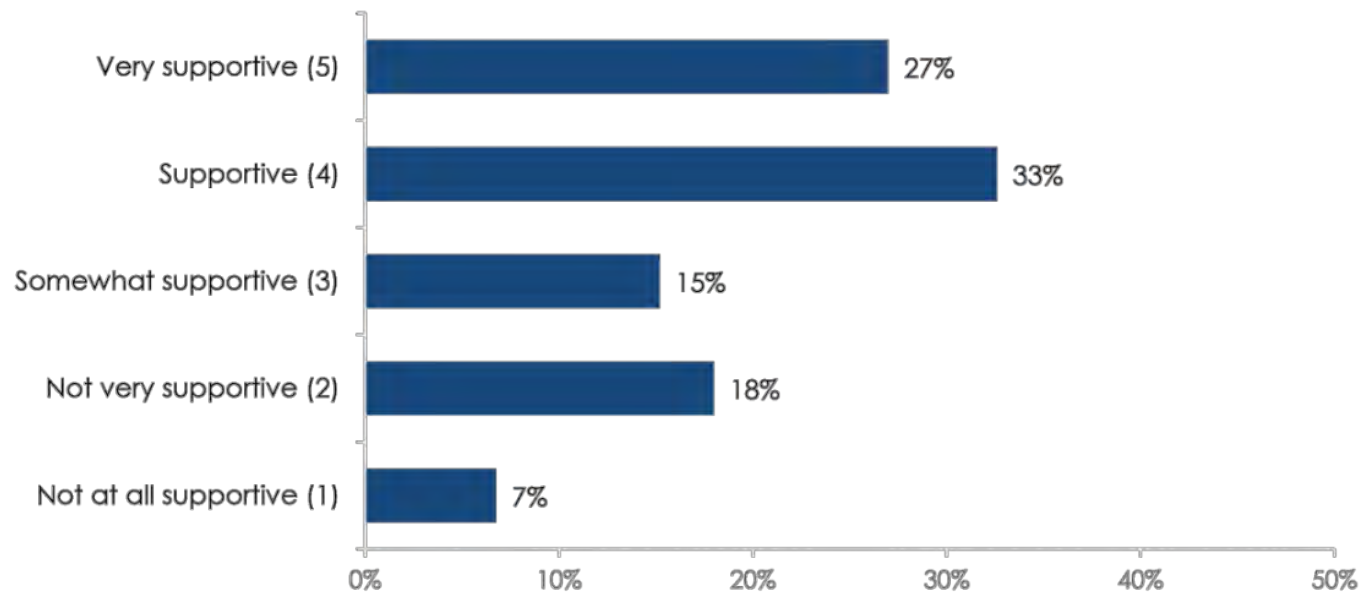
Scale: 1 = not at all supportive, 5 = very supportive  
 ▲ ▼ = A significantly higher/lower rating (by group)

Only 60% of respondents were at least 'somewhat supportive' of the 'Playing and Relaxing' theme – with 40% indicating they were 'not very/not at all supportive' – so to some extent this theme has polarised respondents. Those who frequently visit Hugh Bamford Reserve were significantly more likely to support the 'Playing and Relaxing' theme, whilst once again those who visit Williams Park at least once a week were

# Enhancing the Environment

2d. How supportive, if at all, are you of this theme and the proposed actions?

	Overall	Age		Gender		Visit Hugh Bamford Reserve at least once a week		Visit Williams Park at least once a week	
		18-44	45+	Female	Male	Yes	No	Yes	No
Top 2 box:	75%	76%	74%	84%	72%	81%	70%	69%	84%
Mean rating:	3.55	3.65	3.48	3.63	3.51	3.71	3.39	3.27	3.92▲
Base:	89	34	54	19	68	42	46	51	37



Base: N=89

Scale: 1 = not at all supportive, 5 = very supportive  
▲ ▼ = A significantly higher/lower rating (by group)

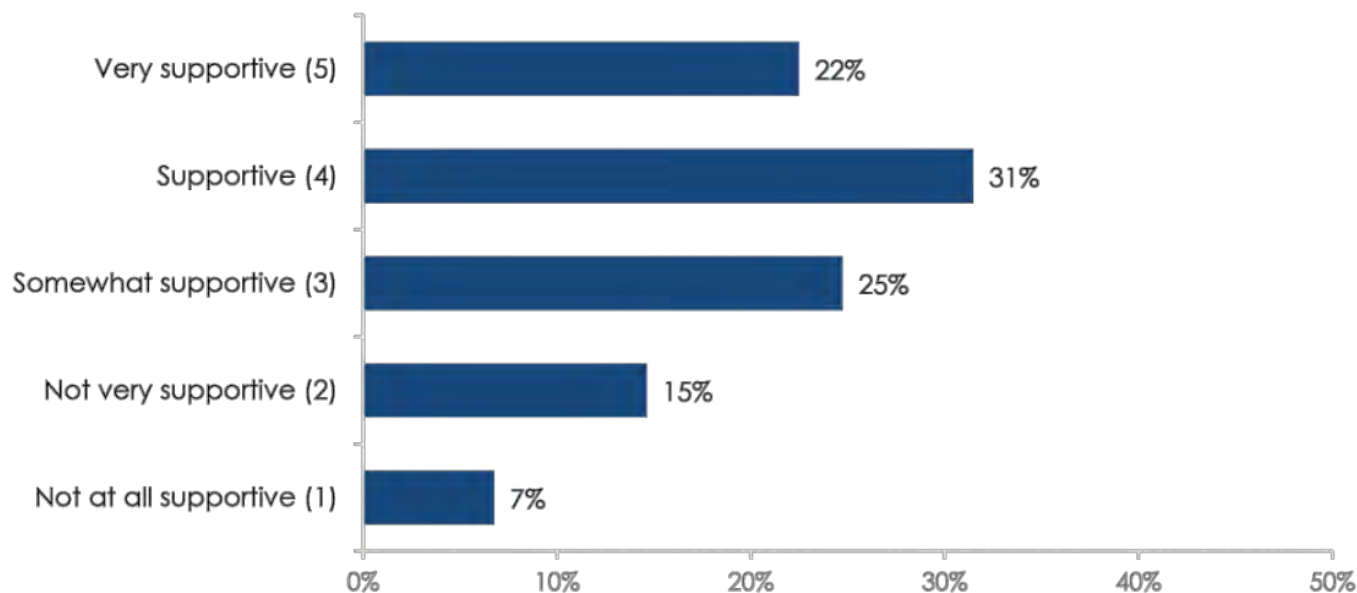
**75% of respondents were at least 'somewhat supportive' of the 'Enhancing the Environment' theme, with those who visit Williams Park at least once a week being significantly less likely to support the theme.**



# Community, Culture and Heritage

2e. How supportive, if at all, are you of this theme and the proposed actions?

