

# NOTICE OF COUNCIL MEETING

## PUBLIC SUPPLEMENTARY AGENDA

### - B

An Ordinary Meeting of City of Parramatta Council will be held in the Cloister Function Rooms, St Patrick's Cathedral, 1 Marist Place, Parramatta on Monday, 26 September 2022 at 6:30pm.

Brett Newman  
CHIEF EXECUTIVE OFFICER

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**MINUTE OF THE LORD MAYOR**

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<b>ITEM NUMBER</b>	8.1
<b>SUBJECT</b>	Retaining the former Marsden High School site for education purposes
<b>REFERENCE</b>	F2022/00105 - D08703132
<b>REPORT OF</b>	Lord Mayor, Councillor Donna Davis

**CSP THEME:       THRIVING**

**WORKSHOP/BRIEFING DATE:** 16 August 2022

**PURPOSE:**

The purpose of this Lord Mayor Minute is to advocate for the retention of the former Marsden High School site (22 Winbourne Street, West Ryde) for education purposes

**RECOMMENDATION:**

- (a) **That** Council note the City of Parramatta's submission (**Attachment 1**) to the City of Ryde opposing a Planning Proposal that seeks to rezone the former Marsden High School site (22 Winbourne Street, West Ryde) for public recreation;
- (b) **That** Council note that the site is located 700m north of the Melrose Park precinct, an identified growth area, which will increase demand for education facilities;
- (c) **That** the Lord Mayor write to the New South Wales Minister for Education raising concerns about the loss of land able to be used for educational purposes around the Melrose Park precinct and seeking more information about the Government's strategy to address the future undersupply of student places at primary and secondary schools within the Melrose Park catchment.
- (d) **Further, that** the Lord Mayor write to the Shadow Minister for Education to advocate for the retention of the former Marsden High School site for education purposes.

**BACKGROUND**

- 1. The NSW Department of Education (DoE) has lodged a Planning Proposal with the City of Ryde seeking to amend the Ryde Local Environmental Plan (Ryde LEP) 2014 for land (known as Marsden High School) at 22 Winbourne Street, West Ryde. The Proposal seeks to rezone the land from SP2 (Educational Establishment) to Part RE1 Public Recreation and Part C2 Environmental Conservation under the Ryde LEP 2014.
- 2. The site was formerly Marsden High School which has been relocated to the Meadowbank Education and Employment Precinct. It is proposed that the zoning be changed to allow the site to be used for public recreation (32 outdoor and 4 indoor netball courts) to help address the significant community need for formal active recreation spaces.

3. The site is located approximately 6km east of the Parramatta CBD in West Ryde, within the City of Ryde Local Government Area (LGA). It is approximately 700m north of the Melrose Park Precinct, which is currently transitioning from industrial uses to mixed use, including high density residential that could potentially accommodate over 20,000 new residents once fully redeveloped.
4. As part of the urban renewal of Melrose Park, Council has been engaging extensively with the DoE and School Infrastructure NSW (SINSW) to ensure educational needs are met for the incoming population. DoE/SINSW have advised that to meet the demand generated by the proposed population increase, a new primary school and new secondary school are required either within, or close to, the Melrose Park precinct, in addition to the existing Melrose Park Public School located in the southern part of the precinct.
5. Council's submission (lodged on 08 September 2022) objects to the Proposal on a number of grounds, including:
  - Land for the purposes of educational establishment is an identified need within the area;
  - The DoE has identified that existing primary and secondary schools within the catchment will be at capacity, or exceeding capacity, by 2025;
  - There is identified growth within the catchment that will place a greater demand on existing schools;
  - DoE has not identified a replacement site for an additional secondary school despite awareness of the anticipated population growth in the catchment; and
  - There are existing netball facilities at Meadowbank.
6. The Planning Proposal was on public exhibition until 19 September.
7. This Minute proposes that the Lord Mayor write to the NSW Minister and Shadow Minister for Education to raise concerns about the loss of land able to be used for educational purposes around the Melrose Park precinct. More information about the Government's strategy to address the future undersupply of student places at primary and secondary schools within the catchment should also be requested.

