



CITY OF  
PARRAMATTA

# Community Engagement Strategy







*Disclaimer*

*Every reasonable effort has been made to ensure that this document is correct at the time of issue. City of Parramatta Council disclaims all liability in respect of the consequence of anything done or omitted.*







The City of Parramatta respectfully recognises the traditional owners of the land and waters of the Parramatta region, the Darug Peoples.

**NUNANGLANUNGDU BARAMADA  
GULBANGA MAWA NAA BARAMADAGAL  
DARUG NGURRAWA BADURA BARAMADA,  
DARUG YURA.**





# Message from the Lord Mayor



The City of Parramatta is fast becoming Sydney's Central City. The number of people living and working in the area is set to double over the next 20 years. Our vision is to be a thriving, innovative, fair, welcoming, green and accessible place for all – but to make this a reality, we need your input.

This Community Engagement Strategy is a roadmap for creating and maintaining positive relationships and effective engagement with our community and stakeholders to fulfil that vision. The strategy strives to embed best practice consultation across Council now and into the future.

We believe it's important that the community can see and have a direct impact on the decisions of their Council and our City - which is why we have consistently developed this strategy in line with State and Federal legislation.

Council values input from the wider City of Parramatta community and its stakeholders as it helps us to create good public policy and a City that has people at its core. It also helps ensure that the services we provide are relevant, timely and valuable.

Our aim is to foster a culture of collaboration. We look forward to achieving this by working together with you, guided by this comprehensive Strategy.

**Councillor Bob Dwyer**  
**Lord Mayor, City of Parramatta**









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# What is community engagement?

Community engagement, also known as 'public participation', is about involving people in decision-making and it is at the very core of our democratic processes in local government. Community input and participation is crucial for building a great city where people want to live, work, and visit.

The City of Parramatta Council has an organisation-wide commitment to engaging our communities on the issues that matter in a transparent, open, and accountable way.

## Why is it important?

The City of Parramatta recognises that people have a right to be informed and to have a say on projects that are important to them, or which have an impact on their daily lives. Community engagement provides Council with a better understanding of community views and values and helps us to make more informed decisions and deliver better services.

## Why do we need a strategy?

The Community Engagement Strategy outlines our approach to engaging with the community and stakeholders. It provides transparency and clarity for all stakeholders so they can understand their role in the decision-making process. The strategy outlines who, when and how we will engage on plans and policies. The level of community involvement varies depending on the project and the potential impact of the decision.

## Legislative requirements

Council must comply with a number of different pieces of legislation which set out when we must initiate consultation. Section 402(4) of the *Local Government Act 1993* requires that: *The council establish and implement a strategy (its community engagement strategy), based on social justice principles, for engagement with the local community when developing the community strategic plan.*

A yet to commence amendment to the Act by the *Local Government Amendment (Governance and Planning) Act 2016* will insert a new provision under section 402A which will require the following: *A council*

*must establish and implement a strategy (called its community engagement strategy) for engagement with the local community when developing its plans, policies and programs and for the purpose of determining its activities (other than routine administrative matters).*

## Implementing Community Participation Plan requirements

The *Environmental Planning and Assessment Act 1979* (the EP&A Act) also requires that all planning authorities such as Councils outline how and when the community will be engaged across planning functions like policy making and assessment.

Our Community Engagement Strategy (this document) has been developed in accordance with these requirements as well as those set out in the *Local Government Act 1993*. The strategy also covers non-planning matters.



# Our engagement principles



The City of Parramatta's approach to community engagement is guided by eight key principles, which are based on the Community Participation principles outlined in the *Environmental Planning and Assessment Act 1979*:

## Building relationships

We act in an honest, open and respectful way to build strong relationships, partnerships, and trust with our stakeholders. We encourage effective and on-going partnerships with the community to provide meaningful opportunities for participation in decision-making.



## Right to be involved

We believe that our stakeholders have a right to be involved in decisions that affect them. All communication should outline that feedback is invited and no-one is prohibited from participating.



## Clarity of purpose

Our engagement is well-planned with a clearly defined purpose and stages for community input. We are clear about why, how, and what we are engaging about. If the community is affected by a decision, they should be consulted.



## Accessible and inclusive

We actively seek views representative of the community, and we provide a range of engagement activities to ensure that the broadest possible range of stakeholders can participate. Barriers to engagement are identified and measures are put in place to help reduce or overcome these.



## Timely and coordinated

We engage early on and provide enough time for stakeholders to provide input so that views can be genuinely considered. We collaborate across Council to ensure our engagement activities are co-ordinated.



## Tailored

We use a range of engagement and communication methods that suit the purpose and type of project we are consulting on. We consider the impact of the proposed project, complexity, risk, timing and the range of stakeholders involved. Information



should be in plain language, easily accessible, and in a form that makes it easy for people to participate.

## Transparent

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



## Learning from practice

We evaluate our engagement activities and learn from the feedback that has been provided to us.





# Engaging our community



If we are to effectively engage, we must have a clear picture of who we are engaging with. The diverse nature of our community highlights that a one-size-fits-all engagement approach will not work – we must constantly employ a range of engagement methods.

More than 250,000 people call Parramatta their home, and we're a fast-growing city with a diverse community. This video clip explains the current makeup of our city. [cityofparramatta.nsw.gov.au/about-parramatta/community-data-demographics](http://cityofparramatta.nsw.gov.au/about-parramatta/community-data-demographics)

## **We are fast growing**

By 2036, our population is forecast to grow to more than 443,000. We are young, with 29.1% of our population aged between 25 and 39, but we have a diverse range of age groups - 23.5% of our population is under 19 and 17% are over 60. Our median age is 34 years, two years younger than the median age in the Greater Sydney region. Our age profile is forecast to be similar in the future, with people aged between 25 and 39 making up around 30% of our population in 2041.