	Overall	Age		Gender		Visit Hugh Bamford Reserve at least once a week		Visit Williams Park at least once a week	
		18-44	45+	Female	Male	Yes	No	Yes	No
Top 2 box:	78%	82%	76%	74%	79%	83%	74%	67%	95%▲
Mean rating:	3.48	3.41	3.52	3.42	3.49	3.60	3.37	3.08	4.03▲
Base:	89	34	54	19	68	42	46	51	37



Base: N=89

Scale: 1 = not at all supportive, 5 = very supportive  
▲ ▼ = A significantly higher/lower rating (by group)

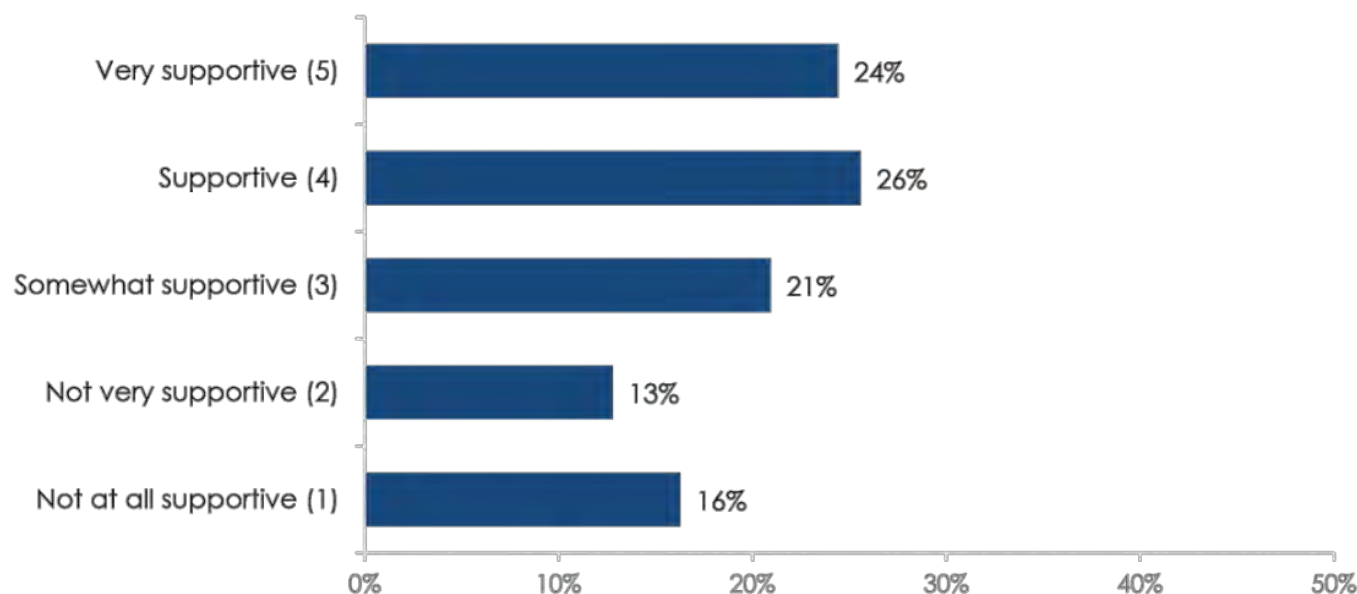
The majority of respondents (78%) were at least 'somewhat supportive' of the 'Community, Culture and Heritage' theme, with those who visit Williams Park at least once a week being significantly less likely to support the theme.

# Community Land Categorisation



2f. How supportive, if at all, are you of this theme and the proposed actions?

	Overall	Age		Gender		Visit Hugh Bamford Reserve at least once a week		Visit Williams Park at least once a week	
		18-44	45+	Female	Male	Yes	No	Yes	No
Top 2 box:	71%	72%	70%	74%	69%	73%	70%	61%	84%▲
Mean rating:	3.29	3.19	3.35	3.37	3.25	3.43	3.17	2.90	3.81▲
Base:	86	32	54	19	65	40	46	49	37



Base: N=86

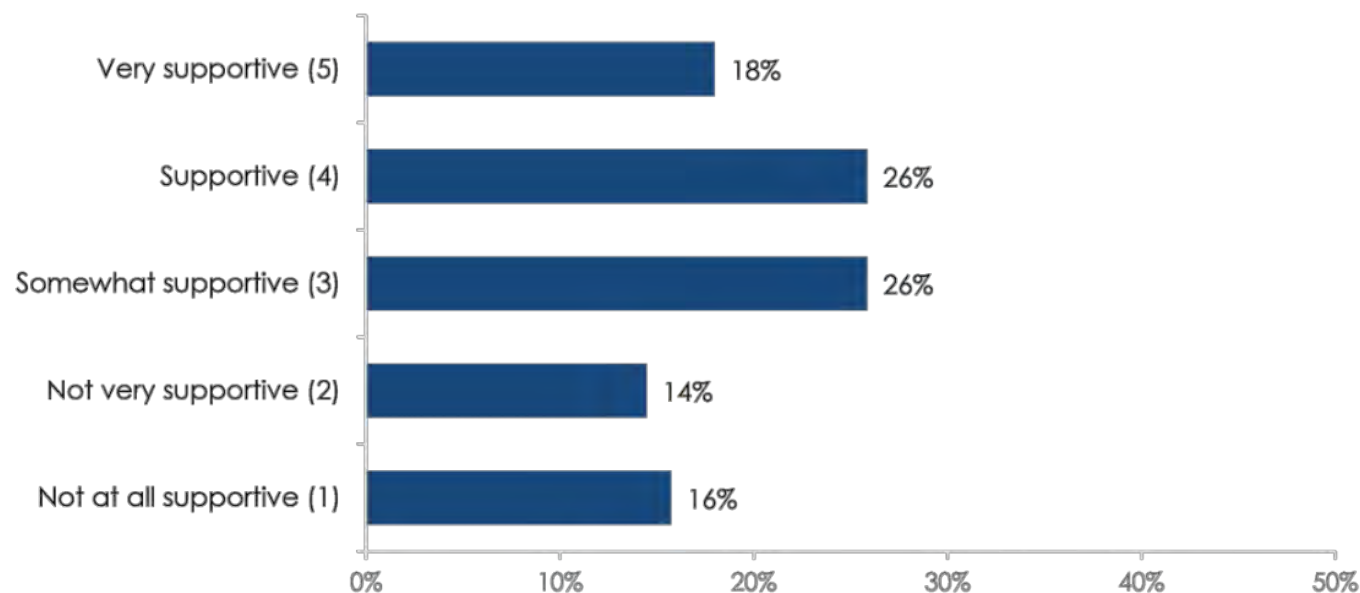
Scale: 1 = not at all supportive, 5 = very supportive  
 ▲ ▼ = A significantly higher/lower rating (by group)

**71% of respondents were at least 'somewhat supportive' with the 'Community Land Categorisation' theme, with those who visit Williams Park at least once a week being significantly less likely to support the theme.**

# Maintenance and Management

2g. How supportive, if at all, are you of this theme and the proposed actions?

