

Once on the Participate Parramatta project page (**4,278 views**), only a small percentage will engage further with the project.

It is more usual for residents who do not support the project to provide feedback, along with those who would like to raise some concerns or provide a suggestion for improvement.

A smaller percentage of highly-engaged people will provide detailed responses and express excitement/strong support/welcome the project.

Social media is a quick response tool and is also used to ask questions about the project and to raise other issues. Though always encouraged, a number of residents who respond on social media platforms will not make the required link click to the engagement portal.

Social media feedback generally comes from a younger demographic (Instagram) and those already engaged with Council.

### **Community feedback via Participate Parramatta – survey results**

From **4,278 page views** and **2,443 unique visitors**, **67 surveys** were submitted.

Respondents were identified by captured IP addresses, though more than one visit from each household is likely. All but six (6) respondents were City of Parramatta residents.

### **Eastern Parramatta River - overall response**

- Of **67 residents** who completed the survey, **53 respondents (79%) were supportive** of the overall Eastern Parramatta River project, and the improvements as presented, to five (5) parks.
- Twelve (12) people (18%) supported the project to an extent.
- One (1) was unsure, and one (1) did not support.
- Fifty-three (53) respondents chose to make additional comments as part of their survey submissions, either as comments detailing why they supported particular elements to an extent, taking the last question opportunity to provide any further comments and via email.
- Three (3) emails were received including one (1) attachment, a lengthier response, was also provided.

## Individual parks

When asked about the concept designs and proposed upgrades for each of the five (5) parks, all 67 respondents continued to provide feedback on the concept design for each park:

### Rangihou Reserve Parramatta

- More than 73% (49 respondents) supported the concept design
- More than 16% (11 respondents) supported to an extent
- Four (6%) were unsure and three (4%) did not support.

### Baludarri Wetlands, Parramatta

- More than 79% (53 respondents) supported the concept design
- More than 12% (eight respondents) supported to an extent
- Five (7%) were unsure and one (1%) did not support.

### Reid Park, Rydalmere

- More than 84% (56 respondents) supported the concept design and proposed improvements
- More than 12% (five (5) respondents) supported to an extent
- Six (9%) were unsure. No residents (0%) said they did not support the proposed upgrade.

### Royal Shores, Ermington

- More than 75% (50 respondents) supported the concept design and proposed improvements
- More than 16% (11 respondents) supported to an extent
- Six (9%) were unsure. No residents (0%) said they did not support the proposed upgrade.

### George Kendall Riverside Park, Ermington

- More than 79% (53 respondents) supported the concept design and proposed improvements
- Twelve per cent (eight respondents) supported to an extent
- Four respondents (6%) were unsure. Two (3%) said they did not support the proposed upgrade.

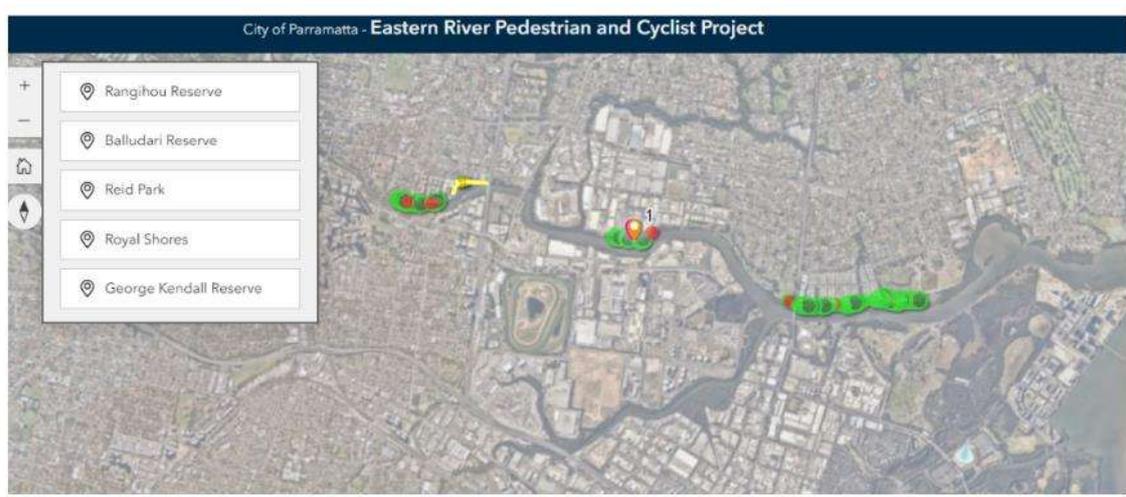
## Other responses

Social media campaigns generated **1,380 interactions**, the relevant comments were generally positive, with others seeking clarification on shared and expanded paths. There was one negative comment and one negative sentiment (unhappy face).

The project team working closely with the social media team, **providing five (5) social media responses to residents**. Each post included the reminder to visit ***Participate Parramatta*** for more information and to seek further assistance from the project team.

The ***Participate Parramatta*** inbox received **three (3) emails**.

## Community feedback – via interactive map



**1,083 viewers engaged with the interactive map, providing 80 pin and posts.**

The overall and five (5) park interactive maps which featured on the ***Participate Parramatta*** project page, were a quick way for stakeholders to pin a location and flag whether they supported the item identified on the draft concept design or did not support. Residents could also post a comment.

During the exhibition period there were **1,083 interactions** with the map:

- **80 pin and posts**
- **22 posts were in support** of the project or elements of the project
- **six posts did not support *particular features* on the concept designs**
- **49 comments were provided**. Note: 22 individuals provided multiple submissions along with 19 anonymous respondents.

## Engagement with interactive maps

Many of the **80 pin and posts** indicated support for the project overall, particularly upgrades which were seen as addressing safety concerns e.g. paths that were “steep, narrow and dark” or where there were “near misses” between pedestrians and cyclists.

Residents were also very supportive of more planting being added to the parks and a significant number of comments were requesting more trees and native shrubs in various locations. Lighting plans were also supported with requests for more lighting extending to particular locations the resident nominated – such as Western Sydney University.

Via social media there was a request to make the parks and pathways more accessible, and for more of the LGA to be accessible. There was also support for the key elements within the concept designs.

However, there remains a strong preference within the community for separate pedestrian and cycle paths (with vegetation between the two). Key comments/themes included:

### Cycle and pedestrian paths

- The removal of narrow paths and identified pinch points was strongly supported. Along with the project’s intent to create opportunities for residents and visitors to enjoy the five (5) parks and the foreshore area and add additional lighting and trees and plants.
- A number of concerns were raised around cyclists and pedestrians interacting and the need for more signage and/or behavioural change campaigns. Signs where cyclists had to give way to pedestrians, and signs advising pedestrians to keep to the left on shared paths were requested.
- Further investigations of the proposed paths at George Kendall were requested. Three residents highlighted the steep bend in the paths could cause unintended visibility issues and other potential safety concerns when descending from Goerge Kendall to Royal Shores. Path widening at Royal Shores was also raised.
- Replacing the existing curved shared path from Morton Street to the foreshore path, with a direct path, was questioned by one resident who felt it would cause people to start to walk across the grass - the most direct route to nearby homes.

- A concern was raised about widening some paths with a request to ensure there was no seam which could act as a hazard to cyclists.
- Treatments to flood prone areas (elevated boardwalk or similar) were requested in areas where water currently pools at George Kendall Reserve and Royal Shores.
- Bike racks were requested by a number of residents including locations such as near the café, playgrounds, at points of interest, and near shelters at George Kendall Reserve.

### LED Lighting

- Lighting installation was enthusiastically endorsed by a number of respondents including one who identified some areas as “dark and spooky”.
- Many residents requested that LEDs be installed the entire path to WSU and in other locations.

### Planting

- Planting was unanimously supported with requests for more planting of trees and native shrubs and grasses in particular locations at various parks (and less turf).
- While there are few tree removals within the project, concerns were raised about the impact of tree removal (heat/shade, biodiversity, pollution) along with requests for more planting where possible.
- Specific mentions were made of the saltmarsh areas needing more care, rubbish removal and setting up a bushcare group for the area.
- Maintenance requests included cutting back or removing blackberry bushes on the old foreshore path in George Kendall which are overgrown, weeding and general upkeep.
- A note was made about a particular tree near Park Road which obscures views to the rest of the cycle path.

### Other comments/requests:

- A new amenities block in Rangihou Reserve was requested. Other residents commented it would be nice but isn't needed. However, a number of respondents mentioned the lack of public amenities in these parks and across the LGA.
- A footpath connection from Rangihou Crescent to Rangihou Reserve.

- A request to consider widening the paths on Silverwater Bridge was made for future upgrades.
- Bridge repairs at Royal Shores were also requested, with claims wooden sections are rotten.
- Additional bins and dog poo bins/bags
- More water/drinking fountains
- Bike repair stations
- Fixing bumps in existing cycle paths.

### **Participate Parramatta survey comments**

Of **67 survey** submissions, some of those supported concept designs to an extent and made comments. In total, **52** respondents elected to make comments to clarify their responses or took the opportunity to make further comments on the project.

Comments in the survey followed similar themes as those made in the interactive map.

There was strong overall support for the upgrades, particularly the addition of more separated cycleways and elements of the concept designs addressing safety concerns identified in existing paths, and the lack of lighting.

There was also recognition of the City's recent work on cycleways near George Kendall, the upgrades near Rydalmere Wharf.

The Parramatta Light Rail (Stage 1) Active Transport Link from Carlingford to Parramatta also received positive comments as did Alfred Street Bridge.

Requests to minimise tree removals and for additional trees, shrubs and native grasses were strongly represented in responses and additional comments. One respondent suggested a little less turf and more plants.

There were a small number of comments questioning the timeline for completion of this project and seeking more information on when each park will be delivered (this information was included on **Participate Parramatta**). There were also concerns around potential park closures.

### Cycling comments:

- Concerns about pedestrians who encroach on cycle paths and general comments about pedestrian and cyclist interactions were the most common responses within the survey.
- Dedicated/separated lanes for pedestrians and cyclists are strongly preferred by the community or otherwise planting to act as a divider on wide shared paths. Wide paths such as the Carlingford to Rydalmere share path were praised.
- Concerns about cyclist behaviour (speeding and not ringing bell, riding two across or more in a pack) and pedestrians in cycle lanes were the most frequently raised issue. Requests for more Ranger patrols and behaviour change campaigns, potentially with occasional Council pop-ups promoting cycling paths and safety. CCTV was also requested.
- Requests for more signage to assist in mitigating conflicts between pedestrians and cyclists including pedestrians keep left and cyclists slow down. Requests were also made for Council to consider speed humps in certain areas where speeding cyclists are an issue. One respondent suggested these should be at 45 degrees and offset to make them easier for people in wheelchairs and those pushing prams to navigate.
- Requests to ban e-scooters and e-bikes due to safety concerns for both pedestrians and cyclists and sign appropriately were also high. One respondent who identified as a regular commuter using these Eastern Parramatta River paths daily, commented on dangerous e-unicycle riders. Issues with e-bikes etc. was also raised via social media.
- There were also comments recommending Council should prioritise pedestrians and cyclists over motorists and a request to review existing paths and improve connections between paths across the LGA creating a complete network.
- Requests to mitigate noise on metal boardwalks – cyclists in particular, disturb some members of the community.
- Request to make bike racks and bike maintenance stands as part of the designs.
- Suggestion that Council should invest in connecting the path in Rangihou Reserve to Alfred Street Bridge.
- Request to keep the curved path in Rangihou Reserve to the to the south end of Morton Street and to add more native plants where the designs indicate paths are being removed.

- A comment requested that Council keep the path which was marked for removal in Rangihou Reserve, though the respondent was not sure if this was part of the concept design. There were also concerns about that area being dark.
- In commenting on Royal Shores, one respondent stated that it was unclear why if there is a pedestrian path, the adjacent path is a shared path. Suggesting it would be better to have a cycleway with crossings to shelters or other points of interest to minimise interaction and potential conflict of pedestrians and cyclists.

**Additional features requested:**

- Adding more water fountains, seats, rubbish bins, pet waste bins and biodegradable bags to the concept designs was a common theme.
- Addition of signage in multiple languages or using icons to warn people to collect their dog's poo. Also, Ranger Patrols to help control/fine failure to collect poo and control risky dog behaviour were requested. Apparently, both are issues in some parks.
- Requests for more planting particularly native trees and shrubs within the parks for shade, biodiversity, and aesthetics.
- Request for a public toilet in Rangihou Reserve and in Royal Shores and for upgrades to amenities in George Kendall Reserve – and for toilets to be open. A few people raised that the lack of amenities is inconvenient and results in people making use of trees, shrubs and bushes.
- The addition of picnic tables and BBQs. On social media, there was a request for signs near picnic tables/seats to reduce litter left behind.
- A playground in or near Rangihou Reserve particularly for all the apartment buildings in the area.
- The addition of outdoor gym equipment where possible.

