

## Friends of Inglewood Triangle: Engaging with the Community - Spring Walks 2021 Evaluation

For a second year, the Friends of Inglewood Triangle (FoIT) offered residents of Inglewood and surrounding areas free guided Spring Walks through the Inglewood Triangle Bushland Reserve with the aim of both promoting this special parcel of bushland and encouraging locals to volunteer with the Friends.

**Funding:** minimal grant funding was required to support the Spring Walks program this year and was used to print 1,000 bookmarks, purchase 10 volunteer shirts, update stationery and visual resources and boost Facebook posts.

**Walk leaders:** Interested members and supporters of Inglewood Triangle were invited to volunteer to lead or support delivery of a Spring walk. Ten friends assisted with the walks as leaders and/or supporters. Sue Campbell led a familiarisation walk On Sunday 29<sup>th</sup> August to provide key information along the suggested walk route.

**Route:** The route was slightly different from the previous year to accommodate

1. the bush flowering in Section A and visible from Hamer and Eighth and
2. the newly reclaimed and revegetated tip to the Triangle.

We again kept the walk to the central fenced limestone paths and verges. The route (see diagram at end of report) started in the centre, went out to Walter Road, down to Hamer Parade, along Hamer Parade, along the verge of 8<sup>th</sup> Avenue and back into the Triangle and up through the middle towards the point of the Triangle to see the Banksias, out of the fenced area and around the tip of the triangle. Then back along the verge of Eighth to the starting point.

**Bookings:** Eventbrite was used with the same tags as last year. The text was modified to indicate the walks would go ahead rain or shine, and asked people to cancel if they weren't going to come. Attendees at the walks were added to the FoIT mailing list by default from Eventbrite, with the option to be removed at the bottom of the mail out.

**The walks:** Eight 1 hr walks were planned and delivered, each with an FoIT leader and support person. Walks were conducted with a similar format but extended from 45 mins to 1 hour. Walks were distributed across weekend mornings this year with the exception of a weekday school holiday afternoon. At the beginning of the walk, as part of the introduction, the relevant Noongar season was talked about. Originally the number for each walk was limited to 12, but this was increased to 14 as there were some "no shows" at the first walk. None of the walks were significantly impacted by weather this year.

To comply with State Covid Safe regulations, a table was set up at the gate on 8<sup>th</sup> Avenue with the hand sanitiser, the SafeWA QR code, a manual SafeWA register, sanitized pens as well as the attendance sheet. Attendees found marking off on a hard copy of the Eventbrite registration sheet confusing with the SafeWA sheet happening as well.

The walks were informal and conversational and what was actually talked about depended very much on each group but generally included:

1. What is Banksia Bushland, what's special about the triangle, why it's still here and the value of these remnant bits of bush.
2. What the Friends have done over the last 6 years.
3. The trees and flowers present and indigenous uses.
4. Animals found or likely to be found in the triangle.
5. Threats including dieback.
6. The story of the new tip and the verge trees.

**Resources:** Background notes, updated with information about the tip of the Triangle, were available to assist leaders with their preparation.

A set of resources was provided to each Spring Walk leader to assist with delivery. These resources are available on the Inglewood Triangle google drive and include:

- 5 A3 colour photographs for the supporter or leader to hold up, a significant reduction from last year.
- A printout of Jane Coffey's plant guide (available on the Friends webpage)
- A printout of Jane Coffey's bird guide (available on the Friends webpage)
- The Naturalists' Club of WA Fungi Guide
- Book: Perth Plants (2nd Edition) by Russell Barret and Eng Pin Tay
- A tear-off walk feedback form
- Magnifying glasses for children

**Bookmarks:** We decided not to develop an A4 factsheet as suggested last year, but instead produced an attractive full colour bookmark with FoIT contact details and other information was given to each participant at the end of the walk. This was designed by Jane Coffey from Future Shelter who is also a Friend of the Triangle.