## **We are diverse**

More than 52% of our population speak a language other than English at home. Almost half of our population were born overseas with 28% arriving in Australia less than five years ago. The region will continue to grow and Parramatta's welcoming multicultural character will continue to attract more people to the area.

## **We recognise the traditional owners of our land**

We seek to address the legacy of our past and ensure a great quality of life for our Aboriginal and Torres Strait Islander community, with 0.8% of the community identifying as part of the Aboriginal and Torres Strait Islander population. There are approximately 700 Aboriginal and Torres Strait Islander people who travel to the City to work, as well as some 20,000 Aboriginal and Torres Strait Islander people in Western Sydney who utilise services and facilities in the City of Parramatta.

## **We are prosperous**

More than 26% of the population are considered high income households. In the next five years, an estimated 30,000 additional people will be working in Parramatta. With more than \$10 billion in projected investment, the city will attract new workers in knowledge-intensive jobs.

## **We have vulnerable communities**

Based on Parramatta's population in 2017, there are approximately 45,400 people living with disability in our City. Nearly 15% of households are considered low income and earn less than \$650 per week. Just over 9% of people do not have an internet connection at home. Inequality across Australia has risen over the past 20 years and the share of wealth going to the lowest 20% of households continues to decrease. It is important for us to provide access to all sectors of the community to participate in engagement.

# Who do we engage with?

## Our stakeholders

A vital component of the community engagement process includes identifying and understanding key stakeholders who will be impacted by or who have an interest in a decision.

Our engagement aims to reach everyone in the community to ensure a range of views are heard.

### Internal and external committees:

Council has a number of committees made up of staff, Councillors as well as external community members and they convene on issues relevant to specific topic areas. The committees include:

- Aboriginal and Torres Strait Islander Advisory Committee
- Access Advisory Committee
- Heritage Advisory Committee
- Local Planning Panel
- Parramatta Cycleways Advisory Committee
- Parramatta Light Rail Community and Business Advisory Committee
- Parramatta Smart City Advisory Committee
- Parramatta Traffic Engineering Advisory Group (TEAG)
- Riverside Theatres Advisory Board

- City of Parramatta Wentworth Point Working Group (CoP WPWG)
- Community Grants Committee
- Council Finance Committee.

### External:

The list of external stakeholders is long and varied. Stakeholder groups who may be identified in a community engagement process include:

- People who live, work, or visit the City of Parramatta
- Investors (existing /new/potential)
- Businesses operating in the City of Parramatta
- Active industry groups or associations
- Community, sporting, cultural and environmental groups
- CALD community
- Refugee community
- Future residents
- Young people
- Students
- Children and families
- Retirees/mature aged people
- LGBTQI+ community
- Aboriginal and Torres Strait Islander community
- Not-for-profits and non-government organisations
- Voluntary groups
- Schools, colleges, and universities
- Childcare services and centres
- Health and support services

- Disability and Wellbeing Support Services
- Emergency Services
- Vulnerable people
- Those living in assisted care
- State and federal government agencies/services
- Local Members of Parliament
- Transport authorities
- Sydney Olympic Park Authority
- Neighbouring/other local councils



# Inclusive participation



The City of Parramatta recognises that some communities are 'harder to reach' as they may have barriers to participation such as experience, language and accessibility. Council is committed to providing opportunities for these communities to participate and 'have a say' by:

- Translating resources and information where necessary
- Avoiding technical jargon and using language which is easy to understand
- Providing language aides at events where necessary
- Providing information in accessible formats
- Ensuring a variety of engagements methods are made available
- Ensuring venues are accessible
- Meeting the commitments outlined in the Disability Inclusion Action Plan (DIAP).

## **Aboriginal and Torres Strait Islanders**

The City of Parramatta recognises the Darug peoples as First Australians, peoples of the oldest continuous living culture in the world. The name of Parramatta is a derivation of the word Burramatta or 'place where the eels lie down' (breeding location for eels within the Parramatta River). We are committed to working with

Traditional Owners on matters of land, water, language, culture, and cultural heritage. Council, through its Reconciliation Action Plan, is working to embed indigenous issues and interests through its corporate documents, policies, and projects. We want to ensure that the voices of Darug peoples are included in this process and that our relationships with our Aboriginal and Torres Strait Islander communities are meaningful.

## **Culturally and Linguistically Diverse (CALD) communities**

We recognise that our diversity of cultures and sense of community are our greatest strengths. Diversity is fundamental to our identity with 49.5% of residents born overseas and 52% speaking a language other than English at home.

We often translate our communications and engagement materials according to the demographic profiles of the residents, visitors, and workers in our City. We work closely with a range of community, sporting, and cultural organisations to build strong and resilient communities.

We celebrate culture and diversity, past, present, and future.

## **Young people**

Council is committed to building a city that is welcoming and inclusive of young people. We provide opportunities for young people to become active citizens through co-design initiatives, online engagement and face to face such as the Youth Forum.

## **Vulnerable people**

We have vulnerable people that live, work, and visit the local government area including low income households, social housing tenants, the elderly, people with disabilities, people experiencing homelessness, and Lesbian, Gay, Bisexual, Transgender, Queer, Intersex (LGBTQI) people.

We are committed to creating engagement opportunities that allow vulnerable and harder-to-reach groups to have their views heard.

