



McIntyre Ave Reserve Upgrade Community Engagement Results

July 2025

The Reserve Now



Engagement Process

Engagement PLAN

- Iwi partners Tūhourangi Tribal Authority have have been fully involved with and supportive of the project from the start
- A Participate page for sharing information and gathering feedback went live on 16 June.
- Letter drop to residents, schools, childcare centres and businesses with link to the Participate page and an invitation to come along to our in person activation.
- Iwi partners shared the survey link with their communities via email and social media.
- Community Day 9th July
- School engagement 18th July

ROTORUA LAKES COUNCIL
Te Kaunihera o ngā Roto o Rotorua

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Projects

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English

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McIntyre Ave/Sala St Reserve Play Space Renewal

McIntyre Ave/Sala St Reserve playground is due for renewal. We need community contribution to the design to create a space that reflects your needs and aspirations.

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RENEWING OUR PLAY SPACES

McIntyre Ave
Sala St Reserve

Home / Our Play Spaces / McIntyre Ave Sala St Reserve Play Space Renewal

About this play space renewal

The McIntyre Ave/Sala St Reserve playground is due for a full renewal. This means that the equipment is reaching the end of its life and Rotorua Lakes Council will be building a new play space in the reserve, to replace the current swings.

We want to ensure that the community has the opportunity to contribute to the design of the new play space, to generate a sense of pride and ownership, and to ensure Council creates a space that reflects the needs and aspirations of the community.

HAVE YOUR SAY!

The McIntyre Ave/Sala St Reserve playground is due for a full renewal, which means Rotorua Lakes Council will be building a new play space here soon!

We would like the community to contribute to the design of the new play space, to ensure we create a space that reflects the needs and aspirations of the community.

**NEW DATE! Meet us here on:
Wednesday 9th July from 11am - 1pm!**

We will have bikes and fun games for tamariki to participate in, a chance to have your say about the new play space and a free sausage sizzle!

Everyone is welcome to come along.



We would love to hear your ideas!

Visit our website at rlc.net.nz/mcsalaplay or scan this QR code with your phone's camera and follow the link to complete our survey.
(The survey is open now until 13th July 2025).

**ROTORUA
LAKES COUNCIL**
Te Kaitiaki o ngā Rau o Rotorua

Community Engagement

- 23rd June - Corflute signage went up at the reserve with a link to the survey and an invitation to attend the community event on 9th July.
- The event was initially planned for 3rd July, but was postponed due to bad weather.

Community event at the Reserve



- Thursday 9 July -
Onsite event at McIntyre Reserve. People were invited to come and have their say about the new play space and get a free sausage sizzle.
- Approx 20 children and their whānau attended.
- Children drew ideas on the concrete path and used stickers and drawings to show us their favourite play equipment.
- Tūhourangi Tribal Authority supplied the sausages.
- Bob Te Aonui spoke about the māra kai within the reserve.



engagement with Whakarewarewa School

- Friday 18th July - onsite engagement with tamariki from Whakarewarewa school
- 19 tamariki in years 6-8 (accompanied by 2 teachers and 3 Council/Sport BOP engagement staff) walked from their school to the reserve, making observations along the way.
- At the reserve, tamariki were asked to share their ideas about the new play space
- Back at school there were further activities to gather ideas from the students.



Social media engagement

Council posted a paid ad to promote the community event. It ran from 26 Jun to 8 Jul. It was heavily location targeted to Fenton Park + 1mile radius plus parents of all ages.

- Reach (unique accounts reached): 4,542
- Impressions (number of times ad seen): 16,672
- Link clicks: 170
- Click through rate: 1.02%
- Amount spent: \$54.97

Who saw the ad?

- 62% women, 36% men
- Predominantly 25-34 and 35-44 age ranges

Who clicked the ad?

- 76% women, 23% men
- Highest age range 35-44 followed by 65+ and then 25-34

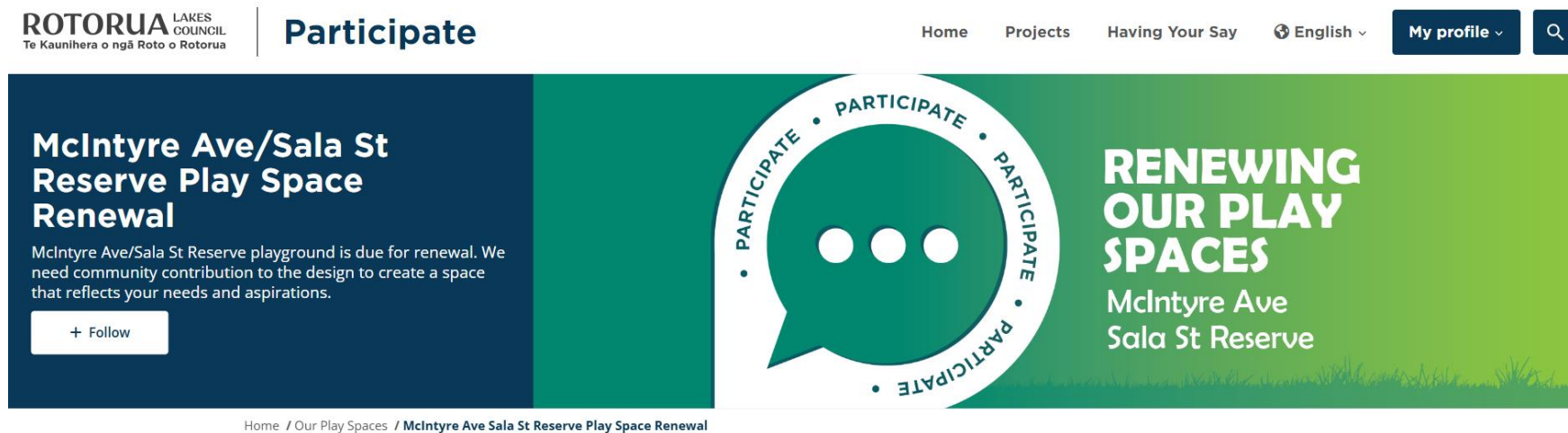
Council also mentioned the event in our story (temporary 24hr post) over a couple of dates, which had 313 total views on Instagram.

Online Data Collection

Background to the proposal and a questionnaire requesting feedback was uploaded to Social Pinpoint, under the RLC branding, Participate | Whakapuakina mai.

