



Town of
Port Hedland



JD Hardie Masterplan Stage 3 - Community Public Open Space

Engagement Summary Report



JD Hardie Stage 3 - Engagement Summary Report



How did we get here?

2017 Town commence “Liv it ,tell it, do it” campaign. 5800 responses were received by the community.

2019 ABV Leisure Consultants were engaged to produce a Town wide needs assessment and architectural briefs relating to JD Hardie. There were 67 individual responses specifically related to the JD Hardie site which noted community demand for:

- Indoor sports & activities including basketball, dance, and marital arts
- Covered outdoor sports courts
- Recreation and public amenities at the sites
- Playgrounds

2019 Town of Port Hedland adopted the JD Hardie Masterplan (Donovan Payne Architects) which included

- Stage 1 – JD Hardie internal refurbishment (2020)
- Stage 2 --Multiuser Court (2022)
- Stage 3 – Outdoor Community facility
- Stage 4 – Childcare

The purpose of our Engagement

- For Youth and Community to have a say on the JD “play” elements and prioritize the most important elements of the facility within the Community public open space (POS)
- To further promote JD Hardie as a key youth recreation and community facility for locals and tourists alike.
- That the design formalizers the area for public use and increases accessibility to quality health and well being services, including input from current Hedland youth initiatives.
- Support for projects that improve South Hedland’s amenity & livability.
- Support for projects where agencies and the community are fully engaged to reduce anti-social behavior and improve community safety.

Engagement Snapshot

Stakeholders

- Town of Port Hedland Youth Advisory Council (YAC)
- Hedland BMX
- Hedland Home School
- Hedland Youth Stakeholder Action Group (HYSAG)
- Youth Involvement Council (YIC)
- Sport and Rec Clubs/ Youth Programming
 - *Fair Game*
 - *Night Lights – Slam*
 - *Basketball WA*
 - *West Coast Eagles (indoor cricket)*
 - *WA Cricket*
 - *Roller Derby*
 - *Alliance Dance*
 - *Mission Australia*
 - *Roy Hill*
 - *Kids Club*
- Hedland Senior High School (Follow the Dream, Clontarf Academy)
- Shooting Stars
- Headspace
- Juyardi Aboriginal Corporation
- Kariyarra Aboriginal Corporation
- IBN Group
- Ashburton Aboriginal Corporation/ Youth Engagement



Process

- May – July 2023
- Engagement site visits with YAC, BMX Hedland, Hedland Home school, Youth Programming @ JD Hardie including Fair Game, Basketball WA, Night Lights SLAM, Girls Crew, Thursday Feeds and more+
- Online Survey with **213** submissions incl **92** long response commentary
- Survey input from Youth Engagement Coordinators from YIC, West Coast Eagles, WA Cricket and HYSAG.
- Social Media Promotions on The Town Page and the JD Hardie page
- Vision Board Display and survey located @ JD Hardie reception

From the Survey

- 213 submissions
- 92 long response voice bank commentary.
 - 89% positive sentiment
 - 11% negative sentiment

From the Socials

The Town page:
Post impressions
8,208
Post reach
7,313
Post engagement
1,728

The JD page:
Post impressions
1,267
Post reach
1,193
Post engagement
478

Socials promotions over 7 days. Had **excellent reach and engagement** both on the JD and Town pages. It was shared 14 times on the Town page to at least two BMX pages (West Oz BMX and Tom Price BMX) encouraging members to fill out the survey.

Survey Feedback & How that Informed the Design



Online Engagement – JD Hardie Stage 3 Public Open Space Survey Questions

The JDS3 Survey had 213 responses. The following is a summary of the questions and responses.

What do you ride?

BMX Bike (161) and Scooters (111) were the most popular ride options. Noting the survey respondents could select multiple 3 options.

The proposed **Pump Track** is a local level facility catering for all abilities.