### **Trees and environment:**

- Overall, more planting, and planting to create park areas was strongly supported.
- There was some concern around the removal of eight (8) trees in Rangihou Reserve citing impact on biodiversity and wildlife etc. Also comments about the need for environmental rehabilitation of Rangihou Reserve protecting the saltmarsh areas. There was one comment about the location of newly planted trees in George Kendall Reserve – in seemingly random places.
- Maintenance was raised numerous times as an issue which disturbs the community. Cutting back plants near and overhanging paths, cleaning up rubbish on land and in the river, in the mangroves etc. Dealing with dog poo on grassed areas and overflowing or unemptied bins were also raised by a few respondents.
- There was a request for attention to areas in Royal Shores which regularly flood.
- Landscape maintenance near the sea wall at Royal Shores was mentioned as being overgrown, blocking the pedestrian path and looking shabby.
- Concerns about the lack of environmental protection provided to Baludarri Wetlands, particularly the impact of lighting and other stressors to native animals.
- Mosquitos and rats were also raised as barriers to using paths especially at night.

### **Lighting:**

- Requests to repair a light which has failed in George Kendall Reserve. Numerous respondents requested Council consider more lighting than is indicated on the concept designs. Specific requests were made for additional lighting at George Kendall, Reid Park, Rangihou Reserve and Royal Shores.
- There was a comment that the brightness of the lights on this project should be carefully considered.

### **Out of scope and service requests:**

- Upgrades to the soccer ovals at George Kendall Reserve were requested.
- There was a request for streetlighting to be improved on Ermington Street.

- A request to remove the bin at the top of Broughton Street. This resident detailed that the Council rubbish bin, next to the Promenade units, attracted people dumping rubbish. They also reported that the bins were not emptied. They suggested CCTV to deter illegal dumping, including abandoned shopping trolleys. They also requested better lighting for the stairs.
- A lack of public toilets in the LGA and requests for more amenities in these parks and elsewhere were significant themes. Many respondents commented about inconvenience and having to use the bushes. Specific mentions of the need for a public amenity building somewhere between Charles Street Square and the Bigee Bigee Bridge (James Ruse Drive Bridge) and between Parramatta Quay and Rydalmere Wharf were made.
- A respondent commented on poor lighting from Rydalmere Wharf to Silverwater Bridge.
- Safety concerns along the Parramatta Valley Cycleway were raised with a request for review and to consider safety points where people could call for help. This resident also urged Council to consider these in other pedestrian/cycle paths in locations which didn't offer close access to help.
- Comments that the trees near Alfred Street Bridge were in need of more watering and maintenance/replacement, and that the area needed more planting where possible.
- Another resident commented that there is a large area which was used for building the Alfred Street Bridge which is now just an abandoned waste site. They stated that this area is meant for enjoyment of the community and Council should address this as a priority or as a part of this project.
- Request for a child safe play area in the Council land in/near MacArthur Street and to create public spaces with native trees and plants.
- A comment was made about the brightness of the lights from the ferry in the CBD to Powerhouse Parramatta (with a request to investigate reducing the brightness if possible).
- There was one suggestion for Council to consider small wharfs in appropriate locations – including Royal Shores at the bottom of Spurway Street was made - though the response doesn't make clear whether this is for private craft or ferries.
- Consider small dog parks to be introduced in larger parks.
- There was one unusual request to consider pedestrian paths being made of softfall, providing benefits for walkers and as a deterrent to cyclists.

## Recommendations

On reviewing residents' input from both the interactive map and the survey, it is recommended that the project team:

- Review particular locations where residents have raised there may be potential safety concerns (visibility, steepness, cyclists travelling at highspeed, problematic intersections, the angle of the path, low lighting, concerns, the proposed configuration of paths at particular points, and other related issues) and adjust the concept designs where possible. See raw data sheets for extra details on the GPS location of identified locations and extended comments for more information. Advise respondents on outcomes regarding their particular concerns.
- Review and implement requests to see more planting across the parks and minimise tree removal as much as possible. Update respondents via ***Participate Parramatta***.
- Consider whether bike racks, bike repair stands, water fountains and bins can be added to the designs to enhance the proposed upgrades and/or identify these as a priority for future works. Update respondents via ***Participate Parramatta***.
- Review the LED lighting plan and note other areas where residents have requested lighting in these concept designs, adjust plans or include in later works advising those residents who expressed concerns about the lighting as a risk to the community. Update respondents via ***Participate Parramatta***.
- Ensure LED lighting is collared, warm, at appropriate brightness and otherwise managed (e.g. timers) so it improves safety for pedestrians and cyclists with minimal light spill affecting neighbouring residents and wildlife. Include measures in ***Participate Parramatta*** updates.
- Discuss maintenance issues raised by residents with appropriate **City of Parramatta teams**, and lodge **Service Requests** for trimming/removal of blackberry, rubbish removal and maintenance of saltmarsh areas and other issues such as the repair of wooden bridges and noise mitigation around metal boardwalks, as well as fixing some concrete panel displacement in George Kendall). Review public amenity requests, potentially identifying future works. The follow-up of request/ liaison with residents and the works to be completed by relevant teams.
- Requests for signage and Ranger patrols should also be considered along with behaviour management campaigns for pedestrians and cyclists. **Liaise with Rangers/Regulatory**. Advise outcomes via ***Participate Parramatta*** and consider signage and an enforcement blitz, pop-ups, along with social media to promote the campaigns.

## Closing the loop – keeping the community informed

The project team is working through submissions made during the public exhibition period and will respond to residents and stakeholders who have raised specific location-based concerns.

A project update advising the close of the consultation has been published. An update highlighting some of the feedback received and further information on the delivery program will be uploaded to the City of Parramatta website (with a link from Participate Parramatta) as soon as possible.

Further updates will report on how the concept design has been fine-tuned to accommodate feedback/suggestions where possible.

Additional and ongoing project updates will be published on the City of Parramatta website when the Eastern Parramatta River project begins early works in preparation for construction.

A button on the Participate Parramatta page will link to the project page on the Council website.

Residents who have elected to follow the project (by clicking on the follow button on the Participate Parramatta project page) will receive updates.

Social media may be used at some points to promote the work being undertaken to deliver upgrades to the five (5) parks which are part of the Eastern Parramatta River project.

Project updates will also be provided for consideration for inclusion in various eNewsletters and Council publications.

Community/media events with stakeholders, funding partners and the community will be planned for each park over the staged completion of works with associated media releases and marketing materials.

## 4. Engagement activities

Numerous communication channels were activated to reach as many community members within the catchment area as possible and encourage them to engage with the *Eastern Parramatta River* project. Marketing materials, including advertising and letters, offered a link directly to *Participate Parramatta* or included a QR code linking to the project page on the platform.

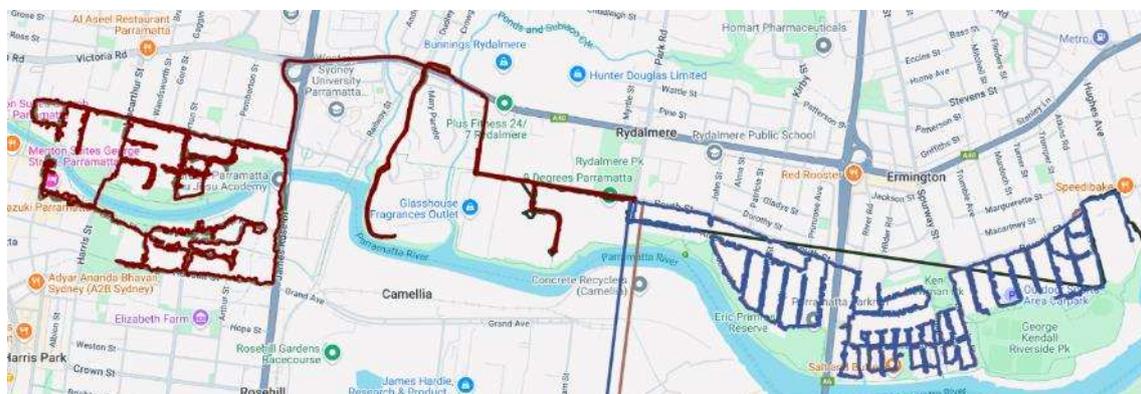
### QR scans

Direct mail and signage featured a QR code – the code was scanned **397 times** during the campaign.

### Direct mail

Commencing with a letter in late-October, around **6,000 households** in the project area were targeted with materials promoting the proposed upgrades, and the opportunity to have a say on the *Eastern Parramatta River* project.

Specialised print and distribution was co-ordinated with a team of walkers hand-delivering project collateral. GPS live-tracking of the distribution was conducted. Additional stakeholders were also contacted including cycling affiliations and NSW Government agencies.



**GPS tracking of letterboxing to approximately 6,000 homes and businesses.**

## Media release

A media release outlining the benefits of the Eastern Parramatta River project and encouraging the community to have a say, was produced and distributed to local media.

The media release was also uploaded to the City's website and attracted **43 views**.

The media release resulted in **three media articles**:

- Mirage News
- The National Tribune
- Inside Local Government.

## Advertising

*Parramatta News* is a local community newspaper (digital and print) with reach across the LGA and beyond. The 29 October 2024 edition carried both a quarter page advertisement and a feature piece within the Lord Mayor's Column.

For media release, editorial and advertising, please see Appendix A on page 42.

## City of Parramatta social media - Facebook and Instagram

Individual metrics for each social media platform (Facebook and Instagram) are contained below and in detailed reporting in Appendix A on page 42.

The campaign included organic posts (unpaid) on City of Parramatta channels and a paid advertising schedule for LGA and target suburbs (\$500 budget in total).

Ads were provided in Arabic, English, Hindi, Korean and Simplified Chinese (targeting residents in the catchment area with those language settings).

While organic and paid posts were LGA-wide a portion of the budget for paid posts were geo-targeted focussed on the catchment area for the five (5) parks within the project.

City of Parramatta Facebook page (**45K+ followers**) and Instagram (**18.1K followers**) were used (along with other Council social media channels).

The figures below relate only to the City of Parramatta accounts.

- **Total impressions** for the entire campaign (including paid and organic on both channels) was **60,883**
- The campaign generated **1,380 post interactions** across organic and paid (including total interactions, link clicks, comments, likes, shares etc across all posts)

- **Eastern Parramatta River** attracted mostly positive sentiments - likes and loves, with only one sad face.
- The majority of relevant comments received were **generally positive**. Others sought clarification on shared or dedicated paths or made a suggestion for inclusion in the project scope. There was one negative comment which did not support the project, considering it a waste of resources due to the community's incorrect use of pedestrian and cycle paths.
- Five **social media responses** were provided to the community, each included the reminder to visit **Participate Parramatta** for more information and to provide formal feedback.

### Demographic data

- Men aged 35-44 were the overall top performing demographic, making up 14% of total results.
- Results were evenly distributed between age groups, with 65+ the top performer at 24%, 35-44 and 45-54 both with 21% and 55-64 with 20%.
- Men accounted for 58% of link clicks vs. 40% women.

The profile of social media responses appears to align with cycling demographics.

### Organic campaign (unpaid)

The organic (unpaid) Facebook and Instagram campaign – two (2) Facebook and two (2) Instagram posts - resulted in **11,393 impressions**, a **reach of 10,576**, with **315 engagements**, an **engagement rate of (2.76%)** – **above benchmark levels** - and **74 link clicks**.

- Overall, Facebook **reactions were positive** attracting **39 likes** and **four (4) loves**
- Instagram attracted **75 likes**
- Three comments were left across organic posts, two were positive, with one person leaving a 😊 emoji, and the other mentioning that this area is part of the Greater Sydney Bike Trail
- One negative comment mentioned that separated bike/pedestrian paths are not used as intended and are a waste of resources.

## Social media summary

Metric	Campaign Result	Benchmark
Number of Posts	4 (2x IG, 2x FB)	n/a
Engagements	315	n/a
Reach	10576	n/a
Impressions	11393	n/a
Link Clicks	64	n/a
Engagement Rate	2.76%	2-3%
Total Instagram Reactions	75 Likes	
Total Facebook Reactions	👍: 39 ❤️: 4	

## Instagram story

The one organic **Instagram story** deployed within the campaign generated **1,137 impressions** and a reach of **1,137**. It achieved an engagement rate of **1.6%** with **18 engagements** and **10 link clicks**.

Metric	Campaign Result	Benchmark
Number of Posts	1x IG Story	n/a
Engagements	18	n/a
Reach	1137	n/a
Impressions	1137	n/a
Link Clicks	10	n/a
Engagement Rate	1.6%	n/a

## Paid campaign – overall

The paid *Eastern Parramatta River* campaign generated **48,353 impressions** (overall), a reach of **23,950** and **1,047 post engagements, (2.2%)** – above benchmarks.

There were **908 link clicks** to the project page on *Participate Parramatta (1.88%)* - above benchmarks.

Reactions overall were **positive** with **112 likes, seven (7) loves and one (1) frown face** directed towards the project.

There were two main components to the paid campaign, LGA wide (excluding target suburbs), and target suburbs, with languages targeted within the two streams.

## LGA wide (excluding target suburbs)

With an investment of approximately \$350, the various posts as part of this LGA campaign generated **38,838 impressions**, a **reach of 19,006**, **761 post engagements** and an **engagement rate of 1.96%** - closely approaching the 2% benchmark. The campaign delivered a **1.68% click through rate**, more than the 1% benchmark.

The **top performing ad** from the paid LGA wide ad set was the foreshore improvements ad (**275 link clicks**). However, all ads delivered good click through (654 in total) and post engagements (761).

