CARLSON RESERVE PUBLIC MULTI-PURPOSE COURTS MURAL

Community engagement summary report

BACKGROUND INFORMATION

Carlson Reserve in Clayton has recently undergone major upgrades as part of an overarching revitalisation project. The initial project involved three stages of works: an upgraded playspace, the creation of a landscaped forecourt area on the land freed up by the demolition of the old scout hall, and upgrading the existing public tennis courts to multi-purpose sports courts.

Some additional projects are taking place at the reserve, which includes a new modular pavilion, and the installation of a new mural. The vibrant new mural will be installed on the hit-up wall at Carlson Reserve, due for completion in June 2024. Sports played on these courts include tennis, pickleball, futsal, basketball, and netball. The approximate size of the wall is 15m wide x 3m high.

PURPOSE OF ENGAGEMENT

To ensure that the final design reflects the needs, preferences, and aspirations of the community it serves. It promotes transparency, accountability, and inclusivity in the design process, helping to create public places that are truly responsive to the diverse needs and interests of the community.

Ways to provide feedback

The engagement period was open from 6 May 2024 until 24 May 2024.

- After a public expression of interest process, Council's project panel appointed artist duo Creature Creature to the project. Creature Creature created two concept designs that showcased flora and fauna through their unique culturally inspired art style.
- The community was invited to vote on the preferred artwork for the mural through Shape Monash, Council's community engagement platform (shape.monash.vic.gov.au/carlson-mural).

COMMUNICATIONS PLAN (disseminating information, promoting engagement)

Stakeholder group	Communications messages to stakeholders	Communications Tools & Methods	Dates
Clayton residents	Pre-engagement: Mural theme vote	Poster and stickers at pop-up session at Clayton Festival	25 February 2024
Councillors	Stage 1 - Concept design consultation	Internal E-bulletin	Week starting 6 May 2024
Local residents Community Sports clubs at reserve	Stage 1 - Concept design consultation	Residential letter Shape Monash Project page Monash Bulletin article Shape Monash e-news Council Arts e-news Monash Bulletin e-news Libraries e-news Active Monash sports club mailing lists Notified local schools PALS e-news On-site signage, posters and flyers for Clayton library/clubs/neighbourhood houses/Community Inn notice board Social media (organic)	Week starting 6 May 2024 Consultation period: 6 May – 24 May 2024
Local residents Community	Stage 1 – Concept Design finalisation	Shape Monash update Feedback report	Early June 2024
Local residents	Project commencement	Project site signage Residential commencement letter Shape Monash update Website update Social media	June 2024
Local Residents Community	Project completion	Shape Monash update Website update – public art page Social media Public art sign	July 2024

Feedback

- A total of 193 people voted on the mural during the engagement period, with 107 (55.44%) preferring concept 1, Side by Side, and 86 (44.56%) preferring concept 2, Flutter and Breeze.

- The most common reasons for selecting concept 1 were the calm and appealing colours, the inclusion of local birds and the design's connection to Clayton's culturally diverse population.

- A small number of concerns were raised regarding both designs and their potential to affect visibility when playing on the court.

- 87 people voted for their preferred mural theme at Clayton Festival, with 42 people preferring animal/plants, 27 preferring multicultural and 18 preferring a sports theme.

Shape Monash Findings
See Appendix A for full list of comments from Shape Monash.

Sentiments

There were two respondents on Shape Monash who did not support the project. These respondents stated they either did not like the designs, thought the project was a waste of money, or believed the money should be spent elsewhere.

Concept 1 - Side by Side comments

- Colour palette feels more inviting like how the birds are flying through the picture.
- Subtle (number 2 is too red/bright for our vegetation), vegetation shown is lovely and I like the Chinese link – especially appropriate for Clayton.
- I prefer this one because the other one is just basic and doesn't include the animals and the brightness too.
- Concept one feels calmer and feels more native.
- The symbolism represents more of the community, both human, flora and fauna.

Concept 2 - Flutter and Breeze comments

- Our committee considered it to be very appealing in colour and design and relates to local flora and fauna.
- I like the colour combination which gives us a sense of calmness and mixture of culture.
- Love the colours and the flowering gum is such an iconic Australian tree.
- Both designs are lovely. However, from a tennis perspective, design 2 (red flowers) may provide greater background contrast for a yellow tennis ball making it easier to pick up in sight when playing.
- The butterflies remind me of my mother who passed away recently. Butterflies were one of her favourite things.

Next steps

Thank you to everyone who provided their feedback for the Carlson Reserve Multi-Purpose Courts Mural.

This report and its findings have been provided to the artist and will inform any final adjustments to the design, prior to installation in June 2024 (weather depending).

We will continue to keep our community updated on the project via the Shape Monash platform and letters to surrounding residents.

CITY OF MONASH

Appendix A

Responses from Shape Monash to "Why did you choose your preferred mural concept?"