**Publicity:** A comprehensive promotion plan was prepared and delivered. See end of report.

Particularly successful was the temporary signs on each of the gates. A number of participants mentioned that seeing these encouraged them to register. Eventbrite registrations were also boosted after each Facebook post.

Sue Campbell and Bron Veale were interviewed on ABC local radio on 4<sup>th</sup> Sept about urban bushland, IT and promoted the Spring Walks.

**Total volunteer hours:** Approximately 20 hours were involved in updating the walks and 32 (8 x 4 )hours in preparing for and conducting the walks.

**Attendance:** In total 96 people were booked into the walks and 59 attended.

Deputy Mayor, Bianca Sandri and local Members of the WA Legislative Assembly attended walks. This reflects well the strategic engagement FoIT has developed and maintains with our local political representatives.

Tracking the number of attendees was difficult this year as people did not necessarily complete the attendance form if they signed the COVID SAFE register. But at least 59 of the 96 who booked attended. For a free event a 60% turnout rate seems reasonable. If people did cancel in advance, we were able to offer those places automatically through Eventbrite to waitlisted people.

Date	Leaders	Support	Attended	Booked	Vol. hrs
Walk 1 Sun 5th Sept	Sue Campbell	Veronica Kurak	7	10/12	4
Walk 2 Sat 11 Sept	Chris R	Alison Bunker	14	12/12	4
Walk 3 Sun 19 Sept	Bron Veale	Vicki Dixon	7	13/12	4
Walk 4 Sat 25 Sept	Alison Bunker	Stephen	7	12/12	4
Walk 5 Thurs 30 Sept	Chris R	Alison		12/12	4
Walk 6 Sun 10 Oct	Alison Bunker	Rosita	9	12/12	4
Walk 7 Sat 16 Oct	Sue Campbell	Bron Veale	9	13/12	4
Walk 8 Sun24 Oct	Chris R	Chris A	6	12/12	4
<b>Totals</b>			<b>59</b>	<b>96</b>	<b>32</b>

**Feedback from attendees:** Feedback sheets were handed out at the end of the walk, the feedback questions remained the same as previous year.

Attendees were asked to comment on one thing they liked, one thing we could have done better, and one thing that could be added or left out, and 'anything else'. Completed feedback sheets were exchanged for a bookmark. 56 people provided feedback. The feedback was thoughtful and offered positive suggestions.

The walks were well received, with participants grateful to the Friends Group for caring for the bush and offering this opportunity. Participants appreciated our enthusiasm and breadth of knowledge, the indigenous information, and the amount of information without being too much.

One particularly big group (14) had problems hearing, coupled with bunching and lagging within the group. This made it difficult for everybody. It is important that the support person doesn't engage with the laggards, and the leader waits for them to catchup. Having specific 'stop and talk' places might help with this. In addition, we have already purchased a portable megaphone

**Suggestions to consider for next year:** Note some of these ideas are already under discussion.

1. seasonal walks
2. night walks
3. evening walks
4. more about birds
5. bee information, both feral and native
6. history of local environment
7. how we can add natives to our gardens
8. put labels on sticks near the plants so people walking through can ID and remember themselves
9. more interpretive signs
10. reference to where to find more info on the plants
11. an App to walk through self-guided
12. more on indigenous heritage

**Evaluation:** The walks were well attended by individuals and small groups. Handing out the bookmark at the end seemed to encourage people to stay and complete the evaluation forms. As a result, more people completed the evaluation forms and provided us with more feedback than last year.

Extending the walks to an hour worked well and avoided people leaving before the end of the walk.

We still need to get better at capturing the actual the number of attendees.