### Meta Summary – LGA Wide (Excluding Relevant Suburbs) AdSet

Metric	Campaign Result	Benchmark
Spend	\$349.36	n/a
Reach	19,006	n/a
Impressions	38,838	n/a
Frequency (no. times ad seen p/p)	2.04	2-3
Link clicks	654	n/a
CPC (cost per click)	\$0.53	\$0.50-\$1
CTR (click through rate)	1.68%	More than 1%
Post engagements	761	n/a
Engagement rate (ER)	1.96%	More than 2%

### Top performing ads - LGA Wide (Excluding Relevant Suburbs)

<p><b>275 link clicks, \$0.48 CPC</b></p>	<p><b>199 link clicks, \$0.59 CPC</b></p>	<p><b>138 link clicks, \$0.52 CPC</b></p>

## Paid Advertising – Facebook targeted suburbs

A small percentage of the campaign spend (approximately \$150) was targeted to key suburbs with closer proximity to the five (5) project areas.

The campaign focussed on targeted suburbs generated **9,515 impressions** and a **reach of 5,479**, achieving **286 post engagements**, an engagement rate of **3.01%** (above 2% benchmark) and **254 link clicks**.

The **top performing ad** in the targeted suburb campaign attracted **226 link clicks**.

This was the strongest performing campaign. Future campaigns for **Eastern Parramatta River** will direct more budget to the targeted suburbs, with another ad set highlighting each park for the suburb in which the park is located.

### Top performing targeted suburb Facebook ads

 <p>City of Parramatta Sponsored · Paid for by City of Parramatta</p> <p>Have you had your say on the Eastern Parramatta River project? With 2.8km of pedestrian and cyclist path ...see more</p> <p>About this ad</p>	 <p>City of Parramatta Sponsored · Paid for by City of Parramatta</p> <p>Have your say on new foreshore upgrades! The Eastern Parramatta River ...see more</p> <p>About this ad</p>	 <p>City of Parramatta Sponsored · Paid for by City of Parramatta</p> <p>The Eastern Parramatta River Project will deliver a number of foreshore improvements that have been requested by our ...see more</p> <p>About this ad</p>
226 link clicks, \$0.56 CPC	27 link clicks, \$0.79 CPC	1 link clicks, \$0.90 CPC

### Meta Summary – Relevant Suburb AdSet

Metric	Campaign Result	Benchmark
Spend	\$148.88	n/a
Reach	5,479	n/a
Impressions	9,515	n/a
Frequency (no. times ad seen p/p)	1.74	2-3
Link clicks	254	n/a
CPC (cost per click)	\$0.59	\$0.50-\$1
CTR (click through rate)	2.67%	More than 1%
Post engagements	286	n/a
Engagement rate (ER)	3.01%	More than 2%

## Participate Parramatta social media - Facebook and Instagram

An organic (non-paid post) was shared on Council's *Participate Parramatta Facebook* page (6,900+ followers) and on its *Instagram page* (620 following).

The organic posts invited the community to learn about the *Eastern Parramatta River* project and have their say on the draft concept plans for the five (5) parks included in the project.

- The *Participate Parramatta Facebook* post reached 111 people (192 views) creating seven (7) engagements (likes, comments, clicks or shares) and three link clicks
- The *Participate Parramatta Instagram* reached 34 people (62 views) creating seven (7) engagements.

## Active Parramatta Facebook

Active Parramatta is managed by Council's team who promote recreational activities and the Parramatta bus which travels to various locations across the LGA to conduct health classes and social inclusion activations.

- An organic (non-paid post) was shared on Council's *Active Parramatta Facebook* page (4.6K followers)
- The post reached 657 people, creating eight (8) engagements, 1 like, 1 comment, and six (6) link-clicks.



### Participate Parramatta

22 October 2024 · 🌐



Have your say on five foreshore parks!

Council is excited to present the Eastern Parramatta River project and invites you to review and comment on concept designs for five foreshore parks. Many of the proposed upgrades were requested by the community. The project features 2.8km of path upgrades in some parks, LED lighting, and native landscaping. Have your say before 5pm Thursday 21 November 2024.

For more information, please visit [https://participate.cityofparramatta.nsw.gov...](https://participate.cityofparramatta.nsw.gov.au) See more



👍 2

👍 Like

💬 Comment

➦ Share

*Participate Parramatta has 6,900 Facebook followers. The post reached 111 people (192 views) creating seven (7) engagements and three (3) link clicks.*



Active Parramatta

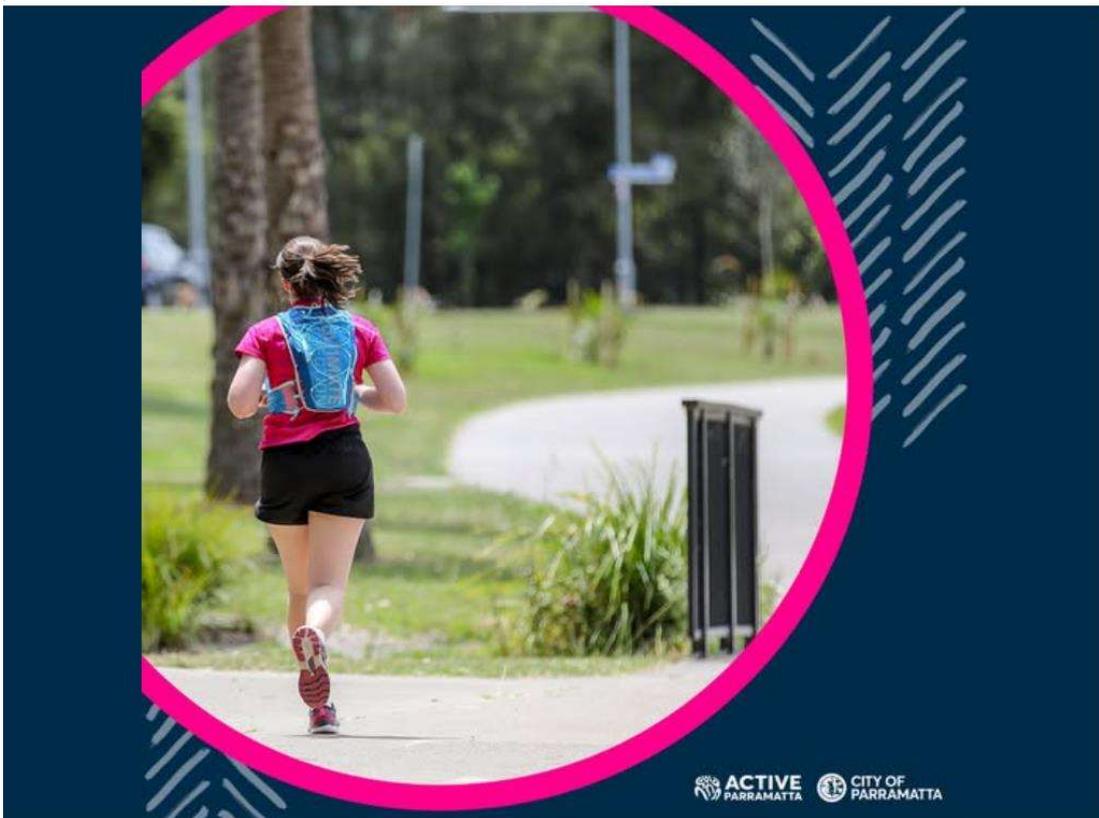
25 October 2024 · 🌐



There are planned improvements for five foreshore parks, to help provide our community with more opportunities to enjoy the natural beauty of the Parramatta River 💧🌱

- 1 Rangihou Reserve, Parramatta
- 2 Baludarri Wetlands, Parramatta
- 3 Reid Park, Rydalmere
- 4 Royal Shores, Ermington
- 5 George Kendall Riverside Park, Ermington

Learn more about this project, view the concept designs, and have your say before Thursday, 21 November at <https://bit.ly/40alxf9>



👍 1

1 comment



Craig Rodger

Needs to be a play ground in the Rangihou reserve, so many apartments in the area



2w Like Reply

*Active Parramatta has 4.6K followers. The Eastern Parramatta River post reached 657 people, creating eight (8) engagements, 1 like, 1 comment, and six (6) link-clicks.*

## External Social Media

### Parramatta News



*Parramatta News Facebook page has 2.6K followers. This post on 29 October carried links to that week's digital publication which included information on the Eastern Parramatta River project. Note other data unavailable.*

For detailed reporting on social media and comments, please see Appendix B on page 51.

## City of Parramatta eNewsletters

### Participate Parramatta eNewsletter

An email was sent to Council's database of community members who have expressed interest in hearing about engagement opportunities. This email promotes the opportunity to share feedback on a range of Council projects.

The *Eastern Parramatta River* project featured in the October and November editions distributed on 31 October, 14 November 2024.

The monthly eNews is received by **18,000+ people**.

Links within the eNews take subscribers to the relevant *Participate Parramatta* project page, with **130 people clicking through** to the project page in October and **119 people clicking** on the story in the November edition.

---

## Local projects open for feedback



### Carlingford

Closing Monday 4 November

#### Parklands Design

Review the draft concept plan for the parklands and give your feedback.

[Have your say →](#)



### Wentworth Point

Closing Monday 18 November

#### Unnamed Foreshore Park

Vote for your favourite name for a new park coming to Wentworth Point.

[Have Your Say →](#)



### Epping

Closing Friday 29 November

#### Town Centre East Upgrade

Let us know what you think of the draft concept plan for Epping town centre.

[Have your say →](#)



### Parramatta River

Closing Thursday 21 November

#### Cyclists & Pedestrians

What upgrades would you like to see for the five reserves along the Parramatta River?

[Have your say →](#)

---

*Participate Parramatta eNews 31 October - 18,000+ subscribers, 130 clicks.*

---

## Closing soon



### Wentworth Point

Closing Thursday 21  
November

#### Unnamed Foreshore Park

Vote for your favourite name for a new park coming to Wentworth Point.

[Have Your Say →](#)



### Parramatta River

Closing Thursday 21  
November

#### Cyclists & Pedestrians

What upgrades would you like to see for five reserves along the Parramatta River?

[Have your say →](#)



### Epping

Closing Friday 29 November

#### Town Centre East Upgrade

Let us know what you think of the draft concept plan for Epping town centre.

[Have your say →](#)



### Whole LGA

Closing Sunday 1 December

#### Community Satisfaction

Help Council improve our services including waste, library, and parks by giving us your rating.

[Have your say →](#)

---

Participate Parramatta eNews 14 November - 18,000+ subscribers, 119 clicks.

## City of Parramatta Your City News

The **Your City News** is distributed each month via email to subscribers.

The **November 2024** edition was received by **31,902** people and had a **38%** open rate with **141** people, (**5%**) of all clicks, leading to the *Eastern Parramatta River* story.

update your preferences so we can deliver your favourite topics of interest straight to your inbox.'" data-bbox="142 269 852 539"/>

Visit our other sites **At Parramatta** | **Riverside Theatres**

**PARRAMATTA** YOUR CITY NEWS

## Welcome to Your City News

Each month we'll bring you the latest Council news, including updates on Council initiatives, developments and programs. Don't forget to [update your preferences](#) so we can deliver your favourite topics of interest straight to your inbox.



### Have your say on five foreshore parks

Council is excited to present the Eastern Parramatta River project and invites residents to review and comment on concept designs for five foreshore parks. Many of the proposed upgrades were requested by the community and include 2.8 km of path upgrades, as well as LED lighting and native landscaping in some parks. Have your say before **5pm on Thursday 21st November 2024**.

[Share your feedback](#)

*Your City News November – 31,902 subscribers, the Eastern Parramatta River story attracted 141 clicks – 5% of total clicks.*

## Council's corporate website

During the live period from **21 October to 21 November 2024**, there were **56,098 visits to the City of Parramatta homepage**, with a dwell time of **40seconds**.

With a web slider on the home page, inclusion on the River Transformation page (Vision) as well as Eastern Parramatta River project pages, a on exhibition page, mention on the Community Engagement page, and a media release, there were a number of avenues for people to find out about the Eastern Parramatta River project.

There were more around **14,800 views/visits** to various pages promoting the **Eastern Parramatta River** project (including the carousel slider).

Traffic to the pages largely came via organic searches, direct links to the pages e.g. QR code and social media.

## Home page carousel slider



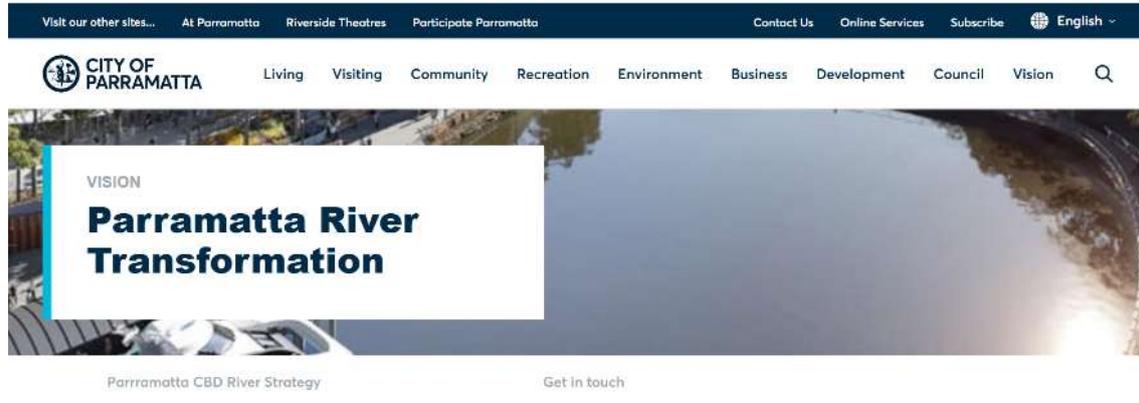
**City of Parramatta homepage carousel slider attracted 14 clicks.**

The homepage carousel slider is highly-visible prime real estate on the City of Parramatta website. The carousel usually cycles through four (4) high-profile initiatives/events.