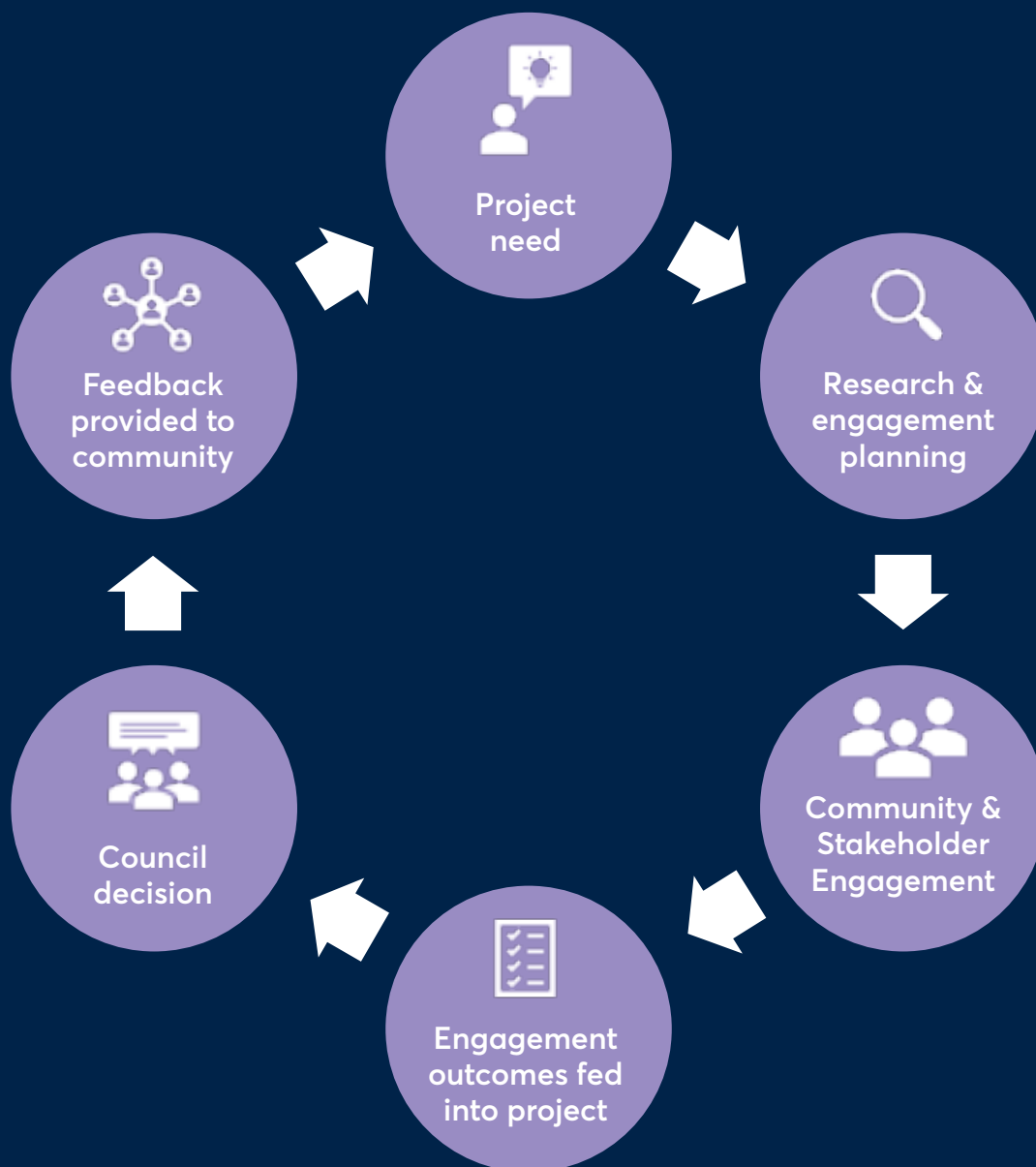
# Decision-making process

This Strategy will guide the way engagement is planned and undertaken.

Planning for engagement considers a range of factors including who will the project impact, how much

impact will the project have and how interested the community might be in the project. The requirements for public participation will also be considered, for example, minimum or maximum exhibition timeframes

to ensure the community can have a say. The general process for starting engagement, and how it works within Council is shown in the diagram below.









# What engagement looks like for the City of Parramatta

**Our engagement is usually linked to plans, strategies and work outlined in our Integrated Planning and Reporting Framework (IP&R).**

This framework shows how often we engage around those plans and strategies. Community engagement and the feedback that people provide influences every part of what we do, including the day to day activities and the overarching goals and strategies shown on the right.







# How we engage

## Levels of participation

Our engagement approach can vary depending on the need and impact of the project. Legislation such as the *EP&A Act 1979* sets the minimum requirements for planning related projects. Council is also governed by the requirements specified in the *Local Government Act 1993*.

The IAP2 (International Association of Public Participation) Spectrum ([www.iap2.org.au](http://www.iap2.org.au)) shows that differing levels of participation are legitimate depending on the goals, timeframes, resources and levels of concern in the decision to be made. The IAP2 model is recommended by the Division of Local Government for preparation of Community Engagement Strategies.

Most importantly, the spectrum defines the public's role in any community engagement program and sets out the promise being made to the public at each participation level.

The levels of public participation are outlined below:

**Inform** – usually means that a decision has been made or action is needed, so the community and stakeholders are provided with information.

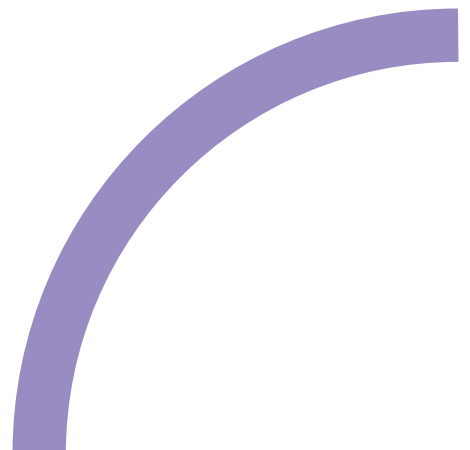
**Consult** – the community can provide feedback on the issues, options, and decisions.

