

IP&R REFRESH

Engagement Evaluation and Key Findings
Stage One | April 2025

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1. INTRODUCTION / EXECUTIVE SUMMARY

The **Community Strategic Plan** is the highest level of plan that Council prepares and is developed through extensive consultation with the community to inform the strategic direction of the City. It identifies our long-term vision, goals and aspirations for the future, and strategic actions for achieving these goals. The plan is a legislative requirement as part of the Integrated Planning & Reporting Framework (IP&R) under the *Local Government Act 1993*.

The plan is renewed after the election of a new Council along with the 4-year Delivery Program and Operational Plan, and Resourcing Strategy.

Community engagement took place across the LGA between Wednesday 23 October - Monday 16 December 2024. The engagement program included pop-ups across the four nights of Parramatta Lanes, six pop-ups across the LGA, an all-day forum – Parramatta 100 – at the Town Hall, and an online survey. Across the program, participants had the opportunity to engage in a variety of activities to give their say which resulted in 1,413 people sharing their feedback.

Participants were asked to "Turn up the Volume" on big "whole of community" issues for which Council can advocate and have their say on Council's budget across a range of service delivery areas.

Key themes from the engagement program included:

- The leading concepts in the community's vision for the City of Parramatta is to be Affordable, Safe, Green, Sustainable and Vibrant.
- 'Transport' and 'Parks, sport facilities & play spaces' were leading long-term priorities across all three strands. A look at the barriers identified by the online survey participants reveals population pressure on existing infrastructure to be a key concern. The high priority placed on 'Events, festivals & entertainment', and 'Environmental Sustainability' point to aspects that contribute to liveability, cohesion and security for future generations.
- Other, highly ranked long-term priorities included 'Cost of Living' identified by the Pop-up participants and 'Health, wellbeing & safety' which featured in the responses from online survey participants. This is one example of the nuance in responses, and underlines the importance of outreach (Pop-ups, 100 Forum) as well as surveying the Participate community and Council followers (online respondents). Looking at the second tier priorities (nos 5-7) across the streams reveals an economic emphasis in the Pop-up data gathered at Parramatta Lanes (Housing Choice, Jobs & Businesses) vs a social and cultural emphasis from online participants (Education, Libraries).
- The budgeting activities (4-year Delivery Program focus) also saw consistency across the three streams – in particular 'Traffic & transport planning' (all three streams) and 'Social & community services' which was prioritised by both the Pop-up and 100 Forum participants. Once again, the survey respondents stand out, choosing Planning & development as a 4-year focus with feedback.

Below is a diagram of the top three or four answers in each exercise.

	Pop-ups	100 Forum	Online Feedback
COMMUNITY'S VISION	Not applicable	Affordable Green Safe Vibrant	Safe Sustainable Green Vibrant
TURN UP THE VOLUME (Long term focus)	Cost of Living Transport Parks, sport facilities & play spaces Events, festivals & entertainment	Events, festivals & entertainment Parks, sport facilities & play spaces Environmental Sustainability Transport	Transport Health, wellbeing and safety Parks, sport facilities & play spaces Environmental Sustainability
	Pop-ups	100 Forum	Online Feedback
BUDGETING ACTIVITIES The method differed slightly at each event	\$100 SPEND (Top up Council's budget) Winners: Traffic & transport planning Social & community services Culture & events	PARRA PENNY DROP (Manage Council's budget – move discretionary budget to areas of priority) Winners: Traffic & transport planning Bushland & natural spaces Social & community services	COUNCIL PRIORITIES (Choose 3 areas for Council to focus on for the next 4 years) Winners: Traffic & transport planning Planning & development Environmental sustainability
PLUS	Suggestion box responses	Plan on a page (Delivery Program) Service level ratings and expectations (Resource Strategy)	Barriers facing the city Suggested actions (Delivery Program)

2. ENGAGEMENT OVERVIEW

City of Parramatta Council's Stage One engagement campaign to renew the Community Strategic Plan, Delivery Program, Operational Plan and Resourcing Strategy took place from Wednesday 23 October – Monday 16 December 2024.

The below activities were supported by targeted promotion in the Council rates notice, social media and in e-newsletters and in libraries across the city. Promotion of the program reached an audience of 136,000+, and participants engaged in a range of activities designed to understand their vision, goals and priorities for the City of Parramatta.

2.1. The "Parramatta 100" – Community Forum

A community forum called the 'Parramatta 100' was held at Parramatta Town Hall on 23 November 2024 and had 96 residents participate from across the five wards. Its aim was to engage residents who are demographically representative, in identifying priorities and co-designing actions for the delivery program. The activities focused on long-term goals for the City, how Council is currently performing, budgeting and ideas for the future of Parramatta.

2.2. Pop-up stalls

A series of pop-up stalls were held between 23 October and 14 December 2024 and had had 1,171 residents and visitors participate. These consisted of the four nights at Parramatta Lanes, and six ward pop-ups in: Epping, Telopea, Harris Park, Wentworth Point, Constitution Hill, and Carlingford.

The aim was to gather data on priorities and involve the community in renewing the CSP goals, delivery program & strategies. The activities consisted of a budget activity: *How would you spend \$100*, a vision activity: *Turn Up The Volume*, and a post-activity feedback form.

2.3. Online Survey

An Online Survey was open from 26 October to 16 December 2024 via Council's Participate Parramatta page, and received 141 responses, four chats, and one email contribution. The aim was to gather data on priorities and involve the community in renewing the CSP goals, delivery program & strategies.

2.4. Previous Community Engagement

2024 Community Ward Workshops

194 residents participated in five workshops, one in each ward, between March and June 2024. These workshops engaged on a broad range of issues and Council documents including the Community Strategic Plan and Parramatta 2050.

Parramatta 2050

For Council's global vision, 1,217 participants were engaged with between March 2023 and June 2024.

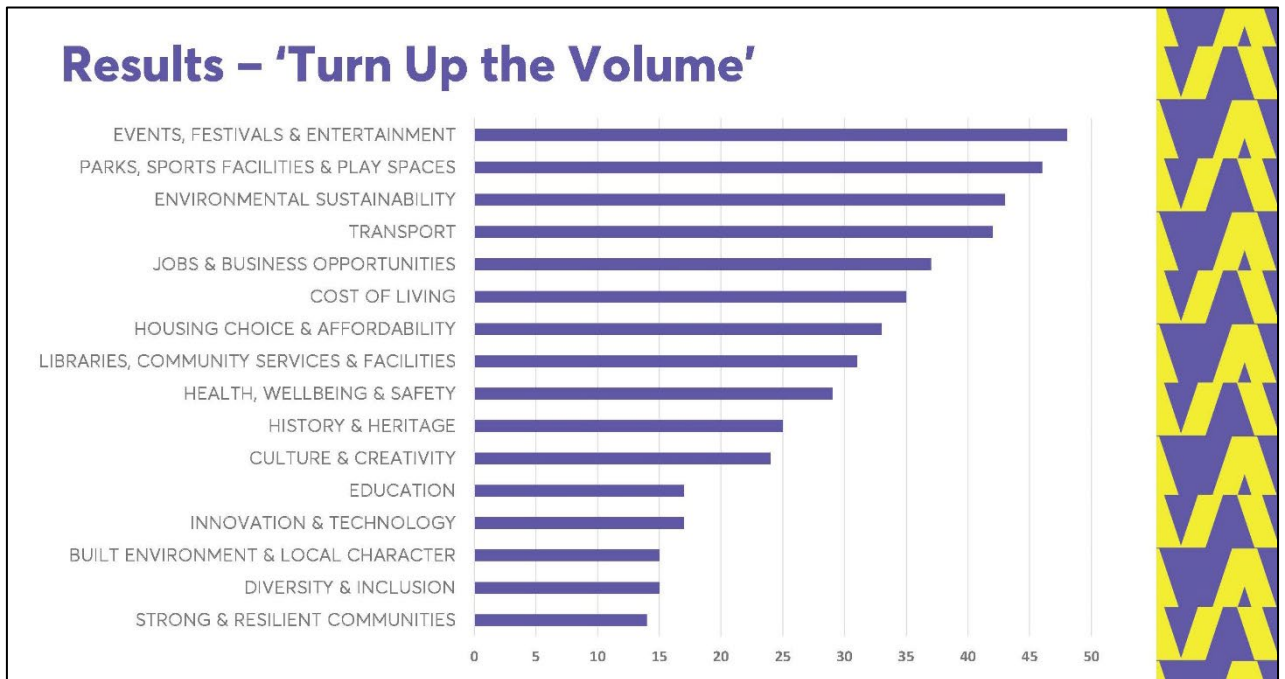
Strategies Refresh

Between 2022-2023, Council refreshed six strategic documents: Social Sustainability Strategy, Environmental Sustainability Strategy, Economic Development Strategy, Smart City and Innovation Strategy, First Nations Strategy, and Cultural Strategy. This involved extensive consultation with 1,189 participants.