## **FINANCIAL IMPLICATION FOR COUNCIL**

8. There are no new financial implications for Council as a result of this Lord Mayor Minute.

**Lord Mayor, Councillor Donna Davis**

## **ATTACHMENTS:**

1   Attachment 1 - City of Parramatta Submission 2 Pages

## **REFERENCE MATERIAL**



General Manager  
City of Ryde  
Locked Bag 2069  
North Ryde NSW 1670

Via email: [cityofryde@ryde.nsw.gov.au](mailto:cityofryde@ryde.nsw.gov.au)

<b>Your Reference</b>	LEP2021/1/8
<b>Our Reference</b>	F2004/07078
<b>Contact</b>	Amberley Moore
<b>Telephone</b>	02 9806 5115
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8 September 2022

Dear Sir/Madam

**Re: Planning Proposal – 22 Winbourne Street, West Ryde - Reference LEP2021/1/8**

Thank you for the opportunity to comment on the Planning Proposal for land at 22 Winbourne Street, West Ryde, known as the former Marsden High School site, and for granting an extension for the City of Parramatta Council (Council) submission to be made. This submission outlines Council officer concerns with the proposal that should be taken into account as part of the detailed planning assessment process.

Council officers recognise that land available for recreational facilities is in high demand throughout Sydney and that it is important to ensure that local and regional needs are serviced. However, in this instance, the need to retain land zoned for educational uses is considered an equal, if not greater priority. Therefore, Council officers do not support the proposed rezoning of the site from SP2 Infrastructure (Educational Establishment) to part RE1 Public Recreation. No concerns are raised in relation to rezoning part of the site to C2 Environmental Conservation. Justification for Council officers' position is summarised below:

- Land for the purposes of educational establishments is an identified need within the area.
- The Department of Education (DoE) has identified that existing primary and secondary schools within the catchment will be at capacity, or exceeding capacity, by 2025.
- There is identified growth within the catchment that will place a greater demand on existing schools.
- DoE has not identified a replacement site for an additional secondary school despite awareness of the anticipated population growth within the catchment.
- There are existing netball facilities at Meadowbank.

#### Context

Council is currently in the process of facilitating the urban renewal of the 50ha Melrose Park Precinct, located less than 1 kilometre south of the subject site. This has been occurring since late 2016 and is ongoing. Redevelopment of the precinct has the potential to yield up to 11,000 new dwellings in the form of high density residential living, in addition to retail/commercial and public open space uses, and a new primary school site.

As part of this process, Council has been engaging extensively with the DoE and School Infrastructure NSW (SINSW) to ensure educational needs are met for the incoming population. DoE/SINSW have advised that to meet the demand generated by the proposed population increase, a new primary school and new secondary school are required either within, or close to, the Melrose Park precinct, in addition to the existing Melrose Park Public School located in the southern part of the precinct. A new primary school site is being provided in the northern part of the precinct on the corner of Hope Street and Wharf Road that will have a capacity for 1,000 students. It will also be supported by a playing field and other small-scale recreational facilities on-site.

#### Contact us:

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@cityofparramatta | PO Box 32, Parramatta, NSW 2124  
ABN 49 907 174 773 | [cityofparramatta.nsw.gov.au](http://cityofparramatta.nsw.gov.au)



Despite ongoing discussions and concerns raised by Council with DoE/SINSW, no location has been confirmed for a secondary school.

A submission was made by SINSW during the public exhibition of the Melrose Park North Planning Proposal in 2021, which stated that **current projections for the Melrose Park Public School and Marsden High School intake areas are anticipated to be at, or exceeding, their enrolment capacity by 2025. This projection does not consider the anticipated population increase proposed as part of the Planning Proposal.** Subsequently, Council officers do not see the logic or justification for decreasing the amount of land available for educational purposes in the catchment given the anticipated future demand on existing schools, even without the redevelopment of the Melrose Park Precinct.