**Involve** – the community's concerns and feedback are reflected in decision-making.

**Collaborate** – the community and Council partner in decision-making towards a common goal.

**Empower** – the community and stakeholders have final decision-making power.

The City of Parramatta provides a range of ways for the community and stakeholders to participate in the decision-making process, these are outlined in the table on page 19.





| Participation           | Channel  | In Practice  |
|-------------------------|--|--|
| Inform                  | Website and social media   | Provide information via social media channels such as facebook, twitter, instagram and the Council's website.  |
|                         | Advertisements, signs, letters and notices                                     | A letter, sign, advertisement or notice may: <ul style="list-style-type: none"> <li>• invite the community to participate in engagement</li> <li>• describe the matter, project or issue</li> <li>• outline how people can find out more information</li> <li>• advise how to make a comment or be involved</li> <li>• outline the timeframe for consultation.</li> </ul>  |
|                         | Customer Contact Centre and Council libraries                                  | Information is made available during exhibition at both the Customer Contact Centre and the Council Libraries.   |
|                         | Translated communication materials   | Materials are translated to align with key projects and demographics.  |
| Consult and involve     | Online engagement portal   | <a href="https://oursay.org/cityofparramatta">oursay.org/cityofparramatta</a> – a place for the community to share their ideas, have active conversations, and help shape plans, policies, and projects. The portal is optimised for mobile phones and language translations.  |
|                         | Research and Engagement Panel  | The panel is made up of 9,000 residents, visitors, business owners, and students. This panel receives email invitations to participate in online surveys and forums, in-person workshops, attend events or public meetings. For more information, visit <a href="https://cityofparramatta.nsw.gov.au/living-community/community-engagement-have-your-say/our-city-your-say">cityofparramatta.nsw.gov.au/living-community/community-engagement-have-your-say/our-city-your-say</a> .                                |
|                         | Annual Youth Forum   | The Youth Forum an opportunity for young people (aged 12-25 years) to engage directly with Council to discuss and provide feedback on Council plans and activities that are relevant to young people.  |
|                         | Community meetings and workshops   | Meetings and workshops with community and stakeholders provide an opportunity to work through an issue or to gather feedback on particular aspects of a project or policy.   |
|                         | Council meetings   | Members of the community can participate in Council's formal meeting process prior to a decision being made as outlined in Council's Code of Meeting Practice. This can include speaking at a public forum, making submissions and petitions or as an observer at Council meetings.  |
|                         | Public exhibitions and submissions   | The exhibition process seeks written community and stakeholder feedback on a plan, policy or project.  |
|                         | Surveys  | Using market research software for telephone, online, and offline surveys optimised for mobile phones and language translations.   |
|                         | Drop-in sessions and pop up stalls   | Provide a face to face opportunity for the community to attend a drop-in session or a pop up stall often held as part of a wider event to gather information and provide feedback on an issue or project/policy related decision.  |
| Collaborate and empower | Advisory committees  | These committees are made up of various members of our community and Councillors who advise the Council on views, needs, and interests in the local area. Committee members are selected because of their experience or skill in the area relating to that committee interest. More information can be found online at <a href="https://cityofparramatta.nsw.gov.au/council/governance-of-the-council/advisory-committees">cityofparramatta.nsw.gov.au/council/governance-of-the-council/advisory-committees</a> . |
|                         | Deliberative processes like 21st century town hall meetings and citizen juries | Deliberative forums are used for in depth consideration of an issue by a cross section of the community to provide well informed feedback on how a decision should be made.  |
|                         | Community and stakeholder reference groups                                     | Groups of community and stakeholders that meet with staff, Councillors, or others to work through an issue, determine a decision for a project, policy or plan and provide advice on the decision.   |







# When we engage



The following table explains how we will engage with the community about plans and strategies, as well as other work we do, so the community knows what to expect.

Planning related projects have specific exhibition timeframes which must be met, these are outlined on the following pages.

| When  | Engagement level     | How  | What  | Exhibition period  |
|---|----------------------|--|---|--|
| <b>Maintenance and renewal capital works</b>  | Inform               | Share balanced information on current activities and plans. Take all reasonable steps to ensure stakeholders are advised of Council's proposal   | Communicate updates to keep community informed  | We will let you know at least 14 days in advance of work |
| <b>Council Plans and Strategies</b> <ul style="list-style-type: none"> <li>• Parramatta Ways</li> <li>• Tourism Strategy</li> <li>• Bike Plan</li> <li>• Cultural Plan</li> <li>• Economic Development Strategy</li> <li>• Heritage Plan</li> </ul> | Consult              | Ask for community views about Council plans and strategies. In addition to minimum statutory provisions, take all reasonable steps to ensure stakeholders are advised of the opportunity to provide feedback | Recognise community views and concerns and ensure these are reflected as inputs into Council's final decision | 28 days  |
| <b>Environmental Education Programs</b>   | Involve, and empower | Share information around adopting sustainable behaviour changes  | Directly influence environmentally sustainable behaviour change in the City of Parramatta                     | 28 days  |



