



**CITY OF
PARRAMATTA**

Community Engagement Strategy Review

Engagement Evaluation
and Key Findings Report
October 2022

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1. Executive Summary

By delivering effective communication and engagement, Council can make informed decisions and ensure community members and key stakeholders have the opportunity to get involved.

The Community Engagement Strategy outlines this commitment, legislative requirements, and guiding principles for public participation. It also outlines the actions and methods Council will use to provide appropriate and meaningful opportunities for community engagement.

Stage one consultation

From Monday 4 July through until 5pm on Monday 25 July 2022, the City of Parramatta facilitated stage one of consultation on the review of Council's current Community Engagement Strategy.

Objectives of stage one consultation:

- To promote and celebrate Council's commitment to delivering meaningful and accessible engagement opportunities.
- To have genuine discussions about how communities see engagement playing a role in creating a stronger and more vibrant Parramatta.
- To uphold Council's commitment to making sure everyone can access the information they need in a format that is right for them.
- To build positive relationships with the community and stakeholders that leads to increased trust in Council's processes and pride in and ownership of the city.
- To report publicly on how community and stakeholder input has influenced the decision-making process and any changes that have been made.

Public exhibition

From Wednesday 14 September through until 5pm on Thursday 13 October 2022, the City of Parramatta draft Community Engagement Strategy was exhibited.

Objectives of public exhibition:


- To promote and celebrate Council's commitment to delivering meaningful and accessible engagement opportunities.
- To build positive relationships with the community and stakeholders that leads to increased trust in Council's processes and pride in and ownership of the city.
- To report publicly on how community and stakeholder input has influenced the decision-making process and any changes that have been made.
- To ensure that feedback gathered during stage one consultation was captured accurately and where possible reflected in the draft Community Engagement Strategy.

This report provides an overview of the community engagement campaign which has helped to inform the review and development of the **City of Parramatta draft Community Engagement Strategy**.

During stage one consultation and the public exhibition period, Council carried out a range of engagement and research activities online and in-person, including pop-ups, a school workshop, advisory committee presentations, staff and Councillor workshops and meetings, as well as online surveys (hosted on Participate Parramatta).

Both stage one consultation and public exhibition reached the consult – involve scale on the IAP2 Spectrum of Public Participation.

IAP2 Spectrum of Public Participation

INCREASING IMPACT OF THE DECISION 					
	Inform	Consult	Involve	Collaborate	Empower
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Overall, the opportunity to engage was presented to the community on over 280,000 occasions. Approximately 750 community members also had the opportunity to engage in person.

Over 200 contributions were received across both stages.

During stage one consultation, 137 online surveys, 19 intercept surveys, 2 email submissions, 9 feedback forms, and 28 primary aged student ideas were received. In line with expectations, there was minimal feedback provided during the public exhibition period, with 5 online surveys and 2 feedback forms completed.

The following section provides an overview of the performance of each engagement method and the response.

2. Engagement Evaluation

2.1. RESOURCES

A range of resources were developed to support and promote the engagement across both stage one consultation and the public exhibition period:

- Posters and postcards distributed to Council libraries and at pop-ups
- Response cards, hard copy surveys and suggestion boxes (displayed in 7 x libraries and the Customer Service Centre)
- Half page advertisements in Parra News
- Digital screens across Council's libraries and at the Customer Service Centre
- City of Parramatta website banner and landing page



Figure 1: Public exhibition period – digital screen

2.2. PROMOTION

The following communication tools were used to promote stage one consultation and the public exhibition period in order to channel people to provide feedback online via Participate Parramatta:

Electronic direct mail (email)

The project team leveraged various Council newsletter subscriptions to build awareness of the engagement opportunity.

Stage one consultation	Subscribers	Date
Participate Parramatta EDM	10,753	04/07/2022
Community Connective	1,500	04/07/2022
All COP staff	1,281	11/07/2022
Sports clubs and associations	93	12/07/2022
ePulse (July)	36,177	18/07/2022
Business newsletter	29,000	22/07/2022
Total subscribers	78,804	

Public exhibition	Subscribers	Date
Community Connective	1,500	19/09/2022
Participate Parramatta EDM	11,686	21/09/2022
At Parramatta – Your City News (October)	30,117	04/10/2022
Total subscribers	43,303	

PROJECT UPDATES



PHIVE has opened!

Your new library, cultural and community hub at 5 Parramatta Square has officially opened. Explore PHIVE's striking architecture, see local artworks and the Green Thumbs, Blue Ribbons exhibition, or join one of our school holiday program, events or activities!

[Discover more](#)



Public Exhibition - Draft Community Engagement Strategy

City of Parramatta's draft Community Engagement Strategy is designed to give you a voice and we want to know how you want to hear from us. Have your say by 5pm, 13 October 2022.

Figure 2: At Parramatta – Your City News (October)

Social media

An organic and **paid campaign** was promoted across Council social media channels, including, Facebook and Instagram.

Stage one consultation		Public exhibition	
Paid campaign	Statistics	Paid campaign	Statistics
Impressions	51,273	Impressions	37,928
Reach	9,180	Reach	3,673
Frequency	5.59	Frequency	10.33
Link Clicks	3,072	Link Clicks	1,515
Total engagements	5,506	Total engagements	1,516
CPC (cost per click)	\$0.20	CPC (cost per click)	\$0.20
CTR (click through rate)	5.99%	CTR (click through rate)	3.99%
Spend	\$599.81	Spend	\$300.00
Organic campaign coverage	Followers	Organic campaign coverage	Followers
City of Parramatta Facebook	41,000	City of Parramatta Facebook	42,000
City of Parramatta Instagram	11,250	City of Parramatta Instagram	n/a
Participate Facebook	6,950	Participate Facebook	7,029
Participate Instagram	650	Participate Instagram	n/a

Stage one consultation – social media insights

The paid campaign performed well with good CPC and CTR. Frequency was however higher than the benchmark. The video content performed very well with the bulk of link clicks coming from the 'Have your say' video at only \$0.19 CPC.

A positive CTR (5.99%) can be attributed to the amount of video views received; 47% of engagements came from the video (with a total of 5,279 engagements). 35% of results came from men, 65% from women. 53% from the 18–24-year-old bracket, 39% from the 25–34-year-old bracket, and 6% from those aged 35–44.

Public exhibition – social media insights

Overall, the paid campaign performed well with good CPC, CTR, and ER. Frequency was higher than targeted. The ER surpassed CoP benchmarks (> 2) at 3.99%, potentially indicating that the copy or imagery resonated and was relevant to the target audience.

Additionally, the audience interacted with the content and were interested in being involved with the campaign. 66% of results came from women, 33% from men. 45% from 25–34-year-old bracket, and 41% from those aged 18–24 years.

Display advertising

Stage one consultation: Parra News – both a display ad and mention in the Lord Mayor's column were published on Tuesday 12 July 2022. *Subscriptions/views unknown.

Public exhibition: Parra News – a half-page advertisement was published on Tuesday 27 September 2022. *Subscriptions/views unknown.