3. ENGAGEMENT FINDINGS

3.1. Parramatta 100

Turn Up The Volume– the purpose of this activity was to understand which aspects Council should focus on for the long-term vision. Each participant was given five dots to allocate across 16 focus areas.



How would you spend \$100– the purpose of the activity was to understand how the community prioritise Council's delivery program and budget.

Results – Parra Penny Drop ('\$100 spend')

	Current indicative spend	Post-activity totals	Post-activity change
Planning & Development	8	8.33	0.33
Parking & Ranger Services	5	4.67	-0.33
Libraries & Community Facilities	5	4.67	-0.33
Social & Community Services	5	5.40	0.40
Waste Management	16	15	-1.00
Parks, Sports, & Play spaces	14	13.07	-0.93
Bushland & Natural spaces	2	2.73	0.73
Environmental Sustainability	8	8.07	0.07
Culture & Events	6	6	0.00
Customer Service, communications & engagement	5	5	0.00
Maintaining roads, footpaths, drains & civil infrastructure	24	23.33	-0.67
Traffic & transport planning	2	3.73	1.73

'Current indicative spend' is the total of yellow and orange coins. The *'post activity total'* averages the spend change across the 15 tables and presents the average increase or decrease in terms of one coin, or a proportion of one.

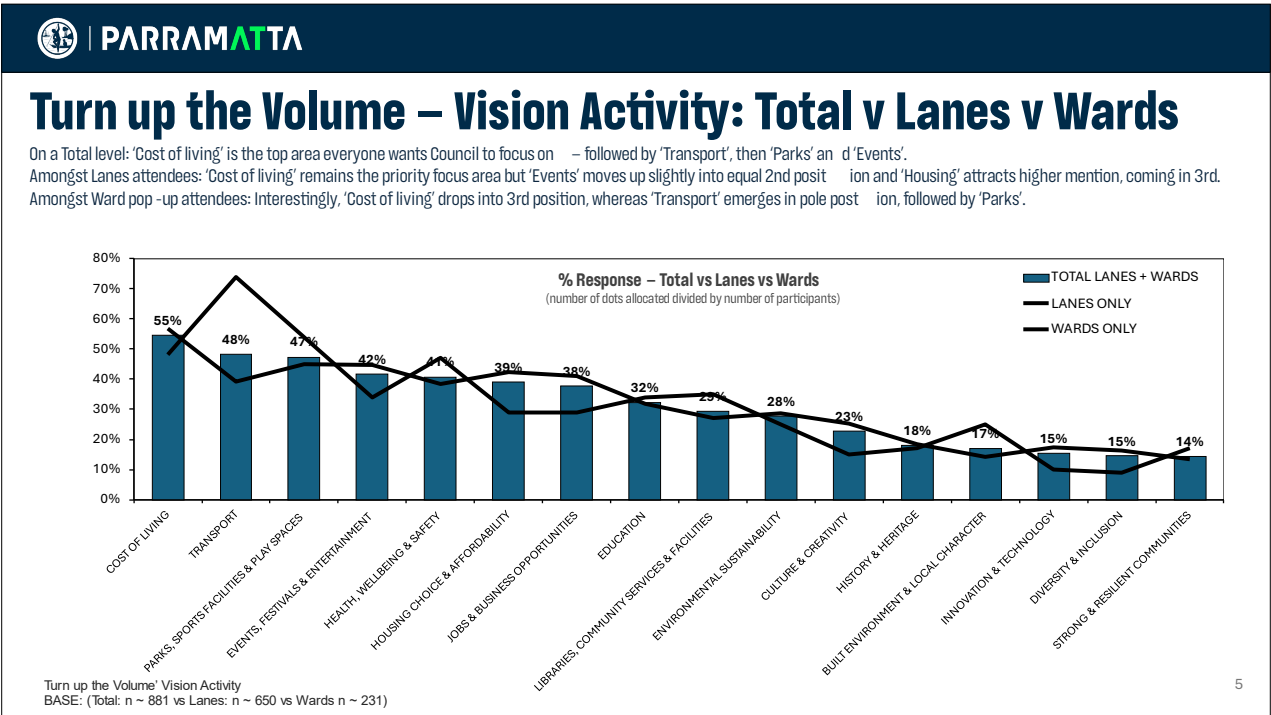
Vision Activity – participants were asked to choose three words that describe the Parramatta they'd like to see for future generations.

Results – Menti: 3 words for future Parramatta

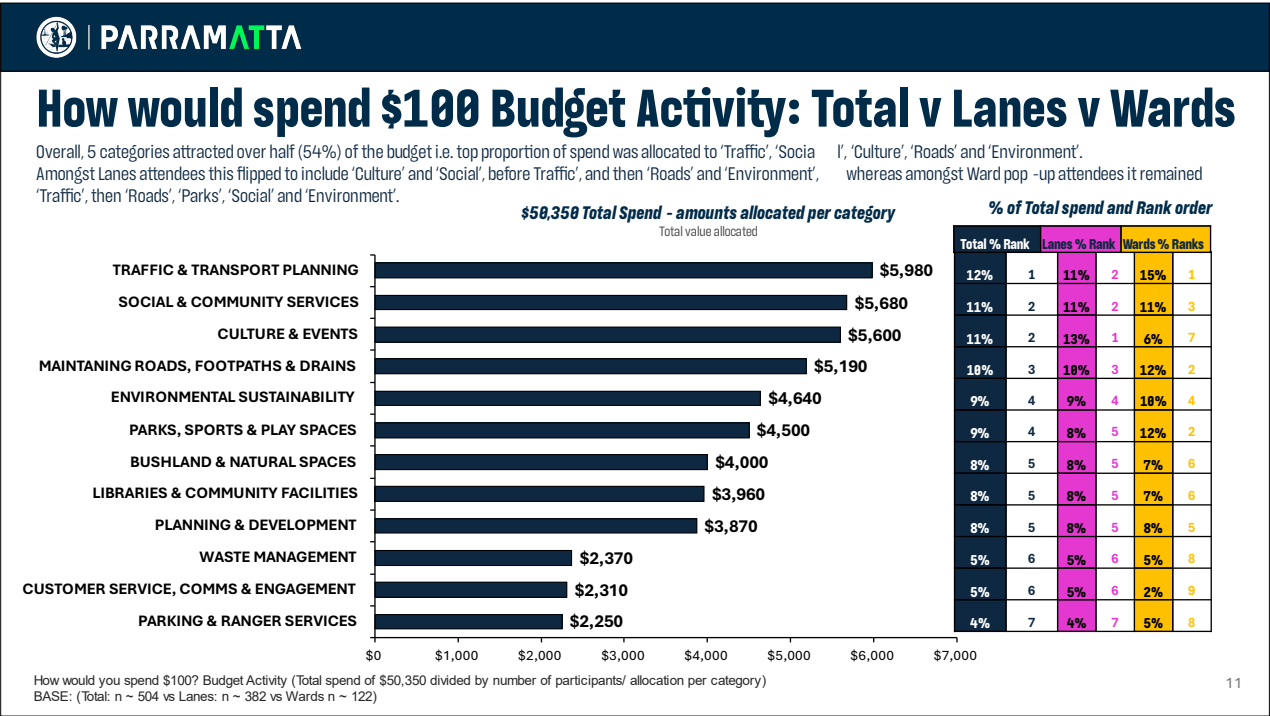


3.2. Pop-ups

Turn Up The Volume – the purpose of this activity was to understand which aspects Council should focus on for the long-term vision. Each participant was given five dots to allocate across 16 focus areas.



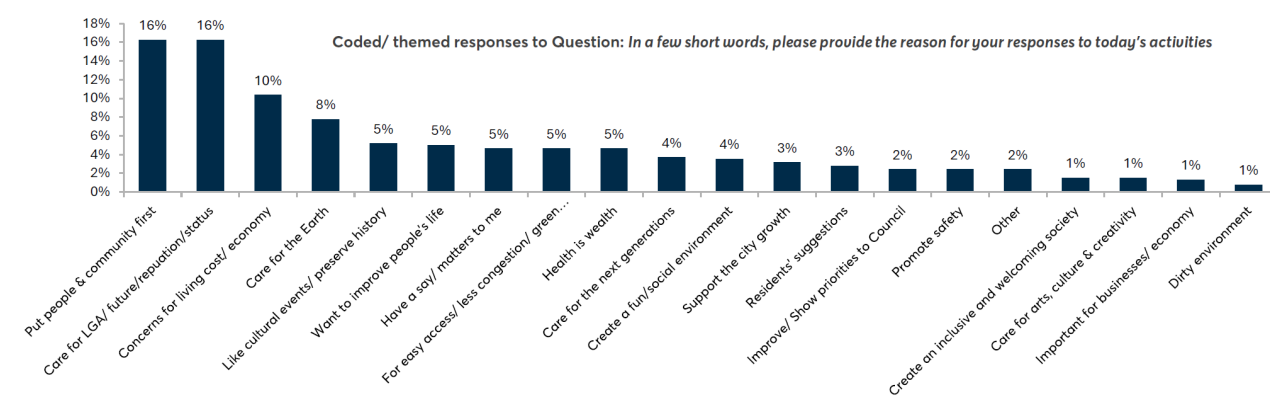
How would you spend \$100 – the purpose of the activity was to understand how the community prioritise Council's delivery program and budget.