A pump track is a scaled-down, 1–3-metre-wide track that can be used for bicycle, skateboard, in-line skates and scooter riders to practice skills on a series of features, such as berms and rollers placed in quick succession. Simplistically, they are scaled down BMX tracks which do not require pedaling. 'Pump' refers to the action made by riders pushing down with their arms and legs to maneuver the bike or scooter over features to maintain momentum without pedaling or pushing-off the ground. Typically, tracks can be ridden continuously. Riding a pump track is easy and children are typically comfortable using them within 10–20 minutes.

What is your skill level ?

44% of respondents said they were Advanced Skill level (94)

27% of respondents said they were Intermediate Skill level (58)

20% of respondents said they were Beginner Skill level (43)

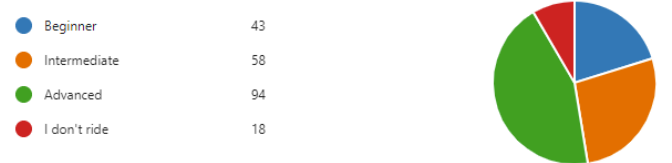
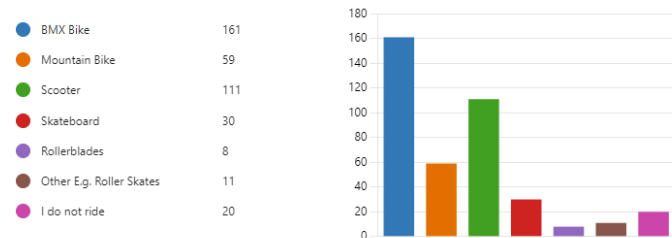
8% of respondents said they Don't Ride (18)

44% of respondents rated their (or their children's) skill level as advanced, with

27% as Intermediate and 20% Beginner.

The proposed **Jump Track** is a vital inclusion allowing for skill development and progression, from young people through to adults who seek an alternate and often more challenging experience than a pump track.

Jumps are developed so that they allow for progression while always keeping safety in mind.



Survey Feedback & How that Informed the Design

How desirable are each of the following features?

Participants who identified that their skills level was Advanced or Intermediate answered this additional question.

The top three feature types included

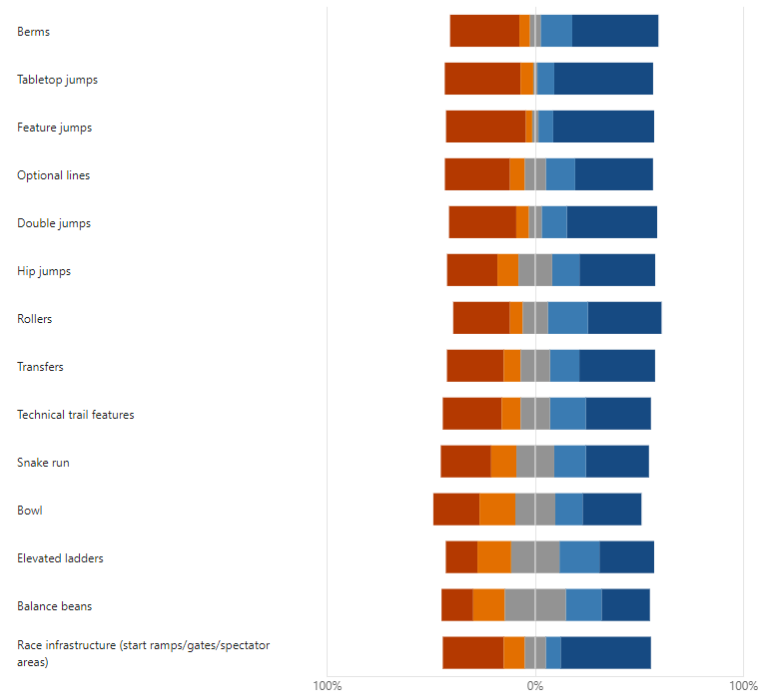
- Feature jumps - 48.5%
- Tabletops - 47.5%
- Race Infrastructure (start ramps/ gates/ spectator areas) – 43.4%

The most desirable feature types were feature jumps and tabletops, closely followed by race infrastructure. The jump line will consist of intermediate and advanced lines, to facilitate progression of jumping skills.