Figure 3: Parra News – half-page advertisement

City of Parramatta homepage

A banner ad was displayed on the City of Parramatta homepage during the stage one consultation period to direct people to a landing page with a link to Participate Parramatta. In total, 20,128 people visited the page during this time.

Throughout the public exhibition period, a banner ad was also displayed on the City of Parramatta homepage directing people to a landing page with a link to Participate Parramatta. Due to various major events including the NRL Grand Final and local flooding, the banner ad was removed at various points making it difficult to determine visitation statistics.

Digital screens

Throughout both stage one consultation and the public exhibition period, the digital display screens at Council's Customer Service Centre and across the network of libraries were used to present information about the engagement opportunity.

Pulse Magazine

Details about the public exhibition period were included in the Spring edition of the Pulse Magazine which was distributed to 107,802 households.

2.3. ONLINE ENGAGEMENT – PARTICIPATE PARRAMATTA

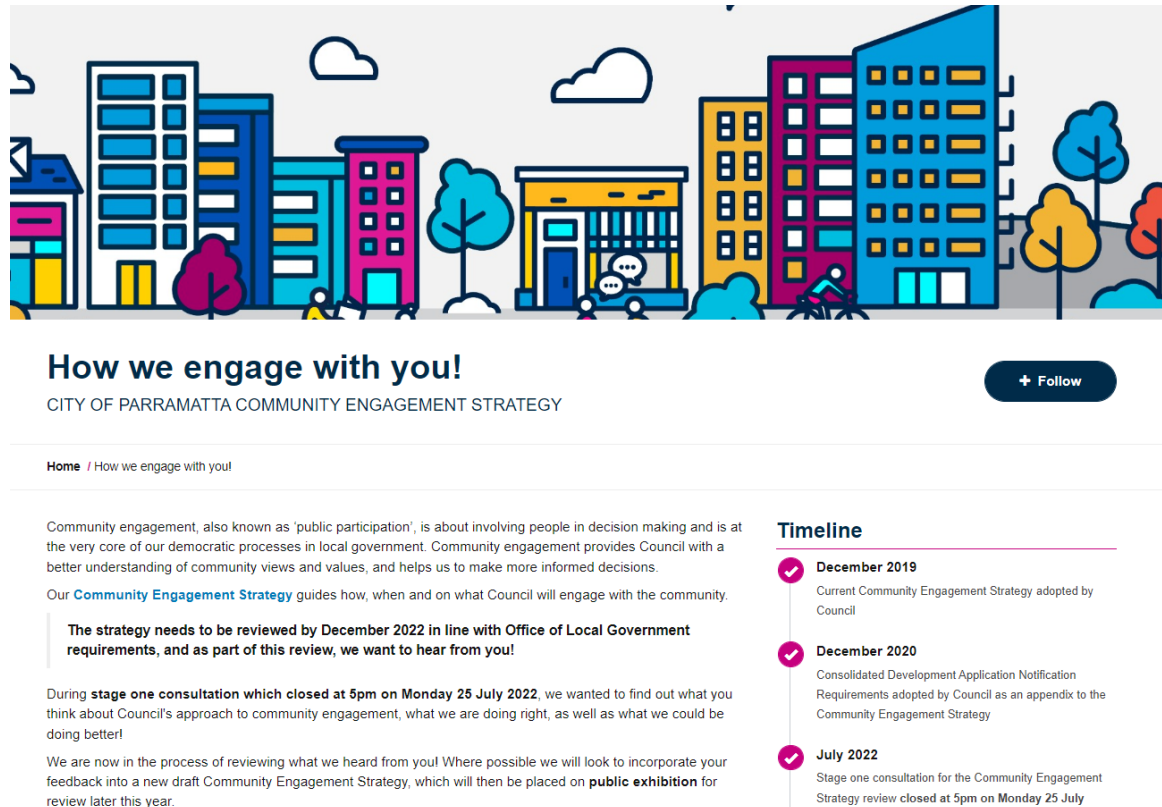
During both stage one consultation and the public exhibition period, the online survey/submission form and relevant information was hosted on the Participate Parramatta engagement platform – all links channelled community members to this website. The following table details the performance of the page in both periods.

Project page statistics	Stage one	Project page statistics	Public exhibition
Views	4,164	Views	1,704
Visits	3,907	Visits	1,637
Visitors	2,241	Visitors	1,130
Contributions	137	Contributions	5
Followers	72	Followers	3

During stage one consultation, 98% of visits came through a direct link (from a newsletter), 3.2% from social media, 1.6% from other websites and 0.8% via search engines.

During public exhibition, 96.3% of visits came through a direct link (from a newsletter), 0.7% from social media, 0.4% from other websites and 1.7% via search engines.

Live page: <https://participate.cityofparramatta.nsw.gov.au/engagement-strategy>



How we engage with you!
CITY OF PARRAMATTA COMMUNITY ENGAGEMENT STRATEGY

[Home](#) / [How we engage with you!](#)

Community engagement, also known as 'public participation', is about involving people in decision making and is at the very core of our democratic processes in local government. Community engagement provides Council with a better understanding of community views and values, and helps us to make more informed decisions.

Our [Community Engagement Strategy](#) guides how, when and on what Council will engage with the community.

The strategy needs to be reviewed by December 2022 in line with Office of Local Government requirements, and as part of this review, we want to hear from you!

During **stage one consultation which closed at 5pm on Monday 25 July 2022**, we wanted to find out what you think about Council's approach to community engagement, what we are doing right, as well as what we could be doing better!

We are now in the process of reviewing what we heard from you! Where possible we will look to incorporate your feedback into a new draft Community Engagement Strategy, which will then be placed on **public exhibition** for review later this year.

Timeline

- December 2019**
Current Community Engagement Strategy adopted by Council
- December 2020**
Consolidated Development Application Notification Requirements adopted by Council as an appendix to the Community Engagement Strategy
- July 2022**
Stage one consultation for the Community Engagement Strategy review closed at 5pm on Monday 25 July

Figure 3: Screenshot of Participate Parramatta project page following stage one consultation

2.4. IN PERSON ENGAGEMENT

Approximately 750 members of the community had the opportunity to interact with Council staff in person across both stages of consultation.

Pop ups, intercept surveys and workshops						
Event	Method	Location	Date	Duration	Profile	No.
NAIDOC Day	Open discussion	Parramatta Park, Parramatta	Sunday 10 July 2022	4 hours	First Nations community	500*
Farmers Market	Pop-up	Centenary Square, Parramatta	Wednesday 13 July 2022	2.5 hours	CBD workers and community members	100*
Huddle Family Fun Day	Pop-up	Richill Park, Constitution Hill	Thursday 14 July 2022	4 hours	Harder to reach community	50*
N/A	Intercept surveying	Western Sydney University, Parramatta Square, Parramatta	Tuesday 26 July 2022	1.5 hours	Youth	19
North Rocks Public School	Workshop	North Rocks	Monday 1 August 2022	1.5 hours	Youth	28
First Nations Advisory Committee	Presentation	Parramatta	Tuesday 13 September 2022	1 hour	First Nations community	20
Access Advisory Committee	Presentation	Parramatta	Tuesday 4 October 2022	1 hour	Persons with a disability	20
TOTAL				15.5 hours		
Staff hrs.				25 hours		



Figure 4 Surveying students in Parramatta Square



Figure 5 Engaging at a Huddle community event

Important note: Planned pop-up activities across the five City of Parramatta wards during the public exhibition period were cancelled due to bad weather. The pop-up activities were scheduled to take place as part of the Family Fun Day/Movie Night series, however given persistent rain, the events were all postponed.