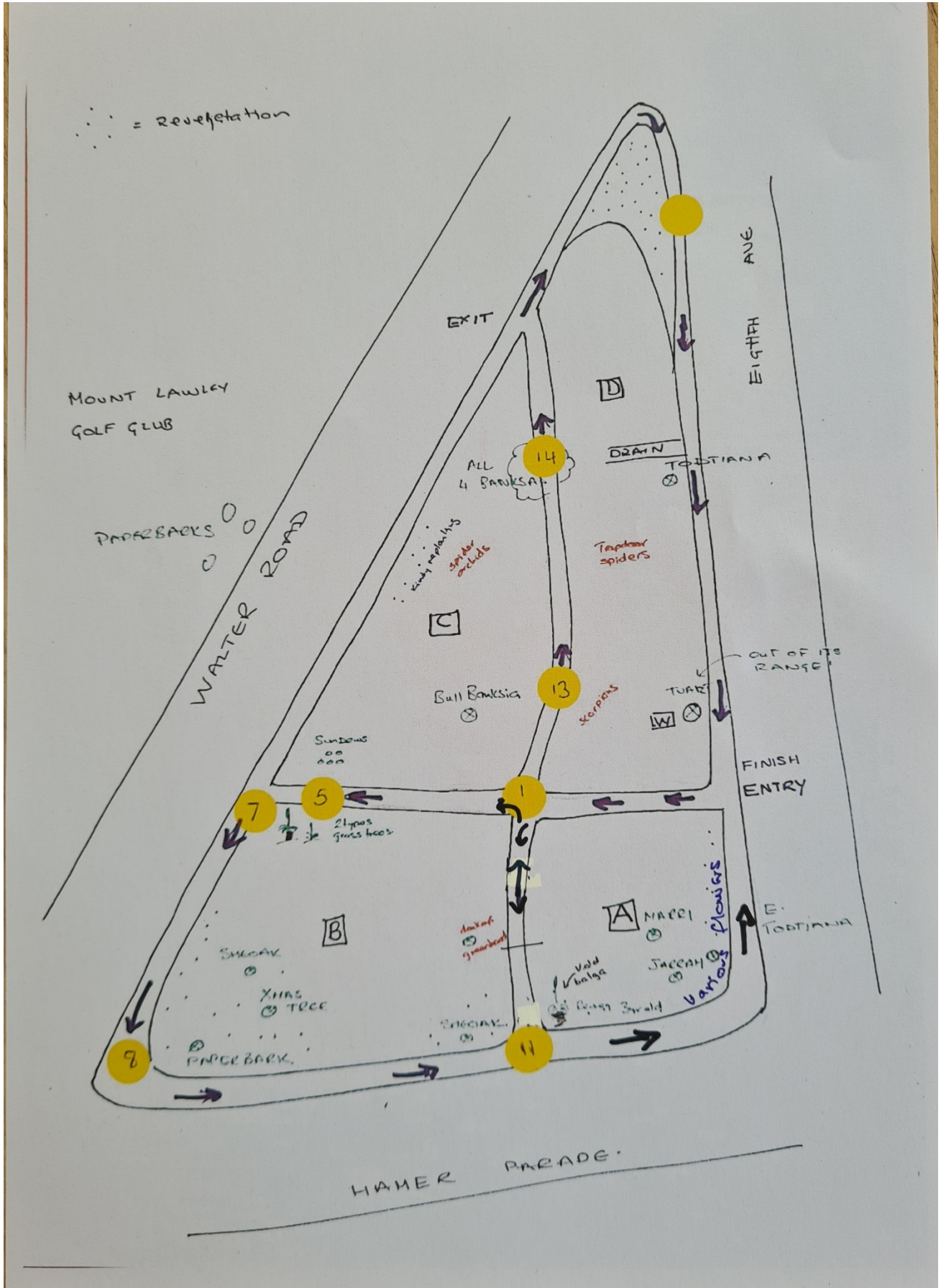
We haven't captured where people are coming from for the walks, but verbal feedback suggests most people are predominantly local and keen to find out about the Triangle. Incidental conversation in the neighbourhood suggests local knowledge of the Triangle and the Friends Group, one of our aims for these walks, is being achieved. We have one more regular volunteer as a result of the walks, and we have heard that one person volunteers now in neighbouring bushland.