From the time the relocation of Marsden High School and proposed conversion of the site to a netball facility was announced, Council has repeatedly raised concerns with DoE/SINSW regarding the loss of land able to be used for educational purposes. This site is considered essential to ensuring that secondary school needs are met for the catchment. In addition, a netball facility currently exists in nearby Meadowbank. Council officers question the reasoning for not upgrading this site instead, to ensure the Marsden High School site can be retained for educational purposes.

Council officers acknowledge that it is not the responsibility of Ryde Council to ensure that the education needs are met for the incoming population of Melrose Park; however, a better understanding of SINSW's intentions for providing an alternative secondary school site to service this catchment is sought should the former Marsden High School site no longer be available for educational uses.

In conclusion, Council officers do not support the proposed rezoning of the former Marsden High School site to no longer enable it to be used for educational purposes. Further detail should be sought from DoE/SINSW regarding the strategy they have in place to address the future undersupply of student places at primary and secondary schools within the catchment.

Please contact Amberley Moore, Senior Project Officer Major Projects and Precincts at [amoore@cityofparramatta.nsw.gov.au](mailto:amoore@cityofparramatta.nsw.gov.au) or on 9806 5115 should you wish to discuss this submission.

Regards

A handwritten signature in dark ink, appearing to read "Jennifer Concato".

Jennifer Concato  
Executive Director City Planning & Design

**MINUTE OF THE LORD MAYOR**

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<b>ITEM NUMBER</b>	8.2
<b>SUBJECT</b>	Congratulations to Parramatta Eels NRL and NRLW Grand Finalists
<b>REFERENCE</b>	F2022/00105 - D08703421
<b>REPORT OF</b>	Lord Mayor, Councillor Donna Davis

**CSP THEME:** Thriving

**WORKSHOP/BRIEFING DATE:** Nil

**PURPOSE:**

The purpose of this Lord Mayor Minute is to Congratulate the Parramatta Eels National Rugby League (NRL) and NRL Women's (NRLW) teams for advancing to the Grand Finals this weekend.

**RECOMMENDATION:**

- (a) **That** Council congratulate the Parramatta Eels National Rugby League (NRL) and Women's NRL (WNRL) teams for progressing to the Grand Final on Sunday 2 October and wish them luck;
- (b) **That** Council note the activations planned across the LGA to celebrate both teams advancing to the Grand Final are detailed in a Staff Report;
- (c) **That** Council write to the Chief Executive of the NRL, Andrew Abdo, to advocate for more NRL activities in the lead up the Grand Final to be held in Western Sydney; and
- (d) **Further, that** Council note the Lord Mayor has challenged the Mayor of Penrith and the Lord Mayor of the City of Newcastle to wear the winning NRL team's jersey in Council Chambers following the NRL and NRLW matches.

**BACKGROUND**

1. The Parramatta Eels NRL team have advanced to the Grand Final, having defeated the North Queensland Cowboys 20-24 in the Semi-Final on Friday 23 September. The Eels will play the Penrith Panthers on Sunday 2 October at Accor Stadium. A win for the Eels would end their 36-year premiership drought and restore glory to Parramatta in the 'battle for the west'.
2. The Parramatta Eels NRLW team have also advanced to the Grand Final, defeating the premiership favourites, the Roosters, 24-10 in the Semi-Final. The Eels will play the Newcastle Knights in the Grand Final, on 2 October. This is an outstanding achievement for the Eels, in just their second NRLW season.
3. Council is running a range of activations across the city to celebrate the Eels achievements. Details of these activations, which include decorations, lighting, banners and shopfront activation, as well as plans for live sites and a potential street parade are in a Staff Report.

4. The NRL has announced a week of activity in the lead up to the Grand Final, including a three-day Fan Fest at Sydney's Martin Place. This Minute proposes the Lord Mayor write to the CEO of the NRL, Andrew Abdo, advocating for more NRL festivities to be held in Western Sydney, where so many NRL fans live and the two grand final teams are located.
5. The 'battle for the west' will see Parramatta take on fierce rivals, the Penrith Panthers, in the men's NRL final. The Lord Mayor has challenged the Mayor of Penrith, Tricia Hitchen, to wear the winning NRL jersey in Council Chambers following the match. The Lord Mayor has also challenged the Lord Mayor of the City of Newcastle, Nuatali Nelmes, proposing that the losing team's Mayor wear the jersey of the winner in the next Council meeting following the Grand Final matches.

