



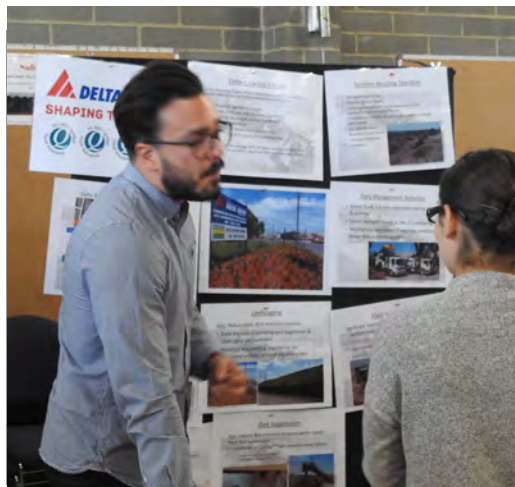
BCRG COMMUNITY OPEN HOUSE SESSION SUMMARY

WEDNESDAY

6 MARCH, 2019

5:00pm – 7.00pm

Brooklyn Community Centre, Cypress Avenue, Brooklyn



PURPOSE

To provide an opportunity for the community to speak one-on-one with representatives from EPA, state government, Councils, and industry about their efforts to improve Brooklyn's air quality.

The intent of these notes is to promote open communication between local business, local and state government, community and EPA Victoria (EPA). They are not to be used in a manner that compromises this objective.

Notes from this event will be posted on the Brooklyn Industrial Precinct website and will be available to the public.

BACKGROUND

The Brooklyn Community Representative Group Community forum (BCRG) is an opportunity for members of the community, industry, local and state government to discuss issues about the air quality of the general Brooklyn area. It also enables the communication of plans and progress by individual industries, local government and EPA. BCRG has been operating as an open forum since 2008 in a standard meeting format where representatives from community, Council, industry and government agencies are invited to present updates and respond to questions.

Two community meetings per year are held on a Wednesday at 6.30pm – 8.30pm and are independently facilitated.

On March 6, 2019, we ran the 3rd annual Brooklyn Community Representative Group Open House session. 64 people attended, 45% of whom were new to BCRG. Participants enjoyed the opportunity to talk directly with industries and government agencies.

THE OPEN HOUSE SESSION

BCRG Open House is now established as an important community engagement technique and was held on 6 March 2019 at the Brooklyn Community Hall in Cypress Avenue, Brooklyn. The event was held from 5–7pm in order to attract new residents at a more family friendly timeslot.



Representatives from agencies, councils and industries brought information and display material. Individual members of the community were able to approach them one to one and ask questions. It was a great opportunity to build community relations and talk about achievements and issues related to reducing odour, dust and/or noise in the Brooklyn area.

Sixteen organisations set up displays and were available for the community to approach directly. EPA Victoria also conducted odour testing with community members.

More images can be seen on the Facebook page:
<https://www.facebook.com/BrooklynCommunityRepresentativeGroup>

ORGANISATIONS ON DISPLAY

NAME	ORGANISATION TYPE
Brooklyn Community Representative Group	Community Forum
EPA Victoria	State Government Agency
EPA Victoria, Metro	State Government Agency
EPA Victoria Odour Booth	State Government Agency
Metropolitan Waste and Resource Recovery Group	State Government Agency
West Gate Tunnel Project	State Government Agency
Transurban	Private Company
Brimbank City Council	Local Government
Hobsons Bay City Council	Local Government
City West Water	State Government Agency
Delta Recycling	Local Industry
City Circle	Local Industry
Cedar Meats	Local Industry
Sims Metal	Local Industry
Recovered Energy	Local Industry

Several other organisations were invited but were either reluctant to display, unable to attend or didn't respond.

PROMOTION OF THE SESSION

Promotion of the Open House event was increased (from the normal notice of BCRG meeting) to ensure a new audience was reached but kept to a low budget approach. This included:

- The BCRG e-news promoted the new forum nine times from January to its 270 members with an open rate of 41%.
- An A4 flyer was available for download and distribution from the enews and website.
- Information about the event was available on the www.brooklynip.com.au website, Brimbank CC events, Hobsons Bay CC community events and the Star Weekly website community events page.
- 2000 leaflets were delivered to the residential area of Brooklyn – particularly west of Millers Rd, south of Geelong Rd and north of the Westgate Freeway in the weeks prior.
- EPA Victoria issued a Media Release about the event on 20 February 2019.
- The Facebook page <https://www.facebook.com/BrooklynCommunityRepresentativeGroup/> is still relatively small with 205 followers. Promotion included 4 posts and a specific 'event' which a reach of over 1000.
- The Hobson Bay council communications teams shared the event through their social media channels.

An informal poll of attendees asked how they heard about the event. The majority of the residents and community who haven't participated in BCRG before said they were responding to Facebook (8), word of mouth (2), website (2) while none were attracted via the letterbox-dropped flyer.

Regular BCRG community attendees mostly heard about the event through the enews.

ATTENDANCE

There were 64 attendees recorded: 24 residents/community, 6 industry, and 34 others including council and agency staff. Of the residents, 13 were new to BCRG. As it did last year, the change in timing allowed some people to attend who couldn't normally. Apologies were received from the Office of Hon Melissa Horne MP, JBS Austalia, Containerspace, Cargill, Sunshine Groupe and Veolia.



Catherine Botta (Convenor, BCRG) chats with a community member.

ODOUR BOOTH

The odour booth was again a hit as EPA Victoria asked participants to smell different odours and then asked them how to describe them. The booth was highly interactive and allowed residents to learn how to improve their reporting skills when odour incidents occur in the region.



Sampling the odour



Assessing the odour

FEEDBACK FROM PARTICIPANTS

Catherine Botta, (BCRG Convenor) asked attendees as they left the event to answer a few questions to provide feedback about the event.

What did you like best about today's open house event?

- The fact that you can speak to other people
- Terrific to see the people turn out for it
- Having Brimbank Council here
- Talking to the councils
- Talking with industry
- Having the West gate Tunnel project people here
- Ability to bring the kids along
- The EPA smell booth; the odour station; the odour specialist
- Having people to answer your questions
- The range of information available; the in-depth information available
- Ability to discuss issues openly
- I like the 1:1 format; talking to people directly 1:1; I prefer this to meeting styles
- Finding out about the Tunnel Project
- Walking around the different stations



What can we do better next time?

- Get more industry to participate
- Don't allow political campaigners entry to the event
- Perhaps have 5 min talk from each stall at the start
- Better food
- Include residents in Yarraville
- Start a bit later – hard to get there at 5pm
- Perhaps have a display that shows attendances from previous BCRG meetings
- Notify other community groups in the community that this is on
- More signage out the front on Cypress Avenue a few weeks before the event to build awareness
- Invite the EPA CEO
- Councils need to be prepared to talk about other things as well