2.5. FEEDBACK BOXES

Council has acquired feedback boxes which were set-up across the City of Parramatta network of 7 libraries and at the Customer Service Centre.

During stage one consultation, 9 submissions were gathered from the public using this opportunity (5 from Ermington Library, 3 from Constitution Hill Library and 1 from Dundas Library). A further 2 submissions were received during public exhibition.



Figure 6 Feedback collection point

2.6. INTERNAL ENGAGEMENT

Councillors and Council staff were also invited to comment on the existing Community Engagement Strategy and provide input as part of the review.

Internal feedback	Number	In-attendance
Meetings with Councillors	2	5
Meetings/workshops with Council staff	7	28

3. Key Findings

3.1. STAGE ONE CONSULTATION

Stage one consultation took place from Monday 4 July 2022 to Monday 25 July 2022. During this period, a total of 195 contributions were received: 137 online surveys and 19 intercept surveys, 2 via email, 9 feedback forms, and 28 ideas from primary aged students. This section presents a detailed overview and analysis of the findings from each channel.

HEADLINES



Awareness: Although most claimed high awareness of the options available to have their say, many also provided feedback infrequently. Some seem confused by what consultation and engagement really means and how to go about it.



Satisfaction: Ratings of the forms of consultation offered and frequency of engagement were positive, however lack of awareness and knowledge also often led to neutral scoring.



Interests and motivators: Participants are much more likely to make the effort and give feedback on open space/park projects and large development related proposals, rather than on strategic documents and naming projects.



Preferences and improving reach: Besides Participate Parramatta, email was the second-most preferred channel, followed by in-person. Suggestions to improve reach were to boost promotion, in particular over Council's social media channels.



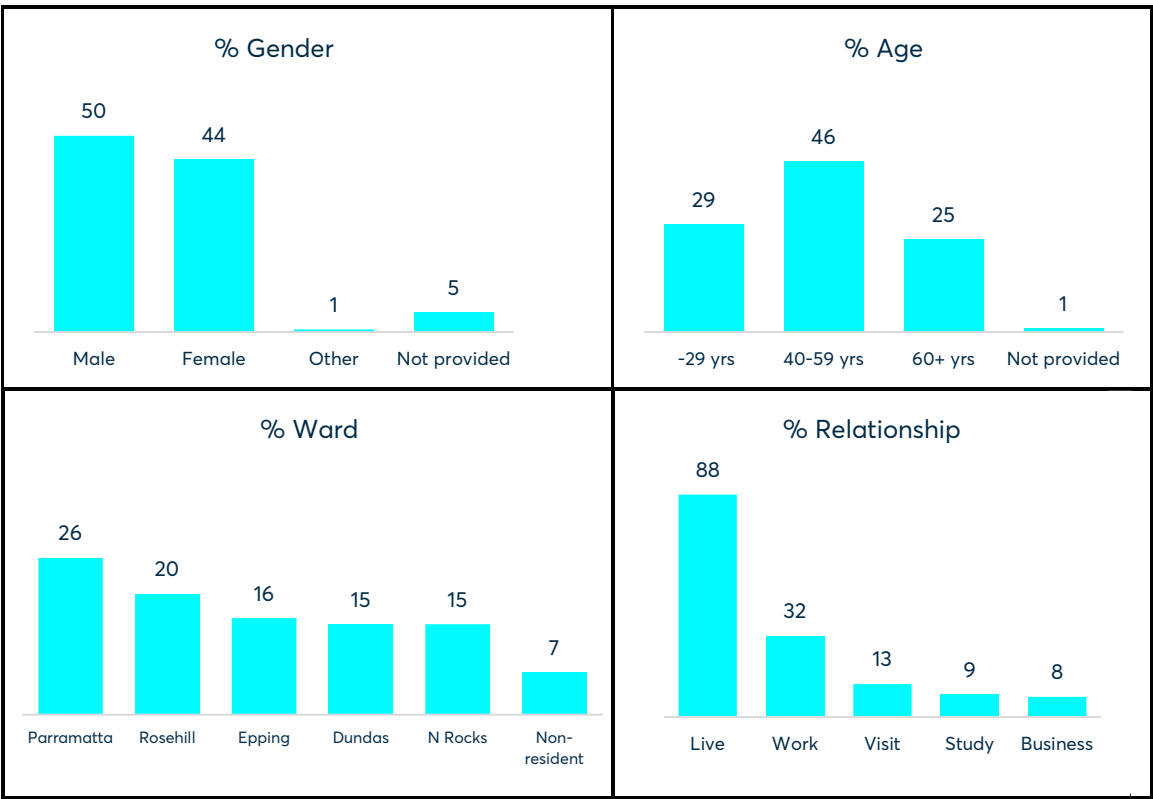
Credibility: Around one-third of participants believe that Council genuinely considers their feedback, while almost a quarter do not – the remainder were unsure. Improvements in the way we respond to feedback information sharing will lead to enhanced credibility.

3.1.1 SURVEY FINDINGS

An online survey was hosted on Participate Parramatta from Monday 4 July to Monday 25 July, with 137 responses received during this period. This was supplemented with 19 intercept surveys with a subset of questions (of the full set posed online). The intercept surveys were conducted over a 2-hour period in Parramatta Square on Tuesday 26 July 2022. The combined results form a total of n=156 responses as presented below.

Participant profile

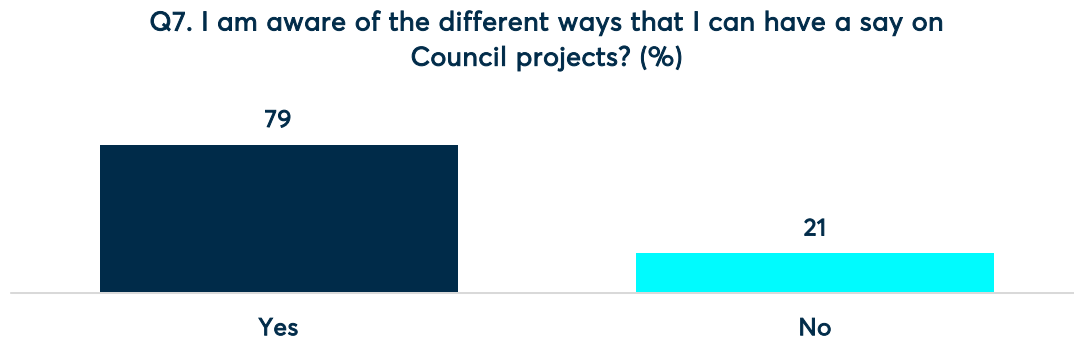
Demographically, research participants represented a good mix of gender (slightly over-represented by males), locations and age groups. Most surveyed were residents, but a proportion of students, local employees and business owners were also included.



