



**CITY OF  
PARRAMATTA**

**Draft Delivery Program 2022-2026 and Operational  
Plan and Budget 2022/23, draft Fees & Charges  
2022/23, and draft Long-Term Financial Plan 2022-32**

**Engagement Evaluation**

**July 2022**

# CONTENTS

- 1. Introduction..... 2
- 2. Engagement Evaluation ..... 4
- 3. Feedback Summary ..... 8

# 1. Introduction

Public exhibition of the draft Delivery Program 2022-2026 and Operational Plan and Budget 2022/23 (DPOP), draft Fees and Charges 2022/23, and draft Long-Term Financial Plan 2022-32 (LTFP) formally commenced on Wednesday 25 May 2022 and concluded at 5pm on Wednesday 22 June 2022. The draft Plans were exhibited for a total of 28 days in line with legislation.

The community were given the opportunity to make submissions through the following methods:

- directly via email or post; or
- through a form on Council's online engagement portal, '[Participate Parramatta](#)'.

To assist with the accessibility of the engagement, the community were provided with a number of key documents and translations, including:

- DPOP summary information
- DPOP summary information – Arabic
- DPOP summary information – Simplified Chinese
- DPOP summary information – Korean
- DPOP summary information – Hindi
- Draft DPOP Parts 1 – 3: Services and Projects
- Draft DPOP Part 4: Financial Information (Budget)
- Draft DPOP Part 5: Fees & Charges 2022/23
- Key changes to Fees and Charges in 2022
- Proposed Fees and Charges for the new Parramatta aquatic facility
- Summary of Grants, Sponsorships and Donations 2022
- Draft Long-Term Financial Plan 2022-32

The community were also given an outline of the different plans and components on exhibition, a visual representation of the spending allocated to Council services as outlined in the draft Budget for 2022/23, and answers to several frequently asked questions.

### Downloads of documents

A total of 12 documents were listed on the page under the resources section. These documents were downloaded a total of 441 times over the course of the exhibition period.

For a breakdown of the document downloads, see Table 1.

**Table 1: Download of documents**

Document Name	Number of downloads
Draft DPOP Parts 1 – 3: Services and Projects	120
DPOP summary information	78
Draft DPOP Part 5: Fees & Charges 2022/23	70
Draft DPOP Part 4: Financial Information (Budget)	51
Key changes to Fees and Charges in 2022	36
Proposed Fees and Charges for the new Parramatta aquatic facility	35
Draft Long-Term Financial Plan 2022-32	23
Summary of Grants, Sponsorships and Donations 2022	14
DPOP summary information – Simplified Chinese	6
DPOP summary information – Hindi	5
DPOP summary information – Arabic	3
DPOP summary information – Korean	0
<b>TOTAL</b>	<b>441</b>

## 2. Engagement Evaluation

This section provides a summary of the communications and engagement channels undertaken between Wednesday 25 May 2022 and Wednesday 22 June 2022 to encourage community feedback.

Numerous channels were engaged to reach as many community members as possible, and direct them to the project page on the 'Participate Parramatta' webpage to provide feedback.

Overall, **approximately 149,879 people** saw the opportunity to share feedback based on the data captured from the following communications and engagement channels.

### Participate Parramatta

The Draft Deliver Program 2022-26, Operational Plan & Budget 2022/23 project page on Participate Parramatta viewed 1,452 times by 1,046 unique visitors over the public exhibition period. This resulted in the page being viewed a total of 19 hours and 58 minutes during the exhibition period.

The top three sources of referral traffic through which visitors found the site were:

- social media (57%)
- directly via a link (34%)
- search engine (5%)

This resulted in a total of **13 submissions** were received at the time this report was written:

- 9 submissions were received via the online submission form on the Participate Parramatta project page
- 4 submissions were received directly by the project team via email or mail

Approximately 1% of visits resulted in a submission being made. It should be noted that while this may seem small in isolation, looking at this statistic in tandem with the other conversion rates where 24% of visits lasted at least 1 active minute and 14% of visits where at least 2 actions were performed, it indicates the visitors were overall satisfied with the information provided.