| When   | Engagement level | How  | What  | Exhibition period   |
|--|------------------|--|---|---|
| <b>Council's key long-term plans</b> <ul style="list-style-type: none"> <li>• Community Strategic Plan</li> <li>• Delivery Program</li> <li>• Community Engagement Strategy</li> <li>• Local Strategic Planning Statement</li> <li>• Land Use Strategy*</li> </ul> | Involve          | Involve the community to ensure priorities are reflected in the decision. Provide a range of opportunities/channels for the community to share their views   | Directly reflect community concerns and aspirations in the finalised plan                                     | 28 days   |
| <b>Council's Annual Operational Plan and Budget</b>  | Involve          | Involve the community to ensure priorities are reflected in the decision. Provide a range of opportunities/channels for the community to share their views   | Directly reflect community concerns and aspirations in the finalised plan                                     | 28 days   |
| <b>New capital works and place making</b>  | Involve          | Involve the community to ensure priorities are reflected in the decision. Provide a range of opportunities/channels for the community to share their views   | Directly reflect community concerns and aspirations in the finalised plan                                     | We will provide at least 14 days' notice for any engagement opportunities |
| <b>Council's key land use planning instruments</b> <ul style="list-style-type: none"> <li>• Development Control Plans (minor***)</li> <li>• Section 7.11 Plans</li> <li>• Voluntary Planning Agreements</li> </ul>   | Consult          | <p>Ask for community views. In addition to minimum statutory provisions, take all reasonable steps to ensure known stakeholders are advised of the opportunity to provide feedback</p> <p>The extent of notification will be determined based on a series of considerations including the scale, complexity, nature and potential impact of the planning proposal or instrument.</p> | Recognise community views and concerns and ensure these are reflected as inputs into Council's final decision | A minimum of 28 days  |

| When   | Engagement level | How   | What  | Exhibition period  |
|--|------------------|---|---|--|
| <b>Council's key land use planning instruments</b> <ul style="list-style-type: none"> <li>Planning Proposals (minor***)</li> </ul>   | Consult          | <p>Ask for community views. In addition to minimum statutory provisions, take all reasonable steps to ensure stakeholders are advised of the opportunity to provide feedback</p> <p>The extent of notification will be determined based on a series of considerations including the scale, complexity, nature and potential impact of the planning proposal or instrument</p> | <p>Recognise community views and concerns and ensure these are reflected as inputs into Council's final decision</p> <p>Reasons for decisions are provided in the Council Report and through the Department of Planning Industry and Environment's (DPIE) website</p> | <p>A minimum of 28 days or:</p> <p>(a) if a different period of public exhibition is specified in the gateway determination for the proposal—the period specified, or</p> <p>(b) if the gateway determination specifies that no public exhibition is required because of the minor nature of the proposal—no public exhibition</p> |
| <b>Council's key land use planning instruments</b> <ul style="list-style-type: none"> <li>Planning Proposals (major**)</li> <li>Development Control Plans (major**)</li> </ul> | Involve          | <p>Involve the community to ensure priorities are reflected in the decision. Provide a range of opportunities/channels for feedback</p> <p>The extent of notification will be determined based on a series of considerations including the scale, complexity, nature and potential impact of the planning proposal or instrument</p>  | <p>Recognise community views and concerns and ensure these are reflected as inputs into Council's final decision</p> <p>Reasons for decisions are provided in the Council Report and through the Department of Planning Industry and Environment's (DPIE) website</p> | <p>A minimum of 28 days or:</p> <p>(a) if a different period of public exhibition is specified in the gateway determination for the proposal—the period specified, or</p> <p>(b) if the gateway determination specifies that no public exhibition is required because of the minor nature of the proposal—no public exhibition</p> |
| <b>Council's other key policies</b>  | Consult          | <p>Ask for community views about options identified by Council. Take all reasonable steps to ensure stakeholders are advised of the opportunity to provide feedback</p>   | <p>Recognise community views and concerns and ensure these are reflected as inputs into Council's final decision</p>  | 28 days  |



| When   | Engagement level | How   | What  | Exhibition period   |
|--|------------------|---|---|---|
| <b>Development Applications (DAs)</b><br>other than for complying development, designated development or for State Significant Development (SSD) | Consult          | Ask for community views about options identified by Council. In addition to minimum statutory provisions, take all reasonable steps to ensure stakeholders are advised of the opportunity to provide feedback | Recognise community views and concerns and ensure these are reflected as inputs into Council's final decision<br><br>Ensure Council's statement of reason for decision is published | <b>14 days</b><br><br><i>Note: See relevant DCPs for specific details (some specify longer timeframes for certain types of development)</i>   |
| <b>DAs for designated development</b>  | Consult          | Ask for community views about options identified by Council. In addition to minimum statutory provisions, take all reasonable steps to ensure stakeholders are advised of the opportunity to provide feedback | Recognise community views and concerns and ensure these are reflected as inputs into Council's final decision<br><br>Ensure Council's statement of reason for decision is published | <b>28 days</b><br><br><i>Note: See relevant DCP for specific details (some specify longer timeframes in certain parts of the LGA)</i>   |
| <b>Application for modification of development consent</b>   | Consult          | Ask for community views about options identified by Council. In addition to minimum statutory provisions take all reasonable steps to ensure stakeholders are advised of the opportunity to input             | Recognise community views and concerns and ensure these are reflected as inputs into Council's final decision<br><br>Ensure Council's statement of reason for decision is published | Usually not less than 14 days unless the proposed modification is to correct anomalies or will have minimal environmental impact<br><br><i>Note: See relevant DCPs for specific details</i> |