Base: Total n=156 (Online + Intercepts)

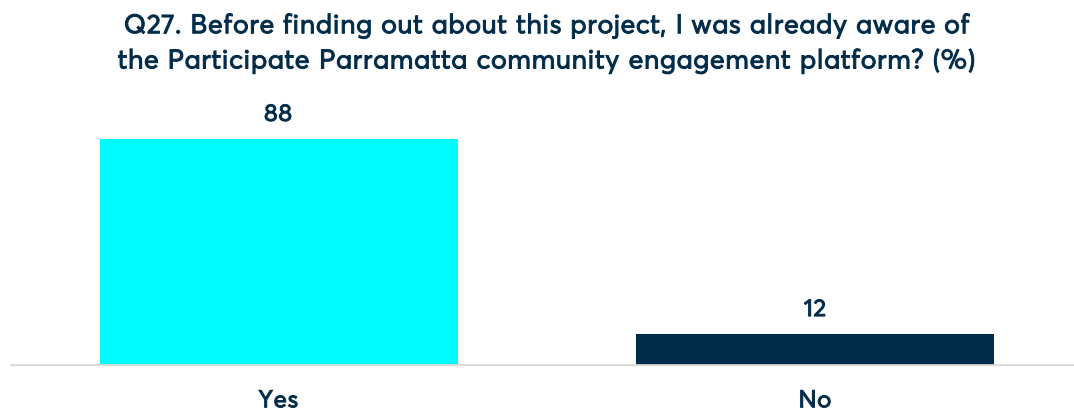
Awareness and engagement levels

Almost four-fifths (79%) of participants agreed that they are aware of the different feedback options available to them, to have their say on Council projects.



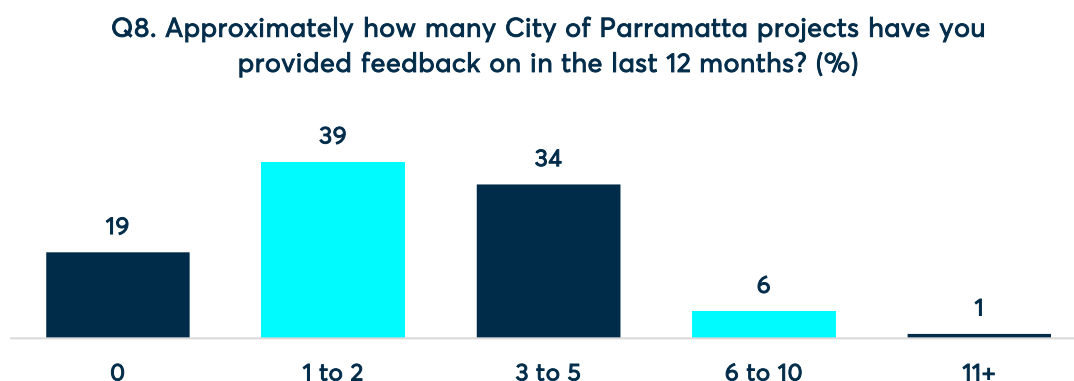
Base: Total n=156 (Online + Intercepts)

During a later, more targeted question, 88% of the online sample stated prior knowledge of the Participate Parramatta platform.



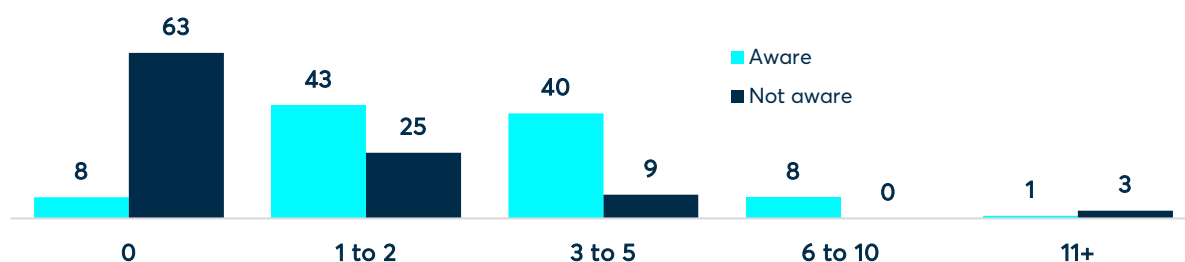
Base: n=137 (Online only)

Frequency of providing feedback averaged around 2 projects per person over the past 12 months. Almost a fifth (19%) of participants had not provided any feedback in this period.



Base: Total n=156 (Online + Intercepts)

Q8. Approximately how many City of Parramatta projects have you provided feedback on in the last 12 months?



Base: Total n=156 (Online + Intercepts), split by Q7. Yes/ No aware of different ways to have their say

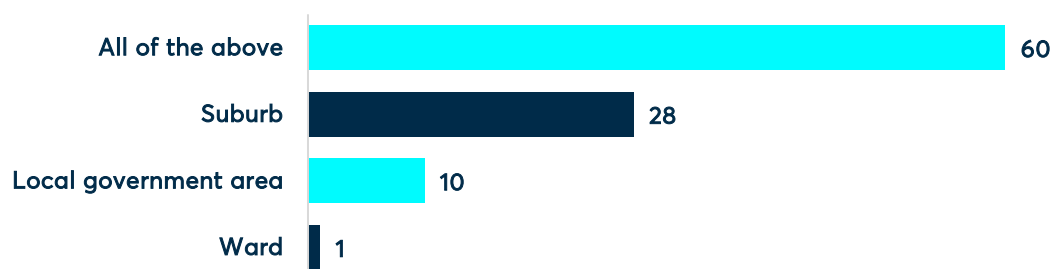
Amongst those aware of all the ways to provide feedback but had not done so within the past 12 months, **the main reasons for not providing feedback were:**

- Lack of time/conflicting priorities
- Lack of advertising and promotion
- Not knowing how to
- New to area (job, uni, home ownership) or live outside of LGA
- Not of interest/relevance or scepticism

Projects and topics of interest

Participants are interested in having their say on **everything local**. Given the choice across options, two-fifths (60%) wish to provide feedback on *all* areas, just over a quarter (28%) specify their own suburb, 10% specify the whole LGA but only 1% specify the lesser-known 'wards'.

