Jeavons & Jeavons

Ampers&nd

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Welcome to the Christmas edition of Ampers&nd, the newsletter of Jeavons & Jeavons Pty Ltd. We extend our best wishes to all our clients, colleagues & friends for the festive season & the New Year.

African Model

A beautiful model of the MJLA proposed playground for Werribee Zoo (on an African theme) created by staff at MJLA with some help from expert model maker John Cherey was delivered to Weribee Zoo this week to be used at events to raise funds for construction of this very exciting project.

OUTER SPACE

The second in our series of seminars, entitled *Outer Space: a better balance between public & private, quality & quantity* attracted a large audience, & not one, but TWO planning ministers. The Hon. John Thwaites opened the day & the Hon. Robert Maclellan gave the keynote address.

The Hon. John Thwaites pointed out the economic imperative of providing open space of quality, in sufficient quantity, & with enough diversity to attract & keep the people who are most likely to contribute to the new, robust economies now developing.

Quality open space is one indicator of the new economies, he said, as is a tolerant & highly liveable environment.

The Hon. Rob Maclellan provided insights into the challenges he faced - & survived! We need to look for reality, & accountability, beyond theory, not idealism. The reality of people's lives – women going to work, kids playing in parks, gym-based exercise – needed to be recognised. The biggest factor determining where people will live, he said, is the availability of sewer pipes.

Action stations… At the conclusion of the seminar, it was suggested that a series of resolutions be developed on the issues discussed. (See enclosed or for a copy, fax us. See our details overleaf.) Most local government representatives in attendance were very concerned about the proportion of open space taken in new subdivisions & the processes associated with it.

Pyramids of steel

MJLA have been working with steel artist David Jonas on an extraordinary pyramid-shaped play structure for a new playground on the Mirvac, development at Heatherton. David has embellished the design with images, moving parts & details which will intrigue children. The playground will be completed over summer.

Gone fishing...

Sport & Recreation Victoria recently initiated a major project to encourage participation in recreational fishing. The intention is to encourage new participants especially by targetting school children & people with disabilities. The project includes a grant scheme for fishing clubs, the development of learning models & the design of new activities in partnership between schools & clubs. The project also includes a component of research into the accessibility of fishing infrastructure.

JRTP recently ran a series of planning workshops to refine the project plan.

Early learning

MJLA have been commissioned to design outdoor play areas for the new Xavier College Early Learning Centre, to include play spaces for children ranging from three year olds up to children in grade Four.

QUOTE ME...

The dog is what is taking man to the park. **The Hon. Robert Maclellan**

Our future depends on the quality of the urban fabric. **The Hon. John Thwaites**

Five per cent is just not enough. We should move the benchmark so Councils don't have to argue every case. The legislation is clearly out of step with the profession **Local Government Representative**

We are captive to idealism.. not addressing the reality of little people…. We are looking for reality & accountability. **The Hon. Robert Maclellan**

Open space is good for the quality of life, it's good for business & good for the bottom line. …. Cows don't go to school: Some times the costs of servicing new development have been shown to outweigh the benefits.. **Sally Jeavons**

Ampersand (&): A handy typographical device used to connect ideas, concepts & things.

JEAVONS & JEAVONS
RECREATION AND TOURISM PLANNERS

MARY JEAVONS
LANDSCAPE ARCHITECTS

Merry Christmas & Happy New Year

Club of dreams

Iona Cricket Club is one of the few private cricket clubs in Australia. There are private cricket grounds in Broadford & Romsey (and Steve Vizard owns one west of Geelong) but none have a club. Occasionally the cows out number the spectators but Iona is now one of the fastest growing clubs in the Warragul District Cricket Association with two senior & 3 junior teams. Most notable for its prominent flag pole, its cricket nets & a synthetic pitch, members enjoy the feeling of stepping back in time when they enter the clubrooms – all bark walls & wrought iron roofing. Built by club members, they have reluctantly had power connected, but lights & fittings are kept well out of sight. Located on a property owned by local businessman, Bob Rogers, the club is in the middle of potato & dairy farms. Bob is willing to allow other sports access to the ground, particularly hockey & baseball, but he is very particular about them looking after the facility well. Call us for more details.