Post Activity Feedback Form – the purpose was for those who had participated in either the budget or vision activity were then asked to complete a feedback form, giving reasons for their responses.

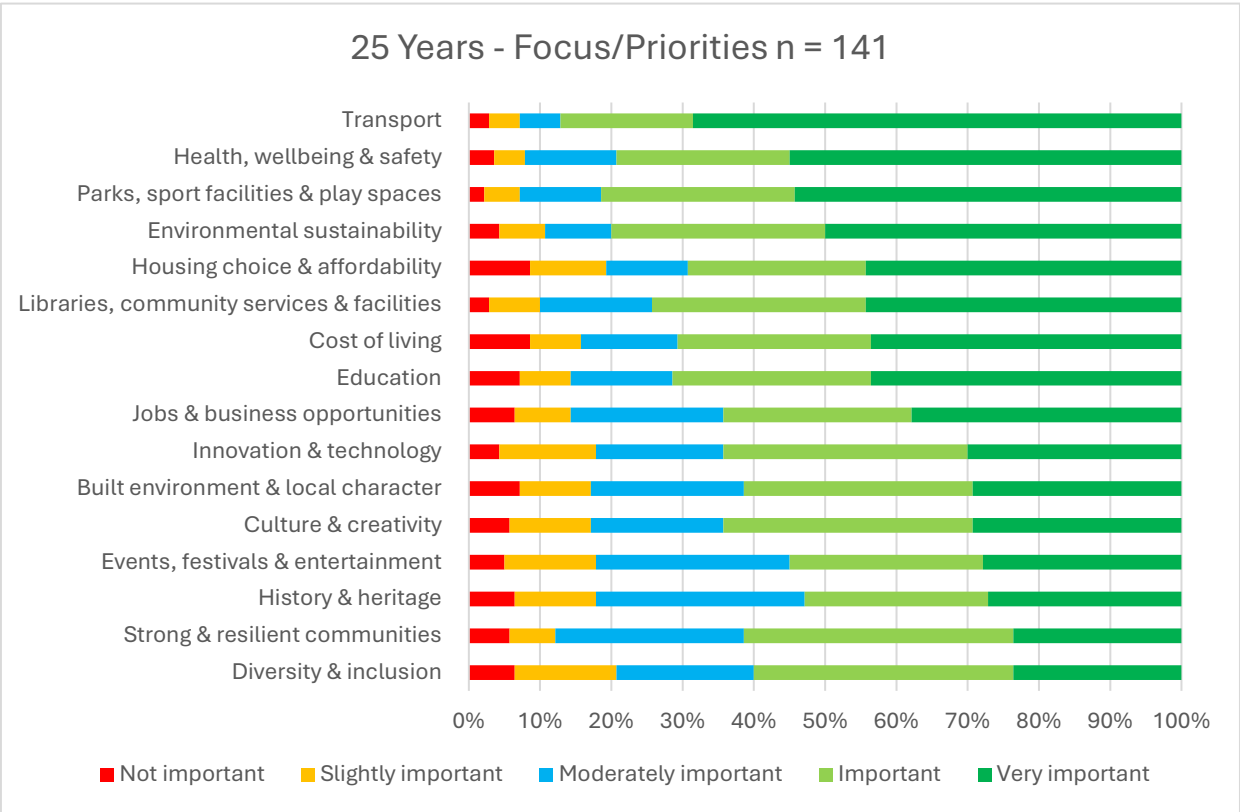
Post Activity Feedback Form: Key emergent themes

Primary response drivers included focusing on the community and future-proofing our LGA

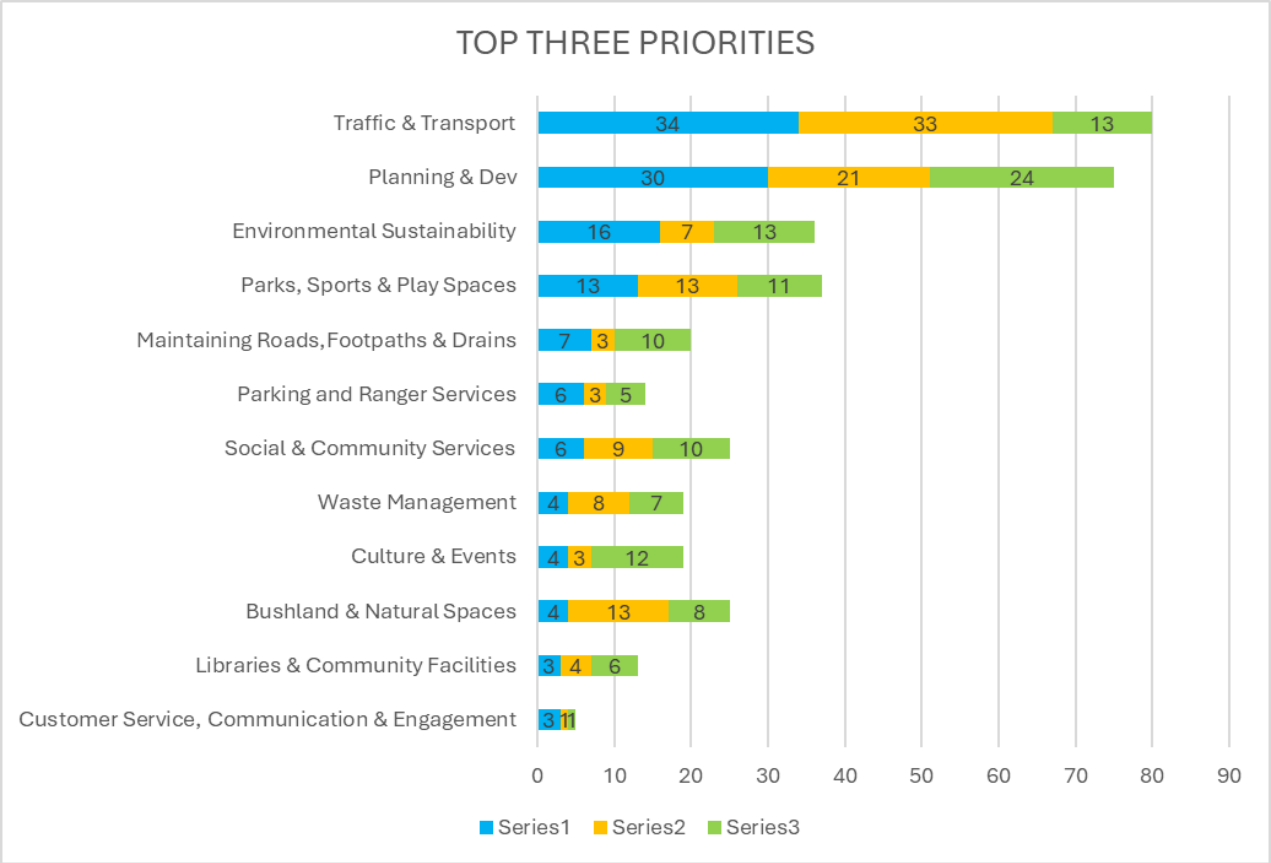


3.3. Online survey

Turn Up The Volume- The methodology for the online survey differed. The Pop-up and 100 Forum participants could only choose 5 topics from the list. Online survey participants ranked all topics on a scale of Very Important to Not Important.



Budget Activity – Online participants were allowed to choose three focus areas from the list.



Vision Activity – participants were asked to choose three words that describe the Parramatta they'd like to see for future generations.



4. RECOMMENDATIONS / NEXT STEPS

The reports on all three elements will inform development of the draft strategic documents, due for public exhibition in April 2025.

Careful consideration should be given to all the feedback (including additional reports on the 100 Forum and Pop-ups) and data presented in this report before a decision is made.

A summary of findings should be reported back to the community (when appropriate but in a timely manner), highlighting how community feedback has influenced development of the draft documents. The final decision and reasons why should be made public and communicated to those who provided feedback.

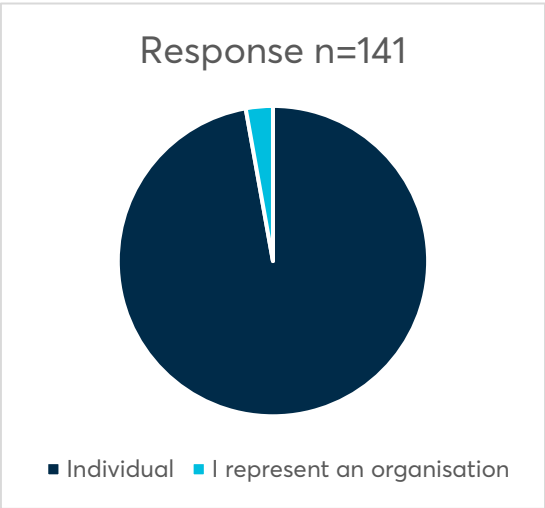
These recommendations are in line with Council's engagement principles and commitments outlined in the Community Engagement Strategy and Community and Stakeholder Engagement Policy.