	Overall	Age		Gender		Visit Hugh Bamford Reserve at least once a week		Visit Williams Park at least once a week	
		18-44	45+	Female	Male	Yes	No	Yes	No
Top 2 box:	70%	68%	70%	74%	68%	76%	63%	61%	83%▲
Mean rating:	3.16	3.09	3.19	3.47	3.06	3.48▲	2.85	2.88	3.56▲
Base:	89	34	54	19	68	42	46	51	36



Base: N=89

Scale: 1 = not at all supportive, 5 = very supportive  
▲ ▼ = A significantly higher/lower rating (by group)

**70% of respondents were at least somewhat supportive of the 'Maintenance and Management' theme, with those who frequently visit Hugh Bamford Reserve more likely to support the theme, while those who visit Williams Park at least once a week were significantly less likely to support the theme**



# Actions that Appealed to Respondents

23a. Across the seven strategic themes/guiding values from either the summary document or the full Draft Plan (i.e. the 96 page document), which, if any, of the directions or actions appealed to you? If so, please record their specific Category Code and reasons below:



Playing and Relaxing (37%)	N=51
Amenities such as toilets and water fountains	12%
Shared use of the park/golfers and nongolfers can coexist	12%
Lookouts/maintain key views	10%
Playing and relaxing appealed to me	6%
I like the half court	2%
Keep park for walking, golf and dog exercising	2%

Enhancing the Environment (27%)	N=51
Increase vegetation and care of bushland	16%
Enhancing the environment appealed to me	6%
Improved fencing	4%
Hydrology and services	2%

Community, Culture and Heritage (20%)	N=51
Preservation of heritage/rock carvings	8%
Cultural enhancement and awareness	6%
Enhance community use of Hugh Bamford Hall	4%
Interpretation noticeboards	4%

Getting to and Around the Parks (20%)	N=51
Footpath and pedestrian crossing on Military Road	10%
Improved access/entrances	8%
Public access to parks and natural environment	2%

Design and Setting (8%)	N=51
Improving and upgrades to the club house	4%
Retaining the use of club after development	4%
Improved presentation of park edge	2%

Management and Maintenance (6%)	N=51
Plans to maintain the golf course	2%
Management and maintenance should not restrict golfing	2%
Prevent illegal access/misuse	2%

Community Land Categorisation (2%)	N=51
Community land categorisation appealed to me	2%

Other (20%)	N=51
No actions appealed to me	16%
Most or all of vision statement/general direction appealed to me	4%

See Appendix A for other responses

Respondents were asked on an open-ended question about the actions which most appealed to them – results have been grouped according to the seven core themes. The main themes that appealed were 'Enhancing the Environment' and 'Playing and Relaxing', with specific mention of the maintenance of vegetation, the amenities that would be provided, and the potential for shared use of the parks between



# Actions that Did Not Appeal to Respondents

23b. Across the seven strategic themes/guiding values from either the summary document or the full Draft Plan (i.e. the 96 page document), which, if any, of the directions or actions did not appeal to you? If so, please record their specific Category Code and reasons below:



Playing and Relaxing (43%)	N=53
It will limit golf/encourages shared use/golf free days	21%
Redeveloping club/park should be considerate of current usage	13%
Do not want seating areas on parks	6%
Dislike half court	6%
Dog walking should be permitted for all of Hugh Bamford Reserve	2%
Walking route will impact archery range	2%

Getting to and Around the Parks (25%)	N=53
Introducing paths on parks	13%
Removes of parking/greenery on Military Rd for footpath	11%
Dislike pedestrian crossings/placement of crossings	8%
Entry points are not as important	6%
Changes the layout of the golf course	4%
Signage not needed	2%

Design and Setting (19%)	N=53
Feasibility of viewing platform/will remove natural feel	15%
Replacement of existing golf club building	6%
Don't need more fencing	4%
Coastal walk too expensive	2%

Enhancing the Environment (8%)	N=53
Don't grade the grass	2%
Don't plant vegetation that will block views	2%
Enhancing the environment does not appeal to me	2%
Restricting public access to bushland	2%

Community, Culture and Heritage (17%)	N=53
Do not like the idea of signage/Council's integration in cultural significance	8%
Community, culture and heritage does not appeal to me	4%
Restricting access to areas of cultural significance	4%
Do not want artwork projects	2%
Needs more protection of Aboriginal carvings	2%

Community Land Categorisation (6%)	N=53
Williams Park not categorised as 'sporting grounds' for golf	4%
Community land categorisation does not appeal to me	2%

Management and Maintenance (23%)	N=53
Use of the club house for Council operations	19%
Installing lighting	8%
Maintenance of park/club by Council operators instead of club staff	8%
Removal of maintenance shed	2%

Similarly, respondents were asked on an open-ended question about the actions which did not appeal to them. The main theme was 'Playing and Relaxing' with concerns around golf free days and impacting on golf usage. In terms of the 'Getting to and Around the Parks' theme, specific mention was made of how introducing walking tracks and footpaths on and around the parks will impact the current usage and take away from the natural feel. Concerns were also raised about introducing a Council facility operating in the Club House – and the feasibility of a viewing

# Actions that Appealed/Did Not Appeal to Respondents



23a. Across the seven strategic themes/guiding values from either the summary document or the full Draft Plan (i.e. the 96 page document), which, if any, of the directions or actions appealed to you? If so, please record their specific Category Code and reasons below:

23b. Across the seven strategic themes/guiding values from either the summary document or the full Draft Plan (i.e. the 96 page document), which, if any, of the directions or actions did not appeal to you? If so, please record their specific Category Code and reasons below:

	Gross Total	Visit Hugh Bamford Reserve at least once a week		Visit Williams Park at least once a week	
		Yes	No	Yes	No
Appealing Comments – Gross Total	157%	170%	144%	131%	195%

	Gross total	Visit Hugh Bamford Reserve at least once a week		Visit Williams Park at least once a week	
		Yes	No	Yes	No
NOT Appealing Comments – Gross Total	225%	155%	232%	221%	153%