The **Eastern Parramatta River** slider was live from **Tuesday 22 October to Monday 11 November 2024** and attracted **14 clicks** through to the project page.

## City of Parramatta website - Eastern Parramatta River project pages

### River Transformation page



At the heart of Parramatta is the river, an ancient waterway that has attracted and sustained communities for thousands of years.

The City of Parramatta is moving forward with plans to transform the Parramatta River and bring to life the vision for Parramatta as Sydney's Central River City. Revitalisation of the Parramatta River is being realised through several landmark projects both in the CBD and alongside the creeks and tributaries of the Parramatta River.

#### Related Content

- Eastern Parramatta River
- Stewart Street Reserve Escarpment Lookout
- Western River Precinct Connections
- Central River Parklands

During the public exhibition period, the Parramatta River Transformation page attracted **240 views**.

<https://www.cityofparramatta.nsw.gov.au/vision/parramatta-river-transformation>

Users spent an average of **1m7sec** on the page finding the project they were interested in, reading a short paragraph describing the project, and clicking through to the project pages including Parramatta River CBD Connections and Eastern Parramatta River project page.

## Eastern Parramatta River and CBD Connections page

The screenshot shows the top navigation bar of the City of Parramatta website. It includes links for 'Visit our other sites...', 'At Parramatta', 'Riverside Theatres', 'Participate Parramatta', 'Contact Us', 'Online Services', 'Subscribe', and 'English'. Below this is the 'CITY OF PARRAMATTA' logo and a main menu with categories: 'Living', 'Visiting', 'Community', 'Recreation', 'Environment', 'Business', 'Development', 'Council', and 'Vision'. A search icon is also present.

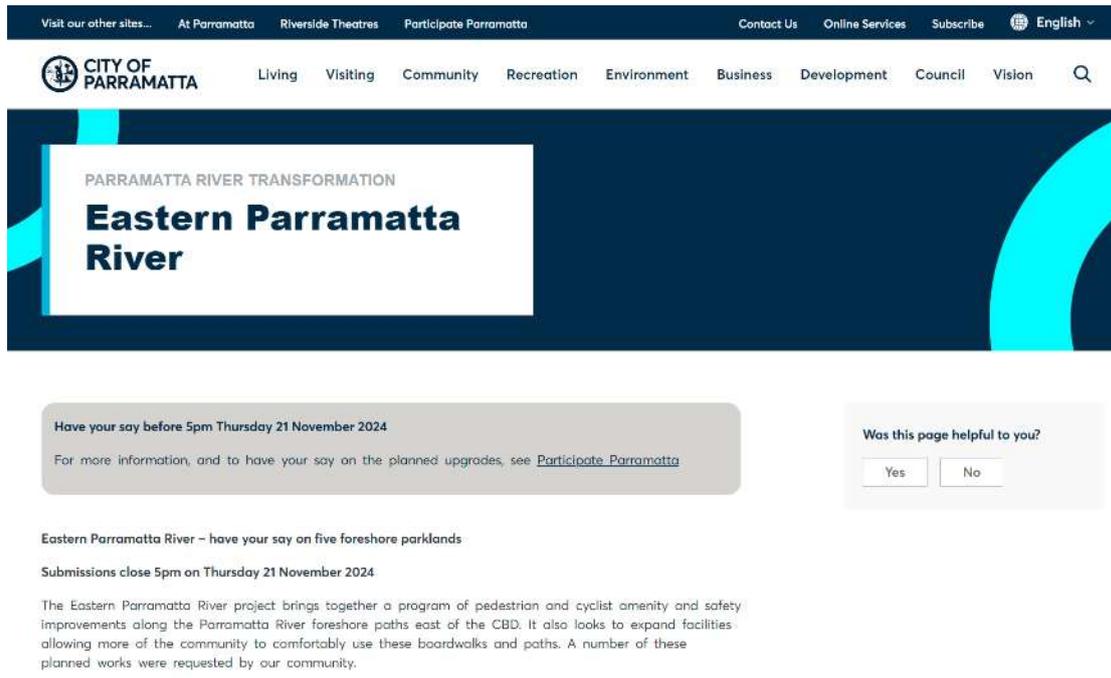
The main content area features a large banner with the text: 'PARRAMATTA RIVER TRANSFORMATION' and 'Eastern Parramatta River and CBD Precinct Connections'. Below the banner, there is a grey box with the following text: 'Eastern Parramatta River – have your say on five foreshore parklands', 'Submissions close 5pm on Thursday 21 November 2024', and a paragraph describing the project. To the right, there is a 'Related Content' section with a link to 'Parramatta River Transformation' and a 'Was this page helpful to you?' section with 'Yes' and 'No' buttons.

The Eastern Parramatta River and CBD Precinct Connections page attracted **116** views with a dwell time of **28** seconds.

<https://www.cityofparramatta.nsw.gov.au/vision/parramatta-river-transformation/eastern-parramatta-river-and-cbd-precinct-connections>

The page also carried a splash box highlighting the opportunity to have a say on the project. A live link took visitors to the *Participate Parramatta* project page.

# The Eastern Parramatta River project page



During the live consultation period, the *Eastern Parramatta River* project page attracted **83 views**.

<https://www.cityofparramatta.nsw.gov.au/vision/parramatta-river-transformation/eastern-parramatta-river>

The dwell time on this page was **more than 30 seconds (0:32s)** with clicks to the *Participate Parramatta* project page.

The page also carried a splash box highlighting the opportunity to have a say on the project. A live link took visitors to the *Participate Parramatta* project page.

## Community Engagement page



We encourage you to get involved and have your voice heard!

Current engagement opportunities	Consultation
	Closure Dates
<a href="#">Carlingford Parklands Design - Draft Concept Plan (Stage Two Consultation)</a>	5pm on Monday 4 November 2024
<a href="#">Public Exhibition of the Draft Community Engagement Strategy (2024 - 2028)</a>	5pm on Thursday 7 November 2024
<a href="#">Public Exhibition of Eastern Parramatta River Cyclist and Pedestrian Improvement Project</a>	5pm on Thursday 21 November 2024
<a href="#">Community Satisfaction Survey</a>	Sunday 1 December 2024
<a href="#">Renewing the Community Strategic Plan</a>	5pm on Monday 16 December 2024

The *Eastern Parramatta River* project was also included on the 'Community Engagement – Have your say' page on Council's website.

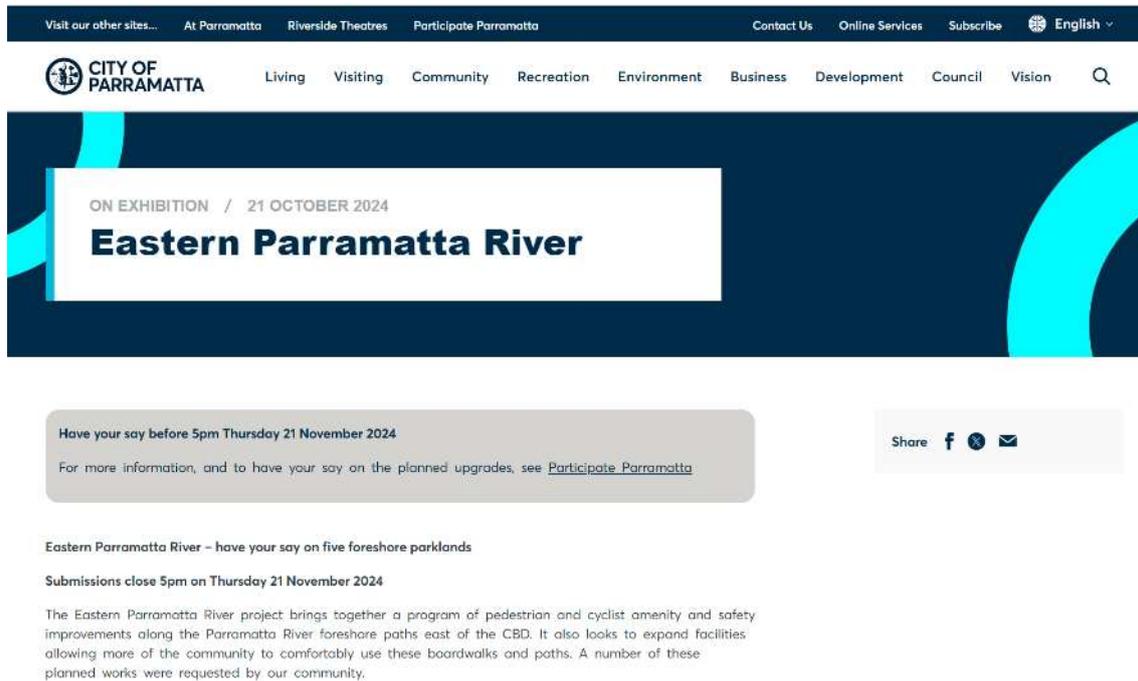
Providing a short description of each project, this page directs people to current opportunities to have a say on Participate Parramatta.

<https://www.cityofparramatta.nsw.gov.au/community/community-engagement-have-your-say>

There were 342 page views during the live period with a dwell time of 28 seconds.

Nine (9) people clicked through to the *Eastern Parramatta River* project page on *Participate Parramatta*.

## On exhibition page



Eastern Parramatta River also featured on the On Exhibition page of Council's website attracted **44 views** with an average dwell time of **11 seconds**.

[www.cityofparramatta.nsw.gov.au/about-parramatta/news/on-exhibition/eastern-parramatta-river](http://www.cityofparramatta.nsw.gov.au/about-parramatta/news/on-exhibition/eastern-parramatta-river)

## News page – media releases, media coverage and advertising

### Media release and media coverage

The Eastern Parramatta River media release was loaded to Council's website and distributed to local media outlets.

[www.cityofparramatta.nsw.gov.au/about-parramatta/news/media-release/help-shape-the-future-of-parramattas-river-foreshore](http://www.cityofparramatta.nsw.gov.au/about-parramatta/news/media-release/help-shape-the-future-of-parramattas-river-foreshore)

The release "Help shape the future of Parramatta's foreshore" attracted **43 views** on Council's News page with an average dwell time of **17s**.

As a result of the media release, editorial coverage appeared in the following publications:

- Mirage News
- Inside Local Government
- National Tribune.

## Advertising

Advertising promoting the project was taken out in *Parramatta News*, with a quarter page ad and inclusion in the Lord Mayor's Column appearing in the digital and online editions for 29 October 2024.

For media release, editorial, and advertising, please see Appendix A on page 42.

## Customer service and officer responses

Prior to the public exhibition period, the City's Customer Service Centre was provided with information on the *Eastern Parramatta River* project allowing them to answer questions and/or direct calls to the project team.

Customer Service report taking **zero calls** related to the project.

The *Participate Parramatta* inbox received **three emails** about the project including one submission.

## Signage

A1 signs were installed in high traffic locations in each of the five (5) parks featuring within the *Eastern Parramatta River project*.

Signs were installed on Friday 18 October and remained throughout the consultation period, removed on Friday 22 November 2024.

While it is difficult to estimate foot traffic and visits to the parks, anecdotally the parks are usually very busy, particularly on weekends, attracting recreational cyclists and pedestrians.

The QR code was scanned by community members 397 times.

**HAVE YOUR SAY ON PLANNED UPGRADES TO THIS PARK**

Submissions close 5pm Thursday 21 November 2024

The Eastern Parramatta River project brings together a program of pedestrian and cyclist amenity and safety improvements often requested by our community.

Across five key locations, including this park, 2.8km of path upgrades will provide residents and visitors with more opportunities to enjoy the natural beauty of the Parramatta River.

Lighting and landscaping improvements also feature in some of the proposed designs.

**Have your say**

To find out more, scan the QR code on the right, or visit Participate Parramatta:  
[participate.cityofparramatta.nsw.gov.au/eastern-parramatta-river](https://participate.cityofparramatta.nsw.gov.au/eastern-parramatta-river)

Have your say before 5pm Thursday 21 November 2024.

**CITY OF PARRAMATTA**

Contact us  
Email: [participate@cityofparramatta.nsw.gov.au](mailto:participate@cityofparramatta.nsw.gov.au)  
Phone: 1300 67 07 8

A1 signage was installed in various locations in the five (5) parks and removed following the closure of the community consultation period. All corflutes are recycled.

# 5. Appendix A

## Media release, media articles and advertising



Parramatta River's foreshore is set to become even more pedestrian and cyclist friendly with the community invited to have their say on the proposed \$9 million Eastern Parramatta River project.

The project is set to deliver 2.8 kilometres of upgraded pathways along the Parramatta River across five locations in Parramatta, Rydalmere and Ermington.

City of Parramatta Lord Mayor Cr Martin Zaier said community feedback is at the heart of this project.

