CITY OF PARRAMATTA - YOUR PLACE, YOUR VOICE! COMMUNITY WORKSHOPS

Rosehill Ward – Summary Report

Contents

1   EXECUTIVE SUMMARY

The City of Parramatta is committed to listening to the needs and priorities of our local residents to inform decision making and future planning. To understand community views and insights into what's important for our residents, in mid-2023, the City of Parramatta worked alongside RPS Consulting to design and deliver five, ward-based workshops across the local government area (LGA), encompassing the Parramatta, Rosehill, Dundas, North Rocks and Epping wards.

More than 200 local residents participated in the workshops, to:

- Explore what is important and of value to them about where they live.
- Prioritise services through a participatory budgeting activity to help understand the relative priorities for how Council spends money.
- Provide feedback on how they receive information from and engage with Council, on services, activities, and projects.

In addition to the face-to-face workshops and in line with our commitment to accessibility, the City of Parramatta also provided an online option for residents that were unable to attend their respective workshop. An online survey which featured a subset of the questions asked during the workshop was completed by 32 persons.

This report focuses on the Rosehill ward and provides a quantitative and qualitative summary of the key findings from the third community workshop as well as the responses that were received online from Rosehill ward residents.

Rosehill ward community workshop

The Your Place, Your Voice! Rosehill Ward Community Workshop was held at the Rosehill Bowling Club, Corner James Ruse Drive and Hassall Street, Rosehill on Saturday 26 August from 2pm until 5pm. Activities were designed to be practical, outcomes focused and fun.

The workshop was attended by 40 people, with a larger mix of females than males, ranging in age from 26-75. Participants represented most suburbs in the Rosehill ward. Feedback was captured through table facilitators notes on templates provided as well as through digital in-room polling questions.

The online survey was completed by 4 residents from the Rosehill ward.

Key outcomes

The top three things people identified as being unique to their suburbs across the Rosehill ward were convenience, open space, and sense of community. In addition to these key ward attributes, participants reflected architectural and historical elements were also unique in many of the suburbs.

What participants found unique about the Rosehill ward?
1. Convenience – transport access, main roads, facilities, connectivity, community and sporting facilities, sporting convention venues.
2. Open space – parks, river, bushland, walking and bike tracks
3. Community – diverse, safe, connected

- Overall participants were highly networked, with most belonging to more than one type of community group; 41% reported being part of a resident/community advocacy group.

- Reflecting on where they lived, more than half felt that they knew their neighbours moderately well (34%) to extremely well (20%).

- Most people believe Council listens (64%) and communicates (86%) well with the community.

- Through a prioritisation exercise, the top services that participants most highly valued were 'parks, public spaces and recreation', 'maintaining roads, footpaths, and drains' and 'environmental sustainability'.

2   ROSEHILL WARD
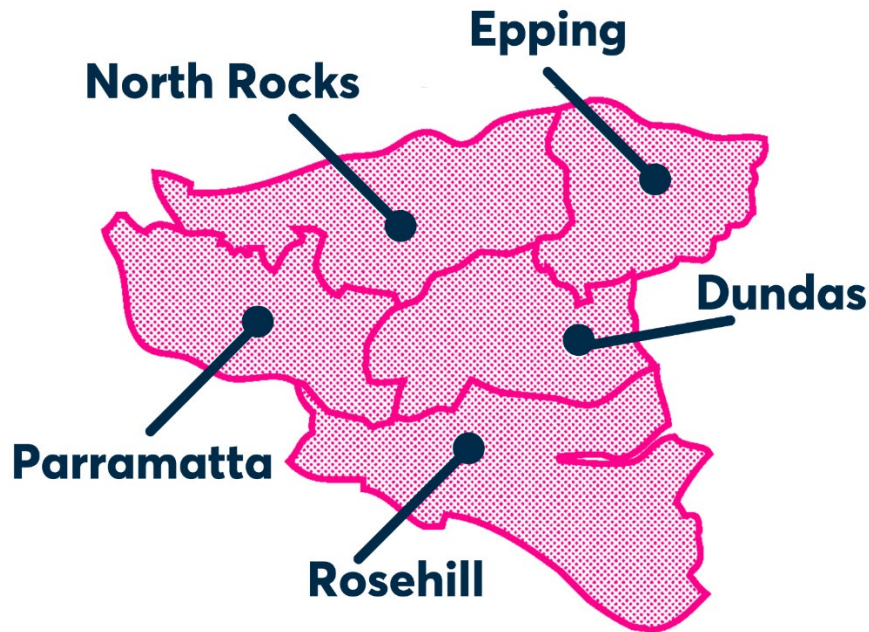
There are five wards within the City of Parramatta LGA. The third ward-based workshop targeted the Rosehill Ward which includes the suburbs of Camellia, Clyde, Harris Park, Newington, Rosehill, Silverwater and Wentworth Point. It also encompasses parts of the suburbs of Auburn, Granville, Holroyd, Lidcombe, Mays Hill, Melrose Park, Merrylands and Sydney Olympic Park, and parts of the suburbs of Parramatta and Ermington, and Rydalmere.