Analysis was done using Displayr software. This included AI analysis of the open-ended questions.

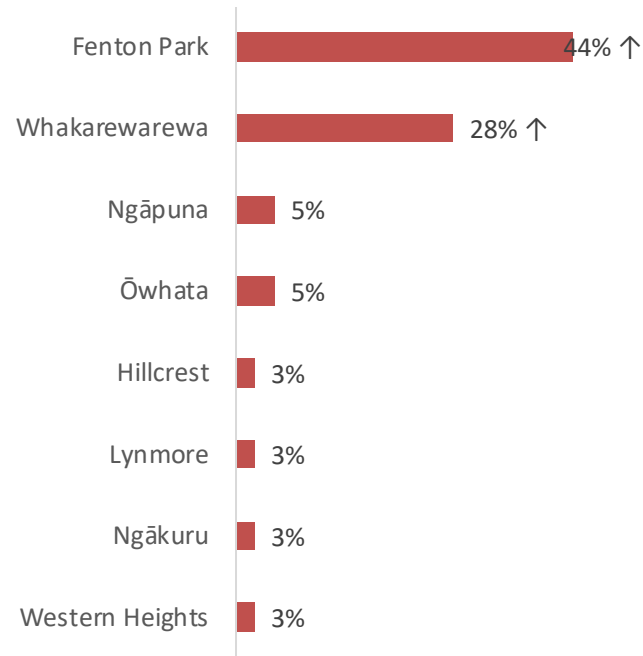
Arrows beside numbers in the charts and tables indicate statistical significance.



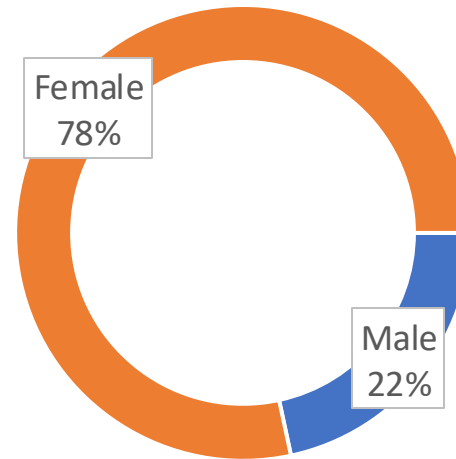
Comment boxes
show interpretation
or commentary.

*Italics indicates a direct
quote from respondents*

Participate Survey Sample Composition

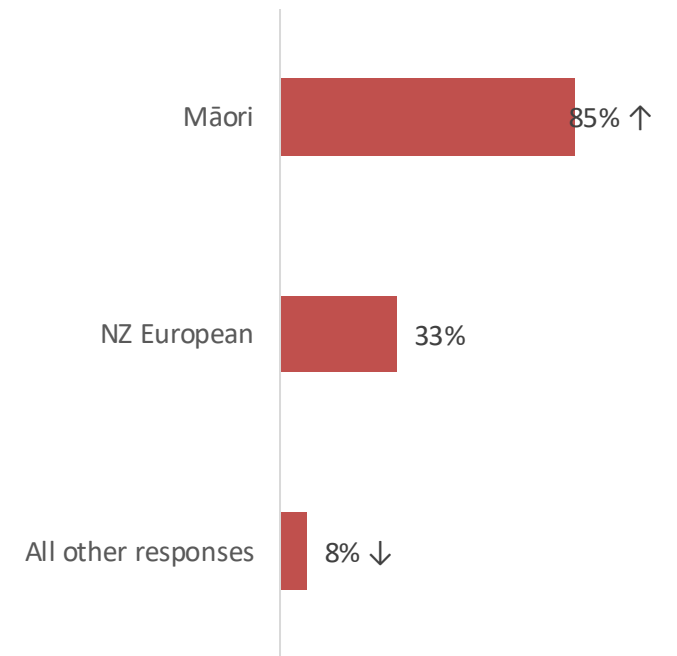


Whereabouts in Rotorua do you live?

