

# Community Engagement Insights Report

## Planning for Sydney 2050



Photographer: Jessica Lindsay

Photographer: Damian Shaw



## From Astrolabe Group

Astrolabe Group was commissioned by the City of Sydney to develop an independent review of the outcomes of the community engagement from this phase of planning for Sydney to 2050. Astrolabe analysed all the qualitative and quantitative data provided by the City, bringing the outcomes together to identify the consistent messages and identifying the overarching values and themes articulated by the community.

Astrolabe works with clients on strategy, data insights, engagement and co-design to deliver positive impacts for people and places. We seek to understand the challenges and opportunities for each client and the values driving them. Our focus is on delivering projects that generate increased investment value as well as improved liveability outcomes for people.

Our clients include local government, state and federal governments, peak representative bodies and universities.

**[www.astrolabegroup.com.au](http://www.astrolabegroup.com.au)**

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# Introduction

## What are your hopes for Sydney? What excites you? What concerns you?

Every day 1.3 million people live, work, do business, go out and study within the City of Sydney. The relatively small local government area creates more than 7% of Australia's gross domestic product and is rich in globally recognised landmarks, cultural and financial institutions. It has been a key place for both the Aboriginal custodians of the land and the migration of Sydney's newest residents.

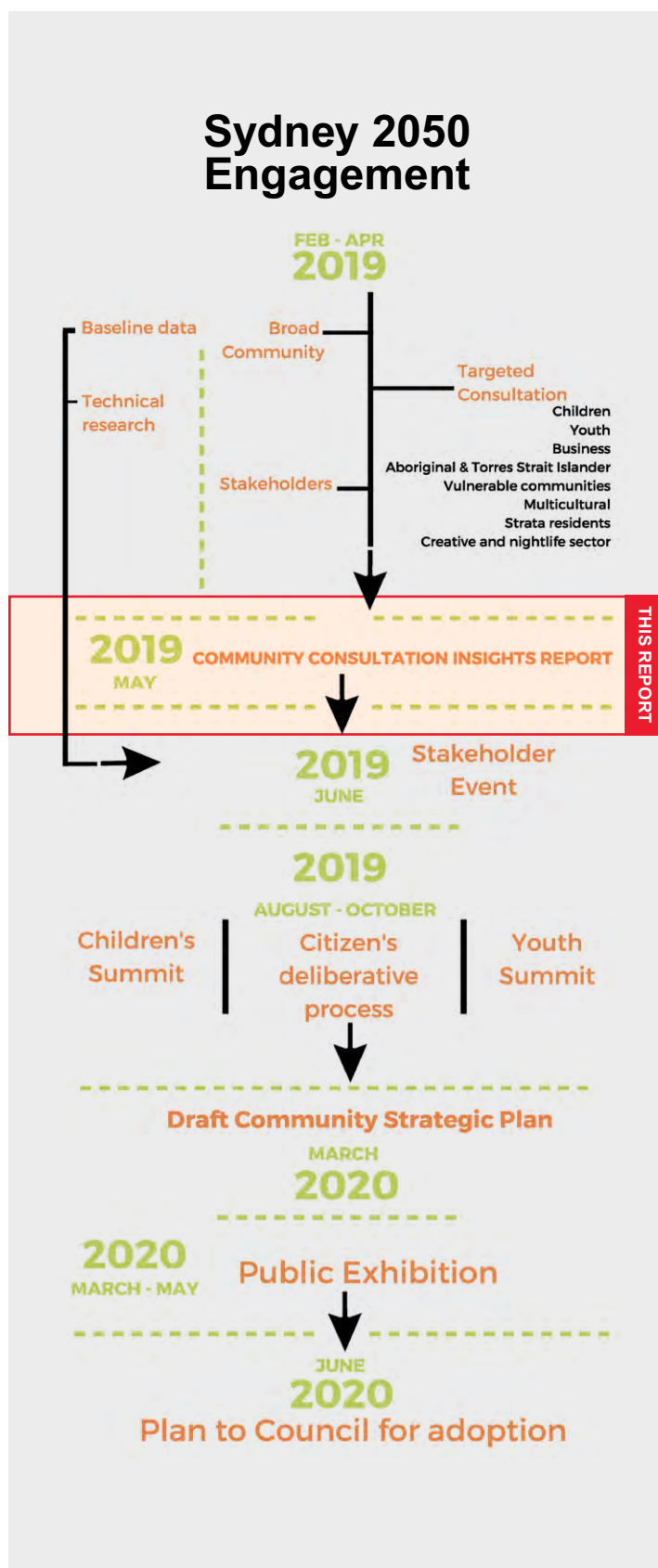
As part of the City planning for 2050, all of these people who have an interest in the future of Sydney have been invited to have their say in the development of the new community strategic plan through a range of engagement opportunities.

