

CITY OF PARRAMATTA - YOUR PLACE, YOUR VOICE! COMMUNITY WORKSHOPS

Dundas Ward – Summary Report



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1 EXECUTIVE SUMMARY

The City of Parramatta is committed to listening to the needs and priorities of our local residents to inform decision making and future planning. To understand community views and insights into what's important for our residents, in mid-2023, the City of Parramatta worked alongside RPS Consulting to design and deliver five, ward-based workshops across the local government area (LGA), encompassing the Parramatta, Rosehill, Dundas, North Rocks and Epping wards.

More than 200 local residents participated in the workshops, to:

- Explore what is important and of value to them about where they live.
- Prioritise services through a participatory budgeting activity to help understand the relative priorities for how Council spends money.
- Provide feedback on how they receive information from and engage with Council, on services, activities, and projects.

In addition to the face-to-face workshops and in line with our commitment to accessibility, the City of Parramatta also provided an online option for residents that were unable to attend their respective workshop. An online survey which featured a subset of the questions asked during the workshop was completed by 32 persons.

This report focuses on the Dundas ward and provides a quantitative and qualitative summary of the key findings from the second community workshop as well as the responses that were received online from Dundas ward residents.

Dundas ward community workshop

The Your Place, Your Voice! Dundas Ward Community Workshop was held at the Dundas Sports and Recreation Club at 9 Elder Road, Dundas on Saturday 5 August from 2pm until 5pm. Activities were designed to be practical, outcomes focused and fun.

The workshop was attended by 38 people, with a larger mix of females than males, ranging in age from 35-78. Participants represented most suburbs in the Dundas ward. Feedback was captured through table facilitators notes on templates provided as well as through digital in-room polling questions.

The online survey was completed by 4 residents from the Dundas ward.

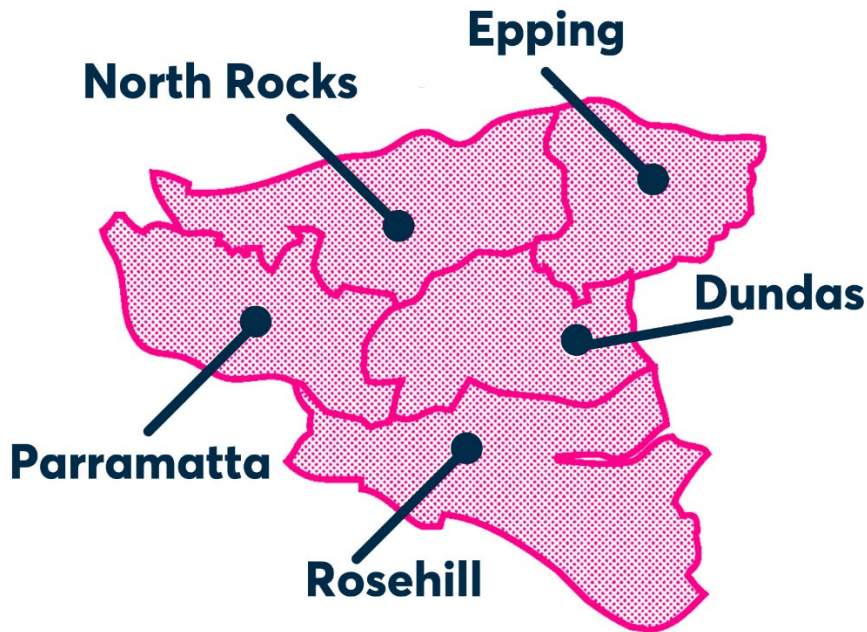
Key outcomes

The top three things people identified as being unique to their suburbs across the Dundas ward were the natural environment, convenience and sense of community.

What participants found unique about the Dundas ward?
<ol style="list-style-type: none">1. Natural environment – parks, bushland, river, birds and wildlife, ponds walk and creeks.2. Convenience – facilities, connectivity, transport, facilities, connected cycleway to Sydney Olympic Park.3. Community – family friendly, diverse and multicultural, intergenerational.

- Participants were highly networked, with most belonging to more than one type of community group; over a third of participants (37%) reported being part of a resident/community advocacy group.
- Reflecting on where they lived, nearly 60% felt that they knew their neighbours well.
- Most people believe Council listens (70%) and communicates (85%) well with the community.
- Through a prioritisation exercise, the top services that participants most highly valued were 'major works and construction', 'parks, public spaces and recreation', and 'planning and development'.