"Parramatta River is one of our City's best natural assets. This project aims to make it more accessible for people to jump on a bike or go for a walk or a run along its foreshores," Cr Zaier said.

"The shared or separated paths will make it easier and safer for everyone to enjoy these scenic areas.

"Your voice matters. Many of the components in this project were requested by our community, and we want to hear how we can ensure these proposed improvements best serve your needs."

Works planned as part of the Eastern Parramatta River project include:

- **Rangihou Reserve, Parramatta:** upgraded shared path to a foreshore promenade for 450m
- **Baludarri Wetlands, Parramatta:** eco-friendly sensitive lighting on handrails and 25 light poles
- **Reid Park, Rydalmere:** separated pedestrian and cyclist paths for 300m through the park
- **Royal Shores, Ermington:** separate pedestrian path for 850m and a new lightweight bridge
- **George Kendall Riverside Park, Ermington:** separated pedestrian and cyclist paths for 275m.

The project is funded by the NSW Government through the Western Sydney Infrastructure Grants Program (WSIG) with the City of Parramatta. The Eastern Parramatta River project will begin construction in the second half of 2025, with completion expected by mid-2027.

Residents can share their feedback on concept designs via [Participate Parramatta](#) until **5pm on Thursday 21 November**.

Share   



## Media articles

- Mirage
- Inside Local Government
- National Tribune

Twitter Facebook Search Menu

LATEST Privacy Legislation Amendment Bill 2024 Inquiry New Nurses Join Hunter and New England Regions

---

Local 22 OCT 2024 12:07 PM AEDT Share

### Timeline

**Darling Downs Health Museum First Phase Complete**

22 OCT 2024 1:20 PM AEDT

**Barge Operator Sentenced, Berthing Risks Spotlights**

22 OCT 2024 1:16 PM AEDT

**Privacy Legislation Amendment Bill 2024 Inquiry**

22 OCT 2024 1:16 PM AEDT

**New Nurses Join Hunter and New England Regions**

22 OCT 2024 1:16 PM AEDT

**Can Fair Jury Trials Still Exist?**

22 OCT 2024 1:14 PM AEDT

**WA Launches Bid to Lure Major Construction Firms**

22 OCT 2024 1:08 PM AEDT

**Research Unveils Perth Coastline's Complex History**

22 OCT 2024 1:08 PM AEDT

**Bushfires NT Alert: Alroy Downs, Tablelands**

## Help Shape Future Of Parramatta's River Foreshore

Parramatta River's foreshore is set to become even more pedestrian and cyclist friendly with the community invited to have their say on the proposed \$9 million Eastern Parramatta River project.

The project is set to deliver 2.8 kilometres of upgraded pathways along the Parramatta River across five locations in Parramatta, Rydalmere and Ermington.

City of Parramatta Lord Mayor Cr Martin Zaiter said community feedback is at the heart of this project.



# INSIDE LOCAL GOVERNMENT

News, Information and Events for Local Councils throughout Australia

Tuesday, October 22, 2024 About Advertise Subscribe



Home News Technology Fleet Security Infrastructure Finance Health Procurement Human Resources Sustainability

Education Training Awards Senior Appointments Conferences/Events/Expos Events Calendar

Home > Infrastructure

INFRASTRUCTURE PUBLIC WORKS NEWS NSW NEWS

## \$9m Parramatta River foreshore plan unveiled

22/10/2024



### LATEST ARTICLES



NEWS  
21 dogs euthanised after parvovirus outbreak



NEWS

The project is set to deliver 2.8 kilometres of upgraded pathways along the Parramatta River across five locations in Parramatta, Rydalmere and Ermington.

City of Parramatta Lord Mayor, Martin Zaiter said community feedback was at the heart of the project.



Parramatta River's foreshore is set to become even more pedestrian and cyclist friendly with the community invited to have their say on the proposed \$9 million Eastern Parramatta River project.

“Parramatta River is one of our City’s best natural assets. This project aims to make it more accessible for people to jump on a bike or go for a walk or a run along its foreshores,” Lord Mayor Zaiter said.

“The shared or separated paths will make it easier and safer for everyone to enjoy these scenic areas.

“Your voice matters. Many of the components in this project were requested by our community, and we want to hear how we can ensure these proposed improvements best serve your needs.”



Works planned as part of the Eastern Parramatta River project include:

- **Rangihou Reserve, Parramatta:** upgraded shared path to a foreshore promenade for 450m;
- **Baludarri Wetlands, Parramatta:** eco-friendly sensitive lighting on handrails and 25 light poles;
- **Reid Park, Rydalmere:** separated pedestrian and cyclist paths for 300m through the park;
- **Royal Shores, Ermington:** separate pedestrian path for 850m and a new lightweight bridge;
- **George Kendall Riverside Park, Ermington:** separated pedestrian and cyclist paths for 275m.

The project is funded by the NSW Government through the Western Sydney Infrastructure Grants Program (WSIG) with the City of Parramatta. The Eastern Parramatta River project will begin construction in the second half of 2025, with completion expected by mid-2027.

*Residents can share their feedback on concept designs via [Participate Parramatta](#) until 5pm on Thursday 21 November.*

## Help Shape Future Of Parramatta's River Foreshore

NSW | 22 Oct 2024 11:06 am AEST

Share   

Parramatta River's foreshore is set to become even more pedestrian and cyclist friendly with the community invited to have their say on the proposed \$9 million Eastern Parramatta River project.

The project is set to deliver 2.8 kilometres of upgraded pathways along the Parramatta River across five locations in Parramatta, Rydalmere and Ermington.

City of Parramatta Lord Mayor Cr Martin Zaiter said community feedback is at the heart of this project.

"Parramatta River is one of our City's best natural assets. This project aims to make it more accessible for people to jump on a bike or go for a walk or a run along its foreshores," Cr Zaiter said.

"The shared or separated paths will make it easier and safer for everyone to enjoy these scenic areas.

“Your voice matters. Many of the components in this project were requested by our community, and we want to hear how we can ensure these proposed improvements best serve your needs.”

Works planned as part of the Eastern Parramatta River project include:

- Rangihou Reserve, Parramatta: upgraded shared path to a foreshore promenade for 450m
- Baludarri Wetlands, Parramatta: eco-friendly sensitive lighting on handrails and 25 light poles
- Reid Park, Rydalmere: separated pedestrian and cyclist paths for 300m through the park
- Royal Shores, Ermington: separate pedestrian path for 850m and a new lightweight bridge
- George Kendall Riverside Park, Ermington: separated pedestrian and cyclist paths for 275m.

The project is funded by the NSW Government through the Western Sydney Infrastructure Grants Program (WSIG) with the City of Parramatta. The Eastern Parramatta River project will begin construction in the second half of 2025, with completion expected by mid-2027.

Residents can share their feedback on concept designs via [Participate Parramatta](#) until 5pm on Thursday 21 November.



## Advertising – Parramatta News

With distribution across the Parramatta LGA and beyond, *Parramatta News* is a community-focused print and digital publication with strong readership.

In the 29 October 2024 editions, the *Eastern Parramatta River* project featured in a quarter page advertisement and within the Lord Mayor's Column.

*Parramatta News* also promotes its weekly papers on its Facebook page where people can read a digital version of the print edition. Parramatta News has 6.2K Facebook followers.

**HAVE YOUR SAY ON THE EASTERN PARRAMATTA RIVER PROJECT**  
**Submissions close 5pm Thursday 21 November 2024**

City of Parramatta Council is excited to announce improvement works alongside the Parramatta River foreshore.

The Eastern Parramatta River project brings together a program of pedestrian and cyclist amenity and safety improvements in five key locations:

1. Rangihou Reserve, Parramatta
2. Baludarr Wetlands, Parramatta
3. Reid Park, Rydalmere
4. Royal Shores, Ermington
5. George Kendall Riverside Park, Ermington.

This project sees a total of 2.8km of path upgrades, providing the community with more opportunities to enjoy the natural beauty of the Parramatta River.

Lighting and landscaping improvements also feature in some of the proposed designs with a number of these planned works requested by our community.

**Have your say**

To find out more, scan the QR code on the right, or visit **Participate Parramatta:** [participate.cityofparramatta.nsw.gov.au/eastern-parramatta-river](https://participate.cityofparramatta.nsw.gov.au/eastern-parramatta-river)

Have your say before **5pm Thursday 21 November 2024.**

**CITY OF PARRAMATTA**

The \$9M Eastern Parramatta River project is being funded by the NSW Government in association with the City of Parramatta.

Contact us:  
Email: [participate@cityofparramatta.nsw.gov.au](mailto:participate@cityofparramatta.nsw.gov.au)  
Phone: 1300 617 058

PR24013

Tuesday, October 29, 2024 x parra news

9

Quarter page ad, *Parramatta News* 29 October 2024.



Children enjoy their first swim at Lake Parramatta.

### LAKE PARRAMATTA SWIMMING AREA OPENS

It's swim season and we've got the perfect place to cool off here in City of Parramatta. Last Friday I re-opened Lake Parramatta's swimming area, a true paradise where the bush meets the water only minutes from our CBD.

We have turned this swimming spot into a gently sloping sandy beach with more shade, a new lifeguard platform and more trees and native plants.

Safety is our priority with new signage, an onsite emergency response beacon, and lifeguards now on patrol from 10am to 7pm on weekends. From Saturday 30 November to Thursday 30 January 2025, lifeguards

will be on duty seven days a week from 10am to 7pm.

You'll find more details here: [cityofparramatta.nsw.gov.au/recreation/swimming-at-lake-parramatta](https://cityofparramatta.nsw.gov.au/recreation/swimming-at-lake-parramatta)

I know I'll check it out with my family this summer so I hope to see you there, making a splash!



Cr Martin Zaiter  
Lord Mayor  
City of Parramatta



### DIVE INTO PARRAMATTA'S HISTORY ON FOUNDATION DAY

A free fun-filled day exploring Parramatta's fascinating past awaits on Saturday 2 November! From horse cart rides, heritage tours to live music, a petting zoo and traditional trade demos, there's something for everyone on Foundation Day from 9am to 2pm at the Parramatta North cultural precinct.

Plus Making it Australia winner, George Buchanan will be hosting a hands-on hobby horse making competition and race for everyone to enjoy.

Scan the QR code for more information.



### HAVE YOUR SAY IN PARRAMATTA'S RIVER FORESHORE MAKEOVER

We want your input Parramatta! The Eastern Parramatta River project is set to transform our river foreshore into a vibrant, pedestrian and cyclist-friendly haven.

With \$9 million in upgrades planned across Parramatta, Rydalmere and Ermington, this is your chance to share your thoughts on the designs.

Scan the QR code by 5pm on Thursday 21 November or visit [participate.cityofparramatta.nsw.gov.au/eastern-parramatta-river](https://cityofparramatta.nsw.gov.au/eastern-parramatta-river)



### REDUCE TEXTILE WASTE AT OUR CLOTHES SWAP

Join us at our Clothes Swap on Saturday 9 November from 10am to 1pm to revamp your wardrobe sustainably!

Bring five pre-loved and gently used clothing and accessories of all sizes and genders and swap them for new-to-you treasures at Parramatta Library. You'll receive five tokens to trade for new finds and no cash is needed!

For T&C's and to register, scan the QR code.

City of Parramatta 126 Church Street, Parramatta NSW 2150  
PO Box 32, Parramatta NSW 2124 | P 9806 5050 E [council@cityofparramatta.nsw.gov.au](mailto:council@cityofparramatta.nsw.gov.au)

@cityofparramatta > @atparramatta @parracity > @atparramatta @cityofparramatta > @atparramatta



SCAN ME FOR COUNCIL MEETING DETAILS

Lord Mayor's Column, 29 October 2024.

# 6. Appendix B

## Social media reporting, Facebook, Instagram and comments

### Reporting on Eastern Parramatta River campaign – Facebook and Instagram

1 **City of Parramatta** INSTAGRAM /cityofparramatta Thursday Nov 14, 2024 10:40

This project will provide our community with more opportunities to enjoy the natural beauty of the Parramatta River at five foreshore parks. Have you had your say on the Eastern Parramatta River project?



**INSIGHTS**

<b>1</b> Replies	<b>220</b> Exits	<b>703</b> Taps forward	<b>14</b> Taps back
<b>17.15%</b> Completion rate	<b>1.1k</b> Reach	<b>1.1k</b> Impressions	<b>0.09%</b> Reach eng. rate
<b>0.09%</b> Impressions eng. rate			

Eastern Parramat

2 **City of Parramatta** FACEBOOK /cityofparramatta Thursday Nov 14, 2024 09:00

Have you had your say on the Eastern Parramatta River project?

With 2.8km of pedestrian and cyclist path improvements, new LED lighting and landscaping projects, many requested by our community, the Eastern Parramatta River project will provide our community with more opportunities to enjoy the

[... Show more](#)



**9** Interactions

**8** Reactions

**0** Comments

**1** Shares

**0.2** Int. per 1K fans

**2k** Impressions

**INSIGHTS**

<b>1.9k</b> Reach	<b>0</b> Paid reach	<b>1.9k</b> Organic reach	<b>34</b> Engagements
<b>1.84%</b> Reach eng. rate	<b>2k</b> Impressions	<b>0</b> Paid impressions	<b>2k</b> Organic impressions
<b>1.73%</b> Impressions eng. rate	<b>N/A</b> Engaged users	<b>23</b> Post clicks	

Eastern Parramat

3 **City of Parramatta** INSTAGRAM /cityofparramatta | Thursday Nov 14, 2024 09:00

NO SENTIMENT

Have you had your say on the Eastern Parramatta River project?