| When   | Engagement level | How  | What  | Exhibition period  |
|--|------------------|--|---|--|
| <b>Re-exhibition of any amended application</b>  | Consult          | Ask for community views about options identified by Council. In addition to minimum statutory requirements, take all reasonable steps to ensure stakeholders are advised of the opportunity to input | Recognise community views and concerns and ensure these are reflected as inputs into Council's final decision<br><br>Ensure Council's statement of reason for decision is published | Council may re-exhibit an amended application at its discretion dependent on the: <ul style="list-style-type: none"> <li>• extent it differs from the original application</li> <li>• environmental impact</li> <li>• effect on local amenity</li> </ul> <i>Note: See relevant DCPs for specific timeframes (where relevant)</i> |
| <p>^ Exclusion of Christmas/New Year period: The period between 20 December and 10 January (inclusive) is excluded from the calculation of a period of public exhibition. This is a requirement under the EP&amp;A Act and as such this overrides provisions in DCPs that relate to this notification period.</p> <p><i>Note. See also section 36 (2) of the Interpretation Act 1987 for the applicable rule where an exhibition period includes a weekend or public holiday.</i></p>  |                  |  |   |  |
| Members of the community who are affected by proposed major development should be consulted by the proponent before an application for planning approval is made.  |                  |  |   |  |
| If a particular matter has different exhibition or notification period that apply under the EP&A Act, the longer period applies.   |                  |  |   |  |
| Submissions with respect to a plan, application or other matter may be made during the minimum period of its public exhibition. Where the exhibition is for a specified longer period, then submissions may be made during that specified longer period.   |                  |  |   |  |
| Where a plan, application or other matter has been publicly exhibited, the plan or application is not to be made, determined or finalised, until after the public exhibition period has ended.   |                  |  |   |  |
| <p>Providing reasons for decisions will enable all stakeholders to a decision to understand why it was made. The statement of reasons can be very simple for simple decisions, and more detailed for complex decisions. For applications for development consent (DAs) and modifications of DAs (being an application that was publicly exhibited). Council must provide a public notification of:</p> <ul style="list-style-type: none"> <li>(a) the decision, and</li> <li>(b) the date of the decision, and</li> <li>(c) the reasons for the decision (having regard to any statutory requirements applying to the decision), and</li> <li>(d) how community views were taken into account in making the decision.</li> </ul> |                  |  |   |  |
| <p>* Such as an Employment Lands or Housing Strategy.</p> <p>**A precinct based planning proposal or DCP (such as the CBD Planning Proposal) or comprehensive LEP or DCP amendment (such as the Harmonisation Planning Proposal).</p> <p>***A minor planning proposal or DCP is either site-specific or a single-issue type amendment.</p>   |                  |  |   |  |





# Draft LSPS and LHS



## LEGEND

- Greater Parramatta Metropolitan Centre
- Strategic Centre
- Growth Precinct
- GPOP Boundary

- Sydney Metro Rail
- Potential Metro Rail
- Potential Mass Transit
- Suburban Rail
- Light Rail (Stage 1)
- Potential Light Rail (Stage 2)

- Public
- Key
- H
- A
- C
- L



# Public exhibition

## What is public exhibition?

Public exhibition is the official period in which draft documents are made available for consultation and feedback. Public exhibition of draft documents and development applications must first be endorsed by Council before being made available for public comment.

The community and key stakeholders are encouraged to provide feedback to Council, usually in the form of a written submission.

## How will I be notified?

The level of engagement may vary across projects but at a minimum Council will:

- Provide information on Council's website
- Provide notification to impacted residents and adjoining properties
- Advertise the public exhibition period in a local newspaper
- Make information available at the customer contact centre and libraries
- Ensure consistency with the notification requirements in the development control plan as they apply to any parcel of land.

## What if I don't agree with a document on exhibition?

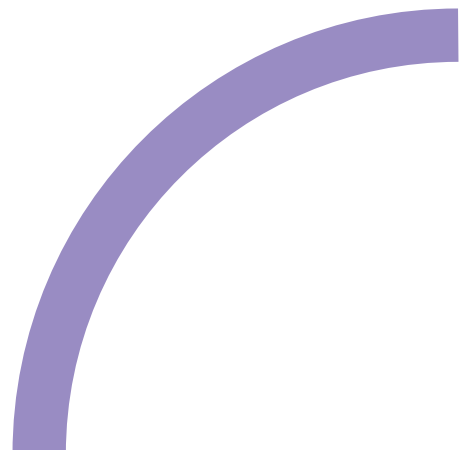
You can make a submission by post or email and clearly provide your reasons for objection. Council will review all issues raised in a submission before making a decision. We take submissions seriously, regardless of the number of submissions received, we review the issues raised in each one.

You can expect us to acknowledge your submission in writing. We also want you to know that the submission may be released in public information and is not considered confidential.

## Exhibition timeframes

This section outlines the types of proposals that must be made available for public exhibition as a requirement of the *EP&A Act 1979* and the minimum required exhibition timeframes.

There are mandatory and non-mandatory requirements that apply, and these are outlined to the right.





**PLAN MAKING - Mandatory minimum exhibition timeframes**

|   |   |
|---|---|
| Draft Community Participation Plan  | 28 days   |
| Voluntary Planning Agreements   | 28 days   |
| Planning proposals for Local Environmental Plans (LEP) subject to a gateway determination | 28 days or as specified by the gateway determination which may find, due to the minor nature of the proposal, that no public exhibition is required |
| Draft Development Control Plans (DCPs)  | 28 days   |
| Draft contribution plans (including growth centres and planned precincts)                 | 28 days   |
| Local Strategic Planning Statement (LSPS)   | 28 days   |

**DEVELOPMENT ASSESSMENT - Mandatory minimum exhibition timeframes**

|   |         |
|---|---------|
| Application for development consent (other than for complying development certificate, for designated development or for State significant development) | 14 days |
| Application for development consent for designated development  | 28 days |

Several of our functions and proposals do not have minimum exhibition timeframes. In line with our community engagement objectives, we typically exhibit these type of documents as follows:

**GENERAL - Non-mandatory exhibition timeframes**

|  |  |
|--|--|
| Draft strategies, policies and guidelines  | 28 days based on the urgency, scale and nature of the proposal       |
| Application for modification of development consent that is required to be publicly exhibited by the regulations | Up to 14 days based on scale and nature of the proposal              |
| Re-exhibition of any amended application or matter referred to above   | Discretionary based on the urgency, scale and nature of the proposal |

There may be other proposals not subject to the mandatory exhibition timeframes for which we have the option to exhibit for at least 28 days and engage with the community in line with our community engagement objectives. Additionally, there may be some occasions where a government priority or administrative requirement demands immediate action on proposals that prevents the implementation of our usual community engagement process.

