



**CITY OF  
PARRAMATTA**

**Draft Delivery Program 2022-2026 and Operational  
Plan and Budget 2023/24, draft Fees & Charges  
2023/24, and draft Long-Term Financial Plan 2023-33**

**Engagement Evaluation  
and Feedback Summary**

**June 2023**

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# 1. Introduction

Public exhibition of the Draft Delivery Program 2022-2026 and Operational Plan and Budget 2023/24 (DPOP), Draft Fees and Charges 2023/24, and Draft Long-Term Financial Plan 2023-33 (LTFP) formally commenced on Wednesday 10 May 2023 and concluded at 5pm on Wednesday 7 June 2023. The Draft Plans were exhibited for 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 page, '[On Exhibition](#)' (Appx 1).

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

- Draft DPOP 2023-24: Services and Projects
- Draft Budget 2023-24
- Draft Fees & Charges 2023-24
- Key changes to Fees and Charges in 2023-24
- "Understanding Council Rates" flyer
- Draft Long-Term Financial Plan 2023-33
- DPOP summary information flyer
- DPOP summary information – Arabic
- DPOP summary information – Simplified Chinese
- DPOP summary information – Korean
- DPOP summary information – Hindi
- Draft Resourcing Strategy documents including Asset Management Strategy including Asset Management Plans for Buildings, Open Spaces, Stormwater, and Transport, and Workforce Management Strategy

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 2023/24 ('\$100 spend' breakdown), and answers to several frequently asked questions.

## Downloads of documents

A total of 17 documents were listed on the page under the resources section. These documents were downloaded a total of 732 times over the course of the exhibition period.

## 2. Engagement Evaluation

This section provides a summary of the communications and engagement channels undertaken between Wednesday 10 May 2023 and Wednesday 7 June 2023 to encourage community feedback.

Numerous channels were engaged to reach as many community members as possible to direct them to the project page through the 'On Exhibition' webpage to provide feedback (Appx 1).

**Approximately 23,591 people** saw the opportunity to share feedback based on the data captured from the following communications and engagement channels.

### Online engagement portal

The Draft Delivery Program 2022-26, Operational Plan & Budget 2023/24 project page on Council's website was viewed 2,627 times over the public exhibition period.

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

- directly via a link (including QR codes)
- social media
- search engine

This resulted in a total of **27 submissions** received at the time this report was written:

- 25 submissions were received via the online submission form on the "On Exhibition" project page: and
- 2 submissions were received directly by the project team via email

This has resulted in **approximately 10% of visits leading to a submission being made.**

### Social Media

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

An approximate 25,032 people were reached across Council's main social media accounts and the Participate Parramatta social media account (Appx 2).

- City of Parramatta Facebook – 43,447 followers
- City of Parramatta LinkedIn – 16,230 followers
- Participate Parramatta Facebook – 6,945 followers

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

Paid advertisements	
Metric	Campaign Result
Spend	\$600
Reach	25,032
Link clicks	1,636
Cost per click	\$0.37

Click through rate	3.55%
Post engagements	1,694
Engagement rate	2.45%

### QR Code tracking

To track traffic across various print/in person communications, unique QR codes were generated. The following results present the usage of each QR code.

QR Code traffic	
Code platform	Scans
Monitors and screens (Wentworth Point Community Centre; PHIVE and Parramatta Library)	1
DPOP flyers	20
DPOP Summary Information flyer	2
Parra News	11

### Face to Face engagements

Flyers were distributed to community members at PHIVE, Wentworth Point Community Centre and Library via intercepts by the project team. A pop-up information stand was also held at the Parramatta Farmers Market on 31 May (Appx 3). Approximately 175 flyers were distributed to interested community members after warm introductions to the exhibited documents were made.

### Email newsletters

The feedback opportunity and the broader project was promoted through the following Council email newsletters:

- The May edition of Participate Parramatta newsletter with a subscriber base of 14,772 people received 71 click throughs.
- The May edition of Business News with a subscriber base of 26,958 received 25 click throughs (Appx 4)
- The Community Connective EDM which went out to 1,311 subscribers received 2 click throughs.
- May/June edition of My City News was not prepared as public exhibition fell out of newsletter cycle range.

### Parra News

The project was promoted via Parra News (the local Parramatta newspaper) during the exhibition period on Tuesday 23 May 2022 (Appx 5).

### Direct sharing

Fee changes were shared directly with regular customers, including letters and emails to community care recipients, community facility hirees, the Access Advisory Committee, and 614 parents at early learning centres.

### **Physical copies**

All parts of the documents were available in libraries, Council aquatic centres, early learning centres, Parramatta Heritage and Visitor Information Centre and customer service centres.