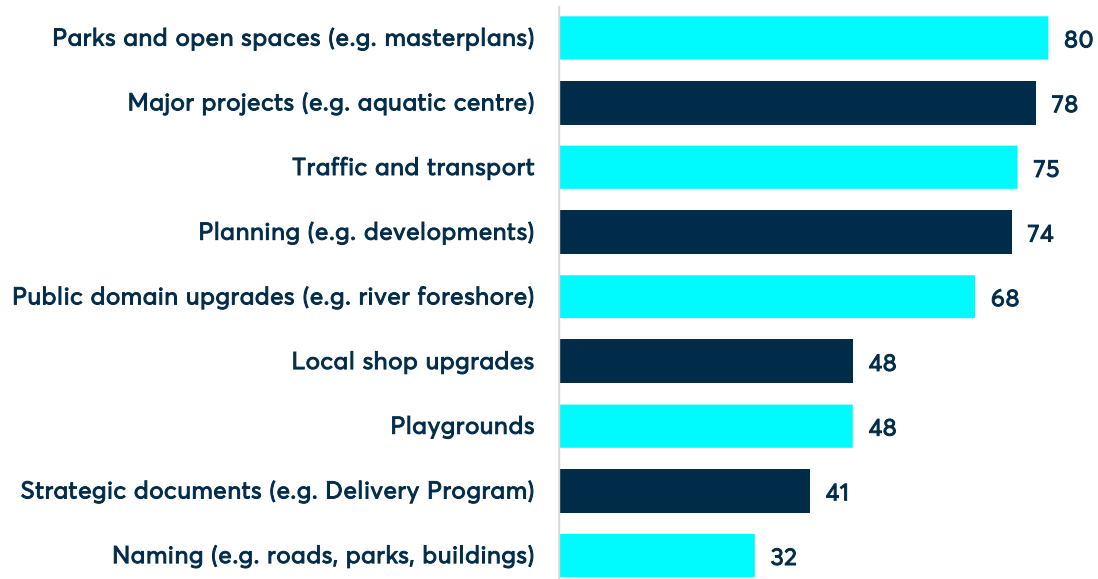
Q10. I am most interested in having my say on projects that impact on my (%):



Base: n=137 (Online only)

Topics that are most likely to pique community interest and generate feedback, tended toward the larger infrastructural developments or plans. The hot topic of 'parks and open spaces' came out in pole position with 80% of participants stating they would be likely to provide feedback. Conversely, 'strategic documents' (41%) and 'naming' (32%) projects scored lowest.

Q11. What types of projects are you most likely to provide feedback on? (%)



Base: n=137 (Online only)

Overall satisfaction and ratings

Overall satisfaction with Council's approach to community engagement was high – attaining an average rating of 3.4 out of 5.

Satisfaction was highest amongst females, visitors, students, and North Rocks Ward residents, as well as those who are more highly engaged i.e. having already provided feedback on three or more projects in the past 12 months.

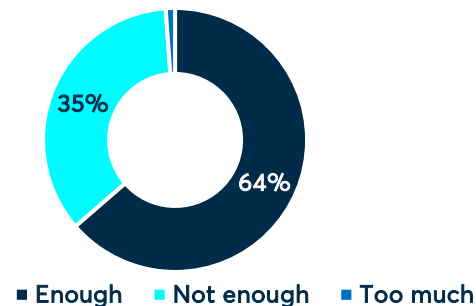
Q24. How satisfied are you overall with Council's approach to community engagement? (AVERAGE)



Base: Total n=156 (Online + Intercepts), split by demographics

The level of consultation undertaken by Council was rated as sufficient by 64% of participants. Just over a third (35%) however, considered it as insufficient.

Q12. In your opinion, does council consult 'enough', 'not enough' or 'too much' with the community?



Base: n=137 (Online only)

Those who felt there was 'not enough' consultation argued that **more notice needed to be given and more promotion done of any upcoming opportunities to provide feedback**. This was especially important regarding large infrastructure developments or those occurring in their immediate neighbourhood (that might fall under their radar). There was also concern that feedback was ignored, or criticism that opinions and outcomes were not transparently shared.

The table below represents a coded thematic analysis of the open text comments received in response to question 13 (a follow-on from question 12 above).

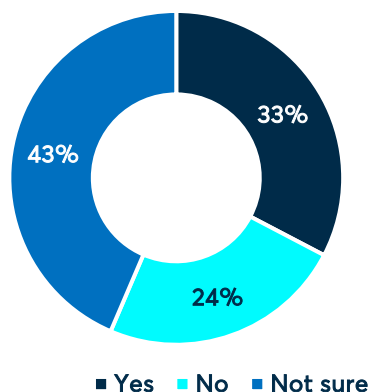
Q13. If you would like to, please provide feedback on the choice that you made above.		
Theme	%	Count
NET Negative	56%	40
Need more notice / need more promotion to make aware	21%	15
Feedback not taken on board	14%	10
Info / updates / findings not shared	10%	7
Not broadly enough / in my ward / suburb / demographic	10%	7
Too long / biased / pointless	4%	3
Topics not relevant or of local interest	3%	2
No reply to emails (feedback, complaints, suggestion)	1%	1
NET Positive	35%	25
Frequently asked / invited / consulted	35%	25
NET Neutral	19%	14
Need more options / ways / FB	14%	10
Other comments	6%	4
Base:	*	n=72

*Note: responses add to greater than 100% as some comments captured across multiple themes.

Examples of comments received
Negative <ul style="list-style-type: none"> Epping has seen very little consultation with the community in the past 5 years, despite incredible changes in DAs, population density, traffic etc Council's consultation with the community really serves no purpose, apart from appearing as if it is involving its citizens. In my experience, no notice is taken of submissions or input When the public contributes their input is over-ridden by Council. PCC consults enough. But it certainly does not listen to the people. For instance, if I was a developer, I would certainly have my views heard.
Positive <ul style="list-style-type: none"> Great engagement on community activities, rhythm is good There's always plenty of ways to encourage the Community. that I have seen. Flyers on Telegraph polls. for the Hill Road improvements, and lots of activity on Facebook from Mayor Donna Davis and Linda Volz and Pat Prociu and Paul Noak! Think there are opportunities available but not sure if community takes advantage of this
Neutral <ul style="list-style-type: none"> Proper notification and enough time must be allowed for feedback. If Council does not engage the locals there will be inconsistencies in delivery and they will end up with a mixed bag of projects which is not in line with anything else delivered in the past for the right or wrong reason. I think not enough, as people need to be aware of the issues that feedback is being sought on. Whilst CoPC has many ways to provide the feedback, there are not many effective ways to inform residents (whether they are engaged or not).

One-third (33%) of participants do believe that Council genuinely considers their feedback.

Q20. Do you feel as though Council genuinely considers feedback received during community consultation?



Base: n=137 (Online only)

Aspects influencing positive perception included a mix of trust and expectation that Council is 'doing the right thing', but a visible lack of action on feedback led to a degree of uncertainty or cynicism.

The table below represents a coded thematic analysis of the open text comments received in response to question 21 (a follow-on from ratings at question 20 above).