With 2.8km of pedestrian and cyclist path improvements, new LED lighting and landscaping projects, many requested by our community, the Eastern Parramatta River project will provide our community with more opportunities to enjoy the

[... Show more](#)



**ORGANIC** ⓘ

<b>30</b> Interactions	<b>28</b> Likes	<b>2</b> Comments	<b>1.72</b> Int. per 1K followers
---------------------------	--------------------	----------------------	--------------------------------------

**INSIGHTS**

<b>0</b> Saves	<b>1.8k</b> Reach	<b>30</b> Engagements	<b>2.1k</b> Impressions
<b>1.66%</b> Reach eng. rate	<b>1.44%</b> Impressions eng. rate		

Eastern Parramat

4 **City of Parramatta** INSTAGRAM /cityofparramatta | Wednesday Oct 30, 2024 14:01

Short on time but want to have your say on our park upgrades? Visit our Eastern Parramatta River interactive map for information on improvements to our parks.

See the proposed upgrades, drop a pin and post a comment. We'd love to hear your feedback!

[... Show more](#)



**ORGANIC** ⓘ

<b>24</b> Interactions	<b>24</b> Likes	<b>0</b> Comments	<b>1.39</b> Int. per 1K followers
---------------------------	--------------------	----------------------	--------------------------------------

**INSIGHTS**

<b>1</b> Saves	<b>N/A</b> Video views	<b>909</b> Reach	<b>25</b> Engagements
<b>1k</b> Impressions	<b>2.75%</b> Reach eng. rate	<b>2.38%</b> Impressions eng. rate	

Eastern Parramat

5 **City of Parramatta** FACEBOOK /cityofparramatta | Wednesday Oct 30, 2024 14:01

Short on time but want to have your say on our park upgrades? Visit our Eastern Parramatta River interactive map for information on improvements to our parks.

See the proposed upgrades, drop a pin and post a comment. We'd love to hear your feedback!

[... Show more](#)



<b>12</b> Interactions	<b>12</b> Reactions	<b>0</b> Comments	<b>0</b> Shares
<b>0.26</b> Int. per 1K fans	<b>1.9k</b> Impressions		

**INSIGHTS**

<b>1.8k</b> Reach	<b>0</b> Paid reach	<b>1.8k</b> Organic reach	<b>43</b> Engagements
<b>2.4%</b> Reach eng. rate	<b>1.9k</b> Impressions	<b>0</b> Paid impressions	<b>1.9k</b> Organic impressions
<b>2.25%</b> Impressions eng. rate	<b>N/A</b> Engaged users	<b>31</b> Post clicks	

Eastern Parramat

6 **City of Parramatta** INSTAGRAM /cityofparramatta | Monday Oct 21, 2024 11:00

**NO SENTIMENT**

The Eastern Parramatta River Project will deliver a number of foreshore improvements that have been requested by our community. Upgrading 2.8km of pedestrian and cyclist paths, installing LED lighting and new landscaping projects will provide our community with more opportunities to enjoy the natural beauty of the Parramatta River

[... Show more](#)



**ORGANIC**

<b>24</b> Interactions	<b>23</b> Likes	<b>1</b> Comments	<b>1.41</b> Int. per 1K followers
---------------------------	--------------------	----------------------	--------------------------------------

**INSIGHTS**

<b>0</b> Saves	<b>1.2k</b> Reach	<b>33</b> Engagements	<b>1.2k</b> Impressions
<b>2.84%</b> Reach eng. rate	<b>2.72%</b> Impressions eng. rate		

Eastern Parramat

7  **City of Parramatta** FACEBOOK /cityofparramatta Monday Oct 21, 2024 11:00 NO SENTIMENT

The Eastern Parramatta River Project will deliver a number of foreshore improvements that have been requested by our community. Upgrading 2.8km of pedestrian and cyclist paths, installing LED lighting and new landscaping projects will provide our community with more opportunities to enjoy the natural beauty of the Parramatta River.

[... Show more](#)



<b>26</b> Interactions	<b>23</b> Reactions	<b>1</b> Comments	<b>2</b> Shares
<b>0.57</b> Int. per 1K fans	<b>3.2k</b> Impressions		

**INSIGHTS**

<b>3.1k</b> Reach	<b>0</b> Paid reach	<b>3.1k</b> Organic reach	<b>150</b> Engagements
<b>4.86%</b> Reach eng. rate	<b>3.2k</b> Impressions	<b>0</b> Paid impressions	<b>3.2k</b> Organic impressions
<b>4.7%</b> Impressions eng. rate	<b>N/A</b> Engaged users	<b>109</b> Post clicks	

**Eastern Parramat**

# Reporting on Facebook and Instagram paid campaigns

1 **INACTIVE** **VARIATIONS**

CoP\_100028-7950-63196\_EasternParramattaRiver\_AdSet\_LGA\_Ad2 Link clicks

The Eastern Parramatta River Project will deliver a number of foreshore improvements that have been requested by our community. Upgrading 2.8km of pedestrian and cyclist paths, installing LED lighting and new landscaping projects will provide our community with more opportunities to enjoy the natural beauty of the Parramatta River. There are planned improvements for five foreshore parks:

1. Rangihou Reserve, Parramatta
2. Baludarri Wetlands, Parramatta
3. Reid Park, Rydalmere
4. Royal Shores, Ermington
5. George Kendall Riverside Park, Ermington.

Learn more about this project, view the concept designs, and have your say before 5pm Thursday 21 November.



<https://participate.cityofparramatta.nsw.g...> Learn more

**Eastern Parramatta River Project**

<b>16 286</b> Impressions	<b>\$132.43</b> Spend	<b>2</b> Post shares	<b>47</b> Post reactions	<b>5</b> Post comments
<b>1 528</b> Clicks	<b>54</b> Interaction count	<b>N/A</b> Video plays	<b>N/A</b> Video views	<b>9.38%</b> CTR
<b>\$0.09</b> CPC	<b>\$8.13</b> CPM	<b>10 565</b> Reach	<b>N/A</b> Lead	<b>3</b> Landing page views
<b>275</b> Link clicks	<b>330</b> Post engagement	<b>2.03%</b> Post engagement rate	<b>\$0.4</b> Cost per post engagement	

2 **INACTIVE** **VARIATIONS**

CoP\_100028-7950-63196\_EasternParramattaRiver\_AdSet\_LGA\_Ad3 Link clicks

Based on a vision of providing more public access to the Parramatta foreshore and offering a picturesque riverside journey connecting many CBD visitor destinations, the Eastern Parramatta River project is set to deliver 2.8km of improved pedestrian and cyclist paths alongside new lighting and landscaping.

Upgrades to paths and amenities will be provided at five key locations:

1. Rangihou Reserve, Parramatta.
2. Baludarri Wetlands, Parramatta
3. Reid Park, Rydalmere
4. Royal Shores, Ermington
5. George Kendall Riverside Park, Ermington.

The project will accommodate more visitors along the foreshore and improve safety. Learn more about the Eastern Parramatta River project, and have your say before 5pm Thursday 21 November.



<https://participate.cityofparramatta.nsw.g...> Learn more

**Have your say on upgrades to five foreshore parks**

<b>12 780</b> Impressions	<b>\$118.22</b> Spend	<b>N/A</b> Post shares	<b>31</b> Post reactions	<b>N/A</b> Post comments
<b>1 076</b> Clicks	<b>31</b> Interaction count	<b>N/A</b> Video plays	<b>N/A</b> Video views	<b>8.42%</b> CTR
<b>\$0.11</b> CPC	<b>\$9.25</b> CPM	<b>9 261</b> Reach	<b>N/A</b> Lead	<b>3</b> Landing page views
<b>199</b> Link clicks	<b>231</b> Post engagement	<b>1.81%</b> Post engagement rate	<b>\$0.51</b> Cost per post engagement	

3 | 2 | 3 | INACTIVE VARIATIONS

CoP\_100028-7950-63196\_EasternParramattaRiver\_AdSet\_SuburbSpecif ic\_Ad4 Link clicks

您对 Eastern Parramatta River 河滨设施升级项目有什么看法？响应广大社区居民要求，该项目将改造2.8公里的人行道和自行车道，装设新的LED照明和美化景观，方便居民和游客尽情享受 Parramatta River 的自然美景。我们将改造五个河滨公园。

详细了解这个项目，并在11月21日星期四下午5:00前发表您的意见。



<https://participate.cityofparramatta.nsw.g...> Learn more

**Submissions closing soon**

<b>8 214</b> Impressions	<b>\$126.54</b> Spend	<b>4</b> Post shares	<b>21</b> Post reactions	<b>3</b> Post comments
<b>832</b> Clicks	<b>28</b> Interaction count	<b>N/A</b> Video plays	<b>N/A</b> Video views	<b>10.13%</b> CTR
<b>\$0.15</b> CPC	<b>\$15.41</b> CPM	<b>5 077</b> Reach	<b>N/A</b> Lead	<b>3</b> Landing page views
<b>226</b> Link clicks	<b>256</b> Post engagement	<b>3.12%</b> Post engagement rate	<b>\$0.49</b> Cost per post engagement	

4 | 2 | 3 | INACTIVE VARIATIONS

CoP\_100028-7950-63196\_EasternParramattaRiver\_AdSet\_LGA\_Ad1 Link clicks

Have your say on new foreshore upgrades!

The Eastern Parramatta River project brings together a program of pedestrian and cyclist amenity and safety improvements in five key locations:

1. Rangihou Reserve, Parramatta
2. Baludarri Wetlands, Parramatta
3. Reid Park, Rydalmere
4. Royal Shores, Ermington
5. George Kendall Riverside Park, Ermington.

Many of the proposed upgrades were requested by our community. View the concept designs and have your say before 5pm, Thursday 21 November.



<https://participate.cityofparramatta.nsw.g...> Learn more

**Have Your Say**

<b>7 319</b> Impressions	<b>\$72.02</b> Spend	<b>1</b> Post shares	<b>11</b> Post reactions	<b>N/A</b> Post comments
<b>651</b> Clicks	<b>12</b> Interaction count	<b>N/A</b> Video plays	<b>N/A</b> Video views	<b>8.9%</b> CTR
<b>\$0.11</b> CPC	<b>\$9.84</b> CPM	<b>4 852</b> Reach	<b>N/A</b> Lead	<b>2</b> Landing page views
<b>138</b> Link clicks	<b>150</b> Post engagement	<b>2.05%</b> Post engagement rate	<b>\$0.48</b> Cost per post engagement	

5 <sup>2</sup> <sup>3</sup> INACTIVE VARIATIONS

CoP\_100028-7950-63196\_EasternParramattaRiver\_AdSet\_LGA\_Ad4 Link clicks

您对 Eastern Parramatta River 河滨设施升级项目有什么看法？响应广大社区居民要求，该项目将改造2.8公里的人行道和自行车道，装设新的LED照明和美化景观，方便居民和游客尽情享受 Parramatta River 的自然美景。我们将改造五个河滨公园。

详细了解这个项目，并在11月21日星期四下午5:00前发表您的意见。



<https://participate.cityofparramatta.nsw.g...> Learn more

**Submissions closing soon**

<b>2 453</b> Impressions	<b>\$26.69</b> Spend	<b>1</b> Post shares	<b>7</b> Post reactions	<b>N/A</b> Post comments
<b>190</b> Clicks	<b>8</b> Interaction count	<b>N/A</b> Video plays	<b>N/A</b> Video views	<b>7.75%</b> CTR
<b>\$0.14</b> CPC	<b>\$10.88</b> CPM	<b>1990</b> Reach	<b>N/A</b> Lead	<b>N/A</b> Landing page views
<b>42</b> Link clicks	<b>50</b> Post engagement	<b>2.04%</b> Post engagement rate	<b>\$0.53</b> Cost per post engagement	

6 <sup>2</sup> <sup>2</sup> INACTIVE VARIATIONS

CoP\_100028-7950-63196\_EasternParramattaRiver\_AdSet\_SuburbSpecific\_Ad1 Link clicks

Have your say on new foreshore upgrades!

The Eastern Parramatta River project brings together a program of pedestrian and cyclist amenity and safety improvements in five key locations:

1. Rangihou Reserve, Parramatta
2. Baludarri Wetlands, Parramatta
3. Reid Park, Rydalmere
4. Royal Shores, Ermington
5. George Kendall Riverside Park, Ermington.

Many of the proposed upgrades were requested by our community. View the concept designs and have your say before 5pm, Thursday 21 November.



<https://participate.cityofparramatta.nsw.g...> Learn more

**Have Your Say**

Have your say on new foreshore upgrades!