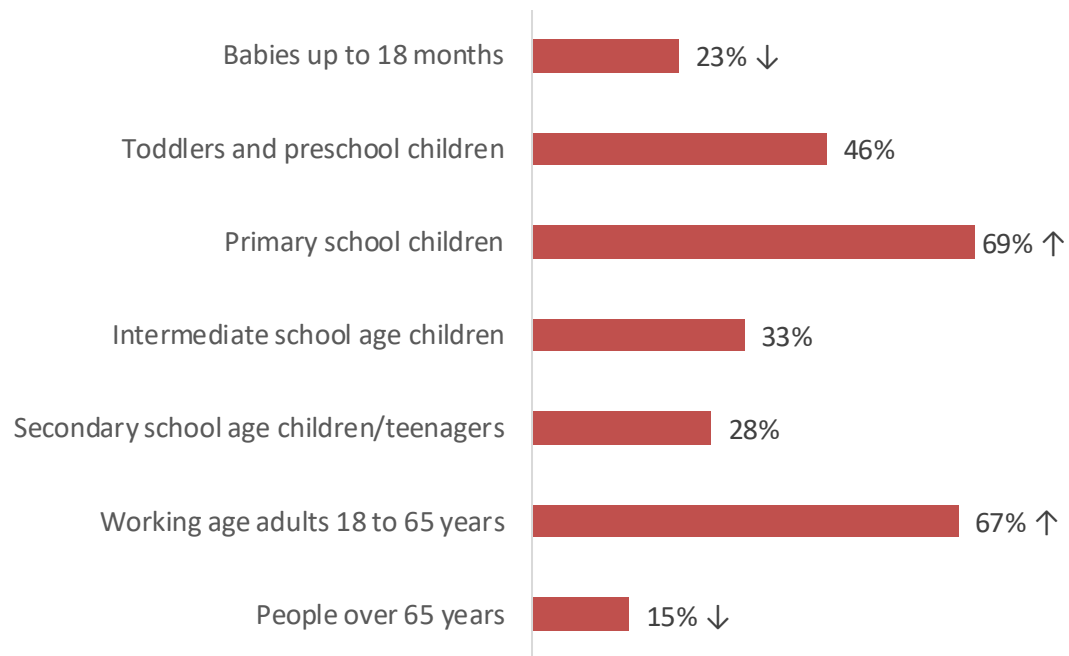


Gender Identity

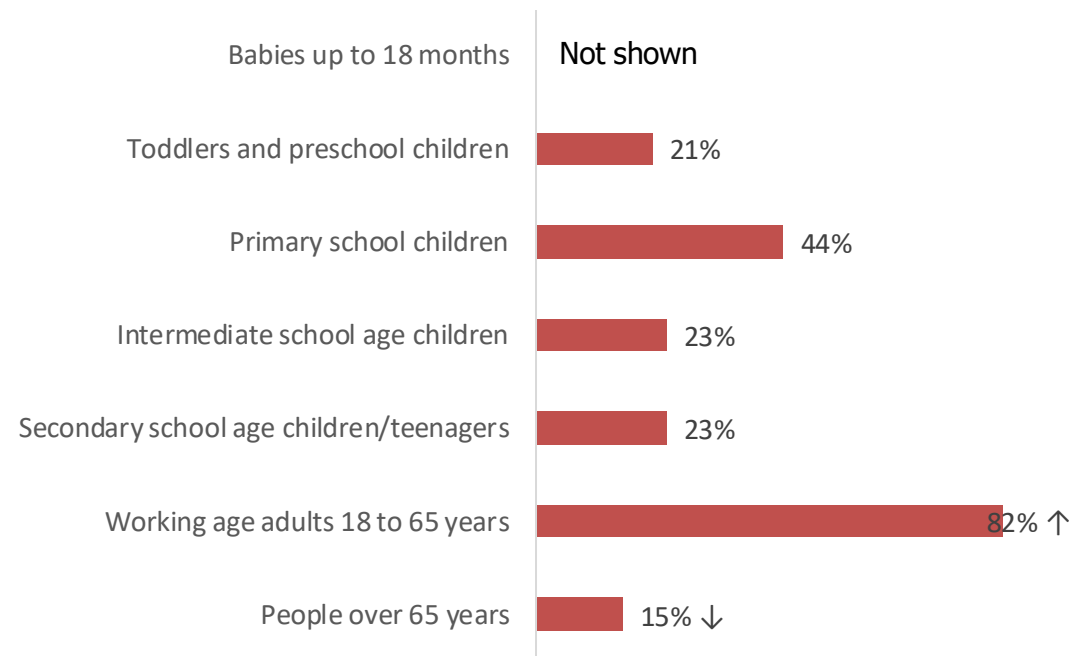
N=38-39



Which ethnic group or groups do you belong to?