"We make our decisions in an open and transparent way and provide feedback to our stakeholders in order to explain our decisions and let them know how their input has been considered".

5. APPENDIX

5.1. Participate Parramatta Survey Responses and Themes Analysis

Q1 of the online survey asked, 'Are you responding as an individual or on behalf of a local organisation?'



Three (3) participants indicated they were responding on behalf of local organisations. They were Parramatta Climate Action, Parents for Climate - Western Sydney Chapter, TILROX PTY LTD.

5.1.1. Community's vision

Q2 asked, 'In the section below, please suggest three words that you would like used to describe your long-term vision for the future of our City and community'.

The ten most common words provided are show in the table below.

Description	No. mentions
Safe	21
Sustainable	20
Green	17
Vibrant	17
Inclusive	14
Community	13
Clean	10
Modern	9
Connected	7
Affordable	6



Word cloud of contributions to the vision

5.1.2. Long term priorities

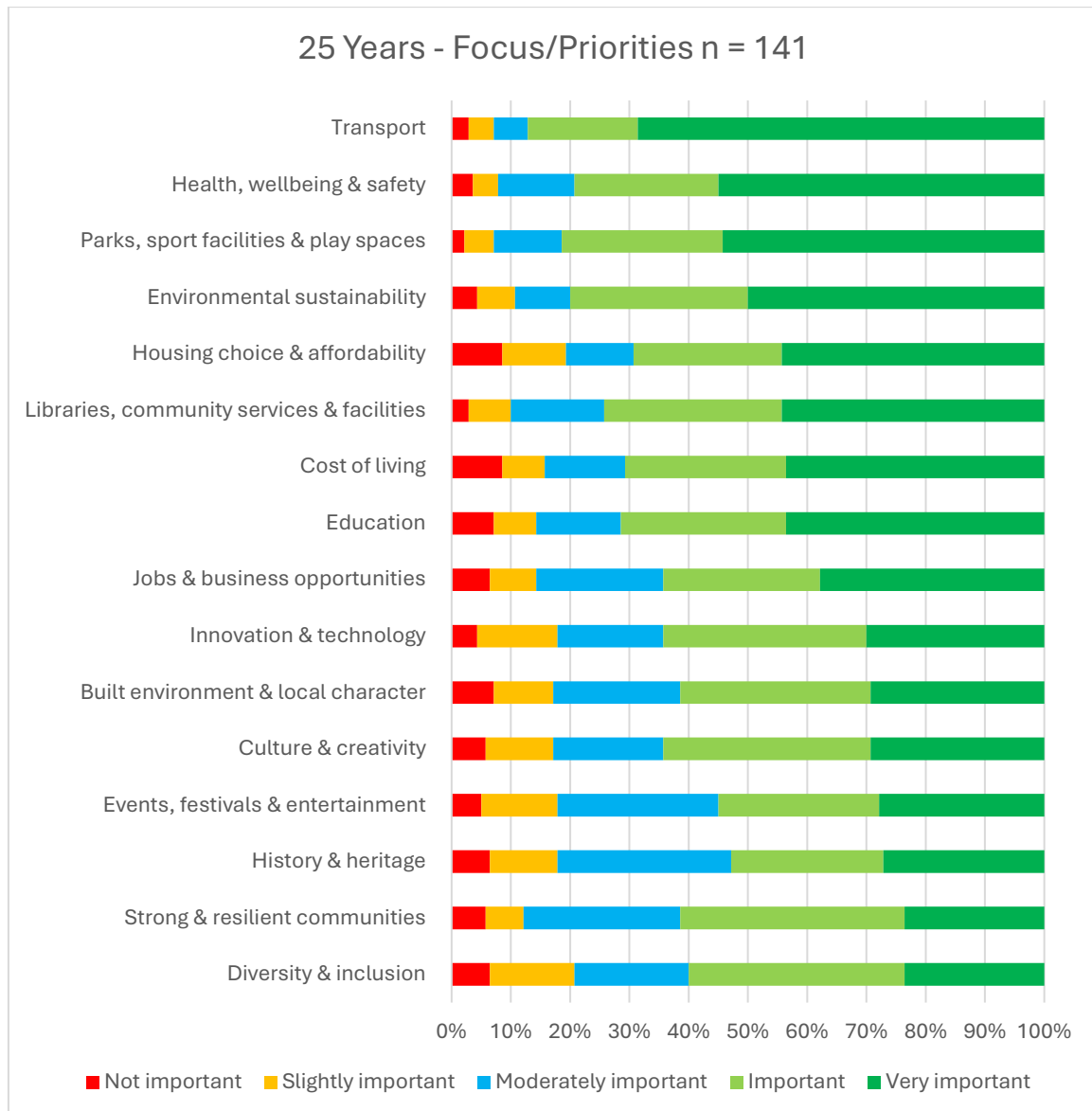
Q3 asked, over the next 25 years, how important is it to you that our City focuses on (or priorities) the following whole-of-community topics? (We've included a guide¹ in Resources that explains these topics in more detail.)

The leading long-term "whole of community" topics as rated as Very Important or Important by those who completed the survey were:

1. Transport planning
2. Health, wellbeing and safety
3. Parks, sport facilities & play spaces
4. Environmental Sustainability

Please refer to the table below.

¹ The guide can be found in the Appendix to this report.



Q4 asked, 'Is there anything important missing from this list?'

Seventy-four participants provided a variety of suggestions which reveal more detail as to the intent behind their answers. Below is a list of summarised responses.

1. Crime Prevention and Senior Opportunities: Emphasis on safety and opportunities for seniors.
2. Social Cohesion: Focus on community unity and inclusion.
3. Prosperity and Investment: Importance of cleanliness, green infrastructure, water and waste management, clean air and water, and disaster-resilient infrastructure.
4. Transport: Need for bus shelters, dedicated bicycle lanes, and improved public transportation.
5. Environmental Solutions and Cultural Variety: Good environmental practices and cultural diversity.
6. Parking: Adequate and affordable parking solutions.
7. Climate Adaptation: Strategies for adapting to climate change.

8. Sports Facilities: Proposal for an AFL and cricket stadium on the old Parramatta golf course.
9. Cultural Inclusion: Promoting cultural inclusion and diversity.
10. Cleanliness and Openness of Spaces: Regulation of population density, aiding less fortunate and disabled populations, and maintaining clean and open spaces.
11. Accessibility: Ensuring accessibility for all.
12. Sharing Economy: Focus on sharing economy initiatives.
13. Open and Green Spaces: Importance of open and green spaces for relaxation and community activities.
14. Rezoning: Request to rezone the Rosehill Camellia precinct from heavy industrial to commercial and residential.
15. Local Sports Promotion: Promoting local Parramatta teams and their activities.
16. Dining and Entertainment: Enhancing dining options and entertainment precincts.
17. Nightlife and Safety: Improving nightlife and nighttime safety.
18. Aesthetics: Addressing the scruffy and unkempt appearance of Parramatta.
19. Overpopulation Management: Managing overpopulation and encouraging tourism.
20. Public Transportation and Infrastructure: Enhancing public transportation and walking and cycling infrastructure.
21. Diversity and Unity: Promoting diversity and unity within the community.
22. Corruption and Governance: Addressing corruption and ensuring transparent and ethical governance.
23. Compassionate Council Officers: Council officers should work compassionately and efficiently to help people.
24. Leadership and Vision: Clear leadership and vision for the benefit of both Epping and Parramatta.
25. High-Density Zoning: Main road dwellings should be zoned for high density.
26. Community Benefits: Focus on benefiting the residents of Parramatta.
27. First Nations Connection: Connection to First Nations languages and cultures.
28. Traffic Management: Managing through traffic and improving traffic situations.
29. Street Trees and Bush Regeneration: Increasing street trees and bush regeneration.
30. Walkable Spaces: Prioritizing walkable and public spaces for community interaction.
31. Tree Canopies and Wildlife: Importance of tree canopies, wildlife, and community gardens.
32. Affordable Childcare: Providing affordable childcare options and youth engagement programs.
33. Support for Vulnerable Populations: Supporting poor people and ensuring safety for those needing mental support.
34. Commuter Car Parking: Adequate commuter car parking solutions.
35. Mixed-Use Buildings: Promoting mixed-use buildings.
36. Art and Events: Engagement and partnerships for art, events, and activations.
37. Historical Preservation: Preserving the historical character and limiting high-rise developments.
38. Liveability: Enhancing the liveability of Parramatta.
39. Support for Migrants: Supporting migrants, particularly women.
40. Women's Rights: Addressing women's rights and safety concerns.
41. Transparent Governance: Ensuring transparent and ethical governance.