2 DUNDAS WARD



There are five wards within the City of Parramatta LGA. The second ward-based workshop targeted the Dundas ward which includes the suburbs of Carlingford, Dundas, Dundas Valley, Ermington, Telopea, North Parramatta, Oatlands, Parramatta, and Rydalmere.

The 2022 estimated resident population for the Dundas ward is 42,348, with a population density of 3,429 persons per square km (source: profile id). Below is a snapshot of 'who' this community is:

1

	50.3%	49.7%	1%	
	Female	Male	First Nations	
	21.8%	23.7%	36.7%	18.8%
	0-17 yrs	18-34 yrs	35-59 yrs	60 yrs +
	46.2%	51.0%	2.8%	
	Born overseas	Born in Australia	Unknown	
	Top 5 countries of origin			
	China 13.3%	South Korea 6.1%	India 2.3%	Philippines 2.3% United Kingdom 1.8%
	49.5%	41.4%	8.7%	0.2%
	Separate house	Medium density	High density	Other

¹Statistics source: ABS Census 2021

2.1 Participant recruitment *(workshop only)*

The City of Parramatta undertook an Expressions of Interest (EOI) to recruit participants for the Dundas Ward – Your Place, Your Voice! Community Workshop. The EOI was open from 11 July until 25 July 2023, attracting 85 responses.

The goal was to recruit 50 participants from a variety of suburbs within the Dundas ward with broad representation across age and cultural diversity. 55 participants were invited to participate in the session.

The workshop was attended by 38 people, with a larger group of women than men, ranging in age from 35 to 78. Participants represented most suburbs in the Dundas ward.

Participation in the workshop was incentivised with a \$100 gift voucher.

2.2 Who was in the room? *(workshop only)*



Key demographics:

- Gender was marginally skewed to female participants.
- Participants were aged between mid-30's and 78.



Participants were from:

- Carlingford
- Dundas
- Dundas Valley
- Ermington,
- Telopea
- North Parramatta
- Oatlands
- Parramatta
- Rydalmere



Why people came:

- Interested in contributing to future planning and decisions.
- Wanting to understand what Council does/ is doing / will do.
- Workshop sounded interesting and fun.
- Wanted to meet others.

2.3 What were they expecting? *(workshop only)*

Mostly people came to the workshop because they were interested in contributing to future planning and decisions. They wanted to 'understand more', have the 'opportunity' to contribute and 'be heard', and be a 'community voice' in the future directions of Council. Some had an interest in 'learning more' about what is happening in their ward and future development; with many wanting to participate in 'sharing ideas'.



3 CHARACTERISTICS OF DUNDAS WARD

Participants were asked about what they love and value about their local area.

3.1 Social connections in Dundas ward *(workshop & online)*

- Nearly half of the participants felt they know their neighbours and social groups not at all well to a little well (42%) while others felt they know them moderately well (37%) and a small group felt they knew them extremely well (21%)
- Participants were highly networked, with most belonging to more than one local community group:
 - Over a third of participants reported being involved in Resident/Community advocacy group (37%); Hobby or interest-based clubs (34%), or school-based communities (34%).
 - Over a quarter of participants reported being involved in sports clubs and associations (26%); Other groups not mentioned (21%); Volunteer and civic organisations (Meals on Wheels, SES, Rotary, etc.) (18%); Work, business and/or professional associations (16%); Church /Temple/Mosque /or other place of worship (13%).
 - A small number reported their involvement with support groups (e.g., Men’s Shed/ Woman’s Shed, parenting groups, etc) (8%); and Cultural or ethnic associations (5%).
 - While 24% of participants reported not being involved in any community network.

3.2 Unique features of Dundas ward *(workshop & online)*

Participants identified what is important and unique to their local area/suburb. The outcomes are summarised below.

- Natural environment – parks, bushland, river, wildlife, ponds walk and creeks.
- Convenience – facilities, connectivity, transport, facilities, connected cycleways.
- Community – family friendly, diverse, and multicultural, intergenerational.

3.3 More of this, less of that, and keep these *(workshop only)*

Each table facilitator guided the discussion to understand participant views. The most common themes under the categories is tabled below.