## Social Media

The project was promoted across Council's social media channels through both paid advertisements campaigns and organic posts.

An approximate 57,318 people were reached across Council's main social media accounts and the Participate Parramatta social media account.

- City of Parramatta Facebook – 41,516 followers
- City of Parramatta Twitter - 8,857 followers
- Participate Parramatta Facebook – 6,945 followers

The following results were achieved via Council's main social media channels.

Paid advertisements		
Metric	Campaign Result	Benchmark
Spend	\$499.17	n/a
Reach	36,201	n/a
Impressions	86,097	n/a
Frequency (no. times ad seen p/p)	2.38	2-3
Link clicks	582	n/a
CPC (cost per click)	\$0.86	\$0.50-\$1
CTR (click through rate)	0.68%	More than 1%
Post engagements	640	n/a
Engagement rate (ER)	0.74%	More than 2%

The following results were achieved via Participate Parramatta’s social media channels.

Organic posts	
Reach	73
Engagement	3
Link clicks	0



In line with other projects of a similar nature, the paid social media campaign underperformed in comparison to Council’s other campaigns. The frequency fell within the target range indicating the allocated spend was appropriate for the campaign length and audience. The engagement rate and click through rate fell below the benchmark indicate low appetite from the community to engage with the project, though this is common in projects of this nature. This presents an opportunity in future to develop more creative and engaging social media campaigns.

### EDMs

The feedback opportunity and the broader project was promoted through the following EDMs:

- The June edition of ePulse which went out to approximately 55,000 people.
- The Community Connective EDM which went out to 1,360 subscribers.

### Parra News

The project was also promoted via Parra News (the local Parramatta newspaper) during the exhibition period on Tuesday 7 June 2022.

### **Direct sharing**

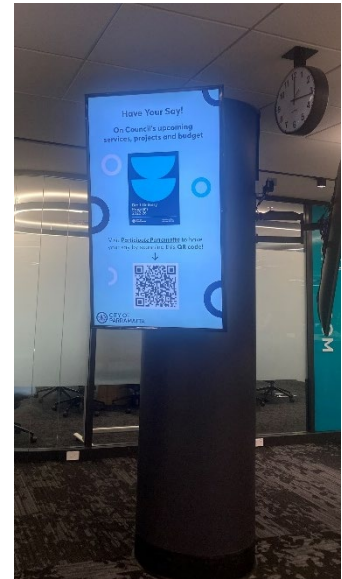
Fee changes were shared directly with regular customers, including letters and emails to community care recipients, and 596 parents at early learning centres.

### **Physical copies**

All parts of the documents were available in libraries, Council aquatic centres, early learning centres and customer service centres.

### **Library Monitors**

The Participate Parramatta page was also promoted on monitors in council libraries throughout the exhibition period.