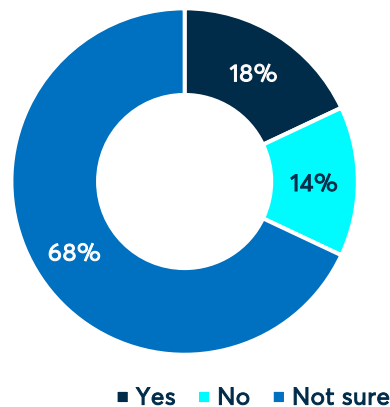
Q21. If you would like to, please provide feedback on the choice that you made above.		
Theme	%	Count
NET Positive	44%	30
My feedback is noticed / acted upon	22%	15
Assumed / trust it is done	15%	10
Yes, but could be better	12%	8
NET Neutral	43%	29
Limited or delayed acknowledgment or feedback on if or how used	22%	15
Consulted but not considered / unrepresentative view	13%	9
Hard to tell or too soon to tell	12%	8
NET Negative	24%	16
Steamrolled / pre-determined outcomes / distrust	16%	11
Off topic	7%	5
Base:	*	n=68

*Note: responses add to greater than 100% as some comments captured across multiple themes.

Examples of comments received
Negative
<ul style="list-style-type: none"> Definitely not. Council's plans are made ahead of consultation with the residents. On the few occasions public opinion is sought, it is only limited options, specified by the council, are given.
Positive
<ul style="list-style-type: none"> It looks like they do, but you cannot always be sure. Nice if they communicated this every now and then, the project would reference past feedback provided by the community, which makes me think it considers the feedback Was previously rather cynical in regard to attempts by Council to get "our opinion", but after participating in a group consultation earlier this year - and seeing the feedback provided - I do now feel that the Council does have a genuine regard for community consultation.
Neutral
<ul style="list-style-type: none"> I think Council is very sincere when seeking feedback for all consultation types except planning types. I suspect development / planning type topics are subject to soft corruption / politicisation etc and community consultation is more of a tick box for councils than a sincere effort, so I don't participate in those. (I think PCC is better than other councils, but still hold these concerns) In my observation, it seems Council are very good at positing the feedback received into final reports etc, rather than giving applied consideration to the feedback received.

Participants were largely (68%) unsure as to whether Council appropriately consults with 'hard to reach' communities. 14% (around 1 in 6), think CoP do not consult appropriately with these groups.

Q22. Do you believe that Council appropriately consults with harder to reach groups in the community?



Base: n=137 (Online only)

Suggested ways in which Council's consultation reach could be improved included primarily an increased social media presence – Facebook, Instagram and TikTok especially. This was followed by repeats of what was expressed earlier, that is, to improve awareness and representation and shared outcomes.

The table below represents a coded thematic analysis of the open text comments received in response to question 23 (a follow-on from their ratings at question 22 above). For intercept interviews, the wording was amended slightly and referred specifically to 'younger groups'.

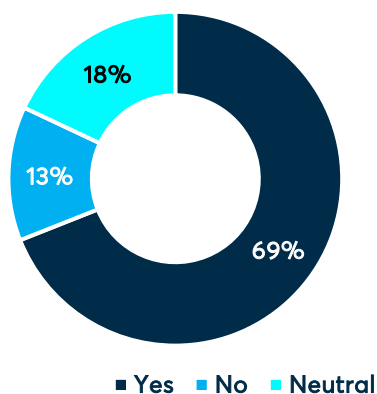
Q23. What do you believe we can do to improve the reach of Council's engagement opportunities with these groups/ younger groups?		
Theme	%	Count
Social media	37%	13
Poster, signage, ads, promos	29%	10
Translated materials / comms	14%	5
Results / decisions / feedback	11%	4
More representative / more localised / targeted	11%	4
More involved / involving	9%	3
Discounts / incentives	6%	2
Shorter / anonymous	3%	1
Base:	*	n=35

*Note: responses add to greater than 100% as some comments captured across multiple themes.

Preferences and requests

Most participants (69%) were happy with the range of feedback options provided to them by Council.

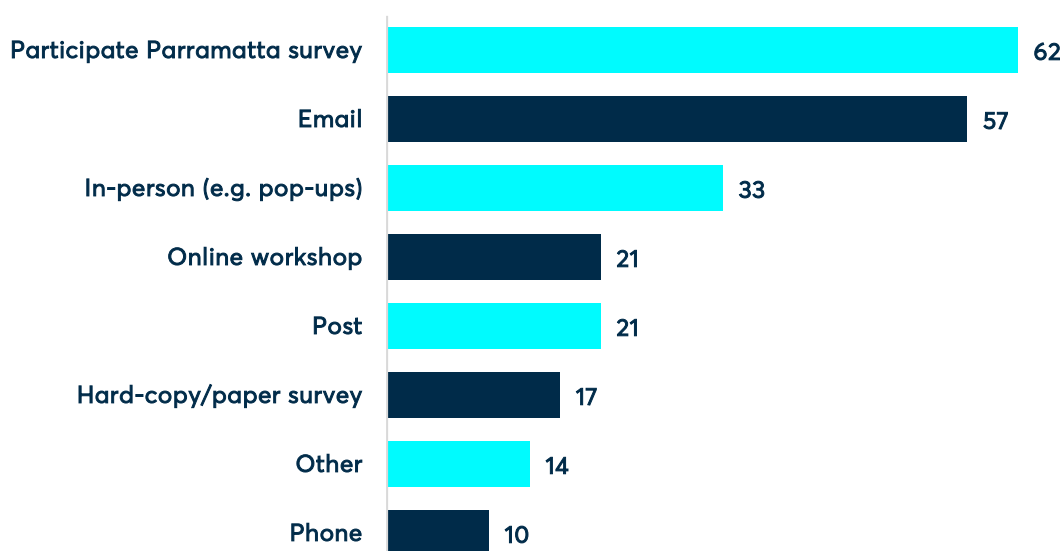
Q16. Are you happy with the feedback options that Council currently provides?



Base: n=137 (Online only)

Amongst those who were less satisfied or neutral, feedback options they would like to see more of included primarily Participate Parramatta (62%) and email (57%). This was followed by more consultation via in-person (33%), online workshops (21%) or post (21%). There was a limited call for more via phone (10%).

Q17. Which of the following feedback options would you like to see the City of Parramatta provide more of? (%)

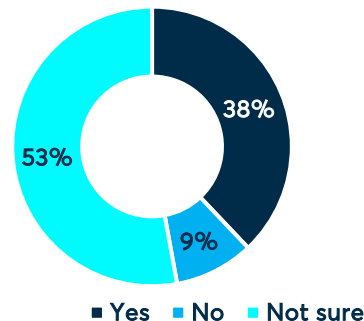


****Caution: small base**

Base: n=42 (Online only) only those dissatisfied or neutral about Council feedback options at Q16.

Many (53%) were unsure whether more proactive engagement opportunities (not aligned to specific projects) should be provided by Council.

Q18. Would you like to see more proactive community engagement opportunities provided by Council that are not aligned to specific projects?



Base: n=137 (Online only)

Those agreeing on the need for more proactive engagement opportunities (38%) were asked to put forward suggestions of how to go about this.

Most commented in terms of preferred format, with **a wish for more live, 'interactive' opportunities to attend and ask questions**. This was followed by reiteration of the need for broader, more timely consultation and transparent feedback on the decision-making process.