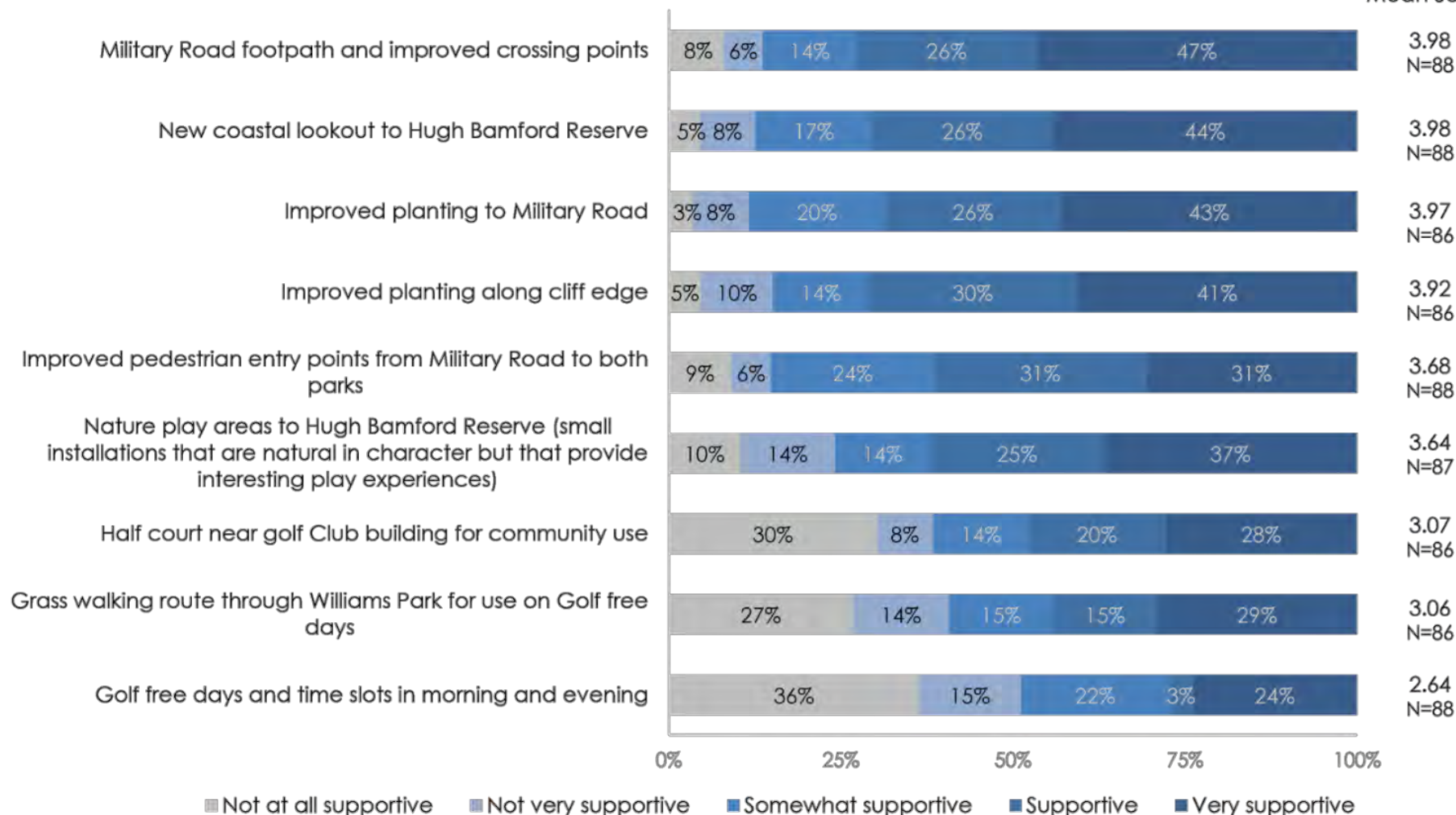
The above table is a summary of total comments from the previous two slides:

- Those who visit Hugh Bamford Reserve at least weekly were marginally more likely to provide positive rather than negative comments – and were more positive than were less frequent visitors to Hugh Bamford.
- However, the reverse is true for Williams Park – those who visit Williams Park at least weekly were less likely to provide positive rather than negative comments – and were less positive than were less frequent visitors to Williams Park.

# Potential Action Plans for the Plan of Management

24. Listed below are some of the specific potential action plans included in the Draft Plan of Management. Please indicate how supportive you are of each of these potential actions, using the scale provided.

Mean Score



Respondents were more inclined to support the actions that did not directly affect the current usage of the parks, e.g. improved footpath access and crossing points, a coastal lookout and improved planting. 'Golf free days', a 'walking route through Williams Park' and 'a half court' generated the least support.



# Potential Action Plans for the Plan of Management



24. Listed below are some of the specific potential action plans included in the Draft Plan of Management. Please indicate how supportive you are of each of these potential actions, using the scale provided.

	Visit Hugh Bamford Reserve at least once a week – supportive/very supportive		Visit Williams Park at least once a week – supportive/very supportive	
	Yes	No	Yes	No
Grass walking route through Williams Park for use on Golf free days	61%▲	29%	29%	66%▲
Military Road footpath and improved crossing points	76%	70%	63%	86%▲
New coastal lookout to Hugh Bamford Reserve	69%	72%	57%	89%▲
Improved pedestrian entry points from Military Road to both parks	62%	61%	47%	81%▲
Improved planting along cliff edge	71%	70%	67%	77%
Nature play areas to Hugh Bamford Reserve (small installations that are natural in character but that provide interesting play experiences)	55%	69%	55%	72%
Half court near golf Club building for community use	60%▲	36%	29%	73%▲
Improved planting to Military Road	68%	69%	57%	84%▲
Golf free days and time slots in morning and evening	40%▲	15%	21%	36%

▲ ▼ = A significantly higher/lower rating (by group)

Consistent with earlier findings, those who visit Williams Park at least once a week are less supportive of all nine actions - significantly so for six of the nine.

However, one of the smallest gaps between frequent and less frequent visitors to Williams Park was for the 'golf free days...' option, which in a relative sense failed to excite even the less frequent visitors (when compared with



# Tele-depth Interviews with Key Stakeholders

5 telephone interviews were conducted with key stakeholders of Hugh Bamford and Williams Park from the 23<sup>rd</sup> September – 8<sup>th</sup> October.

- 2 Representatives of the Sports Field at Hugh Bamford Reserve - Easts Football Club and Maccabi Hakoah Mobile Premier League
- 1 Representative of the Community Hall at Hugh Bamford Reserve – Frances Fester Israeli Dancing
- 1 representing both the Sports Field and the Community Hall at Hugh Bamford Reserve - Sydney Archery
- 1 Representative of the Bondi Golf and Diggers Club House - North Bondi Kyokushin



# Perception of the Vision Statement



Q1a. The Plan of Management has a vision statement that will guide future works, upgrades and uses of the parks. How supportive, if at all, are you of this summary document?

Q1b. Why do you say that?