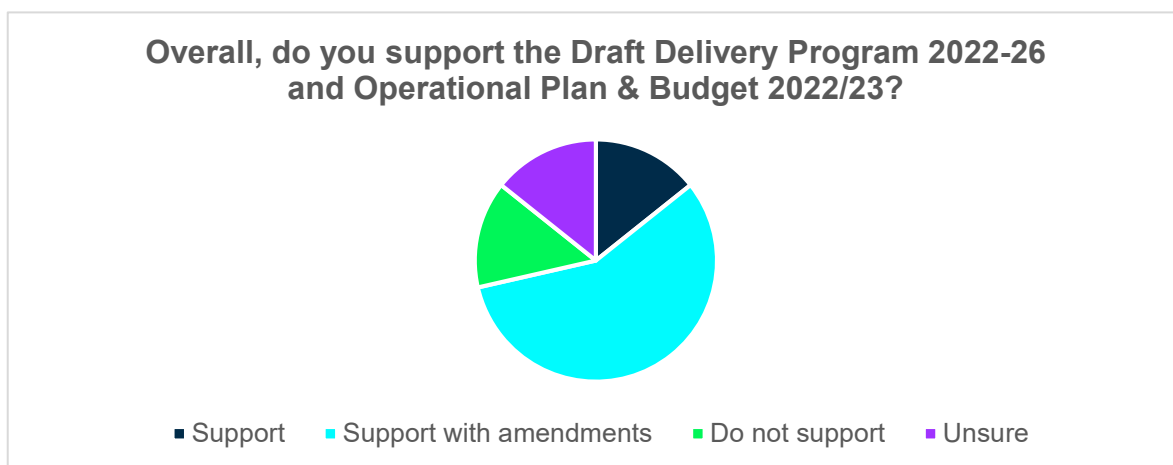
### 3. Feedback Summary

The following section details the results of the online submissions from Participate Parramatta as well as written submissions via email. Furthermore, related submissions from the Community Strategic Plan (CSP) have been added as additional feedback.

#### Online Survey Submissions

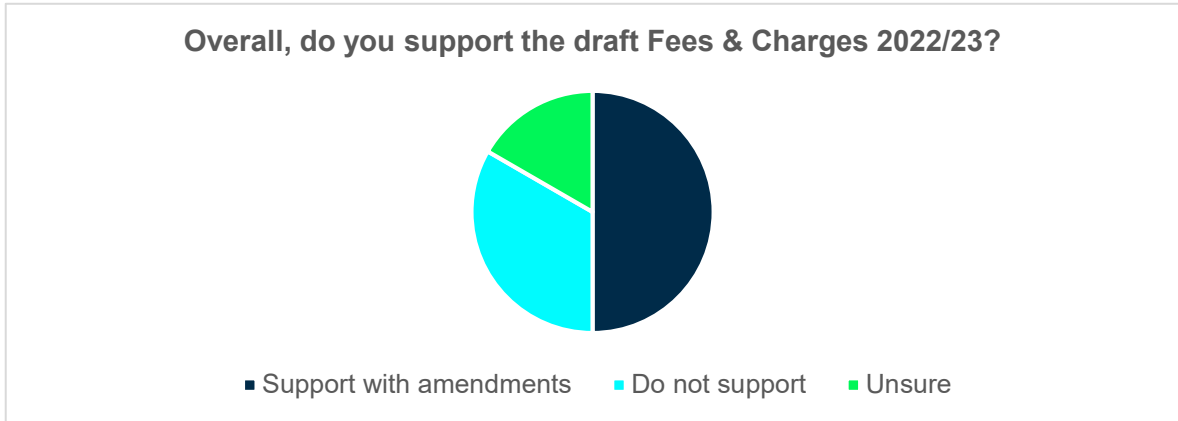
From the 9 submissions through the Participate Parramatta survey 7 respondents provided feedback on the DPOP parts 1 to 4:

- 1 supported the DPOP
- 4 supported with amendments
- 1 did not support the DPOP
- 1 was unsure regarding the DPOP