The 2022 estimated resident population for the Rosehill ward is 75,661, with a population density of 2,972 persons per square km (source: profile id). Below is a snapshot of 'who' this community is:

[1]

48.1% Female	**51.9%** Male		**1%** First Nations
17.4% 0-17 yrs	**39.9%** 18-34 yrs	**32.6%** 35-59 yrs	**10.1%** 60 yrs +

61.6% Born overseas	**32.9%** Born in Australia	**5.5%** Unknown

Top 5 countries of origin

India 16.1%   China 11.1%   Sth Korea 5.4%   Nepal 3.8%   Philippines 2.3%

13.7% Separate house	**12.7%** Medium density	**72.9%** High density	**0.3%** Other

[1] Statistics source: ABS Census 2021

2.1 Participant recruitment *(workshop only)*

The City of Parramatta undertook an Expressions of Interest (EOI) to recruit participants for the Rosehill Ward – Your Place, Your Voice! Community Workshop. The EOI was open from 1 to 15 August 2023, attracting 62 responses.

The goal was to recruit 50 participants from a variety of suburbs within the Rosehill ward with broad representation across age and cultural diversity. All 62 persons that expressed their interest were invited to participate in the session.

The workshop was attended by 40 people, with a larger group of women than men, ranging in age from 26 to 75. Participants represented most suburbs in the Rosehill ward.

Participation in the workshop was incentivised with a $100 gift voucher.

2.2 Who was in the room? *(workshop only)*

Key demographics:
- Gender representation was skewed to female participants.
- Participants were aged between mid-20s and 75.

Participants were from:
- Ermington
- Granville
- Harris Park
- Newington
- Parramatta
- Rosehill
- Rydalmere
- Silverwater
- Sydney Olympic Park
- Wentworth Point

Why people came:
- Interested in contributing to future planning and decisions.
- Wanting to understand what Council does/ is doing / will do.
- Workshop sounded interesting and fun.
- Wanted to meet others.

