

Lecture 6: Building Evaluative Mechanisms into Projects



University of Melbourne
705-648 Plans into Action

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Reflective Practice

Advantages

Can positively affect professional growth and development by leading to greater self-awareness

Can lead to:

- development of new knowledge about professional practice
- broader understanding of problems that confront practitioners

Disadvantages

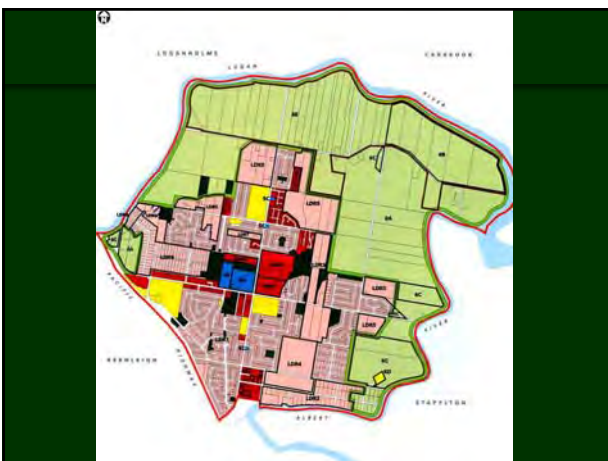
- Time-consuming
- May involve personal risk
- Questioning of practice: practitioners must be open to examination of beliefs, values and feelings
- May need great sensitivity



The principle of sanity and beauty



Stories in a Park in Eagleby, Gold Coast



Eagleby: A Snapshot 1

- Boundaries are Logan and Albert Rivers and Pacific Highway
- Bounded by two rivers on 3 sides
- Centrally located: 30 kilometres from Brisbane CBD and Southport CBD.
- 13.7 square kilometres
- 1996 population: 8500
- Most northern suburb of the Gold Coast

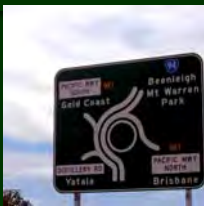
Eagleby: A Snapshot 2

- Approx. 1200 people per square km of habitable land
- Remainder: private farms, schools, shopping centre, small business and open space
- Less than half of the land mass is habitable
- Virtually no local employment
- Regarded as highly disadvantaged by Queensland Government

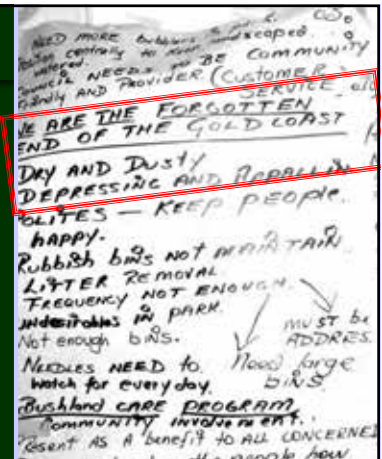
Eagleby: Warts and All

- one of the highest unemployment rates in Qld. (14 %)
- second lowest household income in Qld. (68 % of State average)
- Low school retention rates over 16 years
- High proportion of young single parents
- High crime rate, drug/alcohol use and public disturbance
- No bank, very limited shopping
- No decent public transport
- No locally based industry

Beenleigh North?



The dimensions of Stigma



The Public Realm of Eagleby

1999

Residents' Perceptions of the Public Realm, 1999



Naomi Hill



The Pontoon and the slope down to the pontoon



The Public Realm, 1999



Stories in a Park Project Timetable

Three-month project, 2000

12-13 April	Step 2 Two-day Training Intensive
14 April-4 May	Step 3 Interviewing and Story collecting
4 May	Step 4 Storytelling Workshop
5-19 May	Step 5 Information Dissemination
8-31 May	Step 6 Designing Elements

27 May Step 7 Listening to the Nonhuman Voices

31 May	Step 8 Design Workshop
1-17 June	Step 9 Model Building

3 May-17 June Step 10 Celebration preparations

Saturday 17 June	Step 11 Community Celebration (Winter Solstice)
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Raising Environmental Awareness