## Extending exhibition periods

We will always exhibit a proposal for the specified minimum timeframe and will consider an extended timeframe based on the nature and scale of the project. Any timeframes for engagement are in calendar days and include weekends and public holidays. Any public exhibition over the Christmas/New Year period would be extended into January the following year.

Council is also not required to make available for public inspection a planning matter that the publication of, would be contrary to public interest, because of its confidential nature, or any other reason.

## Feedback

There are many ways for the community to provide feedback, or raise questions outside of formal exhibition and we will always consider and respond to your views and concerns.

### Contact Centre

126 Church Street, Parramatta  
Monday to Friday - 8.30am to 5pm

### General enquiry line

1300 617 058 (8.30am to 4.30pm)

### General emails

[council@cityofparramatta.nsw.gov.au](mailto:council@cityofparramatta.nsw.gov.au)

### Engagement team

[haveyoursay@cityofparramatta.nsw.gov.au](mailto:haveyoursay@cityofparramatta.nsw.gov.au)

### Website

[cityofparramatta.nsw.gov.au](http://cityofparramatta.nsw.gov.au)

**Development line** – (02) 9806 5524

### National Relay Service

1300 555 727 (Speak and Listen)

133 677 (TTY)

0423 677 767 (SMS relay number)









# Implementation of goals & objectives

The Community Engagement Strategy is aligned with Council's community engagement aspirations, vision, and legislative obligations as outlined through the *Local Government Act 1993*, the *EP&A Act 1979*, and Council's *Community Strategic Plan*. The strategy provides clear engagement goals, objectives, and actions for Council including:

## OVERARCHING GOAL:

To involve, engage, listen, and be transparent with all of our communities when developing any policies, programs or activities (other than routine administrative matters). Importantly, the outcomes of community engagement support Council's efforts to:

- identify community objectives
- prioritise what Council delivers with its resources
- identify acceptable service levels
- monitor community satisfaction.

## Objective 1:

**To provide a best-practice, consistent, and considered approach to engagement that is meaningful and appropriate for our diverse communities of all ages and abilities.**

### Actions:

- Adopt an organisation-wide approach to engagement through the development of a Community Engagement Strategy (this document), policy, staff toolkit, and the adoption of the IAP2 framework
- Ensure all projects (other than those of an administrative nature) have a community engagement component. Provide support to project teams to design and deliver meaningful engagement activities
- Utilise best-practice online communication and engagement techniques including online panel participation, focus groups, social media, as well as the use of video, to create energy and excitement around Council's engagement activities
- Translate materials to reach CALD communities where appropriate
- Work towards improving accessibility
- Enhance engagement between Councillors and the community through the provision of 'Councillor meet and greet' opportunities at Council run events and family fun days
- Provide staff with support and regular training in the IAP2 framework
- Provide staff with ongoing support and guidance regarding best-practice tools particularly for legislated engagement projects via a centralised approach to research and engagement
- Conduct an annual community and stakeholder research program to provide community insights and improve and inform internal decision-making
- Conduct an annual community satisfaction survey and maintain an overall satisfaction rating of 7 in 10 people who are satisfied/highly satisfied with council services
- Share engagement and research insights with staff via presentations, documented case studies and the internal publication of data to encourage informed, best-practice decision-making.



## Objective 2:

**Forge an open and collaborative culture across the organisation regarding the delivery and approach to community engagement.**

### Actions:

- Ensure that all business teams are planning for, budgeting and internally communicating all projects containing community engagement
- Develop and introduce a community engagement implementation plan template to assist with planning and delivery of activities
- Ensure community engagement plans are co-designed and agreed between Council's engagement team and the project or subject manager
- Ensure a flexible and responsive approach to the advice, tools, and support provided for each project, making sure the projects consider scale, budget, impacts, timeframes and meet legislative obligations

- Create a decision-making flow chart and register of projects to establish a clear process for the project or subject matter expert to receive early advice and support in community engagement
- Educate project teams regarding their responsibilities to comply with legislative requirements and Council policies and practices.

## Objective 3:

**Develop a strategy to increase participation and membership of the online research and engagement panel (Our City, Your Say).**

### Actions:

- Actively recruit new panel members at key activities and events
- Identify demographic gaps within the panel and actively target those groups to ensure the panel is demographically representative
- Increase panel membership by 3% annually (approx. 270 people)
- Improve youth membership by 3% through targeted promotion
- Explore new ways of engaging with the panel and increasing participation/response rates
- Maintain a 40% response rate from panel members annually.

## Objective 4:

**Implement cost effective engagement strategies and ensure best use of limited engagement resources across the organisation.**

### Actions:

- Raise awareness of best-practice and efficient engagement methods by sharing engagement and research insights with staff
- Provide staff with ongoing engagement support and training
- Manage Council's highly effective online research and engagement panel (Our City, Your Say)
- Promote and encourage the use of Council's social media platforms to increase community use.
- Utilise existing groups and networks within Council to promote and target engagement opportunities.