The intermediate line will suit developing riders and both lines will be rollable. The start mound will be the start of all tracks, and a natural socializing point for riders and spectators. The area will be accessible, have shade and seating.



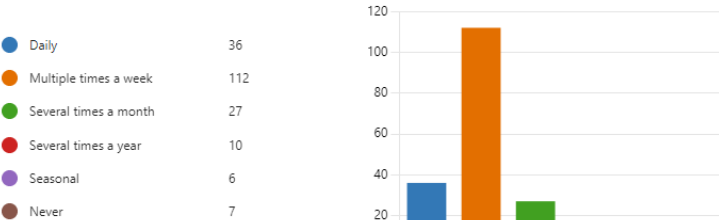
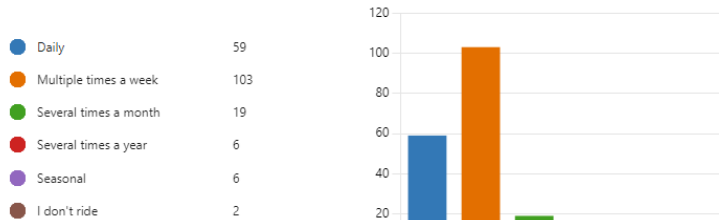
Very undesirable Undesirable Neutral Desirable Very desirable



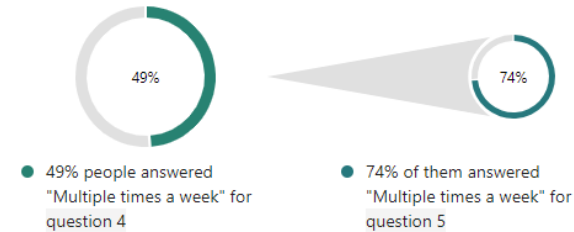
Survey Feedback & How that Informed the Design

How often do you ride?
 How often would you ride the BMX/ cycle facility?

49% of respondent's ride multiple times a week. Interestingly respondents indicated they'd ride 25% more often if there was a facility located at JD Hardie.



49% of people answered **Multiple times a week** for this question, and the majority answered "**Multiple times a week**" for Question 5.



Survey Feedback & How that Informed the Design



What time of day would you visit the Youth facility? (You can select several times)

Weekends (171) were indicated as the most popular time to visit the Youth facility. This would fill a current gap, with no youth program scheduled on Sundays. It would compliment the indoor Youth Zone program on Saturday from 11:00am – 3:00pm, alongside Taekwondo, Dance classes and birthday party bookings.

Next, respondents indicated **Weekdays –after school** (153), closely followed by **School holidays** (147).

This would align to the Youth programming that occurs weekly including Youth Fair Game, Horsing Around, Girls and Boys Crew, WCE Freestyle Footy, SLAM, Wonder Lab Creations and Teen Cuisine. It would also compliment the sport and recreation classes scheduled throughout the week, including All Hedland Basketball Association, Taekwondo, Shiku, Alliance Dance and Volleyball. JD Hardie is already abuzz with indoor activities, alongside activation of the multiuser courts. An activated public open space would increase the Community Hub annual foot traffic and assist with passive surveillance.

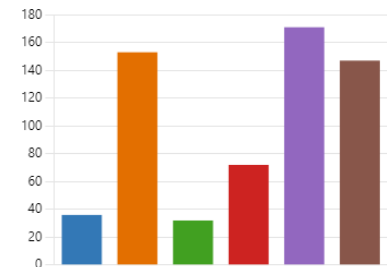
“This kind of park would be utilised by so many different members of the public. From our highly competitive BMX club riders to school aged kids on scooters and bike enthusiasts.

With shade, water and seating the whole family can enjoy time at the facility and improve community engagement in the area.

The more people that use the facility the better the behaviour will be as it will self regulate, and people will do the right thing”



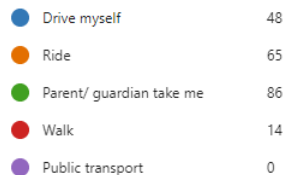
● Weekdays - before school	36
● Weekdays - after school	153
● Weekdays - during the day	32
● Evenings from 6pm	72
● Weekends	171
● School holidays	147



Survey Feedback & How that Informed the Design

How would you get to JD Hardie to use the Youth facility?