<b>990</b> Impressions	<b>\$21.44</b> Spend	<b>N/A</b> Post shares	<b>N/A</b> Post reactions	<b>N/A</b> Post comments
<b>78</b> Clicks	<b>0</b> Interaction count	<b>N/A</b> Video plays	<b>N/A</b> Video views	<b>7.88%</b> CTR
<b>\$0.28</b> CPC	<b>\$21.66</b> CPM	<b>779</b> Reach	<b>N/A</b> Lead	<b>N/A</b> Landing page views
<b>27</b> Link clicks	<b>27</b> Post engagement	<b>2.73%</b> Post engagement rate	<b>\$0.79</b> Cost per post engagement	

7 **INACTIVE** VARIATIONS

CoP\_100028-7950-63196\_EasternParramattaRiver\_AdSet\_SuburbSpeciflc\_Ad3 Link clicks

Based on a vision of providing more public access to the Parramatta foreshore and offering a picturesque riverside journey connecting many CBD visitor destinations, the Eastern Parramatta River project is set to deliver 2.8km of improved pedestrian and cyclist paths alongside new lighting and landscaping.

Upgrades to paths and amenities will be provided at five key locations:

1. Rangihou Reserve, Parramatta.
2. Baludarri Wetlands, Parramatta
3. Reid Park, Rydalmere
4. Royal Shores, Ermington
5. George Kendall Riverside Park, Ermington.

The project will accommodate more visitors along the foreshore and improve safety. Learn more about the Eastern Parramatta River project, and have your say before 5pm Thursday 21 November.



<https://participate.cityofparramatta.nsw.g...> Learn more

**Have your say on upgrades to five foreshore parks**

<b>184</b> Impressions	<b>\$0</b> Spend	<b>N/A</b> Post shares	<b>N/A</b> Post reactions	<b>N/A</b> Post comments
<b>3</b> Clicks	<b>N/A</b> Interaction count	<b>N/A</b> Video plays	<b>N/A</b> Video views	<b>1.63%</b> CTR
<b>\$0</b> CPC	<b>\$0</b> CPM	<b>171</b> Reach	<b>N/A</b> Lead	<b>N/A</b> Landing page views
<b>N/A</b> Link clicks	<b>N/A</b> Post engagement	<b>N/A</b> Post engagement rate	<b>\$0</b> Cost per post engagement	

8 **INACTIVE** VARIATIONS

CoP\_100028-7950-63196\_EasternParramattaRiver\_AdSet\_SuburbSpeciflc\_Ad2 Link clicks

The Eastern Parramatta River Project will deliver a number of foreshore improvements that have been requested by our community. Upgrading 2.8km of pedestrian and cyclist paths, installing LED lighting and new landscaping projects will provide our community with more opportunities to enjoy the natural beauty of the Parramatta River. There are planned improvements for five foreshore parks:

1. Rangihou Reserve, Parramatta
2. Baludarri Wetlands, Parramatta
3. Reid Park, Rydalmere
4. Royal Shores, Ermington
5. George Kendall Riverside Park, Ermington.

Learn more about this project, view the concept designs, and have your say before 5pm Thursday 21 November.



<https://participate.cityofparramatta.nsw.g...> Learn more

**Eastern Parramatta River Project**

<b>127</b> Impressions	<b>\$0.9</b> Spend	<b>N/A</b> Post shares	<b>1</b> Post reactions	<b>1</b> Post comments
<b>12</b> Clicks	<b>2</b> Interaction count	<b>N/A</b> Video plays	<b>N/A</b> Video views	<b>9.45%</b> CTR
<b>\$0.08</b> CPC	<b>\$7.09</b> CPM	<b>110</b> Reach	<b>N/A</b> Lead	<b>1</b> Landing page views
<b>1</b> Link clicks	<b>3</b> Post engagement	<b>2.36%</b> Post engagement rate	<b>\$0.3</b> Cost per post engagement	



## City of Parramatta

The Eastern Parramatta River Project will deliver a number of foreshore improvements that have been requested by our community. Upgrading 2.8km of pedestrian and cyclist paths, installing LED lighting and new landscaping projects will provide our community with more opportunities to enjoy the natural beauty of the Parramatta River. There are planned improvements for five foreshore parks: 1. Rangihou Reserve, Parramatta 2. Baludarri Wetlands, Parramatta 3. Reid Park, Rydalmere 4. Royal Shores, Ermington 5. George Kendall Riverside Park, Ermington. Learn more about this project, view the concept designs, and have your say before 5pm Thursday 21 November at <https://bit.ly/40alxf9>



## CycleSydney

11:06:18 PM 21 Oct 2024 Created

These are on the Greater Sydney Bike Trail



City of Parramatta

3h · 🌐



Short on time but want to have your say on our park upgrades? Visit our Eastern Parramatta River interactive map for information on improvements to our parks.

See the proposed upgrades, drop a pin and post a comment. We'd love to hear your feedback!

The Eastern Parramatta River project is proposing improvements in five key locations along the river:

1. Rangihou Reserve, Parramatta
2. Baludarri Wetlands, Parramatta
3. Reid Park, Rydalmere
4. Royal Shores, Ermington
5. George Kendall Riverside Park, Ermington

📍 Find our interactive map at <https://bit.ly/4fpqi96>

🌿 Learn more about this project at <https://bit.ly/40alxf9>



## Community social media comments



[PARTICIPATE.CITYOFPARRAMATTA.NSW.GOV.AU](https://participate.cityofparramatta.nsw.gov.au) (view link)

## Comments



**Antony Dj-esky Zbik**

3:44:06 PM 22 Oct 2024 Created

More disability accessible skate parks please, there aren't enough skate parks that I can take my mobility scooter on.



**City of Parramatta**

9:09:31 AM 23 Oct 2024 Created

Appreciate you taking the time to comment, Antony. Be sure to follow the links through to Participate Parramatta and submit your feedback directly



**Dre Nov**

9:05:32 AM 25 Oct 2024 Created

Education for dog owners. Too much dog poops everywhere along the path near the apartments. Signs in different languages.



**Leonora Caguin**

8:04:59 AM 31 Oct 2024 Created

Education for picnickers to take their rubbish with them and not to leave without cleaning the tables and benches they've used. No matter how beautiful the park is if people using them are not mindful then it becomes useless.



**Morgan Tyler James**

8:27:42 AM 04 Nov 2024 Hidden

Leonora Caguin blame the indians...they treat the place like they would back in thier country



**Travis Bickle**

12:25:13 AM 22 Oct 2024 Created

How about fixing the walking track around parramatta river



**City of Parramatta**

1:42:02 PM 29 Oct 2024 Created

Hi Travis, could you please let us know which walking track/which section of the Parramatta River you're asking about?



**Travis Bickle**

11:39:23 PM 30 Oct 2024 Created

City of Parramatta the lake



**City of Parramatta**

11:43:25 AM 31 Oct 2024 Created

Hi Travis, Thanks for your interest in Lake Parramatta. With its \$1.4 million make-over it is going to be even more appealing to locals for walking and swimming. We've been doing some maintenance work on the tracks, and in conjunction with NSW Fire and Rescue also undertook some hazard reduction works last year. The track is in good condition with improved wayfinding that was installed a few years ago. There are no additional upgrades planned except for general ongoing maintenance. Council has a Lake Parramatta Masterplan due to be renewed next year. However, this will focus on the recreational /visitor precinct and on the natural areas surrounding the lake. The community has also requested improvements to the parking area, and we'll be investigating what upgrades can be delivered given the constraints of the site. Action items from the Masterplan will also rely on securing funding from the NSW Government.



**John North**

8:58:46 PM 29 Oct 2024 Created

Thank you for investing in these great improvements for us!

---



**Pat Phillips**

6:04:53 PM 30 Oct 2024 Created

Please provide more car spaces for parking - never enough for picnickers and families



**Sn Stefanov**

6:39:50 PM 02 Nov 2024 Created

Please BAN the electric bicycles, they are so dangerous.



**Mick Leahy**

7:39:00 PM 02 Nov 2024 Created

Sn Stefanov alright Mr fun police ☐

---



## City of Parramatta

Have you had your say on the Eastern Parramatta River project? With 2.8km of pedestrian and cyclist path improvements, new LED lighting and landscaping projects, many requested by our community, the Eastern Parramatta River project will provide our community with more opportunities to enjoy the natural beauty of the Parramatta River. There are planned improvements for five foreshore parks. Learn more about this project, and have your say before 5pm Thursday 21 November at the link in our bio [□](#)



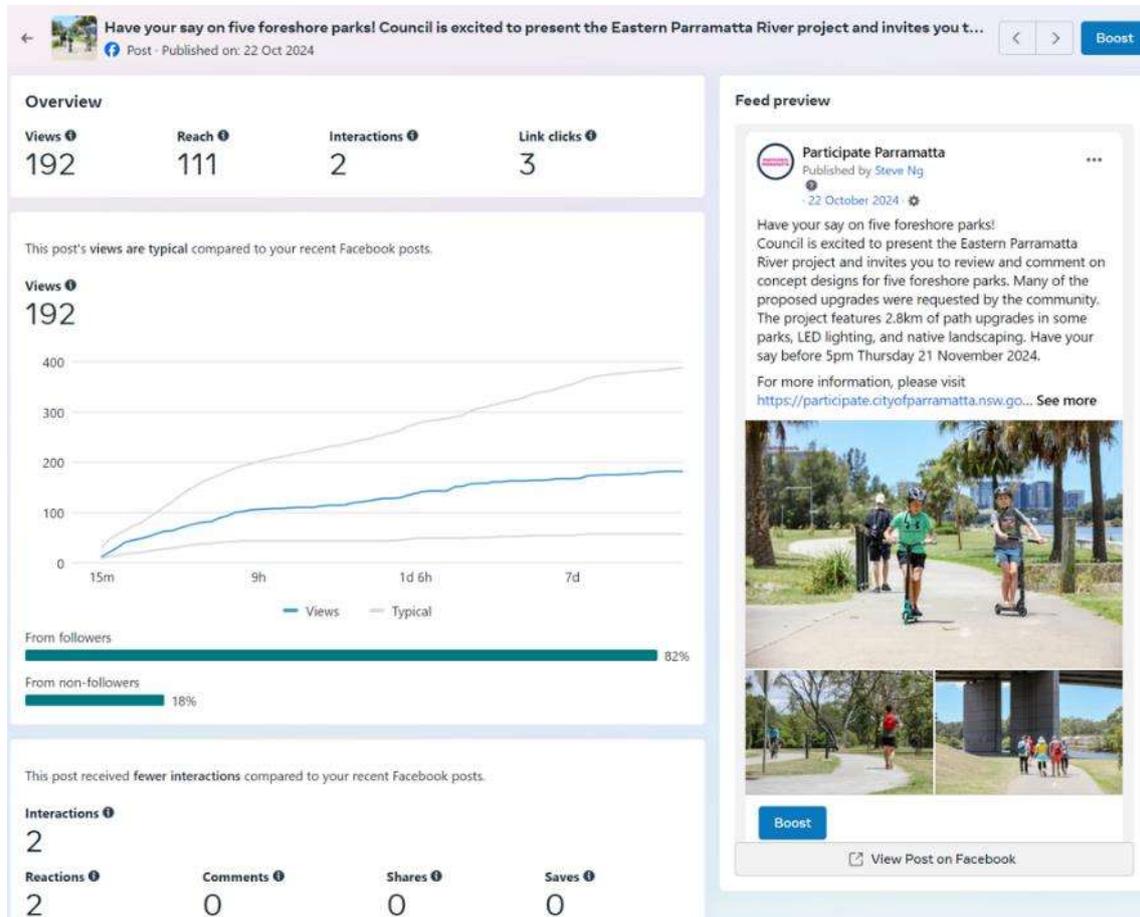
**Kirrily Yates**

9:06:47 AM 15 Nov 2024 Edited

Is there any way of getting someone out of the river if they fall in? I asked a few different workers during the recent cleaning near the ferry but it seemed to only concern me.

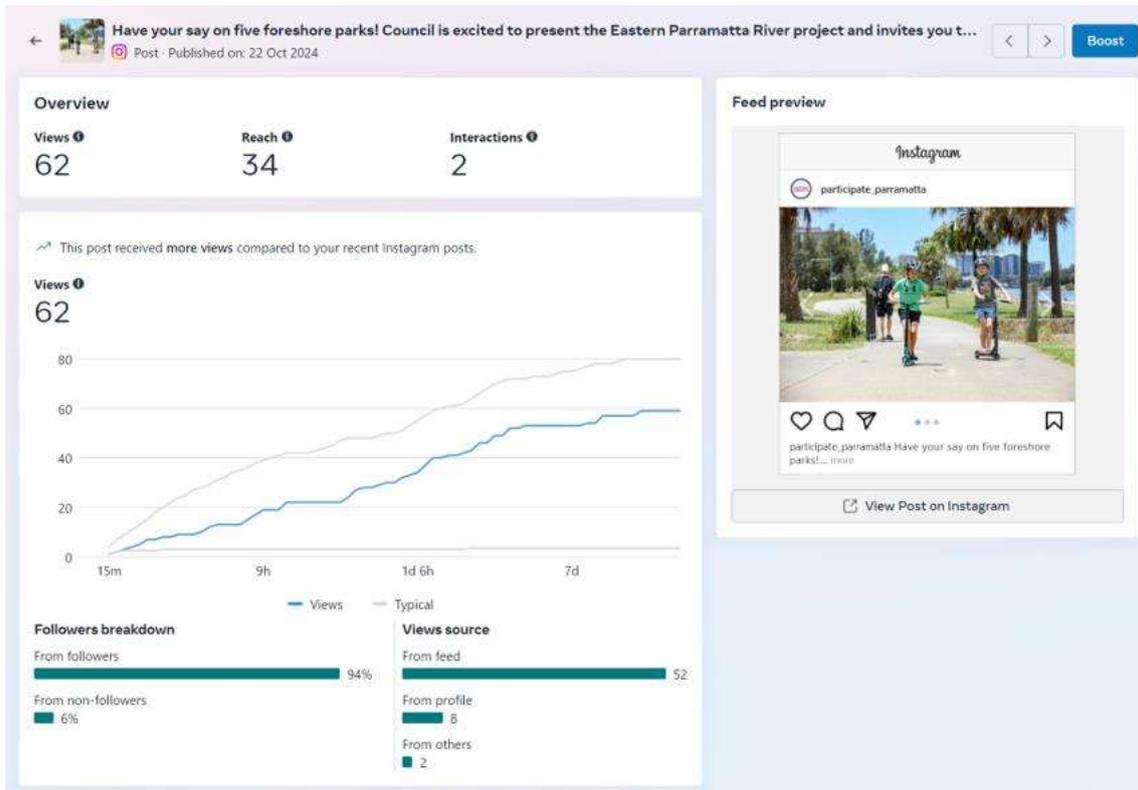
# Participate Parramatta Facebook and Instagram reporting

## Participate Parramatta Facebook



*Participate Parramatta has 6,900 Facebook followers. The post reached 111 people (192 views) creating seven (7) engagements and three (3) link clicks.*

# Participate Parramatta Instagram



The Participate Parramatta Instagram has 620 following. The post reached 34 people (62 views) creating seven (7) engagements.