Barefoot Mapping of Fear and Stigma

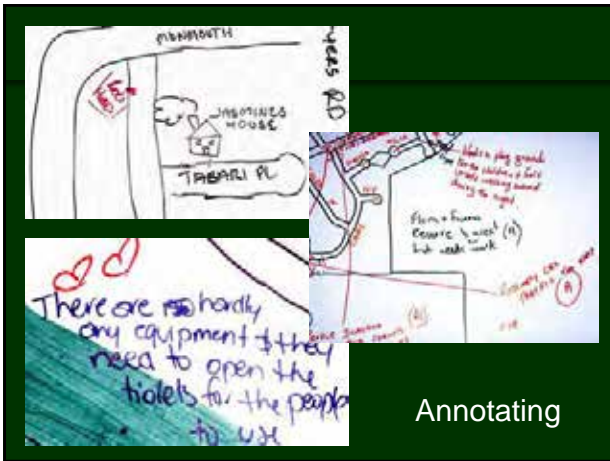


Making the Map

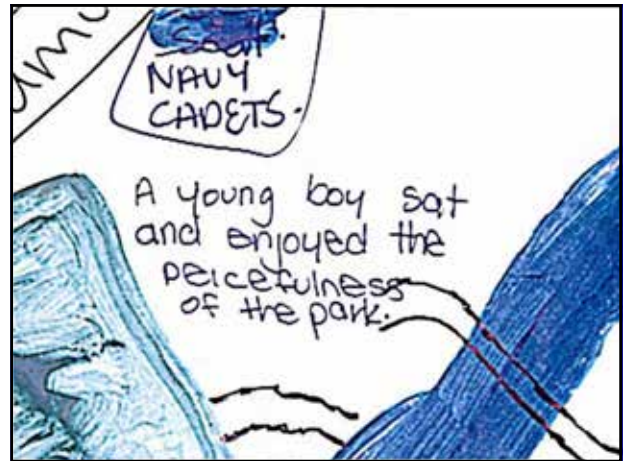


Mapping

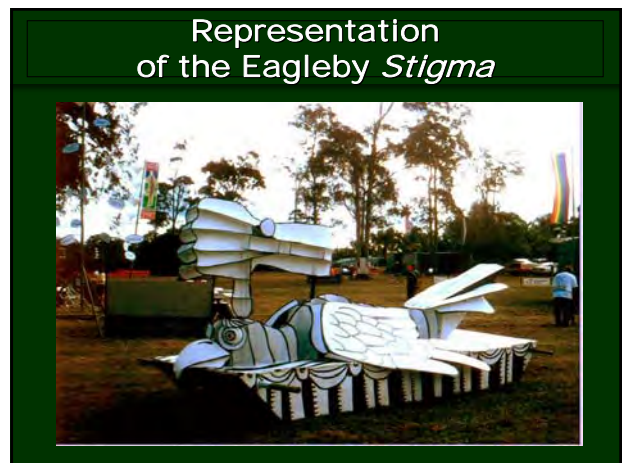




Annotating



Stories In a Park Action Plan. (as of Monday June 5th 2000)													
Thursday 1st	Friday 2nd	Monday 5th	Tuesday 6th	Wednesday 7th	Thursday 8th	Friday 9th	Monday 12th	Tuesday 13th	Wednesday 14th	Thursday 15th	Friday 16th	Saturday 17th	Sunday 18th
Fire meetings Council letter drafted		Insurance	ERAG 11:30-1pm Planning 3-3:30pm	Fire flyers to rebeca for approval Print Flyers Confirm Meeting		Check In		ERAG 11:30-1pm evening Fun Planning 3-3:30pm					
		Contacts and Booking		Performers Confirmed		Negotiate order of performers				Running Order Printed			
	100 frames			Lantern Making Workshops In the park				12:00-1pm Engleby SS in the park	Lanterns Completed			200 Lanterns	
		Banner Making			Sewing Day		Proven Poles ready help of 2)		Sewing complete			10 Banners	Pack Away
			Build Frame			Cutting Cardboard & Sculpting (Engleby Stigma)			Painting			Stigma erection Rehearsal 4-3:00pm	Clean up after fire
	Park Wiring Setup/Taps Foreword Power on.	Map of site			Confirm Crew						10am Test Line Canvas up In/against stage	P.A. setup by noon	Derig PM
Draft media releases	Paint signs	Rehearsal to approve Sign Altogether to follow up	Fix media out		Logan News							Media Hoisting	Media Hoisting
Beafield High, manual Arts Dept 9-11am													
10 Sculptures dismantle													



Disappointments

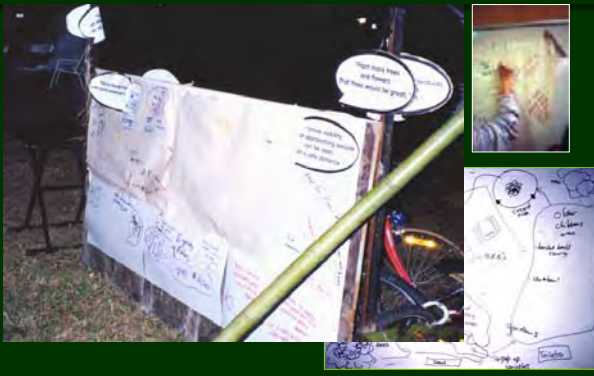
written down by residents and placed in the belly of the *Stigma* during the day



The Tree of Stories



Recording more stories at the *Tree of Stories* and the *Graffiti Wall*



Responses to *Tree of Stories* on the *Graffiti Wall*

63 written responses
Only one negative comment
Calls for:

- ✓ upgraded and better maintained parks
- ✓ community facilities for young people
- ✓ programming of activities in parks
- ✓ ponds to encourage birds
- ✓ clean up rivers
- ✓ bikeways along rivers
- ✓ local schools need improvement

Graffiti Wall

Eagleby is trashy when people don't care about our parks.