Age groups of people living in your household

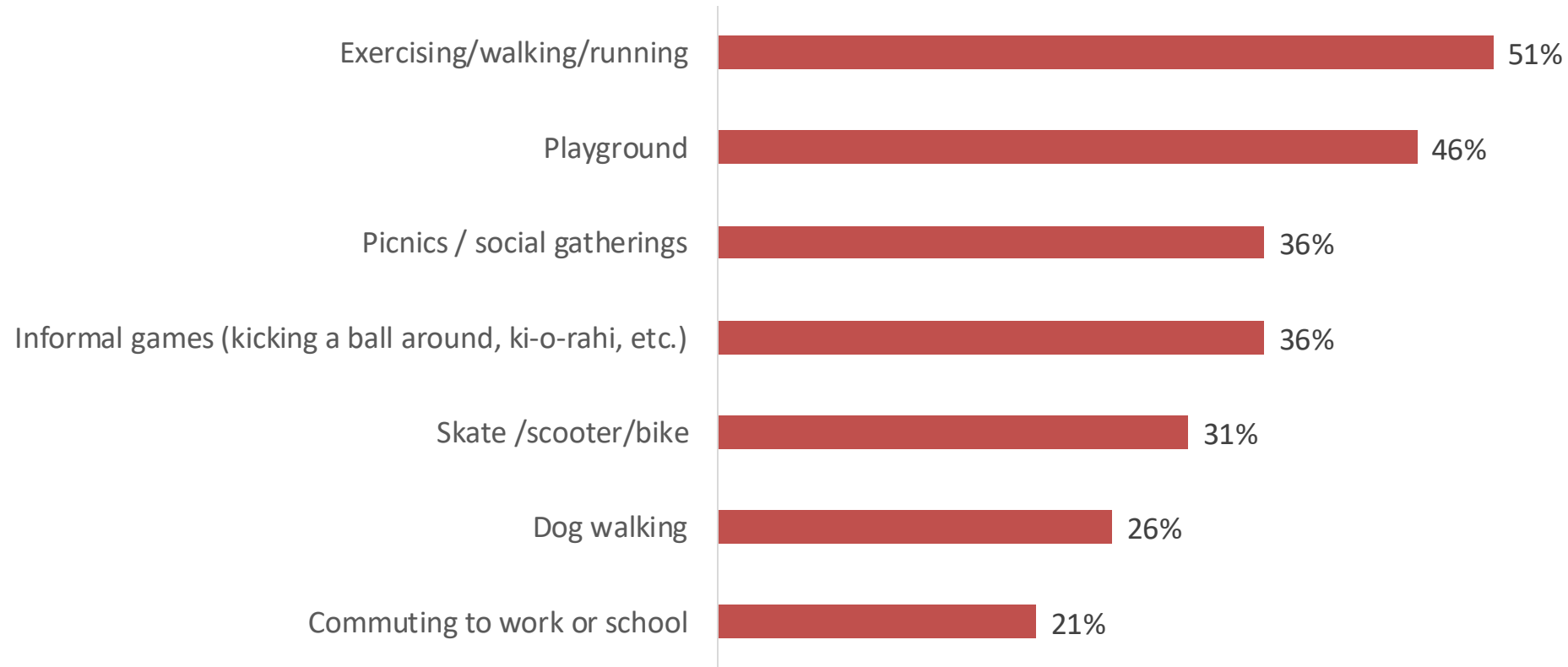


Age groups of people responding to this survey

N=37-38

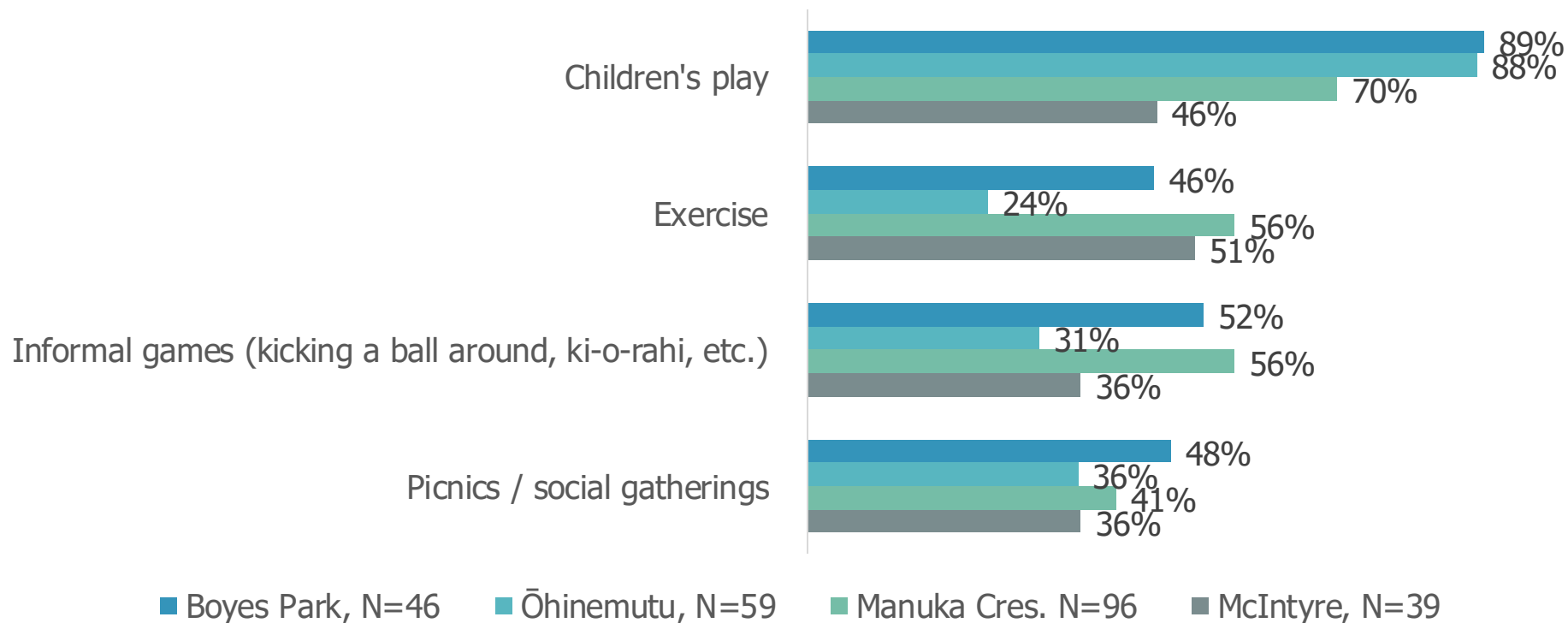
Participate Survey Results

Current Reserve Use



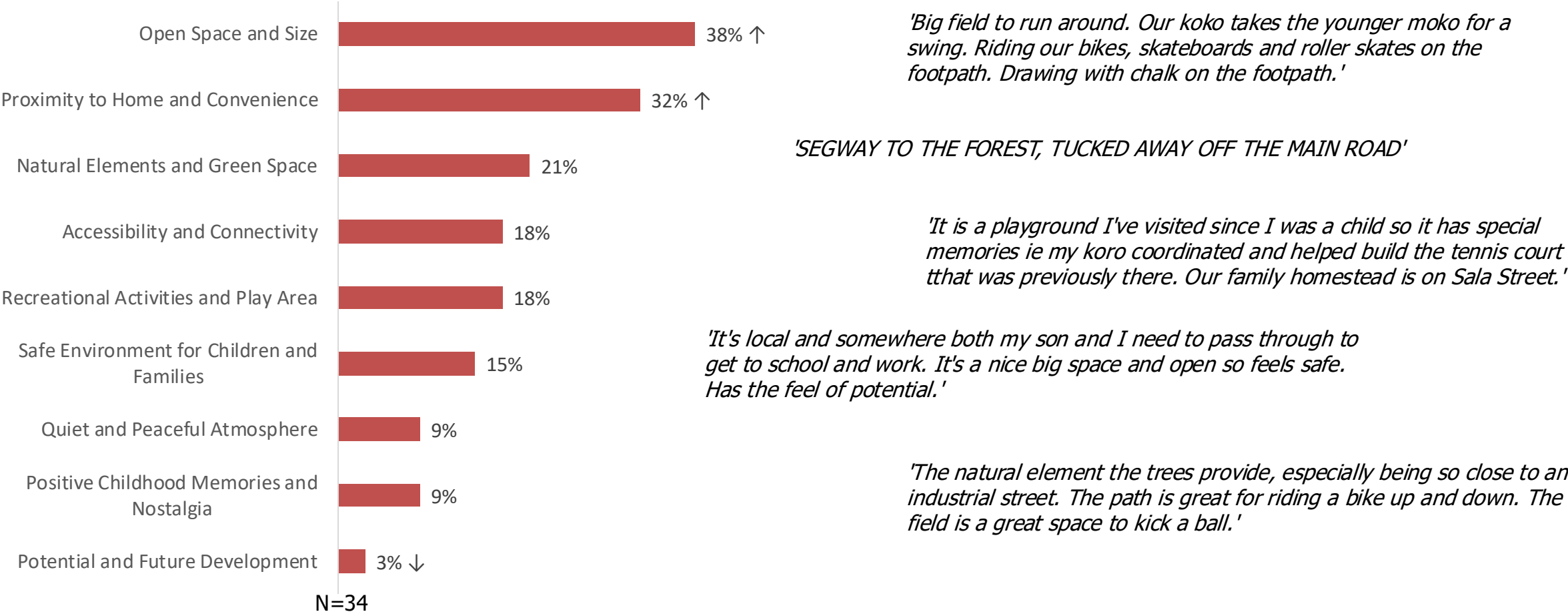
N=39