## Objective 5

**Explore contemporary engagement methods with a view to improving and extending Council's engagement activities.**

### Actions:

- Actively participate in conferences, training, and forums
- Actively collaborate and share knowledge with other local, state and federal agencies where appropriate
- Identify and work with innovative and best-practice industry providers
- Source a community engagement tool/portal to provide a central location for all engagement activities.

## Objective 6

**Enhance oversight of how community engagement is being conducted and integrated into decision-making.**

### Actions:

- Prepare a quarterly community engagement summary report/dashboard for the Executive and Councillors
- Conduct quarterly community engagement meetings with key team leaders, Council Managers, and staff to exchange information on policies, tools, and processes to support delivery of engagement
- Conduct regular meetings for key project teams undertaking planned or current engagement activities. Ensure engagement requirements, adequate budget resources and lead times are incorporated into project approval
- Update elected officials about legislative changes and how community participation will inform decision-making and highlight opportunities for Councillor involvement.
- Provide project updates and share information about outcomes of engagement and how it has informed decisions.







# Evaluation and reporting: measuring success

Monitoring and reviewing Council's engagement activities is essential in order to identify areas for improvement and to realise goals more efficiently. Council will use a variety of evaluation and reporting methods to assess and communicate its progress including:

- Undertaking annual audits to check progress against the objectives identified in this strategy
- Reviewing the strategy, policy and toolkit every four years
- Undertaking a community satisfaction survey annually and reporting these outcomes
- Reviewing participation levels in engagement activities including the Our City, Your Say panel
- Reviewing verbal and written feedback from stakeholders on the effectiveness of our engagement activities
- Number of staff trained in the IAP2 framework annually
- Quantitative and qualitative information collected
- Quarterly executive level reporting to improve visibility of engagement delivery.

## Responsibilities and budget

The Community Engagement team is a supporting function within council, providing access to the online panel, providing advice on resources, engagement design, and engagement planning.

A dedicated budget for community engagement activities regarding key Corporate Planning documents, such as the Integrated Planning and Reporting framework suite, sits within the Governance and Planning portfolios.

All other community engagement activities except for the annual community satisfaction survey, the management of the online panel, and centralised database of projects and staff training, are to be funded by the relevant council department seeking input from the community.

All business teams must plan for community engagement, ensure there is adequate budget set aside for engagement activities, and communicate within Council on an annual basis the engagement they have planned for the coming period.

The subject/project manager or expert is responsible for complying with legislative requirements and the Community Engagement Strategy.



# Glossary

| Term   | Definition   |
|--|--|
| Contribution plans                                       | A plan developed by councils for the purpose of gaining financial contributions from new development towards the cost of new and upgraded public amenities and/or services required to accommodate the new development |
| Community Strategic Plan (CSP)                           | A Council plan prepared under the Local Government Act 1993 which focuses on achieving the long term social, environmental and economic aspirations of the community   |
| Designated development                                   | Designated development refers to developments that are high-impact developments (e.g. likely to generate pollution) or are located in or near an environmentally sensitive area (e.g. a coastal wetland)               |
| Development Control Plans (DCP)                          | A plan that provides detailed planning and design guidelines to support the planning controls in a Local Environment Plan (LEP)  |
| Gateway determination                                    | A gateway determination is issued following an assessment of the strategic merit of a proposal to amend or create an Local Environment Plan (LEP) and allows for the proposal to proceed to public exhibition          |
| International Association of Public Participation (IAP2) | An industry association guiding the standards and principles of engagement across the world but also from an Australian perspective  |
| Local Environmental Plan (LEP)                           | A process which involves an amendment to a Council's LEP which sets the planning framework for a local government area   |
| Local Strategic Planning Statement                       | A strategy that focuses on the vision and priorities for land use within a council area  |





# IMAGINING PARRAMATTA TOGETHER

@cityofparramatta

DIGITAL TRANSFORMATION

COMMUNITY

INNOVATIVE CITY

EACH DAY IS DIFFERENT  
RESPECT IT!

TEDx PARRAMATTA-21/9/19

TedX,  
Parramatta  
2019



# Share your **big ideas** and help us imagine **Parramatta in 2050**

Green  
BUILDINGS  
WITH SKY GARDENS  
ON FLOORS OF  
BUILDINGS

GRE

We need  
food hawker  
markets  
in every  
neighbourhood

Place to  
Work & Play  
Not  
Leave.

PEOPLE  
PERSON  
CENTRIC  
SPACES

YOUTH  
DRIVEN  
IDEAS

= Engine =  
for Sydney!

SPACES  
FOR THAT  
PROMOTE  
CONNECTION  
community GROW

Digital  
Transformation  
→ Industry!  
→ lights!  
→ lasers

Cleaner  
+  
Greener!

CLEAN THE  
RIVER  
← CARP

✓ Parking/land  
sites  
for personal  
drones

Central  
hub for  
WS!

ENVIRONMENTAL  
STEWARDSHIP  
- Community  
- cleaning  
- education  
- care of spaces  
- awareness  
- Indigenous connection

We need  
more places  
for the grey  
army to  
contribute!  
- gardens  
- libraries  
- schools

- DOG PARK  
- FOUNTAIN  
- WATER PLAY  
PARK FOR DOGS

@Cityof  
parramatta

✓  
Wind turbines  
on buildings  
to create simulated  
breeze to keep  
the city cool.  
COP Parramatta

Each day  
is different  
respect it.

Bee hives  
on buildings  
- spread the  
sweetness

MORE  
DOGS

✓  
We need  
day care  
centres in  
old peoples  
homes



CITY OF  
PARRAMATTA

More  
Community



**CITY OF  
PARRAMATTA**

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