**At the foundation of every Community Strategic Plan are the hopes, vision and aspirations of its community.**

For this phase of engagement, the City wanted to explore the high-level themes, values and issues that people saw as important to the development of a new community strategic plan for Sydney to 2050. The City asked the community what are your hopes for Sydney, what excites you and what concerns you about the future of Sydney.



Photographer: Damian Shaw



## Engagement Process

### Context of engagement – asking questions

This engagement was all about asking questions. It was an exploration between the City and community to identify the community's values and aspirations for the future of Sydney.

The outcomes of this process will be used to inform the content development of the City of Sydney's new community strategic plan for Sydney to 2050.

This essential phase has worked with the community to check, validate and explore areas of action for Sydney's future.

The engagement process is guided by the City's Community Engagement Strategy. The engagement principles from this strategy are available at appendix A.



Photographer: Mark Metcalfe

## Hearing a full range of views from a diverse community

The engagement was open to the City of Sydney's community – residents, workers, visitors, students, property owners and business.

All community members were able to provide feedback at 11 community sessions across the city. Three of these sessions were targeted towards the multicultural community. A separate session was held specifically for those residents living in strata.

An invitation was sent to Resident Action Groups to provide their insights. Residents, as well as workers, business owners, students and visitors could participate in pop up events, through social media, host your own Discussion Guide and the *Planning for Sydney 2050* survey.

Aboriginal and Torres Strait Islander community members were invited to participate and share their insights at a half day First Nations Dialogue Forum. Pop ups and intercept surveys were also held at locations attended by Aboriginal and Torres Strait Islander people.

A strong component of engagement activities was targeted to children and young people to ensure they had input into a strategy that will have a significant impact on their future. These activities included school workshops, a UTS student project on the future of work, a workshop with MCA Youth Ambassadors, Emerging Civic Leaders Program and pop ups at events attended by younger people.

The City also engaged its advisory panels to provide specific input – the Aboriginal & Torres Strait Islander, retail, disability (inclusion), design, public art, nightlife & creative sector and curatorial panels.