#### **FINANCIAL IMPLICATION FOR COUNCIL**

6. There are no new financial implications for Council as a result of this Lord Mayor Minute.

**Lord Mayor, Councillor Donna Davis**

#### **ATTACHMENTS:**

There are no attachments for this report.

#### **REFERENCE MATERIAL**



**PUBLIC FORUM**

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<b>ITEM NUMBER</b>	9.1
<b>SUBJECT</b>	PUBLIC FORUM 1: Rescission Motion Item 11.1 - Item 13.4 - Proposed Homebush Bay West Development Control Plan Amendment and draft Planning Agreement for Block H, Precinct B, 16 Burroway Road and part 5 Footbridge Boulevard, Wentworth Point
<b>REFERENCE FROM</b>	F2022/00105 - D08700098 Matt Weller

Councillors,

I am demanding with urgency and desperation that Council vote in favour of the rescission motion 11.1 raised by Clr Prociv, Darley & Bradley.

I am seeking for all councillors to correct the mistake that led to the 'Noack amendment' which was passed at the last council meeting. I'm asking for you to look at the evidence before you and acknowledge that *"The Applicant's revised scheme (Attachment 7 - 45 storeys & 85000sqm GFA) remains largely the same as the exhibited DCP amendment."* Therefore, there is no reason for further assessment of the revised scheme to enable it's proposal for another public exhibition.

No revised scheme from the developer can address objections against height and density, so it honestly baffles me why some councillors voted the way they did.

The community responded with 763 submissions and **64% opposed**. This is an overwhelming majority which spoke loudly and clearly. **NO OVER DEVELOPMENT**.

What was tabled in the 'Noack Amendment', is leaving the door open for the developer to come back with the same proposal on the Block H site. This is **NOT** what the community wants. I request the councillors to demonstrate any evidence that what was resolved at the last meeting, was the will of the community.

No one or two single residents should get to decide on behalf of the whole community and pass it off as the 'communities will', residents already provided feedback during public exhibition and the outcome should be respected.

Cr Noack who proposed the amendment suggested that he had consulted with residents and received the community's approval. I would like to challenge this misconception with some facts of my own.

WPRAG was referred to as endorsing the Noack Amendment, this is wrong and is a total lie. I am a convenor and am confirming as such.

A new poll has been conducted online which support the results of the exhibition. Out of 102 votes, 91% voted for the current DCP Controls to remain unchanged and are not concerned with any VPA. **(up to 25 storeys / 29,743sqm GFA, Park size 10,973sqm & No VPA)**

It's been alleged by the Councillor that the community now supports over development so a shiny new VPA can be exchanged for the Landcom site. This is

totally false.

Block H is NOT a bargaining chip for the Landcom site. Residents DO NOT approve of this!

In conclusion, Please SUPPORT the rescission motion & SUPPORT the current DCP controls to be left in place unchanged.

If the developer wishes to re-submit a new proposal in the future, it must be something realistic where the community has a real chance of accepting it.

Please do not disenfranchise the Wentworth Point community from participating in the political and submission process. I implore all Councillors to fix this mistake. Vote on the side of the people, prove to them that their voice DOES matter. It is your solemn duty and most critical responsibility as elected officials to protect the ideals of fairness of democracy.

If the rescission motion fails and the Noack Amendment is allowed to stand, this will send a very sad message to the community that democracy does not exist. The community will need to live with the consequences of your decisions forever so please consider your votes carefully and with respect to the community.

The Noack Amendment was a dagger to the hearts of the residents of Wentworth Point, please remove it and allow us to heal.

Thank you.

## **STAFF RESPONSE**

No staff response provided.

## **ATTACHMENTS:**

There are no attachments for this report.