Current Reserve Use vs Others

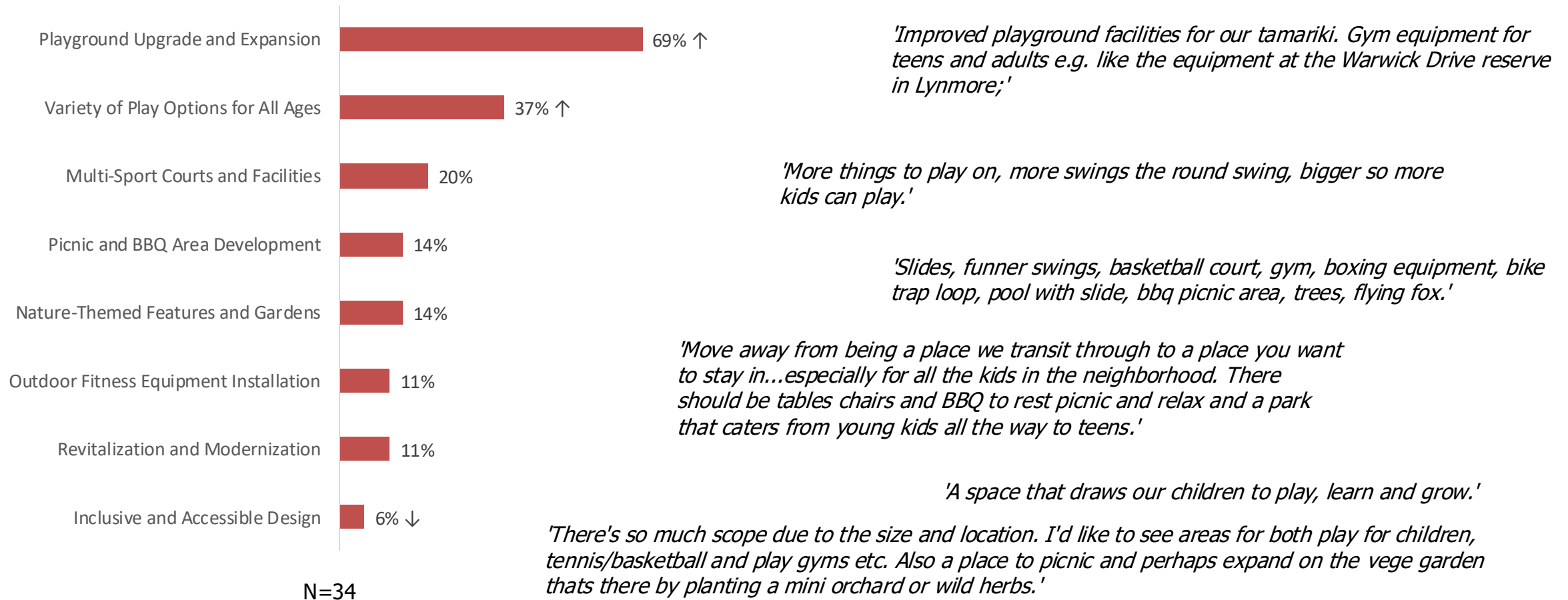


Note – Only includes the categories used in all studies. All parks measured BEFORE upgrades.

Likes About the Reserve Now



Like to See Changed



What kind of equipment would you like to see in the new play space?