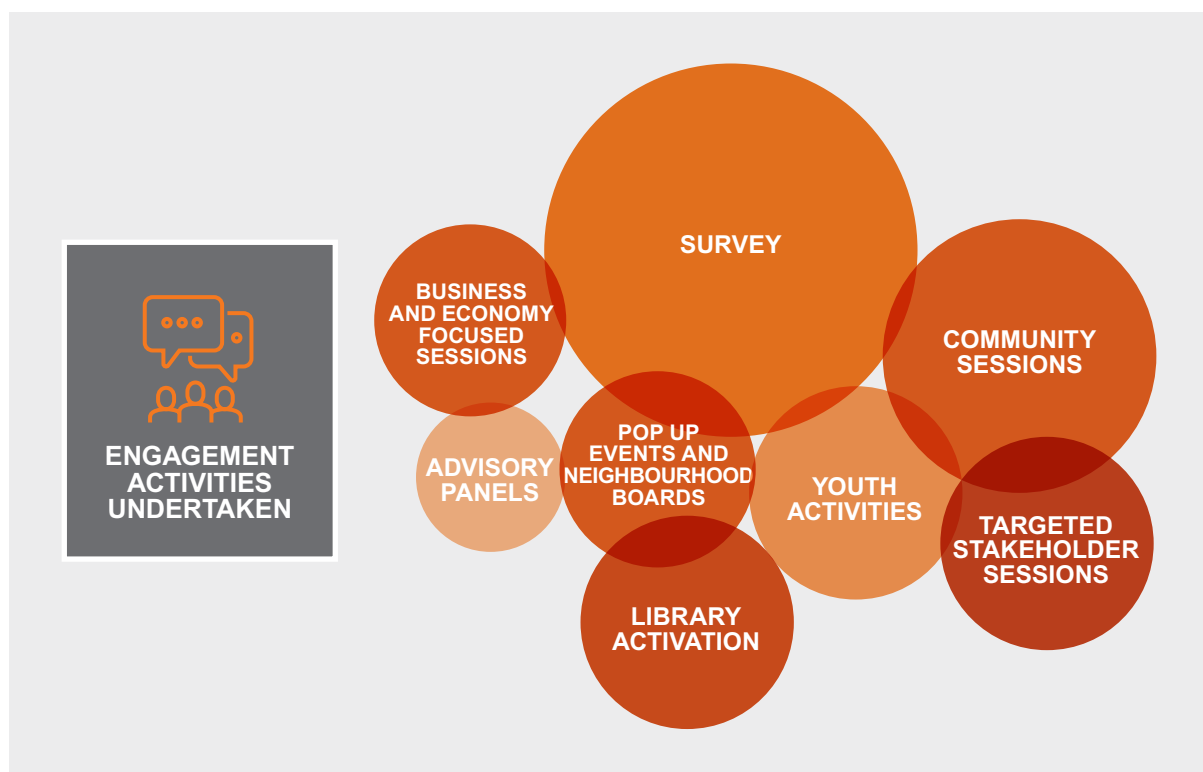
The business community and property owners were directly invited to participate in the *Planning for Sydney 2050* survey. Targeted groups were consulted through the City business program, a pop up at a Business 101 event, the Better Buildings Partnership annual event and an invitation to all local business chambers to provide their insights.

The nightlife and creative sector were invited to a workshop to develop a vision for the city. A half day workshop, *Sydney 2050 for Business*, was held with the small to medium business community, which included representatives from retail, property, finance and services, tech start-ups, tourism and hospitality, creative, social enterprise, education and government.

There were activations at libraries, extensive social media, an online and phone survey as well as online data stories and VR experiences to help support conversations about the future.

### **The broad range of activities sought to:**

- Hear what people value about Sydney
- Explore hopes and concerns for the future
- Challenge people to develop a vision for the future
- Test people's response to possible future scenarios
- Review perceptions on climate change and what people were prepared to do personally to address it in their lives
- Ask what people wanted in their local neighbourhoods and what local services they valued
- Test the importance of cultural life and technology
- Understand perceptions on prosperity, population and economic growth of Sydney
- Reflect on how governments and the community work together and what is needed for the future



A full list of activities is listed in Appendix B.



“

**5,091**  
RESPONDENTS  
SURVEYED



MORE THAN  
**50%**

OF RESPONDENTS WERE  
**AGED UNDER 40**

**57%** 

OF RESPONDENTS  
IDENTIFIED AS FEMALE



**RESPONDENTS  
INCLUDED**

RESIDENTS 46%  
WORKERS 44%  
VISITORS 10%  
BUSINESS OWNERS 9%

”

## Planning for Sydney 2050 survey

The *Planning for Sydney 2050* survey, carried out predominantly online with an accompanying phone survey and face-to-face with members of vulnerable communities at pop-up events, was the largest of the engagement activities. The survey featured 26 questions that allowed multiple choice and open-ended responses.

A detailed breakdown of who completed the survey is available in Appendix C.