## All 5 Respondents were at least 'Somewhat Supportive' of the Vision Statement

### Reasons for being Supportive/Very Supportive

#### Modern Approach

"Summary makes a whole lot of sense as it takes into account a modern approach to maintain/improve our outdoors spaces and ensure they continue to be a great place to utilize for the future"

#### Retains Park Offerings/Character

"Important to retain an open area that isn't built up which provides visitors and the general community access to enjoy the magnificent views, walk around the natural landscapes, complete exercise activities while still enjoying the fresh air not surrounded by high rise buildings"

#### Important that Upgrades are Implemented

"Location is used by many and is one of those areas that requires constant attention. This vision outlines why it's important for the users that Council moves forward with these upgrades. Supportive of anything that generates improvements"

#### Currently Works Well

"I only hire the Hall once a week and everything works well the way it is"

### Reasons for being Somewhat Supportive

#### Sceptical whether the Plan will be Implemented

"Sceptical the plan will go ahead. Have seen over the years several plans and proposals come from Council and none of them are ever implemented/progress to actual developments. The plans are beneficial for Hugh Bamford and like the idea that Council are trying to move forward and progress the area"

**All respondents are at least 'somewhat supportive' of the Vision Statement with specific mention to preserving the current park offerings, taking a modern approach to maintenance and/or improvements to the parks. However, one respondent did have concerns whether the plan will be implemented at all, based on the history of Council proposals for the area.**



# Design and Setting



Q2a. Looking at the Design and Setting map: How supportive, if at all, are you of this theme and the proposed actions?

Q2b. Why do you say that you are [Q2a]?

## All 5 Respondents were at least 'Somewhat Supportive' of Design and Setting

### Reasons for being Supportive/Very Supportive

#### Improvements will Benefit the Community

"Very supportive of all the upgrades and changes at Hugh Bamford"

"It looks like the improvements will benefit the local residents"

#### Offers Great Viewpoints of Bondi/the Ocean

"Offering people great lookouts of Bondi and the ocean is taking advantage of a great space"

#### Provides Much Needed Facilities

"Addresses some of the current flaws with the facilities e.g. lack of good lighting, lack of fencing"

"Allowing public access to toilet facilities is vital and will make a significant improvement for the users."

#### Outlines Clear Boundaries for Sport Games/Recreation

"Hugh Bamford isn't suitable for users at the moment as sporting clubs constantly lose balls over the cliff edge and shrubbery. Outlining clear boundaries makes the area more user friendly for everyone"

"Magnificent open recreation area for the public. To upgrade the area is vital for the community"

### Reasons for being Somewhat Supportive

#### Archery Range Affected by Public Thoroughfare

"The whole plan is fantastic, however, from the business perspective it is also very disruptive when trying to play archery. Encouraging more traffic up towards Hugh Bamford because of the look out will become hazardous if there is archery taking place"

Concerning 'Design and Setting', respondents were supportive of seeing the benefits and upgrades to the area, including much needed facilities and boundaries for open recreation and sports games. Although there was one concern that the archery range will be affected by increased traffic to Hugh Bamford.

# Getting to and Around the Parks



Q3a. Looking at the Getting to and Around the Parks map: How supportive, if at all, are you of this theme and the proposed actions?

Q3b. Why do you say that you are [Q3a]?

## All 5 Respondents were at least 'Somewhat Supportive' of Getting to and Around the Parks

### Reasons for being Supportive/Very Supportive

#### Shelter Needs

"There isn't much shelter approaching the hall - it would be nice to have a bit more- other than that all is good."

#### Will Provide Seating/Lookout

"Providing seating and a lookout for those moving through and along the paths allows a broader demographic to be able to utilize these great spaces"

#### Defines Clear Passages for Improved Accessibility and Usage

"Outlines and defines clear passages for all the different community groups and users"

"Having better access through Hugh Bamford will make general traffic flow more controlled"

"Pedestrian movement around the area on dedicated pathways...will allow a user friendly space for anyone who accesses either of these locations"

### Reasons for being Somewhat Supportive

#### Archery Range Affected by Public Thoroughfare

"Any walking route around Hugh Bamford basically has a designated right around the reserve, which will be difficult with archery taking place... When archery is not taking place the walkway is a great idea and would utilize this"

**Respondents were receptive to defining the areas in which differing community groups can use the parks together under the theme 'Getting to and Around the Parks'. Again, there were some concerns that encouraging a walking route at Hugh Bamford will impact the archery group.**



# Playing and Relaxing



Q4a. Looking at the Playing and Relaxing map: How supportive, if at all, are you of this theme and the proposed actions?

Q4b. Why do you say that you are [Q4a]?

## All 5 Respondents were at least 'Somewhat Supportive' of Playing and Relaxing

### Reasons for being Supportive/Very Supportive

#### Sporting Field will be Maintained

"Use the sporting field regularly and want to see this maintained and well kept"

#### Greater Community Access/Usage

"Community at large can have more interaction and access to Williams Park rather than just being limited to the golf players"

#### Hall to be Improved

"Hugh Bamford hall needs to be improved to create a better atmosphere and more appealing facility for all types of users, not the regular users who always book the hall"

#### Will Provide Essential Amenities

"Providing essential public amenities is a must (public toilets). The allocation of seating upgrades makes the area more user friendly for parents and potential spectators"

"Urgent need for an upgrade of the current facilities which aren't adequate e.g. toilets, fencing, lighting...."

### Reasons for being Somewhat Supportive

#### Will provide essential amenities

"Providing a day to day public toilet is a fantastic facility to be available for those using the area. This is a great step forward in the right direction, as there currently is no clean drinking water or nearby toilets"

#### Feasibility of Nature Play Landscape

"Unsure if having designated areas for 'nature play landscape' is worth the time and money as it seems useless and potentially disruptive"

#### Park Works Well Already

"It doesn't affect me, but from what I see the park seems to work well already"

**For 'Playing and Relaxing', respondents welcomed the idea of providing much needed amenities and improvements such as public toilets, fencing and lighting to greater utilise the area. One respondent was conflicted whether the 'Nature Play Landscape' would be potentially disruptive and therefore worth the time and money to develop this feature.**

# Enhancing the Environment



Q5a. Looking at the Enhancing the Environment map: How supportive, if at all, are you of this theme and the proposed actions?

Q5b. Why do you say that you are [Q5a]?

## All 5 Respondents were at least 'Somewhat Supportive' of Enhancing the Environment

### Reasons for being Supportive/Very Supportive

#### Important to Maintain Vegetation/Weeds

"Controlling and extending current vegetation is better than having it left to its own vices and taking off or worse being left unattended/maintained"

"Weed management and control needs to be made a priority and a main focus to ensure such a worthy stunning location isn't left to deteriorate"

#### Supportive of Enhancing the Environment

"I am supportive of anything that enhances the environment"

"Anything that is going to enhance the fields and make the use of the locations better I will be supportive of"

### Reasons for being Somewhat Supportive

#### Potential for Vegetation to Impede on Playing Fields

"Anything that is going to reduce the playing/sporting space available isn't necessarily a good thing. Even though the vegetation is going to be along the coast line, the chances are it will end up moving towards the sporting field and take over. These areas should be used for sporting needs, not focusing on the vegetation"

**Respondents recognised the importance of maintaining vegetation as well as enhancing the existing environment at the parks.**

**One respondent mentioned that the playing fields could be reduced in size should the vegetation continued to grow along the coast line.**



# Community, Culture and Heritage



26a. Looking at the Community, Culture and Heritage map: How supportive, if at all, are you of this theme and the proposed actions?