Concept 1 - Side by Side

Aesthetically pleasing mural. Though painting courtside will make it hard to see the tennis ball when shots are played (think sight screen in cricket)
Colour palette feels more inviting
Booth good but one is more peaceful.
subtle (number 2 is too red/bright for our vegetation), vegetation shown is lovely and I like the Chinese link - especially appropriate for Clayton.
Love the nod to local bird, the orange tree and the multicultural references.
Birds
My family and I prefer concept 1 - side by side because of the use of additional colours such as yellow. It is bright and appealing to the eye
It's more positive and less harsh. The key question is if you are burning cash by commissioning the art project where youth criminals spray paint the mural a few days after it has been completed. Could the money be used for higher value purpose such as helping Caucasian Australian families with children or kids with terminal illnesses who are suffering immense pain? If you want to fund the art community, why not provide scholarships to potential university art students who are of high calibre?
The red in design 2 is too bold and a bit overbearing. The background in the concept 1 mural is more relaxing on the eye and looks a bit like a sunrise.
Side by side in mixed race community.
We like the colours and the birds.
Softer and fits into the landscape and surrounds better
I like birds
The back colour didn't appeal to me in concept 2.
None - don't waste Monash residents hard earned money on rubbish arts!! Not inspired by the concept. Keep it to build more park & recreation for teens in the areas.
Concept one feels calmer and feels more native.
I love the bird pattern and the colours are more appealing
The contrast isn't as high as the other one so easier on the eyes.
Looks nicer

The colours are prettier
In today's world of global warming and climate change, our birdlife is very precious, and I love that this artwork highlights birds. It appears as a very beautiful piece of Asian art but incorporates iconic Australian gum nuts and gum leaves. There is so much to look at and enjoy in this piece.
It is lighter and simpler
I like their concept and the colour on mural look relaxing.
Both are artistically good. I chose one 1 though, as I feel that concept 2 (court-facing side) is a little too vibrant to have at the end of the court. It will detract from the ability to use the court for the player facing it.
The tones are cooler and am loving the space between objects. Beautifully designed.
Concept 1: Side by Side to me looks more native, capturing real life elements: birds, trees and a blue sky.... Great!!! I wish that we could cover all monstrous graffities with beautiful murals !!!😊
Brighter colours depicting peace, life and growth
It is a nice open design whereas the Flutter and Breeze design looks very "busy"
More calming colours to look at. prefer to look at birds not bats.
The second option, Flutter and Breeze, is a bit too busy. Side by Side has a nice balance of the subjects, birds and flora, set against a backdrop of swirling colours. I think Side by Side would look great.
The colouring is a calmer design. The second one is very bright.
The concept 1 is more embedded into the surrounding environment (blue colour) and make the player more calmer when they play.
I like it
sit is very joyful and beautiful.
like the colour scheme more
I like the representation or the local birdlife.
It's subtle.
It’s lighter and brighter and matches the area better. Option 2 is too brash.
The symbolism represents more of the community, both human, flora and fauna.
The second concept had quite strong colours on the court facing side. Prefer lighter colours which is easier on the eye.
Beautiful
Selfishly, I like birds more than butterflies. I also think the butterflies one is more cluttered, almost looks like 70s wallpaper, while the birds one looks more like a piece of art.
I like the colour combination and the simplicity of the design.
Is not visually distracting when playing on court side
I suspect the Concept 2 colours confuse the players because of darker colours. So I choose Concept 1 with lighter colours.
Bright natural colours. Not too much Red. Red creates aggression.

I think the butterfly concept is too busy
It has cheerful but not hectic colours and a peaceful, beautiful scene.
I find concept 1 more visually appealing with its softer colours and a peaceful sense with room to breathe, whereas concept 2's hot colours and dense coverage feels too intense.
Like the birds. Like the colours.
Calming and refreshing to the eye; The different elements of the wild life complement each other well
symbolises cultural diversity
The colours interacted with the colour of the court and the surroundings better than the Flutter and Breeze design.
Gorgeous! And means I no longer have to trek the kids to the CBD just to see some Creature Creature stunners!
Vibes
Less distracting for the players. I don’t like the other one - red colour gum leaves or the bats or butterflies colours
Why can’t we picked None!!! not sure who come up with this BUT both is boring!!! Don’t waste our money on this. I wish the concept is more inspiring & creative. Google best mural painting in the world. Do something more meaningful / highlight significant to the space that you put in.
the other is too busy
Both are stunning. Concept 1 -absolutely love the colours. Well done to the artists. What talent they have..
I think the concept 1 will look better at night. Perhaps it looks brighter than the concept 2.
It is a 'lighter' design.PS: I hope there will be some protection from graffiti vandals
Looks better.
Short & sweet. Much better than the other one.
I like the differing elements with the butterflies hidden until you look closer.
The deep colours of the Flutter and Breeze may stark feelings in young girls - of which I may have two in my family.
I prefer the slightly muted colour scheme and feel it fits into the landscape better, rather than overtaking it.
I think the Court-side facing Flutter and Breeze colour scheme will be difficult to play tennis against and will limit those with visual impairments from utilising the space due to possibly distracting bright colours
It has more variety, but it is not as striking as the others. I wasn’t an easy decision