## Communicating opportunities to provide input

To make sure as many participants as possible could provide their insights across the many engagement opportunities, the City undertook a comprehensive approach to the promotion of how to contribute your say, and to raise the general awareness of the Sydney 2050 process.

A full list of communication is listed in Appendix D.



Photographer: Katherine Griffiths





Photographer: Jessica Lindsay



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Photographer: Mark Metcalfe



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Photographer: Katherine Griffiths

# Insights from Engagement

## Key themes identified



### **A city for people**

People want a city that is green with trees and plants, has quality public spaces and different types of housing that is affordable. It is a socially supportive community that is safe, and inclusive.



### **A city that moves**

People want to be using public transport, walking and bikes to move around. There is a reduction of cars, where streets and public spaces are easily accessible to people. The city is welcoming, and people can readily get to where they need to go.



### **An environmentally responsive city**

People overwhelmingly want a response to climate change. They want a city with sustainable waste management and use of resources. People want to see a reduction in emissions, greater recycling and reusing of products and changes to how we use our city to reduce our impact on the environment.



### **A lively, cultural and creative city**

People want a vibrant city, weaving its culture, heritage, entertainment and bold ideas through the workings of the city. The city has diverse shopping and entertainment options and a lively nightlife that includes many options. Locals and visitors gather for events and cultural experiences using public spaces.



### **A city with a future focussed economy**

People want a city that is supported by digital infrastructure that sustains the creation of new jobs and allows businesses to respond to changing customer needs. People are optimistic about the opportunities that will be available in terms of education, jobs, innovation and the economy.



## Survey snapshot

“ When asked for words to describe Sydney in the future - **safe, sustainable, green** and **walkable** consistently came up as the most popular choices. ”

From the *Planning for Sydney 2050* survey (survey), some recurring ideas and challenges, listed here in order of frequency, have been identified by respondents across all questions of the survey.

| Priority ideas from respondents:   | Challenges for Future Sydney from respondents:   |
|--|--|
| <ol style="list-style-type: none"><li>1. Green - plants, trees, gardens and urban farming</li><li>2. Public transport</li><li>3. Entertainment: arts, exhibition, performances</li><li>4. Local activities - markets, festivals, outdoors</li><li>5. Local community services - health, libraries</li><li>6. Address climate change and sustainability</li></ol> | <ol style="list-style-type: none"><li>1. Green - plants, trees, gardens and urban farming</li><li>2. Convenience/accessibility to places and services</li><li>3. Environmental sustainability and management</li><li>4. Spending free time in cultural activities/entertainment and open spaces</li><li>5. Creative, character/heritage, social and culturally diverse</li><li>6. Technology and economic growth</li></ol> |

## Community Sessions snapshot

Across the community sessions held in local communities, with strata residents and cultural sessions in Mandarin and Spanish, a number of common themes emerged:

- Capacity to support a growing population
- Addressing climate change and living more sustainably
- A greener, more liveable city
- Less cars and more active transport
- A diversity of housing types
- A socially connected, sharing city
- An equitable city



Photographer: Damian Shaw



## Broad engagement activities snapshot

An enormous amount of feedback, provided in various forms - from ideas on post it notes, drawings and recordings of discussions - was received from the community through methods including advisory panels, writing workshops, library activations, pop ups at markets and main streets, workshops with target groups, neighbourhood boards, social media, completing self-directed discussion guides and in conversation with City staff. In bringing all these outcomes together, some common ideas and challenges emerged around having an inclusive and supportive community, green spaces with plants and trees, celebrating culture, safety, use of technology, a vibrant nightlife and housing affordability.