**PUBLIC FORUM**

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<b>ITEM NUMBER</b>	9.2
<b>SUBJECT</b>	PUBLIC FORUM 2: Rescission Motion Item 11.1 - Item 13.4 - Proposed Homebush Bay West Development Control Plan Amendment and draft Planning Agreement for Block H, Precinct B, 16 Burroway Road and part 5 Footbridge Boulevard, Wentworth Point
<b>REFERENCE</b>	F2022/00105 - D08700099
<b>FROM</b>	Edward Lin

Dear Lord Mayor, Dear Councillors,

I don't have pretty words or advanced lexical resources because I am just one of the ordinary residents of the community, and I think that's why I am a great example of how the community is feeling atm. Councillors, the community can't accept similar schemes and proposals being pushed to the community over and over again until the chamber gets the result they want, this is abusing the power and being disrespectful to the community. As you all know that councillors are not born to be councillors, it's because the people approve their rights to legally represent them by voting, so councillors need to respect the public opinions.

Let's look at this motion from another perspective. If you look closely, you will notice that the Motion Cllr Noack moved has logical conflicts within itself, it's not even logically consistent. How can you recognise the outcome of the last public exhibition and propose the revised scheme at the same time? I know someone may argue that "Oh for this revised scheme although the GFA is the same, look, the revised scheme has 5 storeys of difference here, I am a genius, they are theoretically different things. Let's make the developer great again!" Seriously, are you kidding me? 50+40, 45+45, all add up to 90 storeys. They are the same thing.

Do you know why it reads so wrong? It's missing logical conjunction. It should be although we note the outcome of the result, we still want to promote this revised scheme even if they are identical. That makes more sense now, right? But that's just implying public opinions are just useless, and if this is the case, why should we trust the public exhibition of the revised scheme(if it ever happened) can really do sth if it means nothing this time? This is a textbook failure that the community wants apples, but some councillors keep promoting chips and pizzas to us and are never willing to give us apples.

Councillors, I have a question for you. If the developer doesn't respect our rights; if our council won't protect our rights, and if the system can't protect our rights, what should we do?

As you can see, our community is nice and friendly. So far, we only have peaceful protests, the reason why we are doing so is that we respect everyone's dignity, and we prefer resolving issues with communication over violence, but that doesn't mean we are weak, or our voices should be neglected.

Tonight, we are standing here like warriors, to protect our rights, our rights given by laws and constitution that the community voices should be given full respect.

**STAFF RESPONSE**

No staff response provided.

**ATTACHMENTS:**

There are no attachments for this report.

**PUBLIC FORUM**

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<b>ITEM NUMBER</b>	9.3
<b>SUBJECT</b>	PUBLIC FORUM 3: Rescission Motion Item 11.1 - Item 13.4 - Proposed Homebush Bay West Development Control Plan Amendment and draft Planning Agreement for Block H, Precinct B, 16 Burroway Road and part 5 Footbridge Boulevard, Wentworth Point
<b>REFERENCE FROM</b>	F2022/00105 - D08700100 Flora Sescie

Dear Councilors,

I'm here to express my **SUPPORT** for the rescission motion item 11.1.

I **OPPOSE** the amended motion that was carried at council's meeting on 12th September. This amendment was not consulted with the community and does not have the residents' support. I **OPPOSE** this amendment and request that council rescind this amended motion tonight.

I also **OPPOSE** the proposed DCP for block H which has 50 story and 85000 GFA

I also wish to register my **SUPPORT** for Block H to remain at 25 storeys and less than 30,000sqm GFA (Gross Floor Area)

My name is Flora and I have moved to WWP with my family for more than 3 years. It was such a wonderful community until we first found out about the 50-storey proposal and we couldn't believe it was possible. Luckily, we received notification about the public exhibition results and were very happy to see that 64% of residents feel the same as us that we don't want any overdevelopment.

The community had clearly expressed their attitude of opposing to any extra height and density, and the DCP for Block H remains at 25 storeys and less than 30,000sqm GFA. We don't understand why the last council meeting decided the way it did. Council officers should have rejected the 50 storey proposal. We don't want any 'revised plan' from the developer, we just want to keep the current DCP. Councilors should never make a decision that's totally against the people's feedback and recommendations of other council officers.

