



SUMMARY

OPEN HOUSE

WEDNESDAY

11 MARCH, 2020

5:00pm - 7.00 pm

Brooklyn Community Centre, Cypress Avenue, Brooklyn

Prepared by Andrea Mason



BCRG COMMUNITY OPEN HOUSE SESSION SUMMARY

11 March, 20 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 11, 2020, we ran the 4th 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 11 March 2020 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. Fourteen organisations set up displays and were available for the community to approach directly. EPA Victoria also conducted odour testing with community members.

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.

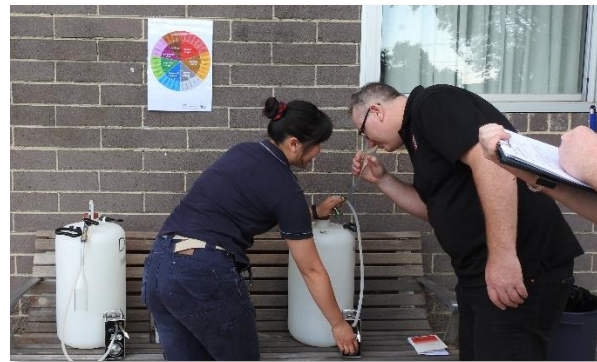


Community, industry and EPA in deep discussion.

It also provided an opportunity for the business representatives to speak with each other and the agency representatives in a forum that is largely lacking within the Brooklyn precinct. These conversations are important for relationships as the broader community works together to improve the Brooklyn Industrial Precinct.



Industry conversations.



EPA Odour booth with local industry representative.



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, Western Metro	State Government Agency
EPA Victoria Odour Booth	State Government Agency
West Gate Tunnel Project	Major Transport Infrastructure Authority
West Gate Neighbourhood Fund	State Government
Brimbank City Council	Local Government
Hobsons Bay City Council	Local Government
Sunshine Groupe	Local Industry
Delta Recycling	Local Industry
City Circle Group	Local Industry
Cedar Meats Australia	Local Industry
Veolia	Local Industry
JBS Australia	Local Industry
Cargill	Local Industry
Recovered Energy Australia	Local Industry
APOLOGIES	
Metropolitan Waste and Resource Recovery Group	State Government Agency
Sustainability Victoria	State Government Agency
Australian Tallow Producers	Local Industry
Containerspace	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 four times from November 2019 to its 287 members with an open rate of 40%.
- 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.
- 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 publicised the event on their website.
- The Facebook page <https://www.facebook.com/BrooklynCommunityRepresentativeGroup/> is still relatively small with 206 followers. Promotion included 4 posts and a specific 'event' which a reach of 617.

How did you find out about the event?

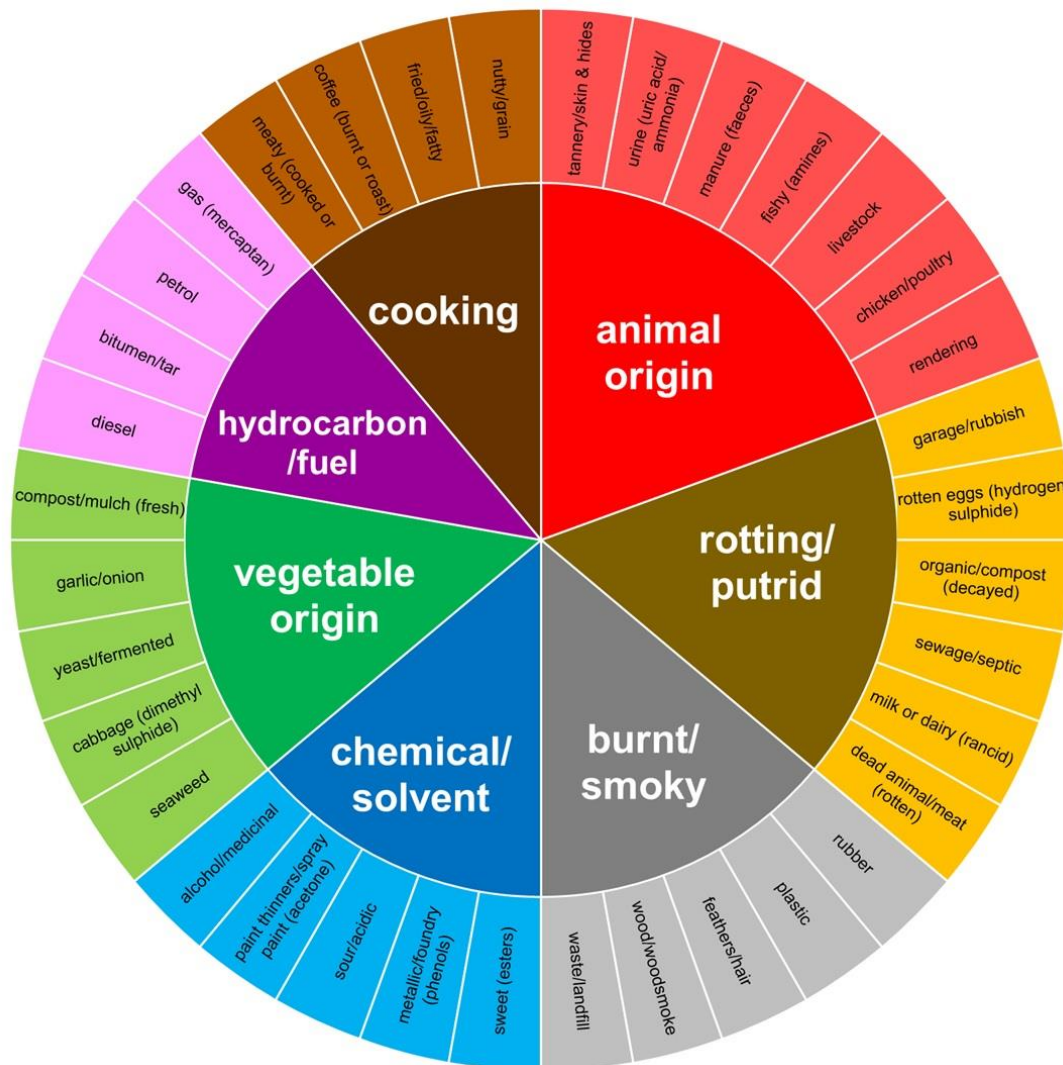
- 6 people said they found out via the flyer dropped into the letter box
- 1 person said they found out via the email newsletter

ATTENDANCE

There were 46 attendees recorded: 14 residents/community, 17 industry, and 15 others including council and agency staff.

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 and using the Odour Wheel

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.



Cath Botta chats with community members.

What can we do better?

- Advertise on the Brooklyn Community Facebook page
- Get more industry to participate
- Hold it as a “pop up in the park” on the weekend on at the same time that all the coffee carts are there
- More signage out the front on Cypress Avenue a few weeks before the event to build awareness

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

- The fact that you can speak to other people
- Positive atmosphere
- Talking to council
- Talking with industry – getting insights from industry
- Having the Metro Tunnel people here (Western distributor project people)
- The EPA odour station
- Having people to answer your questions
- The giveaways

Potential ideas for the BCRG Agenda?

- We need to get VicRoads to talk about Truck noise – engine breaks
- Hearing from Industry about what they are doing – the positive changes they are making
- Where are we upto with the Brooklyn Industrial Precinct Strategy
- Inner West Air Quality Reference Group Report
- Would like to hear from our local Member of Parliament