50 more people started to follow the Friends Facebook page in September (see end of document for Facebook follower information). 69 people who attended the Spring Walks or the Bushland Discovery event at Birdie Bush were added to the mail chimp list, and that list now has 134 recipients. The Open rate for our newsletter is between 65 – 70%.

#### **What next:**

1. Consider how many spring walks to offer and include an evening walk and/or night walk in the mix.
2. Consider increasing the Indigenous content and connection. Suggestions include:
  - a. A walk in each of the 6 Noongar seasons.
  - b. Ensure we acknowledge the traditional owners at the beginning of the walk and mention the relevant Noongar season. Use some simple Noongar words as part of the Acknowledgement of Country: "Kaya"- Hello, "Nidja Noongar Boodjar" (this is Noongar land).
  - c. Contact local indigenous knowledge holders for information including; plant use, traditional history of the area and names of local flora and fauna.

Route



## Friends of Inglewood Triangle – Spring Walks 2021 Promotion plan

Activity	Action required	Timing	Person Responsible
Print	Media release – invitation to readers, walk dates & link to Eventbrite to book <ul style="list-style-type: none"> <li>• VOICE - Dave Bell</li> <li>• Community Newspaper Group - Guardian Express, Eastern Suburbs Reporter</li> </ul>	mid- Aug	Sue
Radio - RTR	Community Service Announcement and/or feature on Understory program – invitation to listeners and advice on Eventbrite booking	Mid- Aug	Sue
FoIT e-newsletter	Editorial feature – invitation to members and friends, dates, request to spread word in local community & link to Eventbrite to book	August and September	Chris R
CoS Living Green e-newsletter	Event feature – invitation to residents of Inglewood and surrounds, walk dates & link to tickets through Eventbrite	Early August	Sue
UBC Newsletter	Event feature – dates & link to tickets through Eventbrite	Sep	Chris R
MLGolf Club Newsletter	Event feature – invitation to members, walk dates & link to tickets through Eventbrite	Late Aug	Sue
Facebook	Themed posts on FoIT fb community page. Share FoIT posts: <ul style="list-style-type: none"> <li>• Inglewood on Beaufort</li> <li>• IML Community Garden</li> <li>• Inglewood Community</li> <li>• Mt Lawley Community</li> <li>• United Soccer Club</li> </ul>	Sunday's weekly from mid Aug	Bron with input from Sue
Library Display	Provide display content and support to Inglewood Library Facebook post	Pending advice Inglewood library When display in situ	Veronica Bron
Engage politicians <ul style="list-style-type: none"> <li>• Fed - Gorman</li> <li>• State - Baker &amp; Millman</li> </ul>	E-letter – walk invitation and advice of dates Request support to promote via newsletter and fb	Sep	Sue
Engage CoS Councillors <ul style="list-style-type: none"> <li>• Bianca Sandri</li> <li>• David Lagan</li> </ul>	E-letter – walk invitation and advise promotion through City Comms Team – explore interest in filming a walk with Councillors	Sep	Sue
Engage CoS staff	Request to Chanel for insertion of event feature on staff intranet	Sep	Sue
Engage Mt Lawley Pre-primary	E-mail Inglewood pre-primary teacher Leanne Wilson requesting promotion to parents and children, noting school holiday walk (further to recent Facebook exchange with Chris R)	Sep	Sue
Engage Garden Centres	Visit and request support with promotion to customers: <ul style="list-style-type: none"> <li>• Mia Flora</li> <li>• Garden World</li> </ul>	Late Aug	Sue
<b>Other:</b> ECU Media Unit	– does it still exist and would filming a Spring Walk in IT be of interest - ? Danielle Brady		

## Facebook followers

At the beginning of the year, follows on Facebook were sitting around the 160 mark until May, when they jumped up to 180, then there was a big jump at the end of August and into September, so by end of September there were 290. We are now sitting at now sitting at 320 with a prediction to hit 350 soon!