### **Library Monitors**

The online survey page was also promoted on monitors in Council libraries throughout the exhibition period (Appx 6).

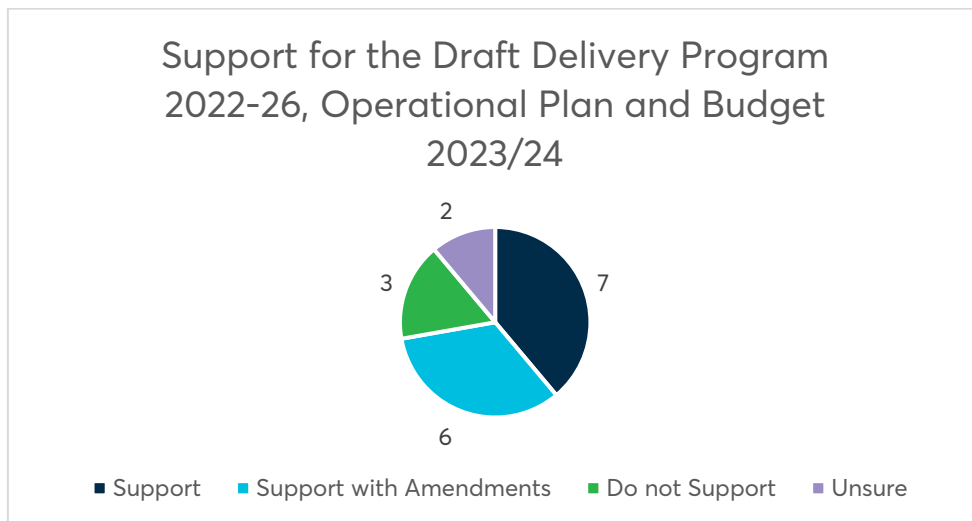
# 3. Feedback Summary

The following section details the results of the online submissions as well as written submissions via email.

## Online Survey Submissions

From the 25 submissions through the online survey 18 respondents provided feedback on the **Draft Delivery Program 2022-26, Operational Plan and Budget 2023/24**:

- 7 (39%) supported the Draft DPOP
- 6 (33%) supported with amendments
- 3 (17%) did not support the Draft DPOP
- 2 (11%) were unsure regarding the Draft DPOP

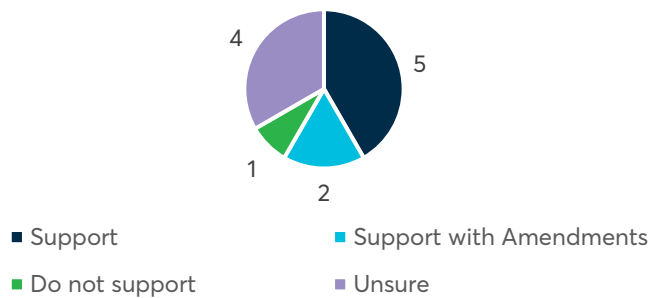


12 respondents chose to comment on the **Draft Fees and Charges 2023/24** with a breakdown of:

- 5 (42%) supporting the Draft Fees and Charges
- 2 (17%) supporting with amendments
- 1 (8%) did not support the Draft Fees and Charges
- 4 (33%) were unsure regarding the Draft Fees and Charges



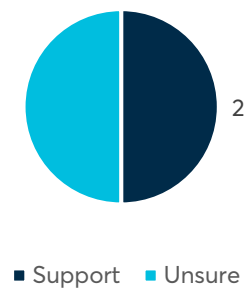
### Support for the Draft Fees and Charges 2023/24



4 respondents chose to comment on the **Draft Long Term Financial Plan 2022-33** with a breakdown of:

- 2 (50%) support the Draft LTFP
- 2 (50%) were unsure of the Draft LTFP

### Support for the Draft Long Term Financial Plan 2022-33



### Written Submissions

2 written submissions were provided by individual community members outside of the survey, these were received via email.

## 4. Summary of submission themes and Council response

Feedback throughout the public exhibition period has been compiled and analysed. Presented below are summarised submission themes, responses and actions to feedback drawn from the online survey and individual community member submissions.