Q5 asked, 'Thinking about the topics (focus areas) you have rated most important above (in Q3), what suggestions do you have for actions you would like to see taken in our City in the next 25 years to achieve positive outcomes for our community?'

There were 116 responses to this question. The full list of answers have been provided to Council staff. Below is a selection demonstrating the variety.

"I would like to see Council adopt a community development approach to the provision of community services. Council has some excellent, and some other very poor, libraries and community centres but doesn't apply a community development approach."

"More steps towards local sustainability like investing in community batteries, solar, local community gardens, local waste processing (e.g. composting), local water catchment management."

"More choice in the surrounding neighbourhoods... There are pockets of places to meet (cafes, restaurants, shops) in Greater Parramatta like North Parramatta, Winston Hills etc, but they still feel very suburban in a way. It would be great if they could become the Newtowns or Paddingtons of the future Greater Parramatta. I think the things that are organised are great, but I want to see regular residents empowered to get things going"

"Parramatta is uniquely positioned as a relatively affordable (compared to other CBDs and councils in wider Sydney) and fun city. I would like to see further action taken to invest in spaces for entertainment, dining and sporting/cultural events to bring the community together in shared spaces."

"Reviewing development applications with environmental sustainability and surrounding infrastructures and supporting services at the forefront of considerations in the process. Savvy investments in medical and research facilities."

"Better shade and cooling options for residents, safe street lighting, less congestion."

"Showcasing the talents of the people who live in [the City of Parramatta]. Through awards for young people, ordinary people who are community minded."

"Continue to focus on making spaces walkable or cyclable. Continue caring for and making green space including the city and design green space so community can sit there and spend time together. Help homeless people to access services, support, and accommodation."

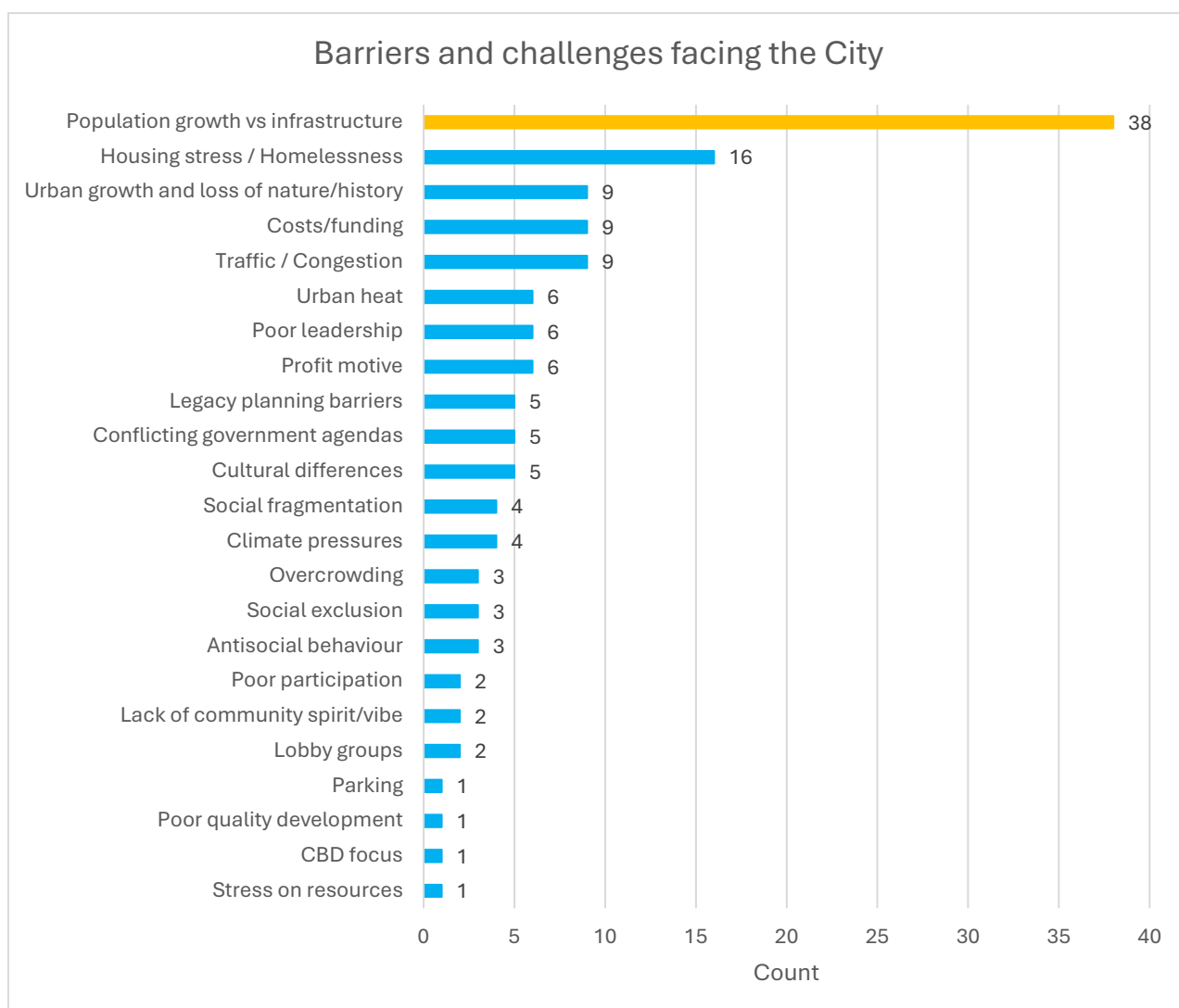
5.1.3. Barriers facing the city

Q6 asked, 'What barriers or challenges do you see the City of Parramatta facing in the coming years?'

There were 110 responses to this question which have been categorised into themes in Table 2². Full comments have been provided to Council staff.

The number one theme was the pressure of population growth on existing infrastructure.

² Most of the comments contained more than one theme.



Population growth vs infrastructure

Thirty-eight participants (34.5%) identified population growth and pressure placed on infrastructure as a key barrier facing the city. Comments drew connections between the pace of population growth and strain on transport and road infrastructure, as well as pressure on educational and health services, and access to green and recreational spaces.

"More development and people moving into City of Parramatta, thus more traffic, less community recreational areas".

"Population growth overwhelming the resources available to maintain a sustainable community."

"High increase of population resulting in exceptionally high demand for different supports like housing, transport, education."

Housing stress / Homelessness

Sixteen participants (14.5%) identified housing problems and/or homelessness as barriers. Comments discussed affordability, suitability and quality of housing.

"People priced out of area. Families struggling to find dwellings suited for their families."

"Housing for older people who want to downsize. Living in an apartment complex is not an option as the involvement of strata management is a real turn off."

"Help the homeless - where are the services for these people?"

Traffic / Congestion

Nine comments (8%) were identified relating to traffic and/or congestion covering issues such as increased traffic, traffic management and pollution. One comment touched on difficulty experienced by the elderly and people with disabilities accessing areas of the city.

"Traffic congestion. Lack of parks near built up areas."

"Traffic and pollution. Real estate cost increase."

"Traffic problems, congestion... difficulties for elderly-disabled getting around the city centre."

Costs / Funding

Nine comments were identified in relation to the barrier of costs or funding. This could affect residents or Council.

"High council rates."

"Federal and state governments are scaling back their infrastructure ambitions and budgets. The question is will anything of substance follow the completion of the Metro, light rail and Powerhouse (all of which are exciting)."

"Government funding & support."

Urban growth and loss of nature and/or history

Nine comments were made regarding the pressure growth was placing on open space and shared space. One submission spoke of the reintegration of nature.

"Lack of available spaces to establish community/green spaces. Historical buildings not being properly maintained and forgotten, and removed to build something that will advantage developers."

"Maintaining the character of the suburb while developing the area. With the huge number of high rise apartments there needs to be green space to balance the lack of back yards."

"Managing development in a way that reintegrates nature and reduces the urban heat island effect will be important."

Other themes:

Profit motive relating to perceptions about the appropriateness, quality and impact of high-rise developments.

Cultural differences covering perceptions about the City of Parramatta's changing demographics.