The table below represents a coded thematic analysis of the open text comments received in response to question 19 (a follow-on from requests at question 18 above).

Q19. How would you like these proactive community engagement opportunities to run?		
Theme	%	Count
NET Format	68%	32
F2F/ in-person	23%	11
Info sessions/ workshops/ meetings/ Q&As	23%	11
Informal/ community/ street level events	21%	10
Online/ video conference fine	11%	5
Pop-up/ booths	9%	4
Email	4%	2
NET Process	34%	16
More/ wider/ earlier/ easier consultation	19%	9
Feedback/ transparency on decision making process or outcome	17%	8
Different suburbs/ different interest groups	6%	3
Relevant staff/ decision maker in attendance not contractors	6%	3
Fine as is	4%	2
Base:	*	n=47

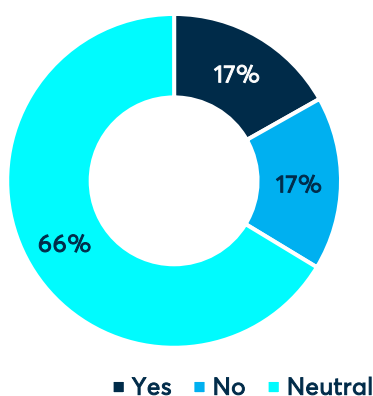
**Note: responses add to greater than 100% as some comments captured across multiple themes.*

Examples of comments received

- *An easy and clear way that residents can offer suggestions and make requests (like return the much need M52 bus!).*
- *With a focus on resident's problem-solving solutions and making requests, this may be through an advertised, easy to use online system or in person opportunities with councillors.*
- *Residents should have communication back on their ideas/requests. E.g. this is not possible because of planning law X, or this will be raised in the next council meeting, or this idea sounds wonderful, we will try and get it approved.*

Increased use of translations was requested, or declined, by just under a fifth (17%) of participants whereas two-thirds (66%) were neutral on the issue.

Q14. When delivering community consultations, would you like to see Council provide more translated resources?



Base: n=137 (Online only)

Amongst those who requested translation services*, the languages specified were directly in line with Parramatta LGA demographics, namely a high prevalence of **Chinese, Korean, Arabic and Hindi communities.**

Other single mentions included Bengali, Dharug, Farsi, Tamil, Telugu, Vietnamese, Thai, Bahasa Indonesian, French, Spanish, Greek and Italian.

3.1.2 EMAIL FEEDBACK

During stage one consultation, two email submissions were received, both of which have been provided below.

Submission 1

Re: How we engage with you!



To: Participate Parramatta

[Reply](#) [Reply All](#) [Forward](#) [...](#)

Mon 4/07/2022 5:26 PM

***[EXTERNAL EMAIL] Stop and think before opening attachments, clicking on links or responding. ***

There has been a great deal of activity from the City of Parramatta on 'community engagement'.

As a rate payer, I find this a complete waste of resources!

My expectations as a rate payer are as follows:

1. Ensure garbage/re-cycling/green bins are emptied on a regular basis, as scheduled. Preferable not at 5.00 am, waking up the entire neighbourhood. Place the empty bins from where they were collected, not 500 m down the road, blocking driveways;
2. Ensure the common paths and gardens are maintained in a proper manner. Currently, it's all slip-shod and hap hazard;
3. Ensure you have a plan to replace the gum trees with trees that are more neighbourhood friendly.
4. Ensure rate payers get value for money by cutting down on frivolous activities.

Once you have got the above basics done right, we can indulge in 'community engagement'.

Regards

[Redacted signature]

Submission 2

Community Engagement Strategy



To: Participate Parramatta

[Reply](#) [Reply All](#) [Forward](#) [...](#)

Sun 24/07/2022 10:44 PM

***[EXTERNAL EMAIL] Stop and think before opening attachments, clicking on links or responding. ***

I wish to provide feedback as follows;

Given the amount of development in Parramatta, improvements need to be made in the DA notification process. There is no longer a free weekly local newspaper delivered to residents homes listing all DAs and notifications to surrounding residences on individual DAs is limited. The radius of compulsory notifications needs to be increased. I accidentally found out about Planning Alerts so receive notifications but many of my neighbours are unaware of them and some residents don't use a computer in any case.

I think Council should accept submissions via Planning Alerts as many other Councils do. I was shocked when advised on Planning Alerts Parramatta Council doesn't accept submissions via them.

DAs on buildings on State Heritage Register and large developments such as Melrose Park should be much more widely distributed and have longer periods for lodging of submissions

The limited service being offered by Parramatta Library until relocation to Phive has been given very little publicity. Not even a sign at the Library about it until a complaint was made to a local Councillor. The library needs to be much more proactive in keeping users/ residents informed.

Elected Councillors have a vital role to play in community engagement. Yet there is no code of conduct requiring them to even acknowledge an email sent by a resident much less respond to the matter raised in the email. In my experience some Councillors are excellent at acknowledging and responding while there is a deafening silence from others. It was really helpful when some female Councillors were doing meet and greets in front of Town Hall for international women's day. Blockages to communications between Councillors and local residents need to be examined and communications improved.

[Redacted signature]

3.1.3 FEEDBACK FORMS

Throughout the consultation period, feedback boxes were set-up across Council's network of 7 libraries and at the Customer Service Centre.

The feedback forms invited community members to answer two questions:

- a). How would you like to be informed about new projects?
- b). How do you want to have your say on Council projects?

9 submissions were gathered from the public using this opportunity (5 from Ermington Library, 3 from Constitution Hill Library and 1 from Dundas Library).

The comments received have been captured in the table below:

How would you like to be informed about new projects?	How do you want to have your say on Council projects?
Community newspaper or with Council Rates notice	Public event or market stall
Letter in mail	Online forms
More books and DVD's for kids	Yes
Paper in letterbox	Paper form to fill in
Email	Email
Put notices up around the area. Make a website that allows people to see new projects.	I don't
Electronically, social media, newsletters, emails etc.	I don't like having to register to share my view. It feels like too long a process, even if it isn't multiple avenues. Like this are good.
I like to be informed	Very much so
Yes	-

3.1.4 IN-SCHOOL WORKSHOP

On Monday 1 August 2022, Council visited North Rocks Public School to engage with a group of 28 students from the Year 5/6 school parliament. This highly consciences group of young people provided Council staff with a long list of great ideas that we will be looking to deliver upon over the life of the new Strategy.

What are some ways that you can have your say?

- *Protesting, petitions and posters*
- *Census and surveys*
- *Social media*
- *Messages to Council/talking with your local Councillors*

How do you want to be engaged?

- *"I would like to be engaged in maybe making some kind of voting system for children aged 12 – 17 so that they can have a bit more of a say for children younger or the same age as them".*
- *"I want to be engaged by knowing what has changed and how other's have impacted the society. I want to be engaged by also being able to participate in giving ideas".*
- *"I want to be engaged by speaking out and conveying my ideas, raising other people's ideas, and raising awareness of local and global issues".*
- *"I would like more voices to be heard, and not just adults, but also people who want to be heard in the community".*

What projects would you like to have your say on?