Summary of submission themes	Council response
Proposal to exhibit fees and charges at an earlier date to allow businesses to reflect these changes at gradual pace for their customers.	Comment has been noted for next DPOP cycle.
Rate Structures and the changes to fees and charges to be better presented for customer readability.	Comment has been noted for next DPOP cycle.
Increase support for safer pedestrian pathways, specifically citing: <ul style="list-style-type: none"> <li>• Tomah Street, Carlingford</li> <li>• Doyle Ground</li> <li>• Parks in North Parramatta</li> <li>• Epping Bridge</li> </ul>	Comment has been noted
Overall support for budgeted spending in active transport and recommendation to for an Epping, Carlingford and Eastwood connection	Comment has been noted
Need for better traffic calming through management of speeds between high and low speed areas and the implementation of 30km/h zones. Community feedback have particularly noted the following areas: <ul style="list-style-type: none"> <li>• Eastern side of Epping Bridge</li> <li>• Intersection between Epping Road, High Street and Bridge Street</li> <li>• North Rocks Road and Windsor Road areas</li> </ul>	Comment has been noted
Dissatisfaction with upcoming light rail in Rydalmere with comments specifically remarking on trams in the area.	Noted. Parramatta Light Rail is a NSW Government led major infrastructure project. Council will continue to advocate for the delivery of a high standard project.
Need for greater sustainability practices and alignment between strategy and project/service delivery. In addition to this an increase in budget for public trees, solar energy systems and sustainable water programs was requested.	Comment has been noted. Council is also set to exhibit its new Environmental Sustainability Strategy to increase sustainability practices across the City. In July 2022 Council's electricity is now powered by 100% renewable energy. Through this Council has recently become

	the first Council in Australia to achieve a carbon neutral public domain.
Unsupportive of rate increase for childcare services.	Fees and charges have been increased in accordance to rising costs however this is under the rate of inflation.
General concern for room hire rates and the need for room hire fees in community venues to better reflect the size and capabilities of each room.	Comment has been noted for consideration. Current fees schedule does differentiate based on size and capabilities.
Provide greater booking combinations at Wentworth Point Community Centre and Library to meet different needs of hirers.	Wentworth Point Community Centre and Library continues to offer multiple combinations of its function rooms and has introduced additional rooms for community hire including Creative Space and Creative Studio which can also be booked as a combined room. Current fees schedule does provide a range of room configurations.
General positive sentiment towards not-for-profit room hire rate. Request for further support including lower fees for NFP and non-funded groups.	Support for non-funded community groups and not-for-profit groups will continue.
General Support for WestInvest projects and upcoming opening of Paramatta Aquatic Centre and Epping Pool Redevelopment.	Comment has been noted.
Community interest in Council's retail food truck plans.	A Mobile Food Vending guide was developed through the Street Activation Policy and can be accessed by <a href="#">clicking here</a> .
Support for affordable housing plans.	Comment has been noted, Council has recently drafted an Affordable Housing Action Plan which is set to be delivered by 30 June 2025.
Dissatisfaction for the need to increase bin size and payments for this via the FOGO waste system which may negatively affect renters who may not be able to utilise these without permission from property owners. Via the FOGO scheme, some items have been withdrawn from the listing resulting in additions to general waste. Requests have been made to reassess bin options to support equitable bin solutions.	FOGO is a state required scheme, Council will continue the implementation of the program. Comments have been noted for further investigation as part of continued roll out.
Formal submission detailing concerns and recommendations regarding North Parramatta and surrounds, including improvements to general funding for the precinct; use of Light Rail Project Site; sufficient open space/community facilities; Parramatta River/Lake maintenance/health; heritage; design excellence; customer service (call centre).	Comments have been noted for consideration.

## 5. Appendix

## Appx 1 – “On Exhibition” portal and online survey



CITY OF  
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ON EXHIBITION / 10 MAY 2023

# Draft Delivery Program 2022-26, Operational Plan & Budget 2023/24

The [Draft Delivery Program and Operational Plan](#) (DPOP) & [Budget 2023/24](#) is being exhibited for public feedback.

This is Council's primary response to the [Community Strategic Plan](#) (CSP), which outlines the community's aspirations for the future of Parramatta.

The full [Draft Delivery Program 2022-2026 and Operational Plan & Budget 2023/24](#) and a shorter [Community Summary](#) can be found in the [Resources](#) section of this page.

Enquiries can be sent to [corporatestrategy@cityofparramatta.nsw.gov.au](mailto:corporatestrategy@cityofparramatta.nsw.gov.au), who will forward your query to the relevant team/s in Council.

To have your say please refer to the documents in the [Resources](#) section below, fill in the online survey, or send your written submission by email or post. Hard copies of the documents are available in Council libraries and at [Pvive](#). Submissions close at **5pm on Wednesday 7 June 2023**.

City of Parramatta's Corporate Strategy team will be holding a stall at the [Parramatta Farmers Markets](#) in Centenary Square on 31 May 2023 between 9am and 2pm. Community members are welcome to come and engage with the team to discuss the draft DPOP further.

Share









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Online submission form - Draft Delivery Program & Operational Plan 2022-2026 and Budget 2023/24

Please select the **documents** you would like to provide feedback on. (You are able to choose more than one document).

Select all buttons that apply.