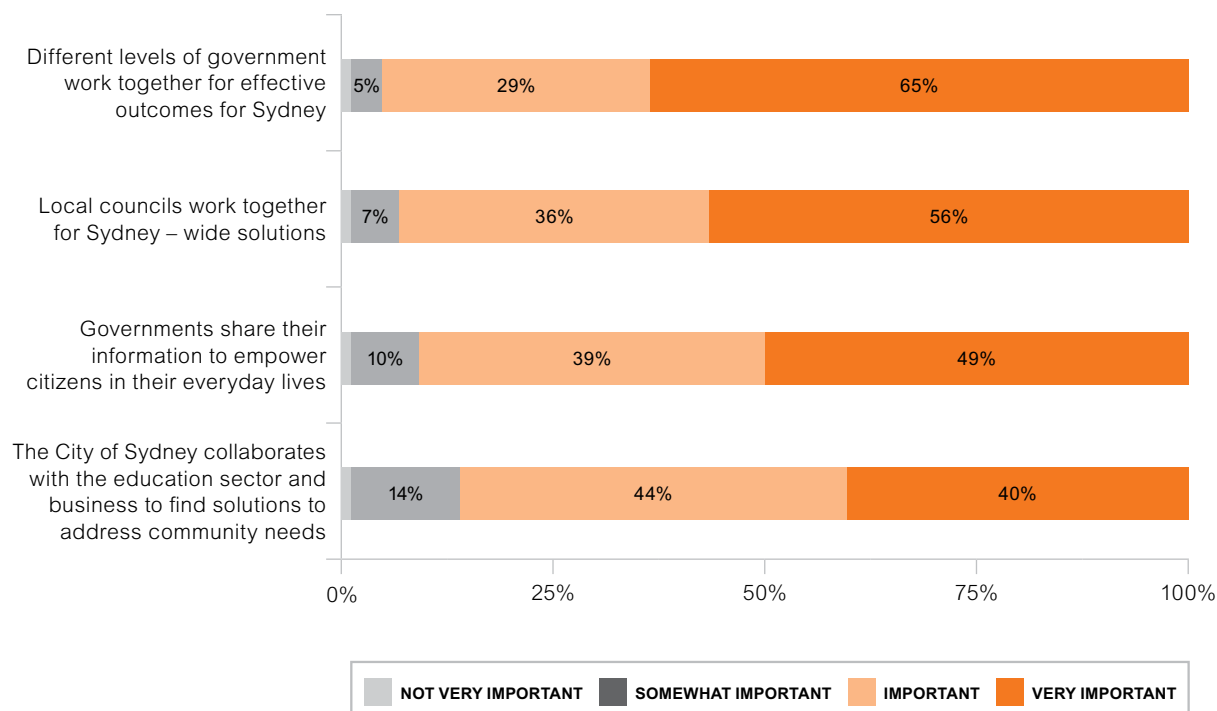


Image: Key Words from Engagement activities with Community and from Neighbourhood boards.

## The importance of working together

There is an expectation by everyone consulted that governments should work better together to deliver outcomes for the community. Governments should share their data and be more transparent.

**In the future, how important, if at all, is it that...** – Survey



Communities should have greater opportunity to participate in decision-making. There is also strong agreement that the City should be collaborating with communities to create solutions for Sydney's future.

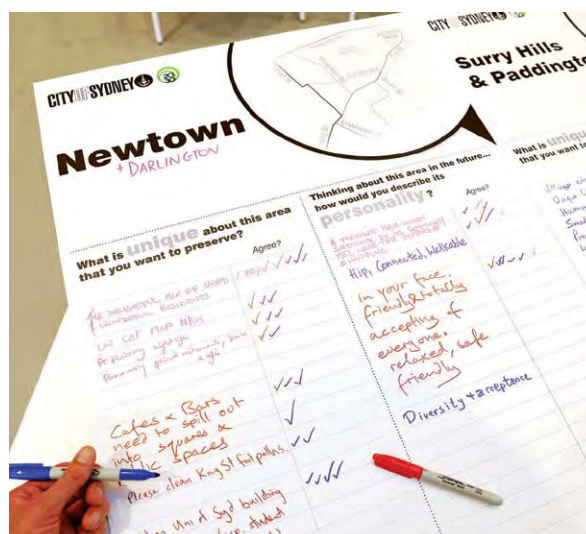
**“** To achieve our super connected city in every way, the first thing for us is good governance on all levels implemented to restore true democracy. This means for us meaningful community consultation at every stage... – All Advisory Panels Workshop **”**