Eagleby is the best place I'll ever live and it is alright the way it is.

I think Eagleby is a great community. People should stop putting it down.

Banners





Lanterns



The Celebration Day



Entertainment

"Eagleby is a nice little place."



Graeme telling redemptive stories in a much-maligned Eagleby Park



Storytelling



Students' Lanterns of Dreams

The *Stigma*

- Eagleby's stigma was an obstacle to people getting out and about
- This set of negative perceptions and stories influenced residents' perceptions about the kinds of people and behaviors they might encounter in public places
- Repeatedly restating the stigma gave it new life

The *Stigma*

The cure:

bring forth and celebrate new stories about Eagleby

- good people and acts of goodwill
- what was special about the landscape

Do it in an embodied way - in the actual parks.



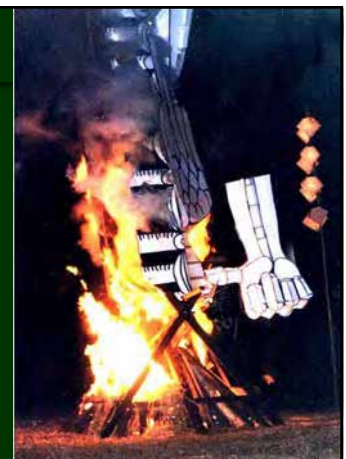
Burning the *Stigma*



Raising the *Stigma*



Burning the Eagleby *Stigma*





Outcomes and Evaluation

- ## Community Development Outcomes
- ✓ An ethic of caring
 - ✓ School-community relations
 - ✓ Community capacity building
 - ✓ Environmental awareness
 - ✓ The community has a right to be involved in planning their area
 - ✓ Opened up public conversations about stigma, perceptions and realities of crime

What participants said about Stories in a Park

People are now willing to say hello.

The average person has substantially more growth and is stronger. There is more spirit in the community.

People talk about problems with neighbours now. Stories in a Park got to the common bloke, the average woman. It made people grow.

Heather, Eagleby resident, 2001

What Participants Said about Stories in a Park

You can't change twenty years of neglect in three months.
Eagleby resident, 6 February 2001.

People in Eagleby are a lot friendlier now. More helpful. Stories in a Park opened up a way and gave people something to talk about.
Participant, 6 February 2001.

The emergence of positive stories

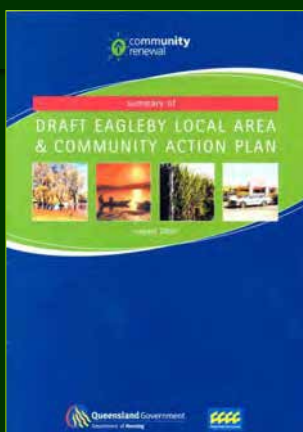
When people get into some trouble, friends & neighbours are stick together & help each other out. This story is also saying that the Parks are always there for people when they need a place to go.

Community requirements recorded at the Celebration



Community requirements

- *Trees for Shade
- *Sitting area.
- *Parental supervision.
- *accessibility for the disabled.
- *babies area.
- *a safe place away from drugs
- *Picnic tables.
- *barbecue area.
- *places to help develop childrens SKILLS: Knowledge, Communicatio
- *Quiet area. JASMINES



SpeakOut, September 2000



Local residents undertook all the survey work and prepared all the display material for the 2002 SpeakOut



A huge amount of information came from people with special needs and about people with special needs

Did anything
(practical)
come of this?

Debriefing and reflections



Implications for planning



RAY HACKWOOD PARK
Community Design Workshop
PARAMETERS

- Total amount to spend = \$60,000
- Must be spent mostly in Ray Hackwood Park
- Must be built mainly by Community Jobs Program labour
- Ideas must be limited to those things that happen in "Local Parks"
- Construction must be started during March

Park design workshops, 2001

Improvements

- new public spaces
- Fixing up old parks
- river access
- upgrading of public space (footpaths etc.)
- signage



The Rivers

- Two sites, one on each river, recognised as useful open space
- One site now has a fishing jetty
- One has a pontoon
- Both are a huge success but not without their problems
- Two much larger sites currently being negotiated with Council



*Isn't this beautiful?
Nobody realises
just how rural
Eagleby is.*

Fishing 2004



The Parks

To date, two parks have undergone major upgrades

Both parks are located at the entry points to the Suburb

All upgrading has involved full community participation

Ray Hackwood Park, 2002

The best thing about this park is the centre, the kids' play area and the safety aspects are brilliant.