- *Parks and fun spaces for older children*
- *Sporting facilities / synthetic turf*
- *Environment and sustainability*
- *Road and pedestrian safety*
- *Public toilets / safety / lighting*
- *Opportunities to give back*



3.1.5 POP-UPS

Throughout the consultation period, three pop-up sessions were delivered:

- NAIDOC Day at Parramatta Park on Sunday 10 July 2022
- Farmers Market at Centenary Square, Parramatta on Wednesday 13 July 2022
- Huddle Family Fun Day at Karabi Community Centre, Constitution Hill on Thursday 14 July 2022

A number of comments were received from community members – these have been provided in the below table:

Comments
"Very happy with being listened to on pedestrian bridge project"
"I see the street advertisements and signs"
"It's about working with emerging communities and asking how"
"Keep going with cultural events"
"Translations are great"
"Email. Social media"
"Great job street cleaning"
"Too much tree thinning at Balaka Falls"
"Accessibility + welcoming strategies"
"More regular cleaning of public toilets"
"More chances to have a say on activations"
"More awnings in Centenary Square"
"Doing a great job"
"Not sure how to contact Council"
"Go to website for information"
"Email communication preferred"
"24-hour toilets"
"Need more opportunities for feedback on dog parks"
"Parramatta is not a one-stop shop – no good bakery or food options"
"Maybe a youth advisory committee"
"Doing very well!"
"Issues with safety, especially in Centenary Square"
"More public art"
"Balance growth/development with open space and amenity"
"Better markets"
"Child friendly programs and places"
"Audio translations in other languages"
"Trust in Indigenous leadership and guidance"
"Provide training in community organisational leadership"

3.2. PUBLIC EXHIBITION

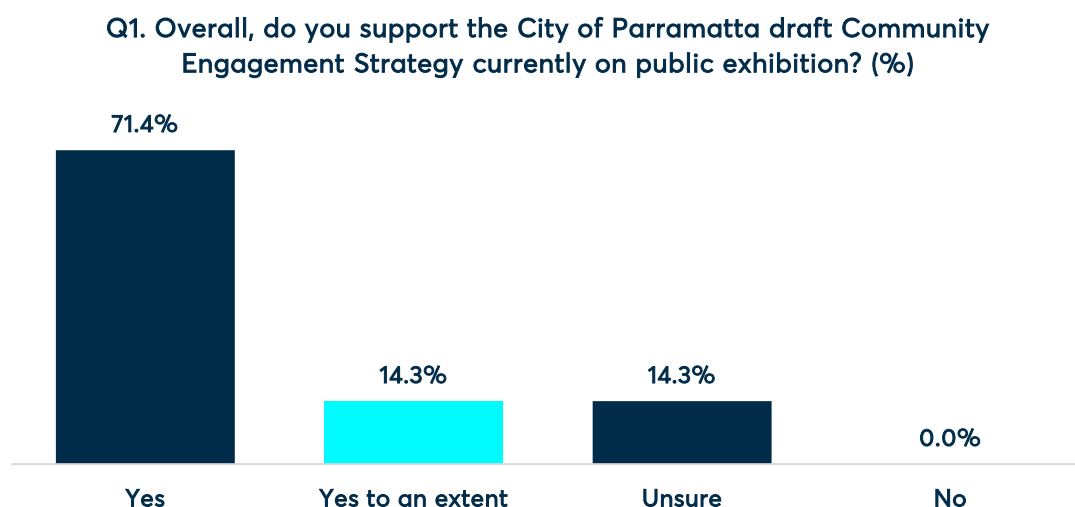
Public exhibition took place between Wednesday 14 September 2022 and Thursday 13 October 2022. During this period, a total of 7 contributions were received: 5 online submission forms and 2 feedback forms. This section presents a detailed overview and analysis of the findings from each channel.

3.2.1. ONLINE / HARD COPY SUBMISSION FORMS

An online survey was hosted on Participate Parramatta between Wednesday 14 September 2022 and Thursday 13 October 2022, with 5 responses received during this period. Hard copy submission forms which mirrored the online survey were made available across Council's network of 7 libraries and at the Customer Service Centre – 2 submission forms were returned via this method. The combined results form a total of n=7 responses as presented below.

Support for the draft Community Engagement Strategy

As shown below, there was a high level of support for the draft Community Engagement Strategy.



Base: Total n=7 (Online + hard copy)

Room for improvement

Four out of the seven submissions received choose to provide additional comments. Of those, two were unrelated to the public exhibition of the draft Community Engagement Strategy and forwarded on to the relevant teams in Council for their consideration. The two relevant comments (provided in full below) do however speak to areas where improvements could be made in Council's approach to community engagement.

"More consideration needs to be taken to ensure that feedback received is representative of the communities' views. The community engagement undertaken currently gives too much weight to a few highly engaged members even though their views may be at odds with the

rest of the community. Considering feedback in conjunction with respondent demographic is required for these surveys to be meaningful at all."

"Note: I want my name and address to be withheld from this submission. There are items that are sometimes posted without going through Participate Parramatta that are on exhibition e.g. a lot of those found on https://www.cityofparramatta.nsw.gov.au/council/your-council/news?f%5B0%5D=article_type%3A21 one specific example is <https://www.cityofparramatta.nsw.gov.au/about-parramatta/news/on-exhibition/proposed-pedestrian-facilities-in-edenlee-street-and-midson>. However, it was excellent to see signs posted on the relevant streets about the proposed works. Additionally, Council should undertake a review of how it handles messages from the Planning Alerts service."

3.2.2. ADVISORY COMMITTEE PRESENTATIONS

Information about the draft Community Engagement Strategy and the associated public exhibition period was presented to the First Nations Advisory Committee on Tuesday 13 September 2022 and the Access Advisory Committee on Tuesday 4 October 2022. No significant feedback was noted.

3.2.3. POP-UPS

Planned pop-up activities across the five City of Parramatta wards during the public exhibition period were cancelled due to bad weather. The pop-up activities were scheduled to take place as part of the Family Fun Day/Movie Night series, however given persistent rain, the events were all postponed.

4. Response to Community Feedback

4.1. Stage one consultation

Following stage one consultation, Council officers collated and analysed all feedback received. In response to the feedback, the following changes were incorporated into the draft Community Engagement Strategy prior to public exhibition:

- How and when the community can expect to be engaged was made clearer.
- Greater clarity was provided on the responsibilities of various stakeholder groups.
- Action items were updated and split into 'ongoing' and 'short to medium-term' for greater clarity.
- Further details were provided about the engagement methods which will be used for Planning Proposal projects.

4.2. Public exhibition

Following public exhibition of the draft Community Engagement Strategy, Council officers collated and analysed all feedback received. In response to the feedback, the following changes have been proposed for the draft Strategy prior to seeking Council approval:

- Further details will be provided about the engagement methods that will be used for Traffic projects.
- Details about engagement timeframes and expectations around minimum participation numbers will be updated and strengthened.