2.3 What were they expecting? *(workshop only)*

Mostly people came to the workshop because they were interested in contributing to future planning and decisions. They wanted to 'understand more' and have the 'opportunity' to contribute and be heard and be a 'community voice' in the future directions of Council. Some wanted to make sure Council knew what was important in their suburb and wanted action from the feedback and ideas shared.
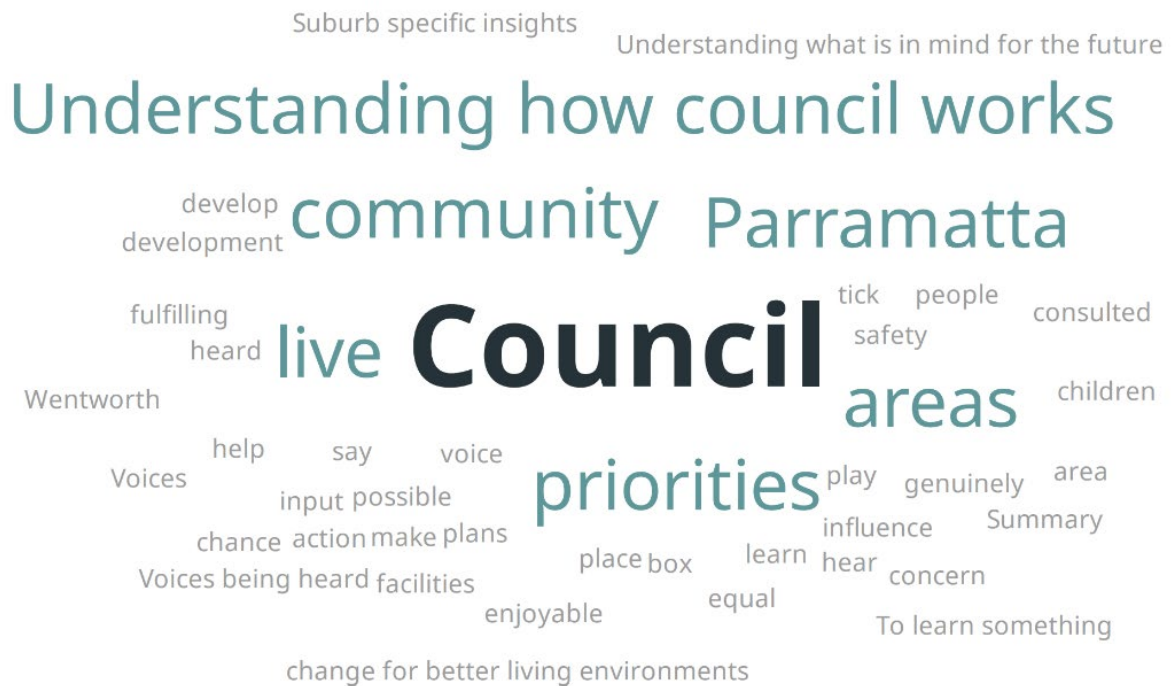
3   CHARACTERISTICS OF ROSEHILL WARD

Participants were asked about what they love and value about their local area.

3.1   Social connections in Rosehill ward *(workshop & online)*

- Nearly half of the participants felt they know their neighbours and social groups not at all well (7%) to a little well (39%), while a bit over a third felt they know them moderately well (34%) and a few felt they knew them extremely well (20%).

- Participants were highly networked, with most belonging to more than one local community group:

  - Over a third of participants reported being involved in resident/community advocacy groups (41%).

  - Over a quarter of participants reported being involved in hobby or interest based clubs (24%), sports clubs and associations (22%), other groups not specified (22%), Church/Temple/Mosque or other places of worship (20%), Volunteer and civic organisations (Meals on Wheels, SES, Rotary, etc.) (17%), school-based community (17%) and work, business and/or professional associations (15%) and cultural or ethnic associations (15%).

  - A small number reported their involvement with support groups (e.g., Men's Shed/ Woman's She, parenting groups, etc) (2%).

  - While 12% of participants reported not being involved in any community network.

3.2   Unique features of Rosehill ward *(workshop & online)*

Through an interactive exercise, participants identified what is important and unique to their local area/suburb. The outcomes are summarised below.

- Convenience – transport access, main roads, connectivity, community and sporting facilities, proximity to the convention venue.

- Open space – parks, river, bushland, walking and bike tracks.

- Community – diverse, safe, connected.

3.3   More of this, less of that, and keep these *(workshop only)*

Each table facilitator guided the discussion to understand their views and captured the outputs on table resources. The most common themes under the categories are tabled below.

| More of	Less of	Keep	New initiatives / ideas
Ranger patrols and regulation for parking and waste	Waste and rubbish on the streets – illegal dumping	Local heritage	Shuttle bus around suburbs and ferry to Wentworth Point and Rhodes
Environment – verge planting, tree canopy and open space maintenance	Noise from development	Cycleway connections	Community clothesline to reduce clothes on balconies
Public facilities, toilets, water fountains, sporting facilities	Access issues caused through events at Sydney Olympic Park	Open space and tree canopy	Expand M4 Recreation Zone to the full extent (Arthur Street)

3.4   Connecting with Council *(workshop & online)*

Council undertakes a large number of activities to both communicate and engage with our community.

Residents that participated in the workshop were provided with a snapshot of community engagement and research projects, activities, community participation and feedback received annually. Information was also provided to workshop participants on the types of communications Council issued and the channels used to inform residents in Parramatta about Council activities and projects.