26b. Why do you say that you are [Q6a]?

## 4 Respondents were at least 'Somewhat Supportive of Community, Culture and Heritage

### Reasons for being Supportive/Very Supportive

#### Considerations for Culture and Heritage

"Feel it is important to consider the culture and heritage of this location as it isn't just sporting clubs using this spaces"

"It is appropriate to benefit the cultural use of this area and maximize benefits for the community."

#### Improvements to Hugh Bamford Reserve

"Having upgrades to the Hall means the club could potentially hire it if needed for events or presentations"

"Supportive of anything that 'dresses' Hugh Bamford up to make it look aesthetically pleasing"

### Reasons for being Somewhat Supportive

#### Multi-Purpose Room will Affect Current Usage

"Converting this room to a multi-purpose space means there is a high chance the martial arts community will lose its identity not having its own allocated space"

### Reasons for being Not Very Supportive

#### Danger and Feasibility of Coastal Walk

"The walkway would be running right over the edge of the cliff... this creates a vantage point for suicide"

"Potential cliff walkway is not attractive as I don't think people should be directed down where the sewerage is dumped"

"The archery group would need to have this walkway shut down as can't have people walking along in the firing line. Anyone could appear along this walkway which is dangerous"

Respondents valued the cultural and heritage needs of both locations under the 'Community, Culture and Heritage' theme, as well as the benefits it could offer Hugh Bamford Reserve.

However, one respondent mentioned that introducing a multipurpose room will impact the martial arts group that currently use the space. Another respondent was concerned of the dangers the coastal walk could pose to the

# Community Land Categorisation



Q7a. Looking at the Community Land Categorisation map: How supportive, if at all, are you of this theme and its proposed land uses?

Q7b. Why do you say that you are [Q7a]?

## 4 Respondents were at least 'Somewhat Supportive of Community Land Categorisation

### Reasons for being Supportive/Very Supportive

#### Outlines Good Use of Space

"The map outlines a great use of space and allocation of activities that uses each space to the best it can"

"Zoning looks great - outlines good use of space and allocation of activities"

"Zoning looks great, however, not too different from how it currently is"

#### Allows for Broader Community Use

"The more public who have access and opportunity to use these spaces, the better"

"Map shows that these spaces will be accommodating for any user, not just the sporting teams"

"Will be beneficial to have the club open to community use, not just as a golf club"

"Having the orange section allowing a more open space for general community use will be beneficial for the whole community, not just those wanting to utilize the golf club"

### Reasons for being Somewhat Supportive

#### Doesn't Affect my Use

"Again- it doesn't affect my use"

### Reasons for being Not Very Supportive

#### Not Enough Space Allocated to Sports Fields

"Would prefer more space available for playing and fields as there is very little available in the suburbs"

**3 stakeholders were supportive of the zoning and allocation of space proposed, highlighting how this will make the parks inclusive of the whole community and not just sporting groups.**  
**Conversely, one respondent stated they would prefer more space allocated to playing/sporting fields.**



# Management and Maintenance



Q8a. Looking at the Management and Maintenance map: How supportive, if at all, are you of this theme and the proposed actions?

Q8b. Why do you say that you are [Q8a]?

## All 5 Respondents were at least 'Supportive' of Management and Maintenance

### Reasons for being Supportive/Very Supportive

<b>Illegal Access</b> "Upgrading fence line will eliminate illegal use"	<b>Supportive of this Theme</b> "Looks like a good plan"	<b>Guaranteed Maintenance</b> "Council involved in ground maintenance will guarantee it will be looked after and user friendly"
<b>Parks Can be Used by All User Groups</b> "To make sure the area remains able to be used by all user groups"		

All respondents were 'supportive' or 'very supportive' of the 'Management and Maintenance' theme, referring to preventing illegal access, guaranteed maintenance and ensuring all users can use the parks equally as advantages.

# Actions that Appealed to Stakeholders



29a. Across the seven strategic themes/guiding values, which, if any, of the ideas or actions particularly appealed to you?

Playing and Relaxing	N=5
Upgrades facilities and offers public toilets and drinking water	4
Maintain current recreational use of half field	1

Design and Setting	N=5
External terrace on Hugh Bamford Community Hall	1

Getting to and Around the Parks	N=5
Allocated walkways through Williams Park	1

Other	N=5
Retaining a large open area	1
Supportive of each strategic theme and approach	1

Stakeholders were most in favour of increasing and upgrading the facilities offered at the parks, such as publicly accessible toilets and drinking water.

# Actions that Did Not Appeal to Stakeholders



29b. And across the seven strategic themes/guiding values, which, if any, of the ideas or actions particularly did not appeal to you?

<b>Design and Setting</b>	<b>N=5</b>
Concern the redevelopment of the club will replace traditional Australian look and feel	1
<b>Getting to and Around the Parks</b>	<b>N=5</b>
Coastal walk over cliff is dangerous	1
Walking routes over Hugh Bamford will create hazards when archery is conducted	1
<b>Playing and Relaxing</b>	<b>N=5</b>
Concerned martial arts space will be replaced with multipurpose hub	1
<b>Community Land Categorisation</b>	<b>N=5</b>
Not enough space allocated to sporting fields	1
<b>Other</b>	<b>N=5</b>
No comment/all options appealed to me	2

Concerns for stakeholders were fragmented – although dangers associated with a Coastal Walk and walking tracks where archery is undertaken were mentioned.

# Comments or Suggestions

Q10. Do you have any other comments or suggestions about how Hugh Bamford Reserve and/or Williams Park could be made more appealing to the community in the future?

Other	N=5
Improve the lighting at Hugh Bamford to allow use of the whole grounds at night	2
Better promotion of these upgrades so people will understand what the spaces have to offer	1
Maintenance of the golf course needs to be a high priority	1
More focus on promoting benefits of training at these locations	1
Shelter/under cover facility needed in the event of storms at Hugh Bamford	1
No comment	1

When given the opportunity to raise any other comments or suggestions in regards to Williams Park and Hugh Bamford Reserve, two respondents stressed the need for improved lighting at Hugh Bamford Reserve to allow use of the grounds at night. One comment suggested to better promote the plans so that the whole community would understand what the spaces have to offer.