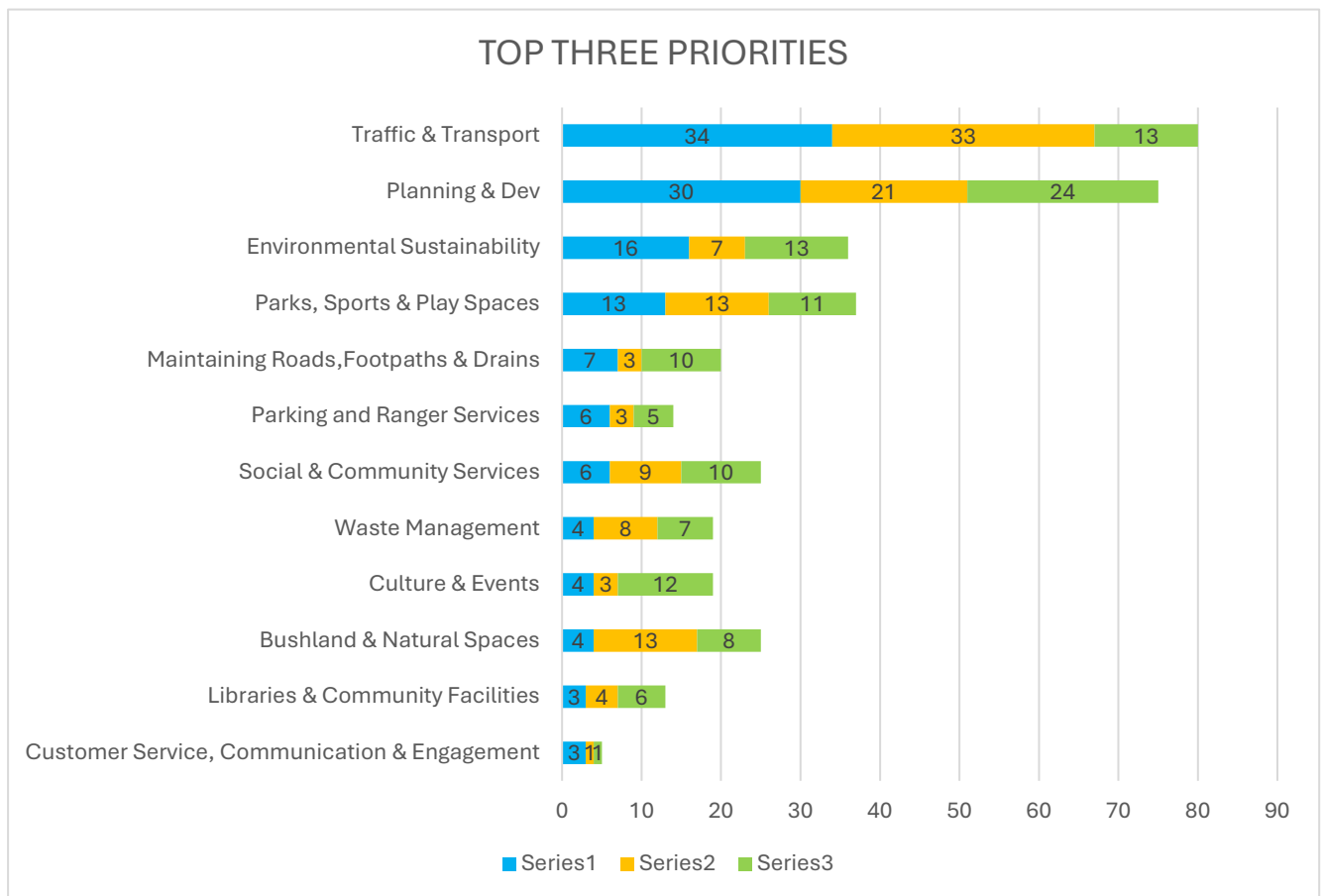
Legacy planning barriers covering restrictions in relation to development, changing existing civil architecture and red tape.

Social fragmentation relating to topics such as the impact of short-term tenancy, no provision for families in high density areas, wider transport corridors cutting off communities.

5.1.4. Council service priorities

This section was introduced with the following explainer: 'This section considers how you feel about Council service delivery over the next four years. It focuses on things that Council is directly responsible for. Things that Council is responsible for include maintaining local roads, footpaths & drains; bushland & natural spaces; customer service, communication & engagement; waste management; libraries & community facilities; planning & development; culture & events; environmental sustainability; social & community services; traffic & transport planning; parking & ranger services; parks, sports & play spaces.'

Q7-9 asked, 'Thinking about the list of Council services above, what are your top three local priorities for Council over the next four years?':³



³ Series 1 corresponds with Priority 1 etc. Some answers did not correspond with Council service areas and are not included in this Table.

Q10 asked, 'Why are these priorities important to you?'

Below is a list of topics contained in the first 50 comments from the online survey. The full list of responses have been provided to Council staff.

- Accessible Transport: There is a need for more accessible transport to certain areas within the Parramatta council to support the increasing population.
- Environmental Focus: Focusing on the environment is central to all options. Good communication and community facilities are also important.
- Return on Investment: Culture & events, natural spaces, planning & development – these are the services that provide the best return on investment for the Council.
- Outdoor Activities: Spending time outside and being able to get everywhere via public transport is crucial.
- Community and Inclusivity: Community celebrations and inclusivity are important for achieving many of these goals.
- Health and Wellbeing: High population and apartment living necessitate excellent parks and outside community spaces for health and well-being.
- Disability Access: Council needs to be more inclusive and accessible to people with disabilities, consulting them and making them feel welcome.
- Quality of Life: The local council should prioritise local residents, ensuring quality of living with access to nature, low noise, and air pollution, and resilience to climate change.
- Public Transport and Traffic: Public transport and traffic are important, especially for families with children who rely on buses to get to school.
- Sustainability and Future Generations: Environmental sustainability is crucial for maintaining quality of life and supporting future generations.

5.1.5. Further comments and suggestions

Q11 asked, 'Finally, is there anything you would like to add about your long-term vision for our City or four-year priorities for Council?'. Themes included:

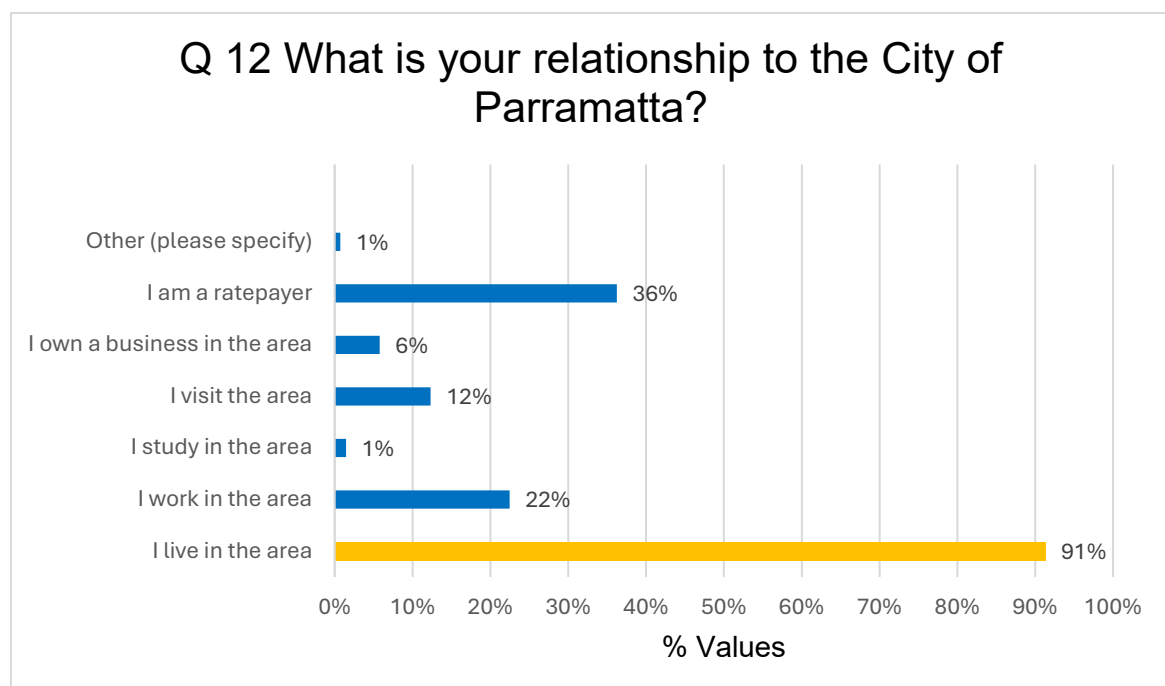
- Positive Feedback: Some comments praised the current efforts, especially in revitalizing spaces and cycling paths around Parramatta River. There were also mentions of good governance and progress made by the council.
- Community Involvement and Services: Many comments emphasized the importance of community involvement in decision-making and supporting local businesses. There were also calls for providing free or low-cost facilities and assistance for residents and creating libraries of things to reduce the need to buy items that are not used regularly.

- Governance and Leadership: Some comments expressed concerns about the council's focus on issues outside its remit and the need for leaders to be residents of the council. There were also mentions of dissatisfaction with rotating Mayors and council CEOs.
- Safety and Cleanliness: Some comments expressed concerns about safety in certain areas and the need for better cleaning and maintenance of city spaces. There were also calls for investing more in green spaces and nature.
- Miscellaneous Suggestions: Other suggestions included creating an AFL and cricket stadium, a wildlife park, and a herb and spice garden in Parramatta Park, as well as promoting after-hours businesses and improving housing and traffic conditions.

Overall, the comments reflect a mix of positive feedback, concerns, and suggestions for improving various aspects of the city and community.