## Active Parramatta Facebook

 **Active Parramatta**  
25 October 2024 · 🌐

There are planned improvements for five foreshore parks, to help provide our community with more opportunities to enjoy the natural beauty of the Parramatta River 💧🌿

- 1 Rangihou Reserve, Parramatta
- 2 Baludarri Wetlands, Parramatta
- 3 Reid Park, Rydalmere
- 4 Royal Shores, Ermington
- 5 George Kendall Riverside Park, Ermington

Learn more about this project, view the concept designs, and have your say before Thursday, 21 November at <https://bit.ly/40alxf9>



👍 1 1 comment

 Like  Comment  Share

 **Craig Rodger**  
Needs to be a play ground in the Rangihou reserve, so many apartments in the area ...

*An organic post (non-paid) was shared on the Council's Active Parramatta Facebook page (4.6K followers). The post reached 657 people, creating eight (8) engagements, 1 like, 1 comment, and six (6) link-clicks.*

# Appendix 14: Mitigation Measures

## 1 Introduction

Part 5 of the *Environmental Planning & Assessment Act 1979* (EP&A Act) provides for certain works to be undertaken as development without consent.

To ensure that the development activity, being the upgrade works to Rangihou Reserve, forming part of the Parramatta Cycleway Upgrades project is carried out in accordance the provisions of Part 5 of the EP&A Act, **Section 2.1** of this document identifies the plans / documents (and any amendments approved under Part 5) which have been relied upon for the purposes of this assessment.

The remainder of this document sets out the mitigation measures that are to be implemented during the carrying out of the works to ensure impacts are avoided, mitigated or minimised to an acceptable level.

## 2 Mitigation Measures

### 2.1 Authorised Documents

The development activity must be implemented generally in accordance with the REF prepared by DFP Planning Pty Ltd dated 25 July 2025 and the documents listed in **Table 1**, which are authorised for the carrying out of works as development without consent.

Table 1 Authorised Documents			
Survey Plan prepared by City of Parramatta			
Drawing Reference	Revision	Name of Plan	Date
-	-	Survey – Rangihou Reserve	October 2024
Other Supporting Documents			
Document	Prepared By		Date
Landscape Plans	City of Parramatta		October 2024
Civil Plans	City of Parramatta		30 June 2025
Arborist Report	Hugh The Arborist		23 December 2024
Flora and Fauna Assessment Report	East Coast Ecology		26 March 2025
Detailed Site Investigation	Douglas Partners		16 January 2025
Remediation Action Plan	Progressive Risk Management		13 June 2025
Acid Sulfate Soils Assessment	Progressive Risk Management		23 June 2025
Heritage Impact Statement	DFP Planning		28 January 2025
Drainage Investigation and Flood Impact Assessment Report	City of Parramatta		24 June 2025
Environmental Management Plan	Prensa		May 2019

In the event of any inconsistency between the authorised documents and a mitigation measure hereunder, the mitigation measure shall prevail.

### 2.2 Amendment Tracking

Where there are any amendments to the authorised documents, an amendment register must be prepared which identifies the proposed amendment and demonstrates how the amendments will result in development that is substantially the same as the development to which the original REF applied.

## Appendix 14: Mitigation Measures

---

### 2.3 Measures to be Implemented Prior to Works Commencing

#### 2.3.1 Council Notification

The City of Parramatta (Council) shall be advised in writing of the date it is intended to commence work, including demolition. A minimum period of seven (7) days notification shall be given.

#### 2.3.2 Notification to occupiers of adjoining land

Adjoining land owners shall be advised in writing of the date it is intended to commence work, including demolition. A minimum period of seven (7) days notification shall be given.

#### 2.3.3 Final Construction Traffic Management Plan (CTMP)

A Final Construction Traffic Management Plan shall be prepared prior to the commencement of any works and approved by Council.

#### 2.3.4 Final Construction Management Plan (CMP)

A Final Construction Management Plan (CMP) shall be prepared prior to commencement of any works and approved by Council.

#### 2.3.5 Utilities and Services

Prior to commencement of any demolition activities, any services near the works site which may be impacted by the works are to be accurately located.

Dial Before You Dig should be contacted prior to the commencement of any works.

Prior to commencement of works, and if required, an application for a compliance certificate is to be made to Sydney Water or other evidence of Sydney Water's non-objection to the commencement of work on the basis of service availability is to be provided.

#### 2.3.6 Tree Protection Measures

Tree protection measures are to be installed in accordance with the Tree Protection Specification provided as part of the authorised Arboricultural Impact Assessment prepared by Hugh The Arborist, dated 23 December 2024.

A Tree Protection Plan must be prepared which illustrates TPZ sensitive construction zones and exclusion zones prior to the commencement of works.

Tree protection fencing and signage must also be implemented to minimise any potential impacts upon retained trees prior to the commencement of works

#### 2.3.7 Compliance with the Building Code of Australia and Australian Standards

Any works that are required to be undertaken in accordance with the National Construction Code (NCC) must be designed and constructed in accordance with the relevant provisions of the BCA and any relevant Australian Standards.

#### 2.3.8 Remediation of Asbestos Impacted Soils

Remediation of asbestos impacted soils must be carried out in accordance with the Remediation Action Plan (RAP) prepared by Progressive Risk Management, dated 13 June 2025.

Any new tree planting is to utilise suitable species and soil volumes that will ensure tree health and stability whilst protecting the geotextile marker layer from mature root systems.

#### 2.3.9 Acid Sulfate Soils

In accordance with the Acid Sulfate Soils Assessment prepared by Progressive Risk Management, dated 23 June 2025, if any works (including tree planting) exceed -0.3 m AHD, it will need to be treated as Potential Acid Sulfate Soils (PASS). This would need to be managed according to an Acid Sulfate Soils Management Plan (ASSMP).

# Appendix 14: Mitigation Measures

---

## 2.4 Measures to be implemented During Demolition and Construction

### 2.4.1 Site Notice

A site notice must be prominently displayed in a prominent position at the site during construction to inform the public of project details, and must satisfy the following requirements:

1. The site notice(s) must be durable and weatherproof and must be displayed throughout the works period;
2. Include details of the approved hours of work, the name of the builder, Certifier, structural engineer, site/project manager, the responsible managing company (if any), its address and 24-hour contact phone number for any inquiries must be displayed on the site notice(s); and
3. The site notice(s) must be mounted at eye level on the perimeter hoardings/fencing and must state that unauthorised entry to the site is not permitted.

### 2.4.2 Complaints Management

A Complaints Register is to be established during construction works. Action taken or proposed to be taken must be documented on the register in response to complaints raised.

### 2.4.3 No Obstruction of Public Way

Building materials, machinery, vehicles, refuse, skip bins or the like must not be stored or placed in the public way (outside of any approved construction works zone). A secure site compound must be provided on site.

### 2.4.4 Implementation of Final CMP

All demolition and construction works are to be undertaken in accordance with the Final CMP.

The CMP must include measures for erosion and sediment control, which are to remain in place for the duration of the demolition and construction works.

Temporary site traffic management measures must also be implemented to provide for pedestrian, cyclist and vehicular safety.

### 2.4.5 Demolition

Demolition work must comply with the demolition work plans required by Australian Standard AS 2601-2015 The demolition of structures (Standards Australia, 2015) and endorsed by a suitably qualified person.

### 2.4.6 Work Hours

Unless otherwise agreed by the relevant statutory body, work hours shall be limited to:

- (a) Monday to Friday: 7:00am to 5:00pm;
- (b) Saturday: 8:00am to 5:00pm; and
- (c) Sunday and Public holidays: No work unless prior approval from Council is granted.

### 2.4.7 Unexpected Finds Protocol – Aboriginal Heritage

In the event that unexpected Aboriginal objects, sites or places (or potential Aboriginal objects, site or places) are discovered during construction, all works in the vicinity should cease and the proponent should determine the subsequent course of action in consultation with a heritage professional and/or the relevant State government agency as appropriate.

If surviving A Horizon soils are identified during the construction earthworks, it is recommended that an observer with knowledge of Aboriginal cultural objects (e.g. registered Aboriginal stakeholder) is present.

If human skeletal material less than 100 years old is discovered, the *Coroners Act 2009* requires that all works should cease, and the NSW Police and the NSW Coroner's Office should be contacted. Should the skeletal material prove to be archaeological Aboriginal

## Appendix 14: Mitigation Measures

---

remains, notification shall be given to Heritage NSW, the Local Aboriginal Land Council and the Commonwealth Minister for the Environment.

### 2.4.8 Unexpected Finds Protocol – Historic Heritage

If any unexpected archaeological relics are uncovered during the work, then all works must cease immediately in that area and the NSW Heritage Division contacted. Depending on the possible significance of the relics, an archaeological assessment and management strategy may be required before further works can continue in that area. Works may only recommence with the written approval of the NSW Heritage Division.

### 2.4.9 Unexpected Finds Protocol – Contamination

If during remediation works, material is encountered which appears to be potentially contaminated or appears to be different from the contamination described in the Remediation Action Plan (RAP) prepared by PRM, or known areas of contamination appear to extend beyond their defined boundary, the procedures set out in Section 6.5 of the RAP are to be applied.

### 2.4.10 Tree Removal and Protection

All works must be undertaken consistent with the tree protection requirements set out in the Arboricultural Impact Assessment Report prepared by Hugh The Arborist, dated 23 December 2024.

Any excavation works carried out within Tree Protection Zones (TPZs) are to be undertaken via sensitive construction techniques under the supervision of a Level 5 qualified Arborist.

Tree roots greater than 25mm in diameter are to be retained and protected;

- Existing footings within TPZs to be either removed using non-destructive excavation or be retained in situ with the structure cut off below ground level;
- Demolition of existing structures is to be carried out with 2-2.5t rubber-tracked excavator under Arborist supervision; and
- Shared pathway within TPZs is to be installed at or above existing ground level with no excavation in TPZs of retained trees.

### 2.4.11 Ecology

Exclusion zones will be set up at the limit of clearing in accordance with Guide 2: Exclusion zones of the Biodiversity Guidelines: Protecting and managing biodiversity on Transport for NSW projects (TfNSW, 2024).

### 2.4.12 Erosion and Sediment Control

Appropriate erosion and sediment control should be erected and maintained at all times during construction in order to avoid the potential of incurring indirect impacts on biodiversity values. Erosion and sediment controls would be established in accordance with an erosion and sedimentation plan to be produced for the proposed works. As a minimum, such measures should comply with the relevant industry guidelines such as 'the Blue Book' (Landcom, 2004).

### 2.4.13 Storage and Stockpiling

Allocate all storage, stockpile, and laydown sites away from any vegetation that is planned to be retained. Avoid importing any soil from outside the site in order to avoid the potential of incurring indirect impacts on biodiversity values as this can introduce weeds and pathogens to the site. If materials are required to be imported for landscaping works, they are to be sterilised according to industry standards prior to importation to site.

# Appendix 14: Mitigation Measures

---

## 2.5 Measures to be implemented – Prior to Occupation

### 2.5.1 Traffic Certification

At the completion of the activity, a suitably qualified traffic engineer must confirm that the works, including works within the road reserve, comply with the relevant Australian Standards and any requirements from the Section 138 *Roads Act* approval.

### 2.5.2 Landscaping Certification

At the completion of the activity, a Landscape Completion Certificate for the proposed landscaping must be issued.

### 2.5.3 Arborist Certification

At the completion of the activity, a Level 5 qualified Arborist is to certify that the tree protection measures were undertaken in accordance with the Tree Protection Plan and the Tree Protection Specifications

### 2.5.4 Remediation Certification

At the completion of the activity, a suitably qualified environmental consultant is to verify that the site has been remediated and validated in accordance with the Remediation Action Plan (RAP) and is fit-for-purpose.