More of	Less of	Keep	New initiatives / ideas
Infrastructure, footpaths, facilities	High rise and duplex development	Local heritage	Parking and traffic improvements, (e.g., no stopping, parking, stop signs)
Planning controls – housing variety		Cultural events	Environmental initiatives (glass recycling, mulching service)
Environment – tree canopy, open space, recycling		Open space and tree canopy	Open space (off leash dog swimming pool, community garden)

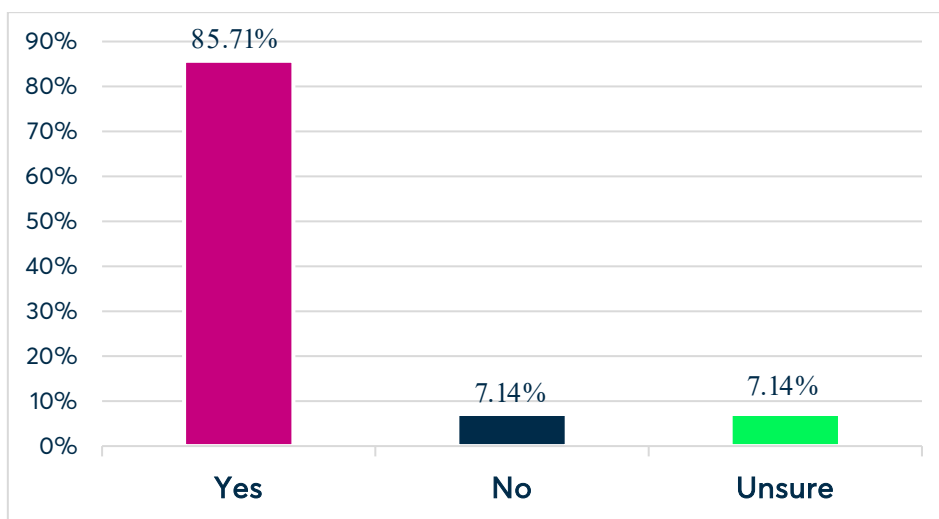
3.4 Connecting with Council *(workshop & online)*

Council undertakes a large number of activities to both communicate and engage with our community.

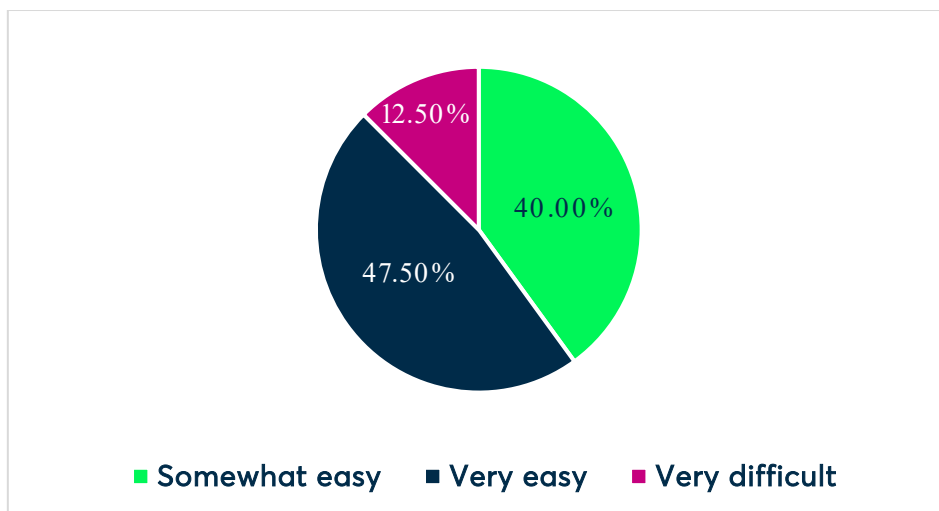
Residents that participated in the workshop were provided with a snapshot of community engagement and research projects, activities, community participation and feedback received annually. Information was also provided to workshop participants on the types of communications Council issued and the channels used to inform residents in Parramatta about Council activities and projects.

A series of questions were asked of workshop participants and those that responded online to better understand how well Council is performing in the communications and engagement space. The graphs provided below detail the results of these questions.