Select between 3 and 9 items



Seesaw



Nature play



Number play



Pole slide



Swings



Slides



Fort



**Path activities
(painted on the shared path)**



Obstacle course



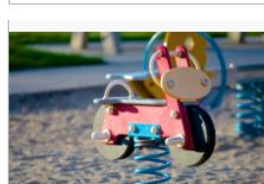
Musical play



Flying fox



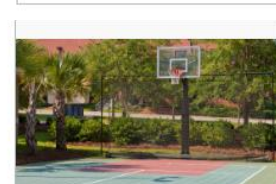
Bike ramp



Bouncing



Crane swing



Basketball



Bike seesaw



Stepping stones



Mini trampolines



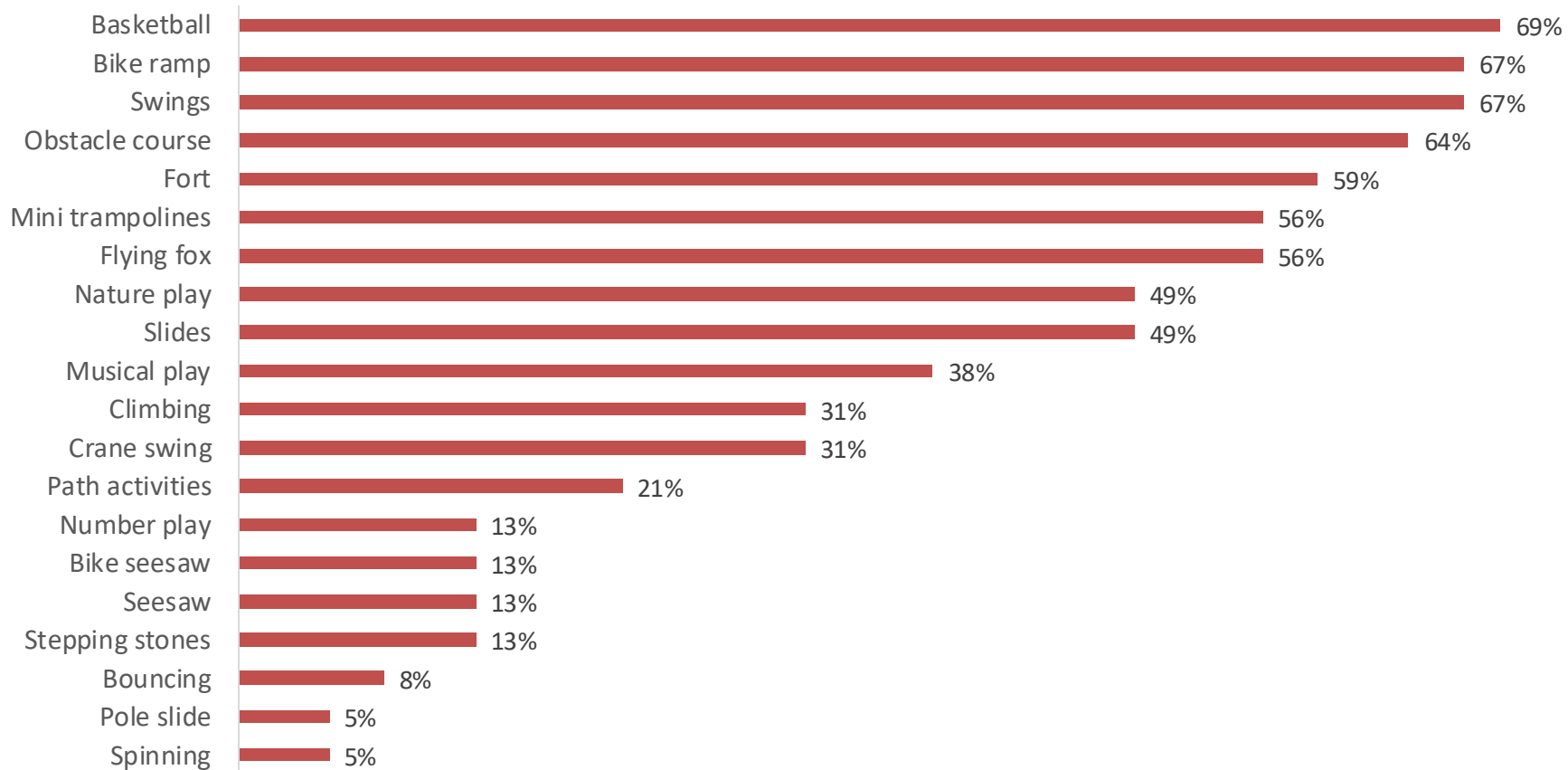
Spinning



Climbing

Respondents were asked to select from among this range of play equipment

Play Equipment Requested

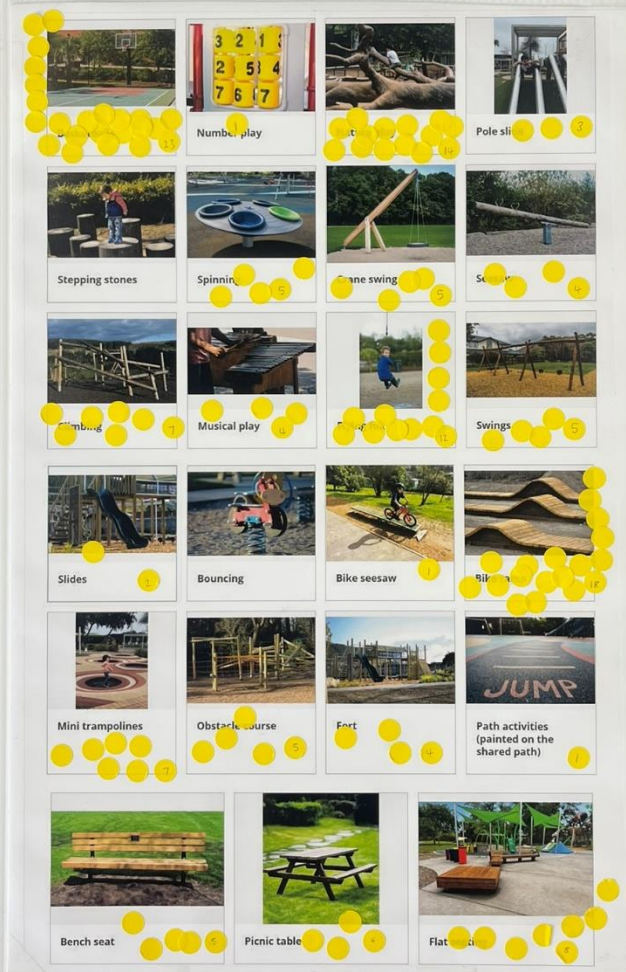


N=39

What's

your

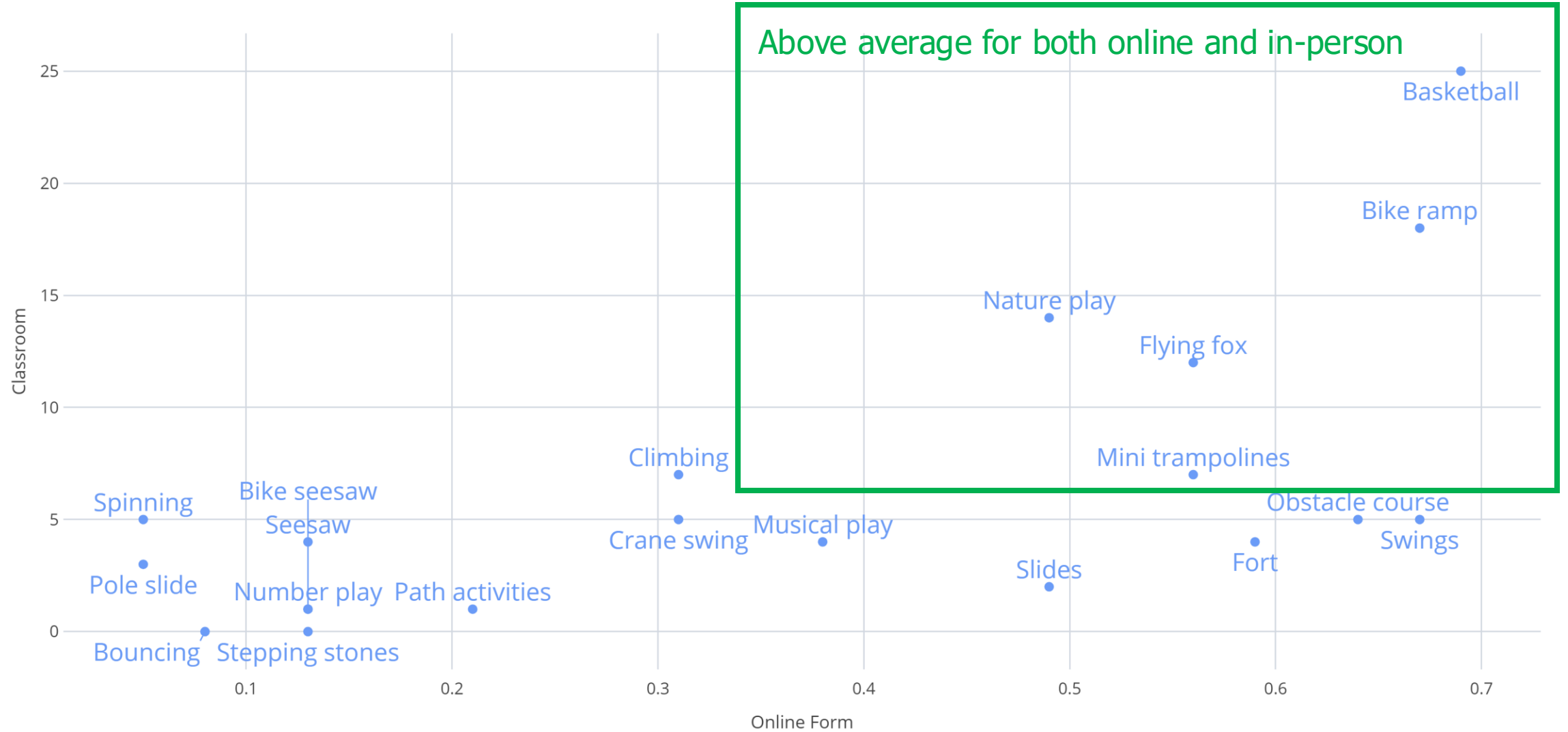
favourite?



feedback from
In-person engagement
with tamariki

Play Equipment Votes - Online vs In-Person

This plots the results for the online form against the votes from the classroom.



comments on playground equipment

Natural obstacles that also intertwined with Māori games.