5.2. Survey demographics

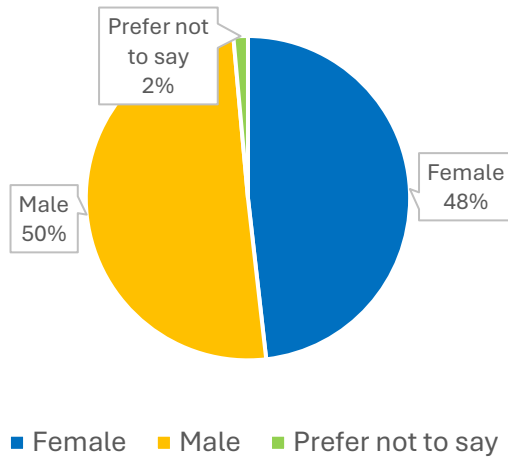
9 in 10 survey responses were from people who live in the City of Parramatta LGA.



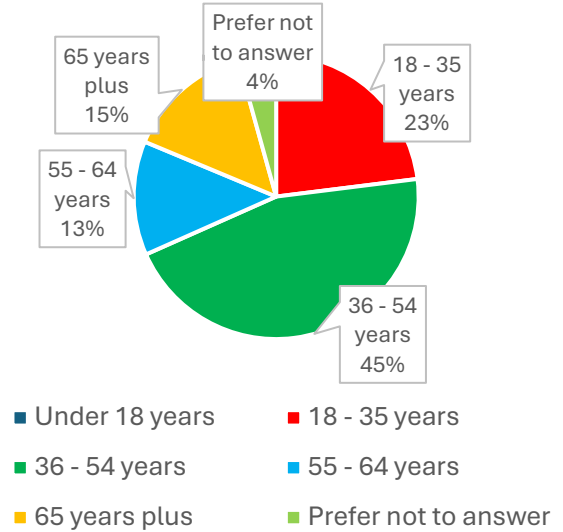
Q13 asked, 'What is your suburb?'

Epping residents were the most active participants (37), followed by Parramatta (22), Carlingford (10), North Parramatta (8), Granville (6) and Winston Hills (6).

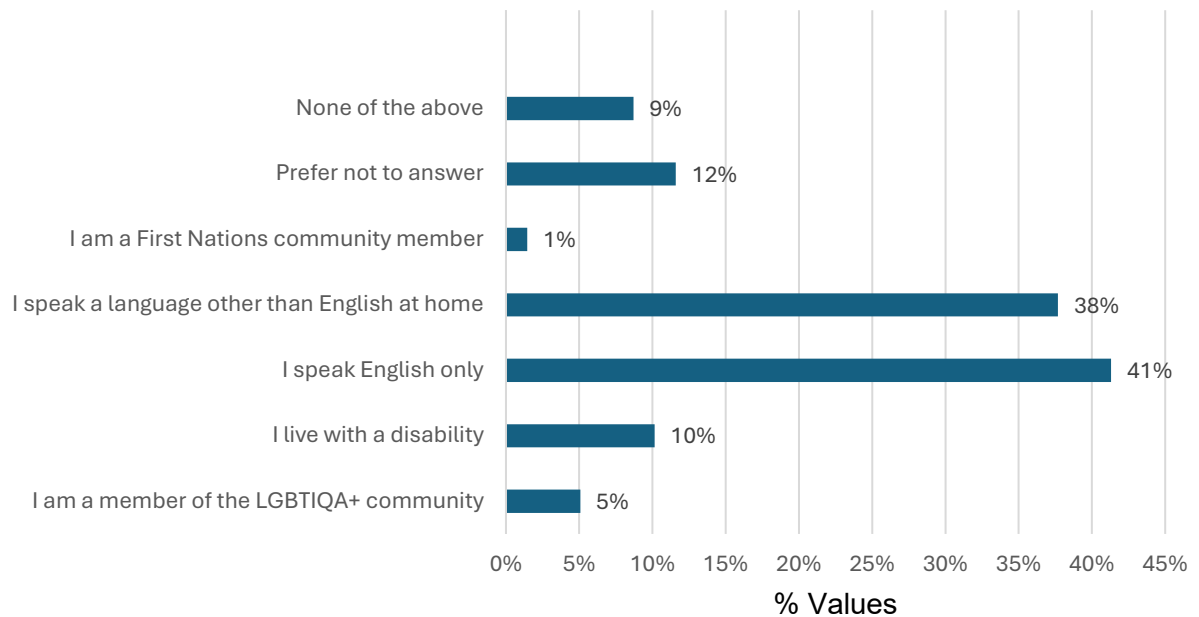
Q 14 What is your gender?



Q 15 What is your age?



Q 16 Please select the options that describe you.



Q17 What language(s) do you speak other than English? N = 52



Q18 and 19 related to joining the Participate Parramatta mailing list and entering the prize draw.

End of survey responses and themes analysis.

5.3. Email submission

No.	Submission
1	Dear Parramatta Council, I accept your invitation to contribute to a review of the CSP. I think Parramatta Council is doing pretty well. For example, while it is of pretty much no use to me personally, I understand that food in the waste stream has previously been a major source of problems, such as producing methane as it breaks down in landfills. So Council's new FOGO collection is a major improvement – well done! Here are some things that I think are important: * Continuing all that you are doing to keep Parramatta cool. (Well, really, not as hot as it would otherwise be.) * Reducing as much as possible our collective greenhouse gas emissions. (And not increasing them, for example by approving incinerators or coal-fired power plants.)

- * Requiring (or at least encouraging) buildings (particularly new ones) to be well built. For example, at least 7 stars (BASIX rating ?), for short buildings as well as tall ones.
- * Continuing the good work you are doing (over years, I think!) to clean up our various waterways.
- * Continuing the good work you are doing to avoid, where possible, damage from major floods.
- * Looking after Parramatta Park and other parks, natural areas, walk-ways, etc. (We've even got a couple of ecologically endangered areas to look after, don't we? For example, some type of special Ironbark something behind the Northmead Bowling Club – sorry, NBC?)
- * Continuing the good work you are doing in encouraging social interactions and festivals and entertainment and recognising First Nations culture.
- * Continuing to provide services to residents (and businesses, I guess) to deal with various problematic wastes. (I think I heard about a new permanent Recycling Centre or something like that, that's on the way – great!)
- * Disallowing buildings that are ridiculously tall. (Or wide – but I don't think that's a problem in practice.) I suggest an upper limit of, say, 8 storeys.
- * Treating your staff well.

[All the things I've forgotten go here.]

At the very bottom of the list:

- * Using rate-payers' money efficiently.

Yours faithfully,
[Name and address supplied]

5.4. Community response to the engagement activities

Engagement activities were staffed entirely by Council employees and the community expressed appreciation for the opportunity to speak to Council and have their say. Below is a slide from the Pop-up feedback which demonstrates this sentiment.

Positive & negative feedback re engagement activities

Lanes only

Activities are really interactive and engaging with people. This builds a relationship with the community. Well done

This is a lovely engagement. Brilliant activity

It's great to see such events and good to know City of Parramatta values our feedback

I like the theme -to build a future city like the theme -to build a future city

Awesome, expecting more activities

A great engagement activity. Makes you think.

Great to see council engaging with community during such a large social event

It's really entertaining, I have been here for almost 6 months and this is the first activities I attended. So, I would like to get involved more.

Really enjoyed it! Hope to see this event again

We should do more events like this for kids

Wards only

Very happy and glad that I got an opportunity to have this activity. Good luck!

nice to see

it's good to have a lot of events throughout the year at least in the weekends

Social responsibility to our most vulnerable. Transparency from Councillors and Council decisions. Communication and transparency in how money is spent eg partnerships. Environmental Sustainability. Keeping trees/habitat. Linking environmental sustainability to the built environment. Dense Park pool tender.

Great to see Parramatta Council out + about answering community questions - We do need improvement on cleaning street. Please clean bin exterior on all bins in Rawson Street + parks

Local members don't visit

We provide this feedback - don't understand why everything seems to take time

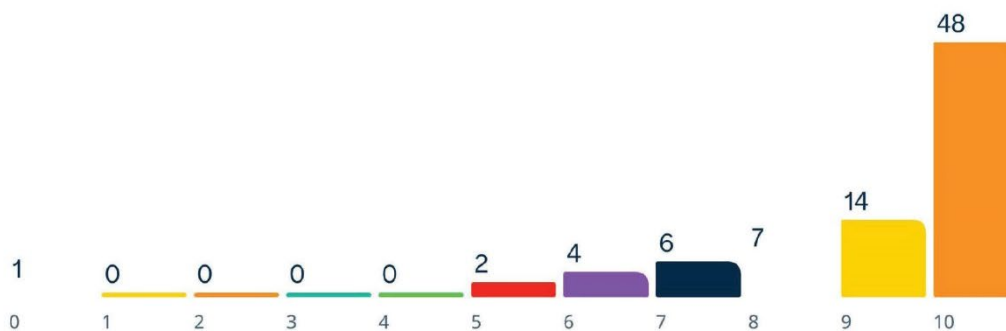
Verbatims extracted from Post Activity Feedback Form
BASE: (Total: n = 578 - Lanes n = 488 v Wards n = 90)

19

100 Forum participants also enjoyed the event and were appreciative with 74/77 finding it interesting.

Results – Forum Feedback

On a scale of 0-10 (where 0 is extremely unlikely and 10 is extremely likely) how likely are you to recommend one of these forums to your friends?