# Appendix A– Other Comments



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# Actions that Appealed/Did Not Appeal to Respondents

## - Other

23a. Across the seven strategic themes/guiding values from either the summary document or the full Draft Plan (i.e. the 96 page document), which, if any, of the directions or actions appealed to you? If so, please record their specific Category Code and reasons below:

Other (20%)	N=51
No actions appealed to me	16%
Most or all of vision statement/general direction appealed to me	4%

23b. Across the seven strategic themes/guiding values from either the summary document or the full Draft Plan (i.e. the 96 page document), which, if any, of the directions or actions did not appeal to you? If so, please record their specific Category Code and reasons below:

Other (34%)	N=53
No negatives/all appealed to me	9%
Cost concern/no costings available for what is proposed	6%
Most/all actions did not appeal to me	6%
There is a need for more parking	6%
More regulation around campers/illegal misuse	4%
Greater focus on safety	2%
Hugh Bamford hall is underutilised	2%
Need a cycle route from Hugh Bamford to the beach	2%
Unsure when/what times we can access the golf course	2%
Needs protective netting to prevent golf balls on Military Road	2%

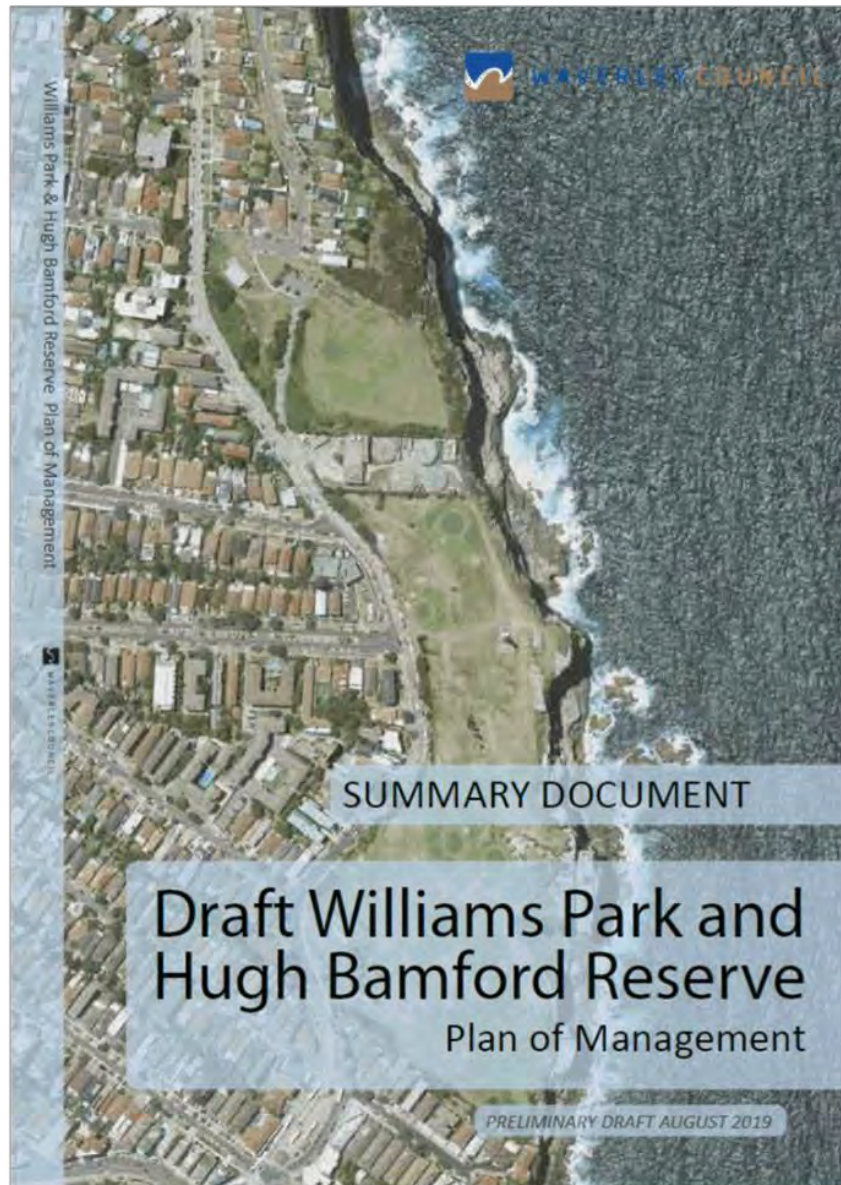
# Appendix B— Stimulus Material Used at the “Have a Say Day” and Stakeholder IDI’s







# Stimulus Material



## 1. Vision and Directions

### 1.1. Vision Statement

A vision for Williams Park and Hugh Bamford Reserve was drafted based on community feedback on what people liked and wanted to see in the future. The vision is essential as it sets the tone for all future works and practices within the two open spaces. The following statement captures the aspects of what people love about Williams Park and Hugh Bamford Reserve and want retained in the future.

Williams Park and Hugh Bamford Reserve are much valued and loved open spaces for the local community of Bondi.

Nestled above the intense day and night activity of Bondi Beach they provide a **retreat** from that world that is both calming and invigorating with its unique mix of natural and cultural qualities.

At their core the parks are first and foremost valued as **natural places**. The drama and majesty of the plunging sandstone cliffs are juxtaposed with the rolling grasslands shaped by earlier generations. The experience of this natural landscape and the contrast it provides to the dense urban fabric of the adjoining neighbourhoods is fundamental and essential.

The spectacular panoramic views from the parks reflect this diversity ranging from the rugged natural outlooks of the coastline and ocean (in which Whale sightings are not uncommon) to the iconic views west to Sydney Harbour and the Harbour Bridge, and south across Bondi Beach.

It is recognised that a diverse overlay of past **cultural heritage** influences has had a strong hand in shaping the place, ranging from the rock art and embedded storylines of Sydney's first peoples, to the defences of Sydney Harbour and Sydney's largest ocean sewer outfall.

The parks and the Bondi Golf Club facility also embody a strong **local character**, and are seen as important places for locals to immerse in and experience **local community** away from the frenetic high paced environment of Bondi Beach.

The simple "old school" nature of many park features is seen as reflecting and supporting this character and an important quality to be conserved.







# Stimulus Material

## 1.2. Directions

The following value statements will guide the future development and management of Williams Park and Hugh Bamford Reserve in line with the vision opposite. The values have been tested and are responsive to the site analysis, consultation feedback and best-practice principles. For ease of reference and consistency the values are focused under themed headings.

### 1.2.1. Design and Setting

- A1. Maintain the pre-eminence of the natural setting of the parklands.
- A2. Maintain the casual and "low key" character of the parklands and facilities.
- A3. Enable memorable experiences for all users by celebrating the site's unique character and scenic qualities and providing opportunities to safely enjoy views and outlooks.
- A4. Ensure any built form architectural and landscape design reflects and complements the natural setting and casual / "low key" character along with being best practice and design excellence.
- A5. Ensure materials and finishes fabrics of a high quality, are robust, designed to benefit the setting, and consider the relationship to natural cliffs and vegetation.
- A6. Improve the continuity and coverage of natural vegetation on the site.
- A7. Provide a sense of arrival to the site at the pedestrian access points to the parklands.
- A8. Improve the park's visual relationship with the Sydney Water facility and reduce the visual impact of the facility on park and neighbourhood character.