A twist of faith

As a result of strategic planning undertaken by JRTP, Lanyon Valley in Canberra's South may well get that indoor sports stadium. Private sector financial backing will be sought by a church group who are willing to allow full use of the premises during the week, if the space is available for worship at weekends. We may be back in Canberra soon to assist on a similar assignment.

Girls just wanna have fun... Our exploration of the recreation & play needs of older students continues with a new project at Macrobertson Girls High School. Girls & staff are involved in the project which will culminate with the preparation of a new landscape Master Plan for the grounds.

Not for the faint hearted

Documentation is complete for the children's section at Altona Memorial Park, & MJLA have commenced a new project in the Werribee cemetery, using landscape elements to bridge a gap between the new mausoleum & the infants' burial area.

Customer relationship management (CRM).....

CRM's application to leisure services involves segmenting the market & developing customer-relationship strategies specific first to targetted segments (eg older adults, women with children, people with disabilities) & ultimately, individuals. LGAs have the data sets required already: new mothers (from maternal health), persons with a disability (from parking permits) new residents (property sales) etc. But without new strategies CRM is reduced to improving operating efficiencies. In other words "Automating cow paths," [1]

Sand castles on the shore

Stage Three of a major Frankston project sees a unique series of turrets & castles emerge from the sand dunes in a major playground project commissioned by the City of Frankston. And still at Frankston - the Ballam Park Playground renovations designed by MJLA near completion this week. The upgrade of this important park & playground gives this site a whole new lease of life.

Cool, but dirty ...

J & J are writing an update to the BMX guidelines with VBMXA. And yes, they will include dirt jumping. We'll keep you posted. In the mean time we are in the final stages of a skate & BMX strategy for Nillumbik Shire - BMX dirt jumping heartland. We'd like to bring the field together to discuss how to formally provide for the BMX dirt jumping & freestyle segments, but we need to know whether there is any interest. Let us know.

We took a gamble.....

JRTP recently assisted in assessing the social & economic impact of additional poker machines in a gaming venue. The gamble paid off & we look forward to more 'expert witness' work.

The unofficial J & J road test of good service: swimming pools for families

How does your pool measure up?

- The kiosk opens for the same hours as the pool (and sells more than junk food).
- Change facilities: entry directly onto the pool deck, those for people with disabilities not doubling as family change or first aid rooms, & safe baby change on the pool deck.
- One warm pool for those who like to just "flubber" around.
- A wide pool deck with extensive seating & somewhere to put shoes - off the floor.
- Always one lane for lap swimming.
- Props for water play freely available– mats & kick boards.
- Pool floor & deck surface not slippery.
- Easy entry to the pool for non gymnasts & frail people, plus bars on the inside pool edge (recessed).
- Everything works in the shower & change rooms.
- Something available to dry your hair that every one can reach.

Kick scooter update

We recently sampled 1000 children & found over 20% of 9-16yr olds owned a scooter. (Up to 39% of males). The US Consumer Product Safety Commission has reported that scooter related injuries have increased 700% since May. A legal challenge in the US means many scooters will be off the market following a finding that the patented brake design of the original Razor scooter is being copied! . Standards Aust. has now launched an investigation into scooter safety here.

Gum trees

A new MJLA playground set amongst sensitive river red gum vegetation in the Lynbrook Town Park, for the Urban Land Corporation, was opened this week by the Hon. John Pandazapoulos.

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[1] "The Customer Relationship Management Planning Guide". Dick Lee

QUIZ: Can you find the two quotes in this newsletter about cows? First answer faxed to us wins a prize!