Concept 2 - Flutter and Breeze

I like the colour combination which gives us a sense of calmness and mixture of culture.
More striking in that environment - lots of murals like 1 in Melbourne these days.
The red leaves make Concept 2 pop and love the microbats.
I prefer the design, and the motifs. The family and community sentiments of both mural concepts are nice but neither mural concept is particularly recognisable as local wildlife.
The colour combinations are more vibrant, and the Eucalypt/Butterfly design is more attractive for the mural.
Bold striking colours as well as the eucalyptus leaves which are very Australian
More contrast and therefore striking design. The lighter background also adds more brightness to the area
Colour is bright and has awakening vibe
Concept one is very soft and has lot of vacant space that may get vandalised. It also doesn't reflect the mood of the area.
Just love it!
I like the uniformity of the design across the whole mural, and also prefer the colour scheme. It looks more Australian.
Because I think the yellow in design 1 would get too confusing for those playing tennis.
The colours and the native flora and fauna.
Our committee considered it to be very appealing in colour and design and relates to local flora and fauna .
Loved concept 2. It's vibrant and eye catching. Blends well with the new tennis courts. More of these kind of murals on Monash please. Let's keep our city beautiful and encourage new or existing artists along the way.
The birds are so cute, and I love the gum nuts which remind me of an Australian childhood. Artwork is less busy than the flutter and breeze. Oranges remind me more of the Chinese culture which is a great representation.
I like the colours, it's merges with the surrounding area. Concept 2 seems disjointed, even though the explanation is good
Vibrant colours stand out strongly. More in keeping with the surrounding trees. Less likely to be graffitied.
Close, but I don't think the birds featured in Mural 1 will work as well at the size they would need to be. I won't be disappointed if Mural 1 is chosen.

Just like the ‘flow’ and it is colourful.
I appreciate both concepts but prefer the dynamics of Design 2.
Love the colours and the flowering gum is such an iconic Australian tree
Boldly Australian
I like the hidden butterflies
The colour - it’s more vibrant
Prefer the colours and detail of gum leaves and butterflies and bats.
Eye-catching. Matching with Australian culture and environment.
I enjoy the Indigenous aspects depicting Australian flora and fauna.
Colourful, dramatic
The bold and bright colours help elevate the mural as a centre piece and gives the landscape that extra "pop". The design which incorporates the use of eucalyptus trees also blends in with the surrounding native trees that are in the area.
Court facing side: flutter and breeze Road facing side: side by side.
Both designs are lovely. However, from a tennis perspective, design 2 (red flowers) may provide greater background contrast for a yellow tennis ball making it easier to pick up in sight when playing.
Concept 1 distracts the tennis player from both receiving and serving
Looks more natural and suitable for the space
It has bright colours and looks appealing.
We love the combination of the native bats, butterflies and leaves, the colours and how it all balances across the wall, both sides.
I slightly prefer the Side by Side concept on the road side, but I strongly prefer the Flutter and Breeze concept on the court side. The roadside of Flutter and Breeze feels a bit busy, perhaps due to the low contrast between the leaves, butterflies, and bats: they blend into each other too easily.
I love the contrast of the red leaves to the blue court. Also love the size of the gum leaves, like the trees behind are under a microscope.
It is a very vibrant mural, much better than concept 1.
Captures the Australian identity and culture better.
Looks cooler
One comment, though: with Flutter and Breeze, I wonder whether it would be better to flip the court-facing side with the road-facing side. I feel the bright red against the dark background might be distracting or eye-straining for those playing on the court.
This is a very difficult choice because both are excellent. I have chosen Concept 2: Flutter and Breeze because I like the bold colours. I also wonder whether Concept 1 is the more attractive to those who wish to spoil it with graffiti.

Prefer the design and colour, the other is very dull colour wise
I prefer the colours and design, but both of the designs are beautiful
Think they fit in better with the park environment
The colours are more vibrant, and it gives you a cool feeling on a hot day.
It's more eye catching
I like the bold colours and the bats.
the colours
Prefer the bolder colours and the fact that there is less open space in it. The open spaces in Option 1 feel like they could be prone to unwanted graffiti.
More durable on the court side
What is the cost to ratepayers? Did not choose any, forgone conclusion. How about getting graffiti from the walls instead of adding
If the mural is on the tennis court side, the yellow paint could be distracting as the tennis ball is yellow in colour. A darker background would be preferred.
I love the butterflies!!!!!
Colours are really nice
I like the colours and design, especially the vibrancy of the red l
The butterflies remind me of my mother who passed away recently. Butterflies were one of her favourite things.