Gym equipment for adults and teens like they have in the Warwick Drive reserve and the beachfront reserve at Maketu. This enables teens and adults to enjoy their time at the playground. It could also be accessed by ppl who can't afford gym memberships.

Soccer goal.

Hopefully the locals look after the new equipment.

There is a huge apple tree by the path, it's got some disease and needs a prune. It would be awesome if it was healthy. More fruit trees would be great too if possible.

Outdoor gym equipment, need lots of native planting and the theme for park should allude to Te Arawa identity celebrated.

THE BASKET BALL COURT COULD DOUBLE AS A TENNIS COURT PERHAPS.

The basketball court would be awesome. Also a pumptrack for all our kids. All of these are great.

Environmentally friendly.

Water play, sand pit with built in equipment.

Similar to the lakefront playground with scooter and bike tracks/hills.

BASKETBALL AND FLYING FOX AND SWINGS.

What kind of seating would you like to see in the new play space?

Select between 0 and 2 items



Bench seat

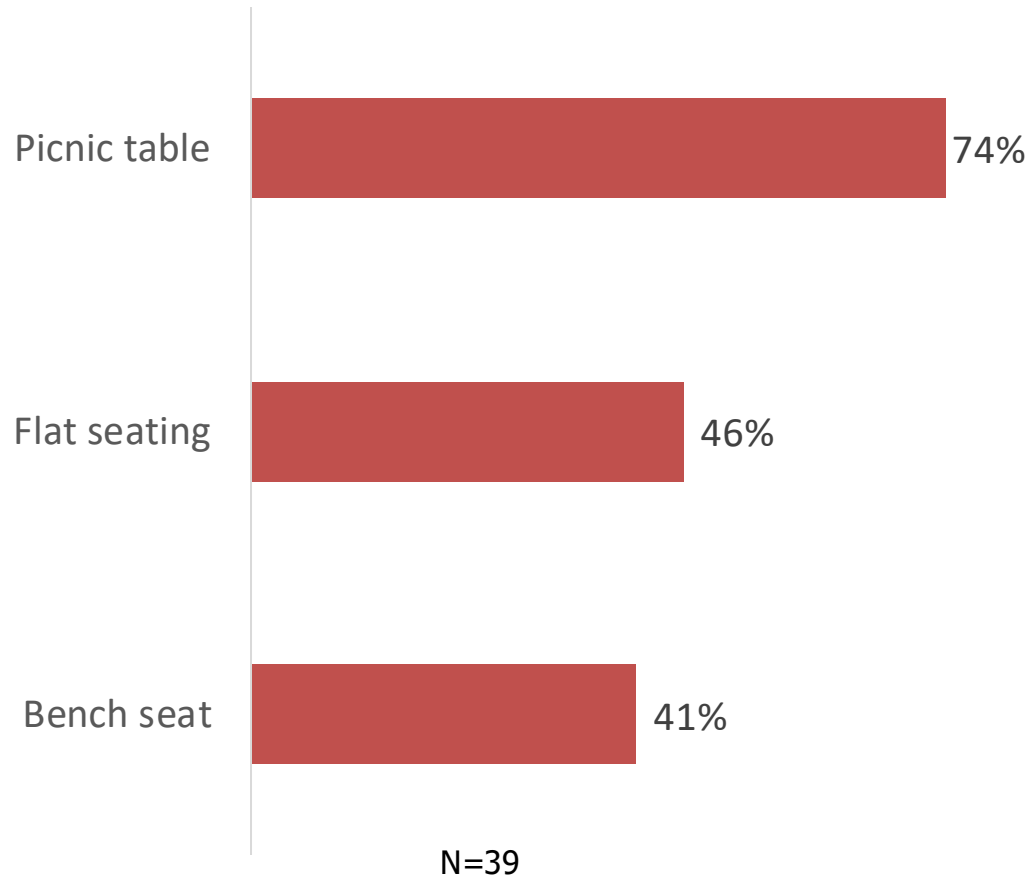


Flat seating



Picnic table

Seating Requested & Seating Comments



Picnic tables are convenient for food and seating.

Picnic table will keep things more culturally appropriate, people may have kai on the flat seats.

I prefer picnic tables so people don't sit and eat on the same space.

Not the flat seating in case people use it for kai and then others use it to sit on. Breaks tikanga Māori and can be really offensive.

NOT flat seating (pictured above) because some families will use it for picnics/food and this will offend Māori like me.

Maybe some shade so parents/caregivers can watch.

Ensure higher seats appropriate for older/grandparents and the like who can't sit on the lower benches.

Accessible picnic table.

Bench seats and picnic tables will be perfect.

Areas that have shade or human made shade.

Seating where food can be shared, bbq and shaded places.