40% of respondents would get a parent/ guardian to take them to the Youth facility, followed by 31% riding to the facility located at JD Hardie. Riding would further promote healthy lifestyle. Considerations regarding connecting path and cycle networks and considering conflict between cyclists/pedestrians, traffic safety and access points into the park youth facility.



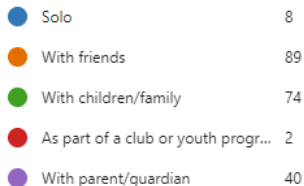
Who would you visit the Youth facility with?

42% of respondents said they would visit the facility with friends, closely followed by 35% with children/family.

“Just after a safe and interactive space for kids of all ages to hang out and jump on their bikes, skates, scooters with mates. there would still have to be good amount of security available for the kids as well to help keep them safe.”

“Can't wait to see progress. Sorely missing facilities such as these in town. Having seen how often they are used, and how talked about good facilities are, a bike specific area will be transformational for a lot of kids & families”

[More Details](#)



Survey Commentary

Any further comments about the facility design?

We received 92 long response answers. 89% was positive. 11% was negative. The main themes that emerged from the additional commentary include:

- Something different in town that will be used by both residents and visitors.
- You can develop skills without the need to join a club, which is only open at certain times of the week.
- Fun for the whole family with infrastructure to support spending longer time in the space. i.e., shade, seating, lighting, chilled water, tables, BBQ facilities, grassed area, bike racks.
- Would be highly utilized in South Hedland and would be a great community public open space.
- An interactive space for youth of all ages to hang out with their friends and family.
- Youth programmers have seen an increase in participation numbers moving programming to JD Hardie, where kids, sport & recreation clubs are already located.
- Request for larger grassed area for programs such as freestyle footy, events, passive recreation and food vans.
- The importance of safety and minimizing antisocial behavior. Several comparisons to the Skate park in South Hedland.
- Pump, Jump and Parkour facilities are popular with LGA's, both in regional and metropolitan areas.
- Multiple references to John Dunn Challenge Park in Kelmscott, W.A – City of Armadale. It was recognized by the Australian Institute of Landscape Artists in 2023 with an Award of Excellence in Play Spaces.
- At John Dunn Challenge Park, the design allows for separation between advanced and beginner areas, assisting riders from a young age to develop in a safe area.
- Request to have the tracks designed by specialized contractors.
- Consideration of the harsh climate and track surfaces when building in the Pilbara.

Survey Commentary

This word cloud graphic shows the words which were most frequently used when respondents made comments about the facility design. 13 respondents (14%) answered **Kids** for this question. In addition, the word **facilities** and **Great** also appeared.



Survey Commentary

Really looking forward to something different in town that will be used in the right way. I know my children will very much appreciate something like this coming to Hedland and being based in South Hedland.

Security making the area safe for all users.

We have moved the activation to JD Hardie for Term 3, to allow more Youth to participate. Already we have seen an increase in participation numbers, 3x the amount at MM, because youth are already in the area and it is a common location for them to hang out afterschool. It would really benefit from a large grassed area, able to kick a footy.

Can't wait to see progress. Sorely missing facilities such as these in town. Having seen how often they are used, and how talked about good facilities are, a bike specific area will be transformational for a lot of kids & families.

Lots of shade and a large pump track

What about community safety? Will there be camera's? Security at night?

This kind of park would be utilised by so many different members of the public. From our highly competitive BMX club riders to school aged kids on scooters and mountain bike enthusiasts. With shade, water and seating the whole family can enjoy time at the facility and improve community engagement in the area. The more people that use the facility the better the behaviour will be as it will self regulate and people will do the right thing.

just after a safe and interactive space for kids of all ages to hang out and jump on their bikes, skates, scooters with mates. there would still have to be a good amount of security available for the kids as well to help keep them safe.

Parkour I would use all the time.my friends and I want to become parkour pros