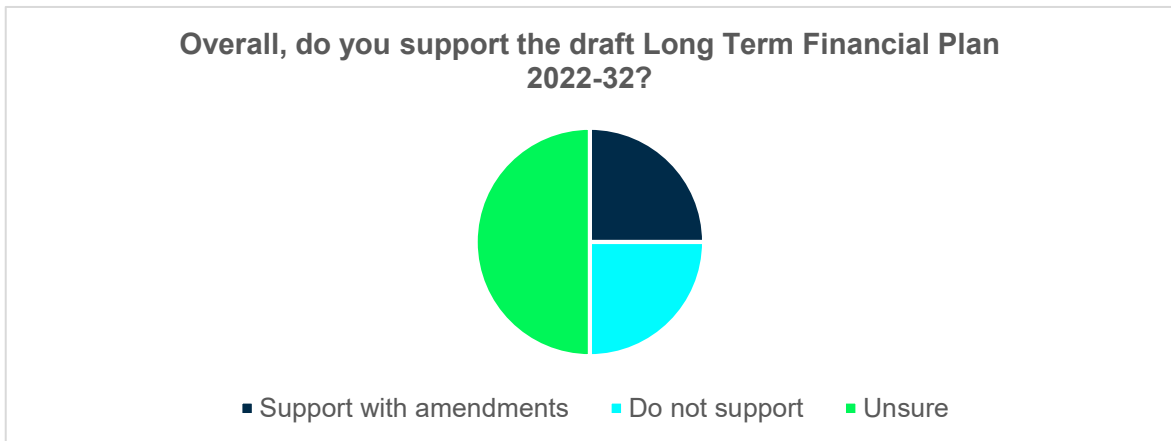
6 respondents chose to comment on the draft Fees and Charges with a breakdown of:

- 3 supporting with amendments
- 2 did not support the draft Fees and Charges
- 1 was unsure regarding the draft Fees and Charges



4 respondents chose to comment on the draft LTFP with a breakdown of:

- 1 supporting with amendments
- 1 did not support the draft LTFP
- 2 were unsure regarding the draft LTFP



### Written Submissions

Of the 4 written submissions, 3 were submitted by residents of the City and 1 was submitted by the Social Canvas.

## Summary of submission themes

A summary of themes across all submissions has been detailed below.

Submission themes	Response/Changes proposed
3 calling for greater funding/focus on sustainability/environment	Comments have been noted.
3 calling for greater funding/focus on Wentworth Point precinct (roads and open space)	Comments have been noted.
2 not supportive of proposed new Parramatta aquatic and leisure centre fees citing issues including: <ul style="list-style-type: none"> <li>• Unaffordability compared to other local centres (e.g. Sydney Olympic Park)</li> <li>• Recommended discounts for CoP residents</li> <li>• Insufficient free parking</li> </ul>	In response to community feedback, changes are proposed to reduce some fees at the new centre, including updated family entry fees and increased discounts for some multi-visit passes.
1 not supportive of childcare fee increases with increased cost of living pressures	Comments have been noted.
1 from North Rocks-Carlingford Senior Citizens Club, calling for retained permeant hire status and hiring related concerns, continuation of special rates and inclusion in future discussions regarding changes to the building	Comments have been noted.
1 calling for greater resourcing for First Nations initiatives and levy on property owners to fund these	Comments have been noted.
1 seeking further information about Parra Town Hall renovation, calling for preservation of wooden floored halls/pianos	Comments have been noted.
1 recommending we shift focus from more parking to better active/public transport to reduce congestion	Comments have been noted.

## Related feedback from Community Strategic Plan (CSP) engagement

A number of responses were received via Council's recent public exhibition of the Community Strategic Plan, which related more specifically to Council's delivery (which is detailed via the DPOP) rather than the CSP. Due to the nature of the CSP being strategic rather than operational, this feedback could not be utilised well in accordance with the CSP. The feedback has since been considered in reference to the DPOP.

Submission themes	Response/Changes proposed
Key infrastructure needs to be prioritised to benefit active movement across the city, rejuvenation of places while supporting green spaces and social infrastructure	Comments have been noted.
Recommendation to better balance green space and social infrastructure with developments in the City	Comments have been noted.
Increase on community events to increase attraction from talent and visitors outside of the LGA	Comments have been noted.
Recommendation for increased fair employment and volunteering	Comments have been noted.
Recommendation for Council to lead initiatives in green energy production and electric vehicle infrastructure	Comments have been noted
Recommendation for shade to be implemented in greater priority across the city	Comments have been noted.
Concerns of traffic congestion in specific locations in our City (Epping and Parramatta CBD)	Comments have been noted.
Recommendation for Council to work closer with partners in developing an accessible city	Comments have been noted