A series of questions were asked of workshop participants and those that responded online to better understand how well Council is performing in the communications and engagement space. The graphs provided below detail the results of these questions.

Do you know where to find out information about Council services, facilities, and activities?
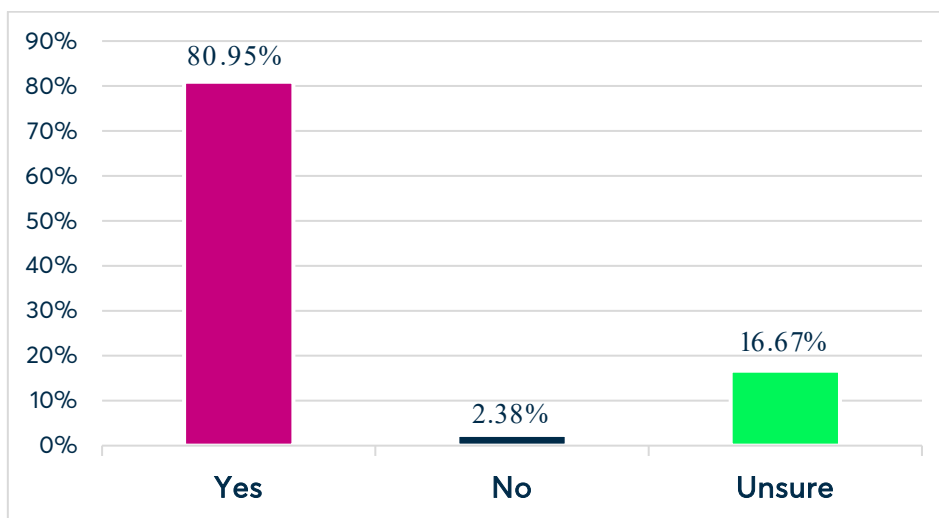
How easy is it for you to get in contact with Council? (e.g. in-person, by phone or email)
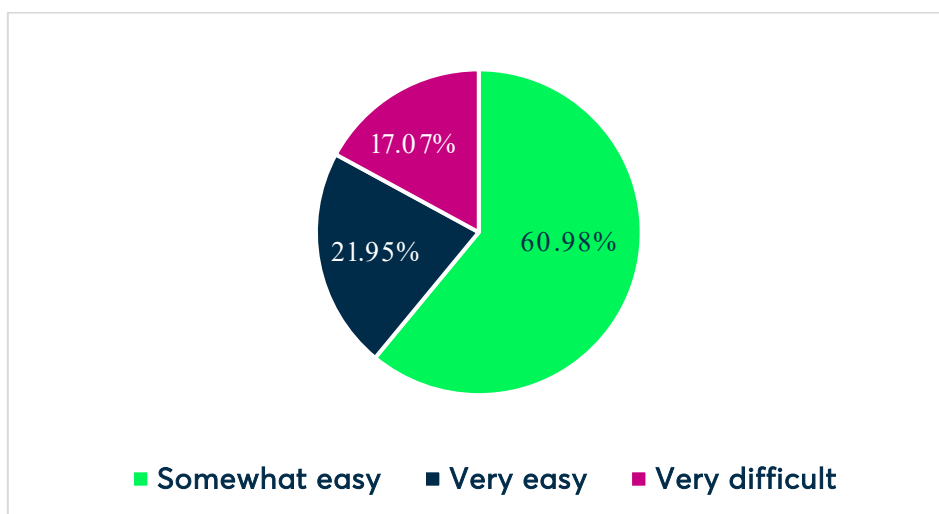
How easy is it for you to have your say on Council projects?