Lynn McNeilly's Love Child

Lynn couldn't understand why the footpaths couldn't match up on both sides of the road - and now they do.



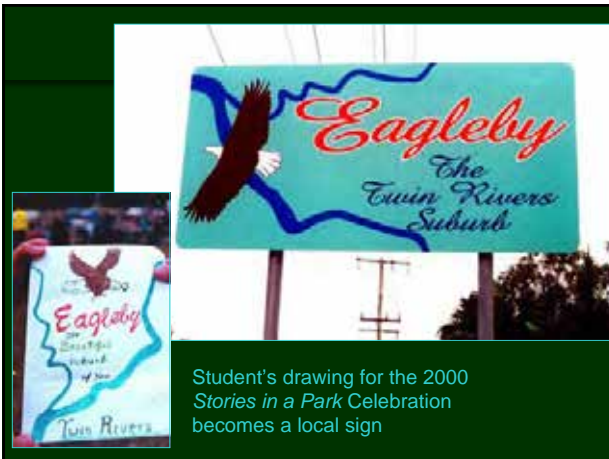
Community Jobs Program



The CJP guys have worked that hard and that quickly, they've done themselves out of a job.

Eagleby Wetlands A Great Potential Tourism Resource





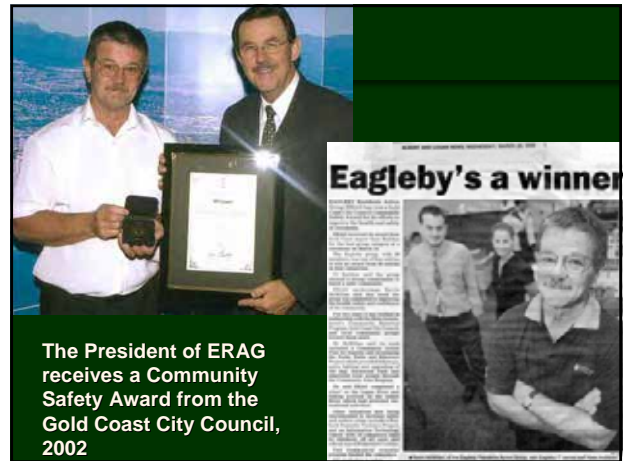
Student's drawing for the 2000 Stories in a Park Celebration becomes a local sign



COMMUNITY RENEWAL PROJECTS RECOMMENDED BY EAGLEBY RESIDENTS ACTION GROUP AND REGIONAL MANAGERS FORUM (EAGLEBY SUB GROUP)

EMPLOYMENT EDUCATION & TRAINING	COMMUNITY FACILITIES HOUSING & INFRASTRUCTURE	HEALTH & COMMUNITY SERVICES	TRANSPORT ACCESS & WORKLIFE	ADMINISTRATION
<ul style="list-style-type: none"> Public Library \$100,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000 	<ul style="list-style-type: none"> Public Library \$100,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000 	<ul style="list-style-type: none"> Public Library \$100,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000 	<ul style="list-style-type: none"> Public Library \$100,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000 	<ul style="list-style-type: none"> Public Library \$100,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000 Community Centre \$200,000

PROJECTS AND ACTIONS ENGAGEMENT



The President of ERAG receives a Community Safety Award from the Gold Coast City Council, 2002





**Criteria used
for the Eagleby Project**

**Evaluation Criteria
for Community Consultation 1**

CRITERIA:

- How would success be defined and measured so the outcomes correspond with what was being sought?
- How do the outcomes compare to the agency's previous consultations or similar consultations conducted by other agencies?

Kennedy, R, 1993

**Evaluation Criteria
for Community Consultation 2**

RESULTS:

What worked well?

- How could those features be enhanced?

What factors inhibited the consultation?

- Can they be overcome in the future?

What are the unavoidable constraints and how do they affect outcomes?

Kennedy, R, 1993

**Evaluation Criteria
for Community Consultation 3**

TIMING:

Was the time available adequate?

- Would additional time have improved the results?

Were there unnecessary delays during the consultation?

- How could they be avoided in the future?

Kennedy, R, 1993

Evaluation Criteria for Community Consultation 4

PARTICIPATION:

- Did the consultation attract sufficiently representative participation?
- Did participants have sufficient opportunities to express their views?
- Has the consultation been of benefit to participants?
- Did participants gain skills or knowledge that will assist then and/ or future consultations?

Kennedy, R., 1993

Evaluation Criteria for Community Consultation 5

COMMUNICATION:

- Were participants satisfied with the feedback they received on decisions and how their views have been taken into account?
- How will the results of the evaluation be recorded and retained for future reference?

Kennedy, R., 1993