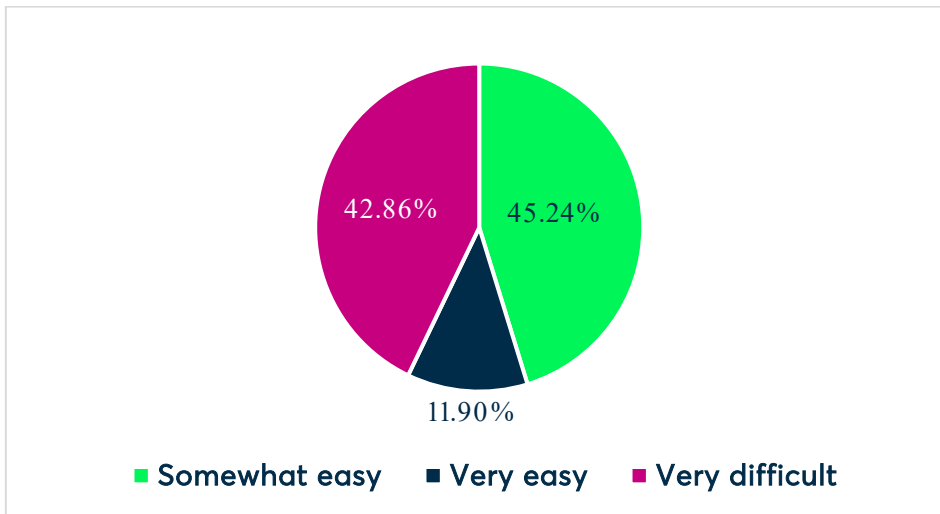
Do you know where to find out information about Council services, facilities, and activities?



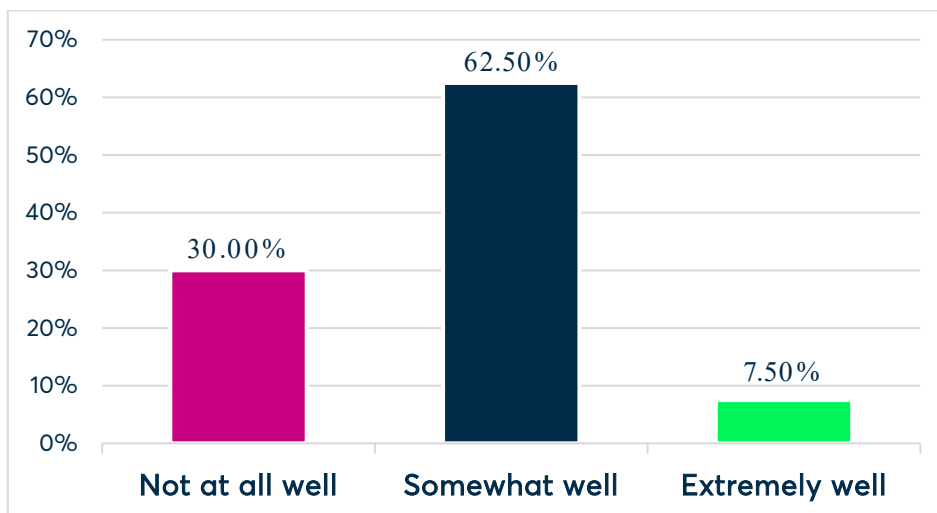
How easy is it for you to get in contact with Council? (e.g. in-person, by phone or email)



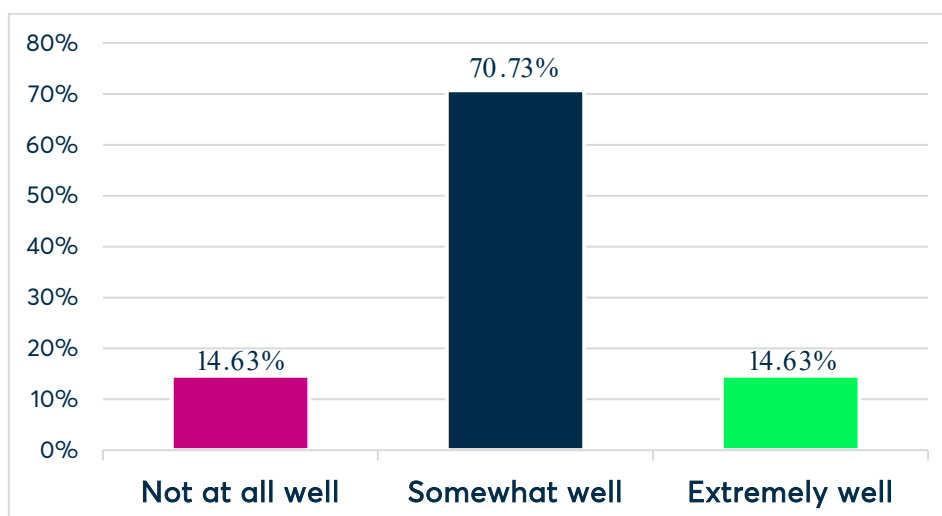
How easy is it for you to have your say on Council projects?