### 1.2.2. Getting to and around the Park

- B1. Provide easily identified, distinct arrival points into the park.
- B2. Provide compliant all-weather access from the Hugh Bamford Reserve carpark to the Community Hall.
- B3. Provide an informal walking route across grass that links to key viewing points and other park features.
- B4. Provide continuous footpath access to western edge of parks (within the Military Road verge).
- B5. Implement a wayfinding strategy for the park. Consider an audience of a range of abilities, literacy levels and languages. Encompass the physical environment, signage, customer service, information, brochures, guides and website.
- B6. Consider over time an adequate proportion and distribution of universally accessible facilities connected by accessible paths of travel where most compatible with landscape character.
- B7. Use vegetation to increase setback from edge situations.
- B8. Investigate potential for a cliff edge link between Hugh Bamford Reserve and Williams Park in liaison with Sydney Water.

### 1.2.3. Playing and Relaxing

- C1. Maintain and enhance sports training and related sports uses within Hugh Bamford Reserve and community rooms within the Club Building to Williams Park.
- C2. Provide adaptable and flexible spaces to accommodate a variety of interest groups.
- C3. Enable increased and safe informal recreational use of Williams Park for such pursuits as walking, sitting and viewing.
- C4. Provide high-quality amenities and facilities that support recreational users.
- C5. Prioritise activities that are intrinsic to the place, its natural and cultural values and that complement the physical conditions.

### 1.2.4. Enhancing the Environment

- D1. Enhance and conserve the natural heritage of the site such as vegetation, land form and hydrology.
- D2. Manage park use and access to areas of environmental sensitivity.
- D3. Monitor and adapt to the effects of climate change.
- D4. Promote environmentally sustainable practices in the management and maintenance of the place.
- D5. Consider whole of life-cycle cost in the selection of materials and construction techniques.
- D6. Educate the community about the value of the site's unique environment.

### 1.2.5. Community, Culture and Heritage

- E1. Conserve and maintain the heritage fabric of the park.
- E2. Interpret and tell the story of the place, including Aboriginal and Historical themes and storylines.
- E3. Strengthen and express the community values of the site through maintaining and enhancing its local role and character including its role for community groups and activities.
- E4. Ensure the cultural landscape is expressed in the design and management of the site and appropriately integrated with the natural environment.

### 1.2.6. Management and Maintenance

- F1. Maximise the safety of the park environments for users at all times.
- F2. Recognise the challenges of safety in the coastal cliff edge environment and apply established precedents for managing access that do not compromise the natural experience.
- F3. Facilitate increased community use of Williams Park and its facilities and provide the park and facilities with sustainable ongoing management.
- F4. Ensure facilities are well-maintained and appropriately serviced.
- F5. Review and reinforce compliance and regulations that enable a range of users to enjoy the park safely.
- F6. Manage vehicle access in the park.

## 1.3. Design and Setting: The Masterplan







# Stimulus Material

1.4 Getting to and around the Parks: The Masterplan



1.5 Playing and relaxing: The Masterplan





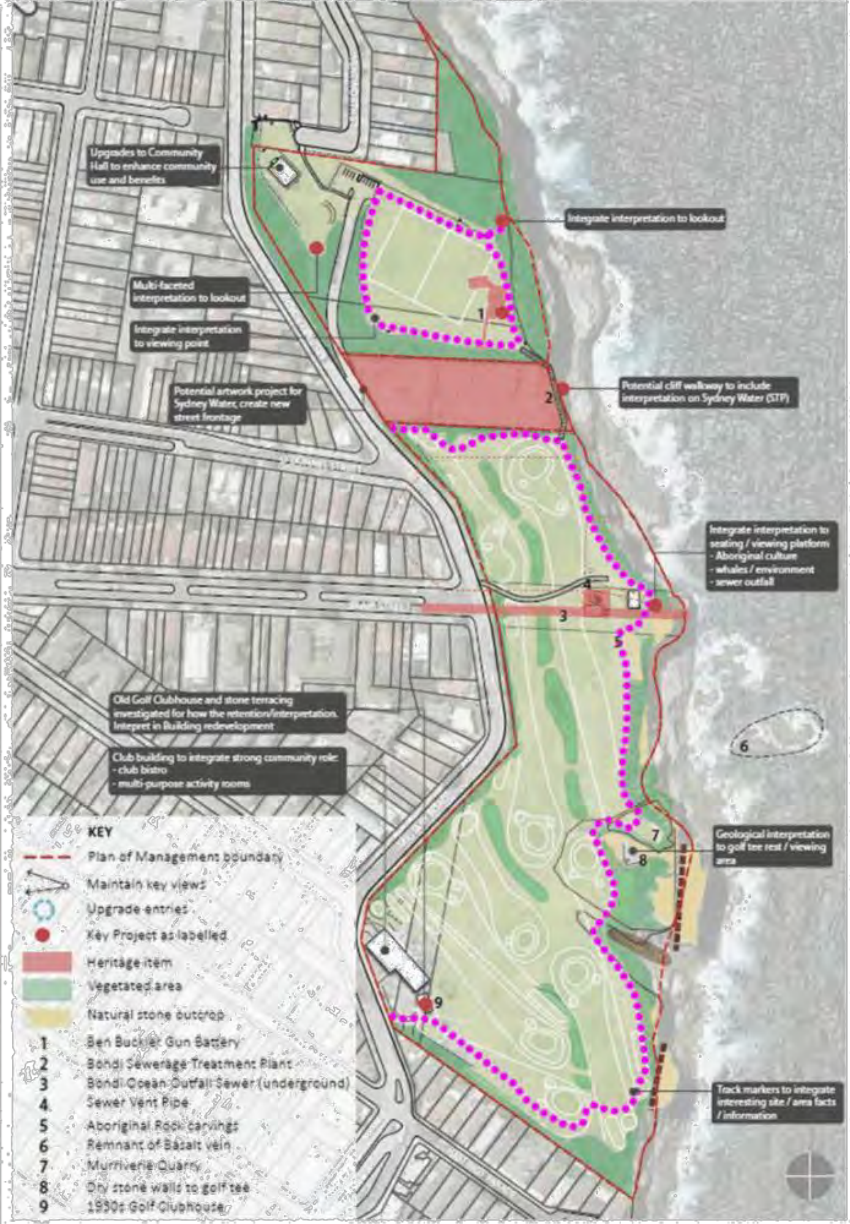
# Stimulus Material



1.6. Enhancing the environment: The Masterplan



1.7. Community culture and heritage: The Masterplan







# Stimulus Material

1.8. Community land categorisation: The Masterplan



1.9. Management and maintenance: The Masterplan





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