Although WWP is a great community, it still faces a lot of problems, crowded traffic on Hill Road, not enough of public facilities, lack of open spaces for kids and etc, and all of the problems are caused by a single key element – High density population.

The amended motion has to be rescinded and withdrawn.

I supported Cr Noack because his election promise clearly stated that he's against overdevelopment, but if this amended motion stays then people from WWP will lose their trust in council again. Now I urge you to please listen to the community and to remain at 25 storeys and less than 30,000sqm GFA (Gross Floor Area)

**STAFF RESPONSE**

No staff response provided.

**ATTACHMENTS:**

There are no attachments for this report.

**PUBLIC FORUM**

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<b>ITEM NUMBER</b>	9.4
<b>SUBJECT</b>	PUBLIC FORUM 4: Rescission Motion Item 11.1 - Item 13.4 - Proposed Homebush Bay West Development Control Plan Amendment and draft Planning Agreement for Block H, Precinct B, 16 Burroway Road and part 5 Footbridge Boulevard, Wentworth Point
<b>REFERENCE FROM</b>	F2022/00105 - D08700101 Yuna Tang (Yunnan)

I am writing to express my SUPPORT for the rescission motion item 11.1 at council's meeting on 26th September 2022. (Subject: 13.4 Proposed Homebush Bay West Development Control Plan Amendment and draft Planning Agreement for Block H, Precinct B, 16 Burroway Road and part 5 Footbridge Boulevard, Wentworth Point.) .

I OPPOSE the amended motion that was carried at council's meeting on 12th September. This amendment was not consulted with the community and does not have the residents' support. I OPPOSE this amendment and request that council rescind this amended motion tonight.

I also wish to register my SUPPORT for Block H to remain at 25 storeys and less than 30,000sqm GFA (Gross Floor Area)

Below are my reasons:

- Our community went through public exhibition for Block H in 2020 and the results are overwhelmingly clear with 64% opposed out of 763 submissions. The top three reasons for objection was Height, Density and Traffic.
- We don't understand why the last council meeting decided the way it did.
- Council officers also rejected the 50 storey proposal.
- As a resident living in Wentworth points for many years and having my family all moved here, we would like more open spaces, better traffic conditions and less high-rise buildings. Currently, there is only one way in/out to Wentworth point through hill road and the traffic jam during peak hours is horrible for the residents that have to use it daily.
- Also, I am concerned about the infrastructure around here, there are not enough facilities to support more high-rise buildings.
- We don't want any 'revised plan' from the developer, we just want to keep the current DCP

The community has already voted against the proposed amendments in 2020, the outcomes of the exhibition should be respected by all Councillors, especially our Ward Councillors who we have voted for to represent residents. This community does not need another exhibition for the developer's 'revised scheme' because it is "largely the same as the exhibited DCP amendment."

In summary, I am sincerely asking Council to reconsider its decision to carry the

amended motion for Block H and request that this amended motion be rescinded at the next council meeting.

You have asked what we think, we have told you what we think via the exhibition, now please listen to the community and respect the outcome.

**STAFF RESPONSE**

No staff response provided.

**ATTACHMENTS:**

There are no attachments for this report.



**PUBLIC FORUM**

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<b>ITEM NUMBER</b>	9.5
<b>SUBJECT</b>	PUBLIC FORUM 5: Rescission Motion Item 11.1 - Item 13.4 - Proposed Homebush Bay West Development Control Plan Amendment and draft Planning Agreement for Block H, Precinct B, 16 Burroway Road and part 5 Footbridge Boulevard, Wentworth Point
<b>REFERENCE FROM</b>	F2022/00105 - D08702510 James Cowie

I am a Wentworth Point community leader, chair of the oldest community group on the Wentworth Point Peninsula, an active member of the community, a grandparent, and a successful and respected business person.

I am semi-retired and have seen a lot in my years. I realise by speaking at this meeting I will become a target for further on- line attacks, bullying, harassment and vilification.

My wife and I were both subjected to this when I worked with a number of community groups, to set up the Wentworth Point Peninsular Town Teams Inc a little over a year ago.