How well do you think Council listens to the community?



How well do you think Council communicates with the community about what is happening, and the decisions made?



In-person and online participants were then asked, 'What is the one thing that you think Council can do to better promote services, facilities and activities?'

Three of the most popular responses are provided below:

- A welcome email to those moving into the area to let them know who, what, how etc.
- Put up posters in shopping centres e.g. Participate Parramatta Posters very helpful.
- Better and more use of rates notices.

In-person and online participants were also asked, 'What is the one thing that you think Council can do to make it easier for you to get in contact?'

Three of the most popular responses are provided below:

- Be more responsive and provide individual replies to emails – close the loop!
- Improvements to Council webpage to make easier to use.
- Better use of 'Snap, Send, Solve'.

3.5 Council performance *(workshop & online)*

Participants were also asked how they rated Council's performance in providing appropriate services for the Parramatta community. Responses provided are shown in the figure below.

Overall, how would you rate Council's performance in providing appropriate services for the Parramatta community?



4 WHAT WOULD YOU PRIORITISE

This segment of the workshop was designed to demonstrate the complexity of prioritising Council services and sought to understand resident priorities for Council's annual budget allocations. The activities in this section were asked to help inform future Delivery Program and Operational Planning (DPOP).

4.1 Prioritising service areas, in a group *(workshop & online)*

In the workshop setting, each table group was provided 11 cards with the service area headings on them (as identified within Council's Delivery Program and Operational Plan).

Participants were asked to work together as a group to prioritise the service areas in order of importance. In total, there were 8 table groups that completed this activity at the Dundas ward workshop.

Online participants were able to rank the 11 service areas using the online survey. The results of the online participants were combined to equal the weight of one 'table group'.

Both the in-person and online participants were provided with a sheet that detailed how \$100 is currently being spent across the 11 service areas in the DPOP. Please see image across.

The average of the workshop and online results are provided below ranked from most important to least important service area. The results reflect the importance of traditional Council focus areas of 'roads, rates and rubbish' to the group.



	DPOP SERVICE AREAS	AVERAGE %
Most prioritised (GROUP)	1. Parks, public spaces, and recreation	11.62%
	2. Planning and development	11.28%
	3. Waste management	10.94%
	4. Environmental sustainability	10.44%
	5. Major works and construction	10.10%
	6. Maintaining roads footpaths and drains	9.93%
	7. Engineering and traffic	8.92%
	8. Administration and corporate services	8.42%
Least prioritised (GROUP)	9. Library and community services	8.42%
	10. Culture and events	6.73%
	11. Trade and fleet management	3.20%

4.2 Prioritising service areas, individually *(workshop only)*

Following the group prioritisation, each participant was able to nominate their priorities using Parramatta Dollars. Participants were each provided with \$100 worth of 'Parramatta Dollars' that they were asked to allocate as 'funding' across the eleven service areas. Please note that due to the nature of this activity, it could not be offered online.



This changed the prioritisation from the group activity, as shown below. Notable movements include 'administration and corporate services' which moved up 4 places, and 'waste management' which dropped 4 places.

	DPOP SERVICE AREAS	AVERAGE %
Most prioritised (INDIVIDUAL)	1. Major works and construction	13.05%
	2. Parks, public spaces, and recreation	11.56%
	3. Planning and development	10.85%
	4. Administration and corporate services	10.63%
	5. Maintaining roads, footpaths, and drains	10.63%
	6. Environmental sustainability	10.38%
	7. Waste management	10.19%
	8. Library and community services	7.50%
Least prioritised (INDIVIDUAL)	9. Culture and events	7.36%
	10. Engineering and traffic	5.99%
	11. Trade and fleet management	1.87%

5 WORKSHOP FEEDBACK

At the conclusion of the workshop, participants feedback was collected to evaluate their experience.

- 100% of participants considered the workshop to be 'interesting'.
- 69.4% of participants would recommend attending a similar workshop to their friends and family.

In addition, participants were asked, 'Do you think Council will act on what you have shared?'. The results, which are presented below, demonstrate that Council has significant work to do in better reporting back on actions taken in response to community feedback.