- Somewhat easy
- Very easy
- Very difficult

30.95%
9.52%
59.25%
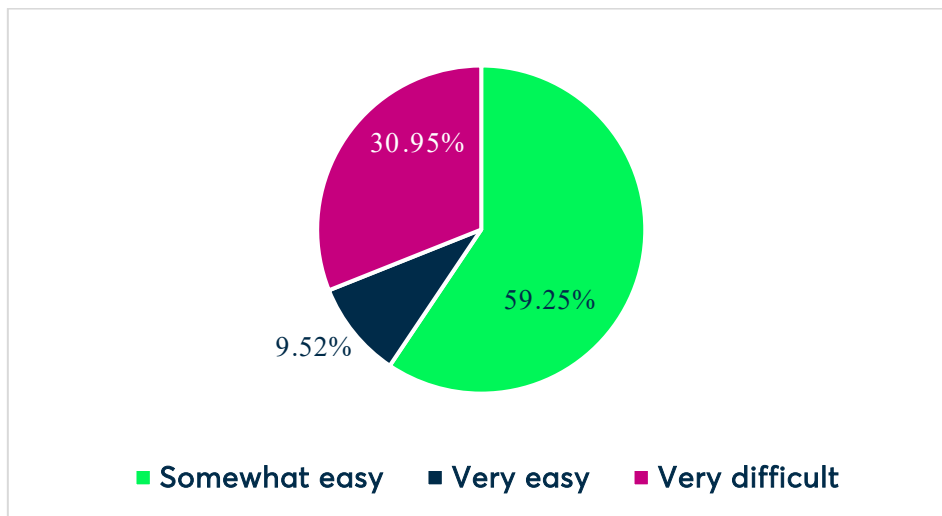
How well do you think Council listens to the community?

Not at all well	36.36%
Somewhat well	56.82%
Extremely well	6.82%
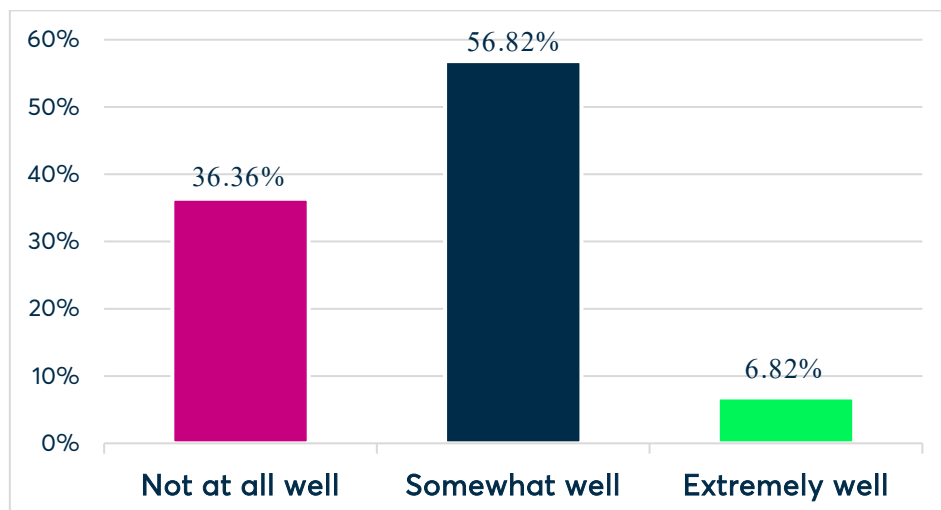
How well do you think Council communicates with the community about what is happening, and the decisions made?

Not at all well	14.29%
Somewhat well	73.81%
Extremely well	11.90%
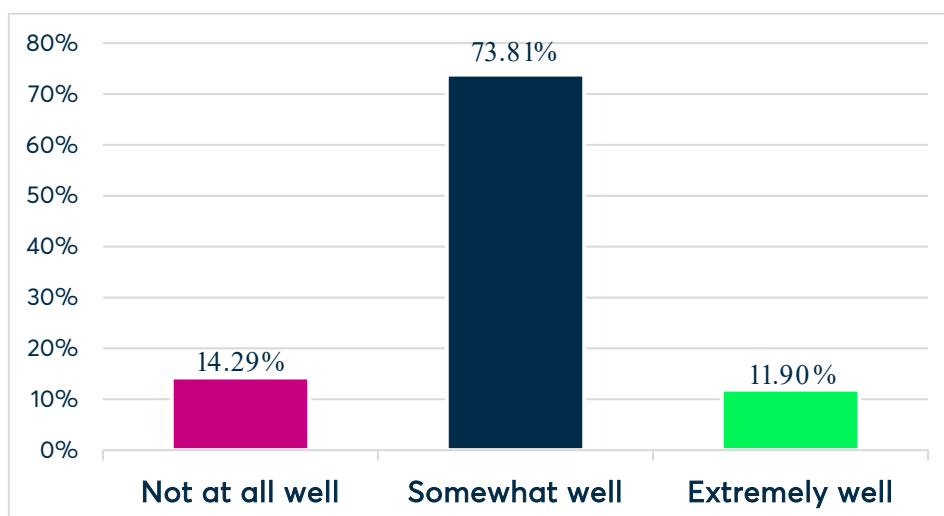
In-person and online participants were then asked, **'What is the one thing that you think Council can do to better promote services, facilities and activities?'**.