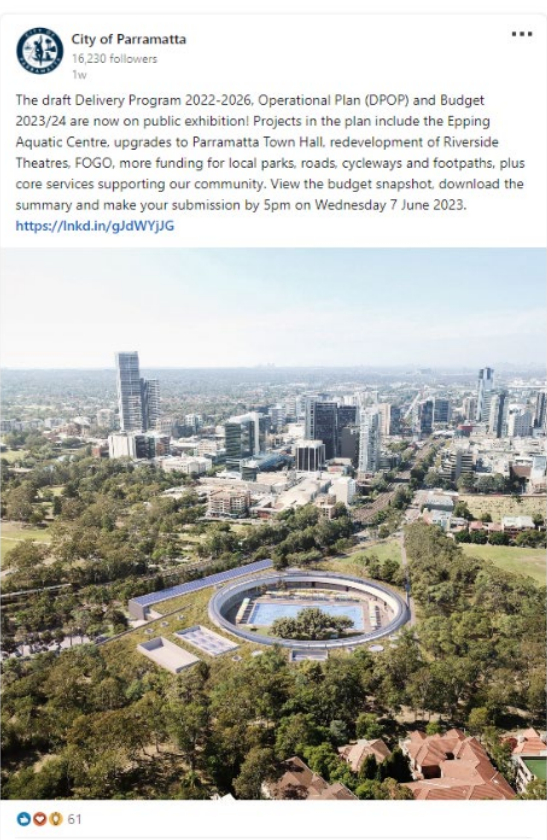
☐ Draft Delivery Program 2022-26, Operational Plan & Budget 2023/24

☐ Draft Fees & Charges 2023/24

☐ Draft Long Term Financial Plan 2023-2033

Continue »


Appx 2 – City of Parramatta Facebook and LinkedIn posts




Appx 3 – Pop-Up stall at Parramatta Farmers Market





**PARRAMATTA**

YOUR  
BUSINESS NEWS



## Welcome to Your Business News

Welcome to the new look Business Newsletter from the City of Parramatta Council. Each month we'll bring you the latest Business news, including upcoming events, Council initiatives, key project updates, and opportunities for your business.




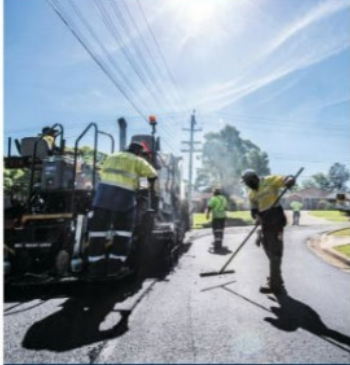
### ON EXHIBITION: DRAFT DELIVERY PROGRAM AND OPERATIONAL PLAN & BUDGET 2023/24

Council's \$613m draft Delivery Program and Operational Plan is now on public exhibition. This is your chance to view the coming year's operational plan and financial projections and provide feedback. Submissions close 5pm, Wednesday 7 June.

Learn more

Appx 5 – Parra News Article

**CITY OF PARRAMATTA**



### HAVE YOUR SAY ON KEY PROJECTS IN PARRAMATTA!

#### Exhibition of Draft Delivery Program 2022-26 Year 2, Operational Plan & Budget 2023/24

Council's draft Delivery Program details its proposed activities for the four financial years from 2022/23 to 2025/26. It aligns with and helps to realise the vision and directions of Council's Community Strategic Plan 2016-2038 (CSP).

The draft Delivery Program includes an Operational Plan & Budget for the 2023/24 financial year, which outlines the specific services, projects, performance indicators and financial details for the next one (1) to three (3) years.

The draft Budget for 2023/24 includes:

- More than \$60 million in operating and capital expenditure, including a strong program of services and capital works
- Proposed rating structures for 2023/24 for all rateable properties (residential and business)
- Council's draft schedule of Fees & Charges for 2023/24

**Get involved!**


This is an opportunity to have your say on Council's key services and projects over the next three years.


You can have your say via Council's website until 5pm Wednesday 7 June 2023 at <https://www.cityofparramatta.nsw.gov.au/feedback> or by scanning the QR code.

All feedback must be received by 5pm, Wednesday 7 June 2023 and can be provided online (via the web address above) or via the web site.

- Email: [communityengagement@cityofparramatta.nsw.gov.au](mailto:communityengagement@cityofparramatta.nsw.gov.au) (Subject: Feedback on the Draft DPOP 2022-2026 Year 2)
- Post: City of Parramatta Council, Attn: Corporate Strategy, PO Box 50, Parramatta NSW 2154 (Subject: Feedback on the Draft DPOP 2022-2026 Year 2)

For further information or queries please contact Council on 1800 8562.





## Appx 6 – Library and community centre monitor advertising