I watched the replay on last Monday's council meeting, and was disappointed that some in council are being swayed by a small group with the loudest voice who see bullying as an acceptable way to operate.

Bullying has never been acceptable and it certainly is not now.

There are Seven community associations in Wentworth point and two in the part of Sydney Olympic Park, that is on the peninsular.

Wentworth point has a population of around 14,500 residents if you count the SOPA component of the peninsula. I have read and heard the voices of that vocal minority and need to table that there are more residents in support of progress than are opposed to it.

I am not here to support any special or specific development proposal. I am here to speak on behalf of a large section of the community who own property and live in Wentworth Point.

What I and the many Wentworth point residents I interact with on a daily basis do expect, is for the vision for our suburb to be completed with the promised waterfront amenities and facilities delivered, so we can enjoy our suburb, our place, our home.

It is incumbent on council to allow the entire community to have a voice, not just the loudest voice speaking on a narrow topic or single issue. Domination of the community is no substitute for respectful community discussion and debate.

The community expects Council to listen to all residents and engage in open debate, not just be guided by a small vocal minority of NIMBYs. A very large cohort of residents want many of the options included in the draft VPA opened up for review

and community comment, not to see it simply attacked by aggressive voices that are not supportive of our community's progress.

The public exhibition of the previous scheme was held during Covid, whereby proper community engagement was not possible on the breadth of issues on exhibition, but which all needed to be considered.

Your vote last week to proceed to Exhibit a fully documented revised scheme was a sound one, and should be preceded by and followed by, comprehensive community engagement so that everyone understands what is being voted for or against.

There is a very strong community support for those who were not swayed by the loud minority voice and voted for a public exhibition to proceed. Our belief is this process should continue.

### **STAFF RESPONSE**

No staff response provided.

### **ATTACHMENTS:**

There are no attachments for this report.

**REPORTS TO COUNCIL - FOR COUNCIL DECISION**

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<b>ITEM NUMBER</b>	13.5
<b>SUBJECT</b>	RESPONSE TO URGENT MATTER: Parramatta Eels Celebrations
<b>REFERENCE</b>	F2022/00105 - D08702857
<b>REPORT OF</b>	Executive Director, City Engagement & Experience

**CSP THEME:** Welcoming

**WORKSHOP/BRIEFING DATE:** Nil

**PURPOSE:**

The purpose of this report is to provide an update on the City of Parramatta Council's plans to activate the city and celebrate the Parramatta Eel's entry into the NRL Grand Final.

**RECOMMENDATION**

- (a) **That** Council note the planned activities to support and celebrate the Eels making the NRL Grand Final.
- (b) **That** Council note the restrictions regarding NSW Police and player availability for a street parade.
- (c) **That** Council note staff recommendations being that given availability, it is recommended the fan celebration on Monday, 3 October in the stadium be the primary post-match celebration.
- (d) **That** Council note the City of Parramatta has been requested to sponsor the Live Site event on Sunday, 2 October 2022 with the value of the sponsorship to be confirmed on Tuesday, 27 September.
- (e) **That** Council approve the estimated budgeted of \$40,000 for activation and promotion.
- (f) **That** Council note additional costs may be incurred for sponsorship which will be advised in a briefing note on Tuesday, 27 September, and that Council delegate authority to the CEO to approve the additional costs.
- (g) **Further, that** Council may wish to delegate authority to the CEO to approve funding of up to \$100,000 for the hosting of a celebratory street parade.

**BACKGROUND**

- 1. On 12 September, Council resolved:
  - a. That Council commence discussion with the Parramatta Eels regarding pre-grand final and post-grand final celebrations.
  - b. That a late report be brought back to the next Council meeting, to be held on 26 September 2022, outlining the details of the event and any

associated costs.

- c. Further, that Council install the Parramatta Eels flags throughout the Local Government Area (LGA) immediately after the PHIVE opening, and provided the flags can be readily accessed.
2. Subsequently to the 12 September Council meeting, both the women's and men's Parramatta Eels teams have secured a spot in the NRL grand final on Sunday 2nd October.