5.5. Engagement Objectives (Stage One)

1. Engage the community early and provide a genuine opportunity to share their vision and priorities prior to drafting of the new documents.
2. Use a variety of online and in-person tools to ensure the engagement is accessible and inclusive.
3. Assemble a representative group of residents (100 Forum) to provide feedback on priorities, service delivery and co-design of Council actions.
4. Report back to Council and the community on the findings and recommendations resulting from community participation to ensure the engagement is transparent.

Note: In late 2024 Council was finalising consultation on a Youth Engagement Framework; Homelessness Action Plan; and Socio-economic Inclusion Framework with data and reports available in early 2025. The First Nations Strategy was delivered in 2024, and the Disability Inclusion Action Plan is in effect until 2026. These consultations are also being referenced in drafting the draft Community Strategic Plan and strategies.

5.6. Engagement Design

Table 1 shows the three main engagement activities that will inform the new draft CSP, Delivery Program and strategies.

1. The Pop-ups allowed for outreach to the Wards and suburbs, engaging people who may not normally interact with Council.
2. The Parramatta 100 Forum brought together a representative group (externally recruited) to ensure involvement of the City of Parramatta's diverse population.
3. The online survey was promoted through advertising (in the rates notice and on social media) and through Council's e-newsletters. Demographics of these participants were also gathered to ensure the feedback was valid.

Table 1 Renewing the CSP engagement program

Turn up the Volume Spend \$100 Parramatta Lanes and Ward Pop-ups	Parramatta 100 Forum	Online community survey on Participate Parramatta
Aim: Gather data on priorities and involve the community in renewing the CSP goals, delivery program & strategies	Aim: Engage residents who are demographically representative, in identifying priorities and co-designing actions for the delivery program	Aim: Gather data on priorities and involve the community in renewing the CSP goals, delivery program & strategies
• In-person (voluntary) • Promoted on social media and Participate website • CBD and suburbs • Quantitative data	• In-person (recruited) • Centrally located near public transport (Parramatta Town Hall) • Qualitative data	• Online survey (voluntary) • Promoted on social media and Council channels • Translated (Simplified Chinese, Korean) • Quantitative & Qualitative
Participants: 1,171 (residents and visitors)	Participants: 96 residents	Participants: 141 surveys, 4 chats and 1 email contributions (residents and visitors)

Resources

Internal Resources (not including overtime)	External Resources
- Printing of posters, postcards - Digital screens in libraries - Social media advertising – organic and paid (translated) - Council e-newsletters - Council website - Participate Parramatta platform - Venue hire - Forum incentive \$100 pp - Pop-ups/survey incentive 5 x \$100	- Printing of rates insert - Recruitment of forum participants - Catering - Videography - Translations

5.7. Engagement Campaign Metrics

The opportunity to share feedback was presented on 138,773 occasions.

Rates Notice insert and QR code

An insert shown in Figure 1 promoting the pop-ups and linking to the Participate Parramatta page, was included in the City of Parramatta October 2024 rates notice mailout to 46,000 ratepayers. The QR code was scanned 811 times.



Figure 1 Rates insert

Social Media Campaign

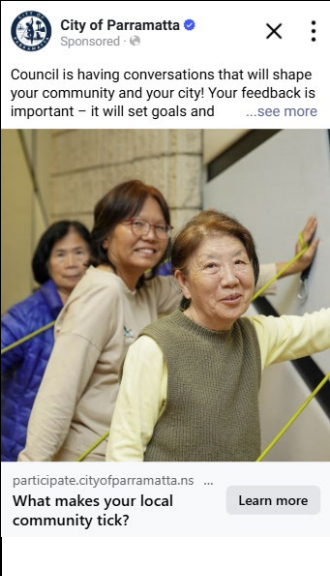
The social media campaign on Facebook and Instagram reached a combined audience of 41,034 resulting in 481 link clicks and 869 post engagements. Paid adverts focussed on promoting the online survey and prize draw.

Paid Advertisements:	Result	Benchmark
Spend	\$398.93	n/a
Reach	23,889	n/a
Impressions	49,296	n/a
Frequency (no. times ad seen p/p)	2.06	2-3
Link clicks	461	n/a
CPC (cost per click)	\$0.87	\$0.50-\$1
CTR (click through rate)	0.94%	More than 1%
Post engagements	506	n/a
Engagement rate (ER)	1.02%	More than 2%

Organic adverts focussed on inviting people to the upcoming pop-ups and promoting the online survey.

Organic Advertisements	Result	Benchmark
Number of Posts	12	n/a
Engagements	363	n/a
Reach	17,145	n/a
Impressions	18,147	
Link Clicks	20	n/a
Engagement Rate	2.1%	2-3%

Top performing ads:

		
264 link clicks, \$0.83 CPC	78 link clicks, \$0.89 CPC	27 link clicks, \$0.81 CPC

Insights, Comments & Recommendations

- The paid campaign achieved a CPC within the benchmark levels, however this was on the higher side. CTR fell just short of the 1%+ benchmark at 0.94%, and Engagement Rate was 1.02%, falling short of the 2%+ benchmark. Frequency was within benchmark.
- Women aged 65+ were the strongest performing demographic by far, accounting for 36% of all results. Women in general accounted for 71% of results, 27% from men.
- 65+ was the highest performing age range with 48% of results. Next highest was 55-64 age range, which saw 20% of results, followed by 45-54 with 10%.
- The organic portion of this campaign achieved an engagement rate within benchmarks at 2.1%
- We tried to leverage different kinds of engagement drivers for this campaign, including an infeed poll on Instagram. While this poll only attracted 6 votes, for future campaigns we can consider other options such as Instagram stories with sliders, polls and quizzes to promote engagement.
- In future campaigns we could consider testing copy with and without mentions of winning gift cards to establish if this kind of offer is impacting overall campaign performance.

Electronic Direct Notification (Council e-newsletters)

Channel	List	Open rate	Project clicks
Participate Parramatta 31 October 2024	18,517	40%	58

City News	31,902	38%	40
Community News	1,320	39%	58
TOTAL	51,739		

a. Participate Parramatta platform

The project page for **Renewing the Community Strategic Plan** was live on the Participate Parramatta website from 9am Wednesday 23 October to 5pm on Monday 16 December 2024 with a community chat board and survey.

Over 2000 people visited the project page during the campaign resulting in 141 surveys, 4 chat entries and one email contribution.

The community survey was also provided in Simplified Chinese and Korean. Below is a snapshot of visits and the response.

Project Page Events	
Views	4872
Unique visitors	2081
Total online contributions (141 surveys, 4 community chat entries)	145
Downloads	388

The downloaded documents include:

- What topics matter to you (Topic guide) - 213 views
- Prize draw terms and conditions 25 - 45 views
- Community Strategic Plan (CSP) 2018-2038 - 80 views
- City of Parramatta – 2021 Census profile - 50 views

All surveys were submitted in English. Zero (0) surveys were submitted in Simplified Chinese or Korean.

In future it is recommended to link directly from social media to translated surveys instead of the English landing page to fully understand the demand for translated engagement options.

Community chat

The community chat board received 4 entries, each with three words describing the ideal city of community. They were:

2. Locally-productive, civic-minded, climate-responsive
3. Social, congenial, congruent
4. Vibrant, sustainable, inspiring
5. Vibrant, engaging, walkable

a. Email

One email submission was received during the engagement.

The email praised Council for implementing FOGO, cleaning up the river and waterways and *"the good work you are doing to avoid, where possible, damage from major floods."*

The resident highlighted promoting energy efficient buildings, protecting ecologically fragile areas and building height as issues to address. This submission can be viewed in the Appendix.



Back

Renewing the Community Strategic Plan

Follow Project

Shape what matters in your local community!

The Community Strategic Plan defines our community's goals and aspirations. It is the cornerstone of Council's Delivery Program, Operational Plan and Resourcing Strategy, translating your vision into action and advocacy.

We would like to know:

- Do our **community goals** continue to represent who we are and where we are heading?
- What other goals are important?
- What should Council's **focus** be in the coming four years, and beyond?
- How can we make the City of Parramatta **a great place to live** now, as well as in the future?

Your language

Need an interpreter?
Please phone TIS on 131 450.

If you are deaf and/or find it hard hearing or speaking with people who use a phone, please contact the National Relay Service at relayservice.gov.au and provide them the City of Parramatta contact number, 1300 617 058.

Timeline



Screenshot of Participate Parramatta page. Link: <https://participate.cityofparramatta.nsw.gov.au/csp-2024>

| April 2025

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