Three of the most popular responses are provided below:

- Clear contact information, and consistent feedback loop for feedback and enquiries/complaints.
- Focus on customer service, e.g. outreach pop-ups.
- More hard copy newsletters for older people.

In-person and online participants were also asked, **'What is the one thing that you think Council can do to make it easier for you to get in contact?'**.

Three of the most popular responses are provided below:

- More counters and consider weekend coverage or a 24/7 customer service centre.
- Transparent and inclusive engagement, including bi-lingual translations.
- More face-to-face consultation and provide information about DA's and upcoming local traffic projects.

3.5   Council performance *(workshop & online)*

Participants were also asked how they rated Council's performance in providing appropriate services for the Parramatta community. Responses provided are shown in the figure below.

Overall, how would you rate Council's performance in providing appropriate services for the Parramatta community?
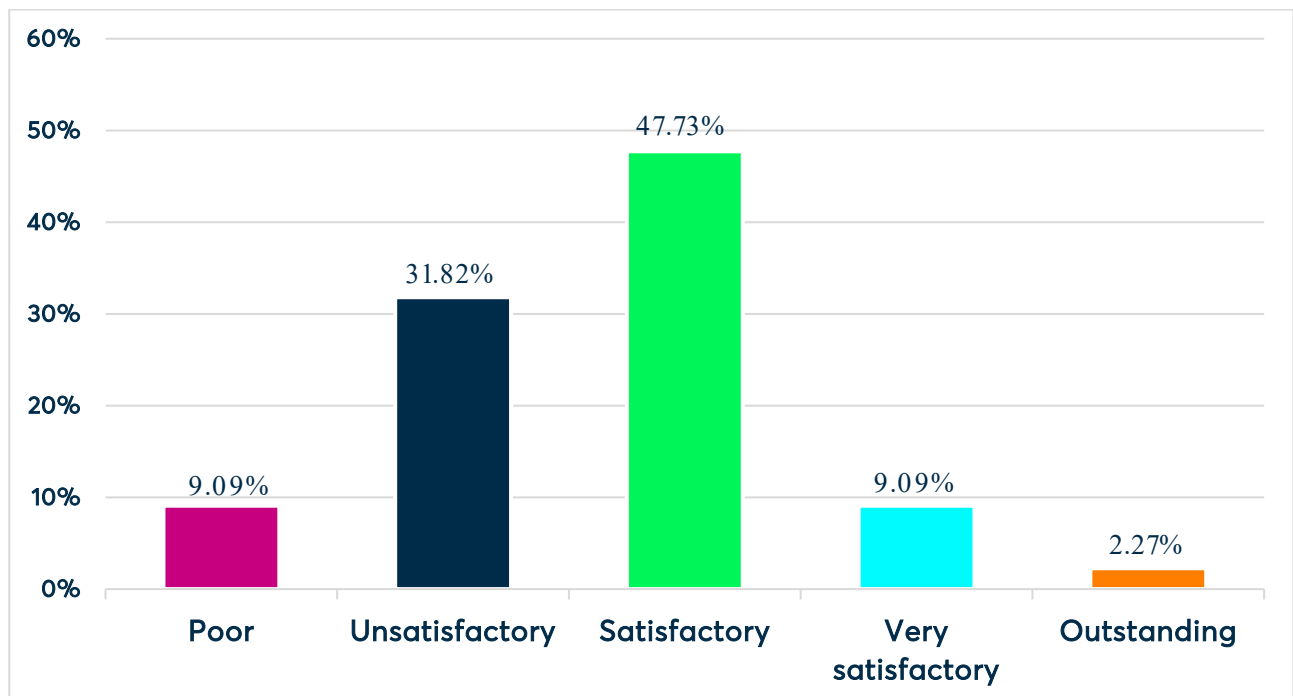
4 WHAT WOULD YOU PRIORITISE

This segment of the workshop was designed to demonstrate the complexity of prioritising Council services and sought to understand resident priorities for Council's annual budget allocations. The activities in this section were asked to help inform future Delivery Program and Operational Planning (DPOP).