## **ISSUES/OPTIONS/CONSEQUENCES**

1. The City of Parramatta signage and activation plan includes the following confirmed to be installed no later than 29 September:
  - a. Yellow and blue bunting placed along the walking route to the stadium (Church St- from Centenary Square to Prince Alfred Square) with plans for additional locations underway
  - b. Yellow and blue lighting will decorate the River Foreshore for the week leading up to the Grand Final and will remain in place for one week post the Grand Final
  - c. The roof of PHIVE has been programmed with yellow and blue lighting and digital signage around PHIVE in place
  - d. 55 street banners will be distributed throughout the CBD 28 September
  - e. Street decals on streets in high traffic areas
  - f. Large format signage installed in high traffic locations
  - g. Additional council facilities including libraries, community centres, and the customer contact centre will display posters and colours supporting the Parramatta Eels
  - h. Fleet vehicles will be decorated using magnetic posters
  - i. 50 promotional packs of streamers, balloons, and posters distributed to local businesses from 27 September
  - j. Best dressed competition for local businesses
  - k. Distribution of creative materials to key partners including Western Sydney University and Walker who are encouraged to promote and participate in the activations.
2. The communication plan has been confirmed as follows:
  - a. Email to approx 50,000 City of Parramatta email subscribers
  - b. Email to the City of Parramatta business database
  - c. City of Parramatta website and social media updates
  - d. Half page advertisement in the Parramatta Advertiser

- e. Staff communication include email and intranet with a competition for staff held, encouraging them to join in the celebrations
3. Current City of Parramatta media opportunities include:
  - a. A media opportunity with Penrith Council for 28 September (to be confirmed).
  - b. The unveiling of the bus artwork in Parramatta Square on Friday 30<sup>th</sup> September from 9.45am with Parramatta Eels representation.
  - c. Photo opportunities with competition winners and “showcase” activations
  - d. Photo opportunity with a potential large format mural, to be confirmed.
4. The current event schedule, subject to additions, is as follows:
  - a. A ticketed Live Site event, hosted by the Parramatta Eels at CommBank Stadium on Sunday, 2<sup>nd</sup> October.
  - b. The Parramatta Eels will also host an official team appearance at a Fan Day at CommBank Stadium on Monday 3rd October from 9:00am to 11:00am.
  - c. The Parramatta Leagues club will host events in the club with details to be confirmed.
5. Response regarding the City of Parramatta Celebratory Street Parade:
  - a. Due to NSW Police staffing and availability of the Parramatta Eels players, the availability for a street parade is prior to the Fan Day event on Monday, 3 October from 8am.
  - b. Availability has been restricted due to players leaving for the World Cup on Wednesday, 5 October and availability of NSW Police on Tuesday, 4 October.
  - c. Given availability it is recommended that the fan celebration in the stadium be the primary celebration.

## **CONSULTATION & TIMING**

### **Stakeholder Consultation**

3. Consultation is currently ongoing with Parramatta Eels, The Parramatta Eels Club, and Penrith City Council.

### **Councillor Consultation**

4. Due to the time sensitive nature of this project, Councillor consultation has involved a briefing paper on Friday, 23 September and follow up email on Sunday, 25 September.

## **LEGAL IMPLICATIONS FOR COUNCIL**

5. There are none.

## **FINANCIAL IMPLICATIONS FOR COUNCIL**

6. The financial impacts to the budget are approximately \$40,000 in signage and materials.
7. The cost of the sponsorship is not yet known.
8. Should the street parade go ahead, additional funding upwards of \$100,000 will be required. However, a breakdown of the costs is unable to be provided until later in the week. Therefore, Council may wish to resolve to delegate authority to the CEO to approve funding of up to \$100,000.
9. All of the above items were not part of the original approved budget for the year and necessary adjustments would be made in the ongoing quarterly budget reforecast exercise.

Carly Rogowski

**Executive Director, City Engagement & Experience**

Amit Sharma

**Financial Planning and Analysis Manager**

Bryan Hynes

**Executive Director Property & Place**

**ATTACHMENTS:**

There are no attachments for this report.

**REFERENCE MATERIAL**