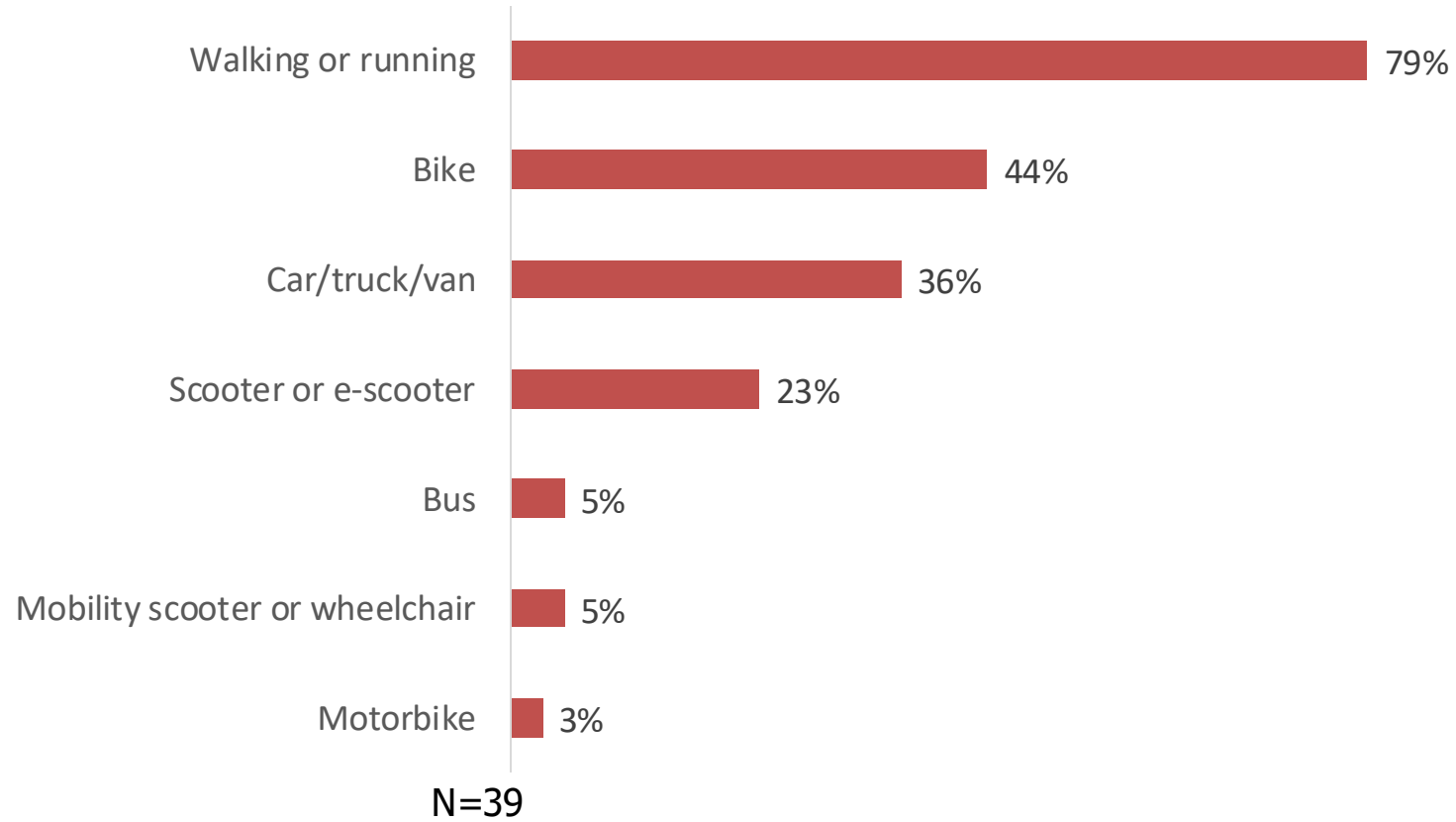
A sail over the seated area would be good especially for hot days.

Important there is some seating with a back for our nanas and koros :) And a good number of picnic tables.

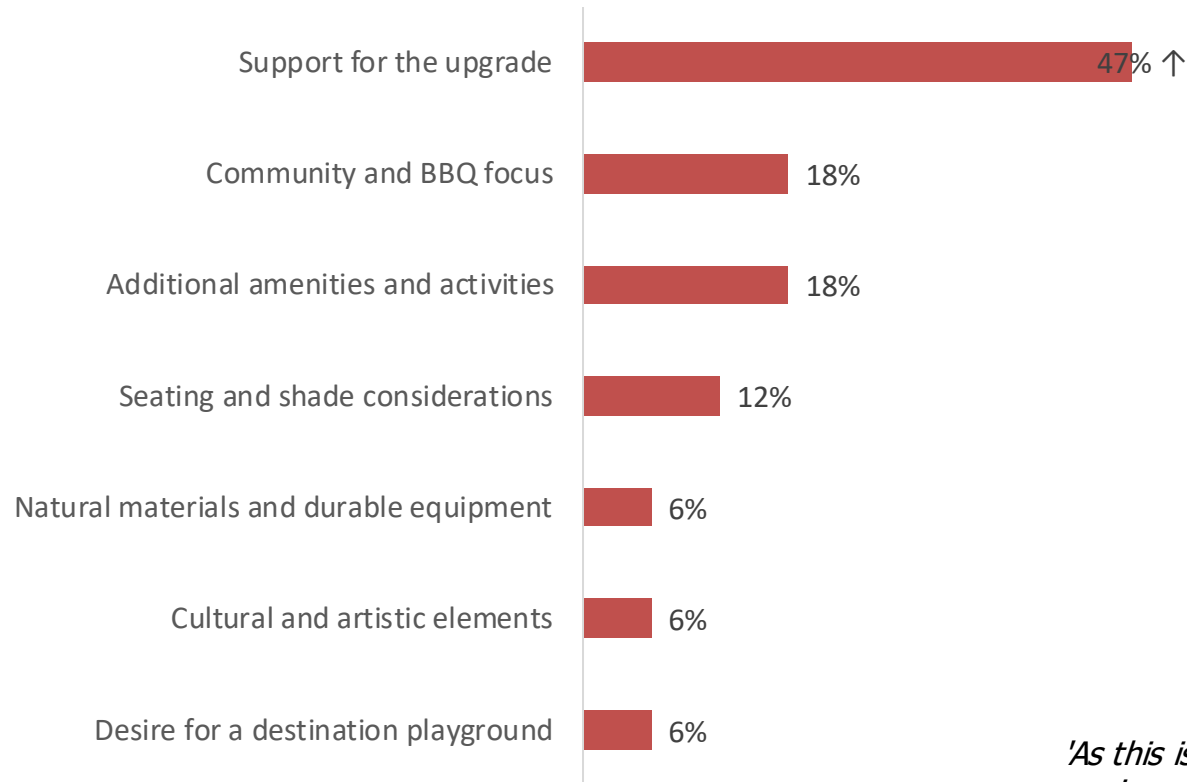
As much seating as possible.

Yeah there's no where to sit and I'll love a picnic table.

Preferred Travel Mode



Final Comments



N=17

'I can't wait for this new upgrade for the playground miss the old one but can't wait for a new upgrade.'

'Thank you. We play here but there's not much now.'

'A BBQ area would also be a good edition a lot of the people who live in the area have children and having a place where we can all come in and eat together would be amazing.'

'As this is a high sulphur area, it would be good to keep the play equipment as natural as possible, but also be hardy and robust.'