4.1 Prioritising service areas, in a group *(workshop & online)*

In the workshop setting, each table group was provided 11 cards with the service area headings on them (as identified within Council's Delivery Program and Operational Plan).

Participants were asked to work together as a group to prioritise the service areas in order of importance. In total, there were 8 table groups that completed this activity at the Rosehill ward workshop.

Online participants were able to rank the 11 service areas using the online survey. The results of the online participants were combined to equal the weight of one 'table group'.

Both the in-person and online participants were provided with a sheet that detailed how $100 is currently being spent across the 11 service areas in the DPOP. Please see image across.

The average of the workshop and online results are provided below ranked from most important to least important service area. The results reflect the importance of traditional Council focus areas of 'roads, rates and rubbish' to the group.

For every $100 spent by Council in 2023/24, Council will spend:

$18 MAJOR WORKS AND CONSTRUCTION
$17 PARKS, PUBLIC SPACES AND RECREATION
$16 ADMINISTRATION AND CORPORATE SERVICES
$12 MAINTAINING ROADS, FOOTPATHS AND DRAINS
$8 WASTE MANAGEMENT
$8 PLANNING AND DEVELOPMENT
$8 LIBRARY AND COMMUNITY SERVICES
$6 CULTURE AND EVENTS
$4 ENVIRONMENTAL SUSTAINABILITY
$2 TRADE AND FLEET MANAGEMENT
$1 ENGINEERING AND TRAFFIC

	DPOP SERVICE AREAS	AVERAGE %
Most prioritised (GROUP)	1. Parks, public spaces, and recreation	12.79%
	2. Planning and development	12.12%
	3. Environmental sustainability	10.94%
	4. Waste management	10.27%
	5. Engineering and traffic	9.76%
	6. Maintaining roads, footpaths, and drains	9.76%
	7. Major works and construction	9.60%
	8. Library and community services	9.26%
Least prioritised (GROUP)	9. Administration and corporate services	6.73%
	10. Culture and events	5.39%
	11. Trade and fleet management	3.37%

4.2   Prioritising service areas, individually *(workshop only)*

Following the group prioritisation, each participant was able to nominate their priorities using Parramatta Dollars. Participants were each provided with $100 worth of 'Parramatta Dollars' that they were asked to allocate as 'funding' across the eleven service areas. Please note that due to the nature of this activity, it could not be offered online.

This changed the prioritisation from the group activity, as shown below. Notable movements include 'maintaining roads, footpaths, and drains' which moved up 4 places, and 'planning and development' which dropped 5 places.

	DPOP SERVICE AREAS	AVERAGE %
Most prioritised (INDIVIDUAL)	1. Parks, public spaces, and recreation	15.57%
	2. Maintaining roads, footpaths, and drains	12.38%
	3. Environmental sustainability	11.25%
	4. Waste management	10.40%
	5. Major works and construction	10.16%
	6. Library and community services	9.78%
	7. Planning and development	8.39%
	8. Engineering and traffic	8.08%
Least prioritised (INDIVIDUAL)	9. Culture and events	6.74%
	10. Administration and corporate services	4.76%
	11. Trade and fleet management	2.50%

5   WORKSHOP FEEDBACK

At the conclusion of the workshop, participants feedback was collected to evaluate their experience.

- 94% of participants considered the workshop to be 'interesting'.
- 31% of participants would recommend attending a similar workshop to their friends and family.

In addition, participants were asked, **'Do you think Council will act on what you have shared?'**. The results, which are presented below, demonstrate that Council has significant work to do in better reporting back on actions taken in response to community feedback.