**“** The City will know it has done a good job planning for Sydney 2050 when the diversity of community engagement matches diversity of community; age, cultural background, disability... – Community Sessions **”**





Photographer: Unknown



Photographer: Damian Shaw



Photographer: Damian Shaw



Photographer: Katherine Griffiths



Photographer: Mark Metcalfe



Photographer: Damian Shaw





## Key theme: **A city for people**

**People want a city that is green with trees and plants, has quality public spaces and different types of housing that is affordable. It is a socially supportive community that is safe and inclusive.**

Access to green spaces and a commitment to environmental policy have been the recurring themes of this engagement phase. There is resounding enthusiasm for a **green** city. People love flowers, trees and plants in their backyards as well as in public spaces, and hope to see more trees and green along their streets with **buildings covered in plants and rooftop gardens**.

Green in the city is also seen as a sign of a healthy community. People want **green public spaces** as a place to be active, to recharge their mental health, and to gather and socialise in their community. Through the library activation and schools program, people repeatedly mentioned green, open space, parks and playgrounds and trees in their hopes for Sydney's future.



Photographer: Damian Shaw

**77%** OF RESPONDENTS WANT A  
**GREEN CITY  
WITH PARKS,  
TREES AND  
NATURE**  
– Survey

...Sydney is a big city and so it  
needs to compensate for reduced  
air quality with more trees and  
parks, which are necessary for  
living a healthier and better life.  
– Spanish Community Session

85% of respondents want  
buildings covered with plants  
and that incorporate nature  
into their design.  
– Survey

**UNDERGROUND  
CARS AND  
GREEN UP TOP**  
– Primary School  
Students Survey

**Housing affordability** was a key concern. People are concerned about the availability of rental housing and social housing, and how this is a barrier to a **diverse and equitable** city. They want the city to be a place that is **inclusive** of people regardless of your age, gender and cultural background, what you do as a job and how much you earn. This was a strong theme expressed by Aboriginal and Torres Strait Islander community members and seen as essential to ensuring a strong Aboriginal community and cultural identity remains part of the city.

“We need to have visibility right smack bang in the middle [of Sydney], but also to let people know about the sense of community for Aboriginal people... and that the identity of all Australians who choose Sydney as a place to live be connected to place, be connected to Aboriginal and Torres Strait Islander history, heritage and culture.”  
– First Nations Dialogue Forum participant

“...maintaining a city of diversity in language, culture, but also economic diversity where everyone felt supported and part of something – ‘sense of community, village, belonging, sharing, caring, central, social’.”  
– Sydney 2050 Business workshop

Concerns about **housing affordability** were noticeably higher amongst women and younger people including 90% of high school students, who feel they are most impacted or will be impacted by a city that becomes less accessible.

| Are you concerned about housing affordability? – Survey |        |          |     |
|---|--------|----------|-----|
| Male  | Female | Under 40 | 40+ |
| 49%   | 64%    | 71%      | 45% |

There is an understanding that **housing options** need to change, but not at the expense of quality. With the rise of apartments within the City, the provision of **community facilities**, such as childcare and open space nearby was also a suggestion to ensure that quality apartment living is provided that accommodates families as well as smaller households.

The City should also be a **supportive** and **safe** city. An active community allows people to feel **safe** in public spaces 24/7 and people are not at risk of **social isolation**.

“A future community that is socially connected and embraces a way of living that is about sharing of spaces, resources and knowledge was an ideal that many were excited about and was important for the future city.”  
– Sydney 2050 Business workshop

“Community life is under pressure from the destruction of public spaces, lack of public access, over policing and under surveillance.”  
– Nightlife & Creative Sector Advisory Panel

A **supportive and collaborative** city is at top-of-mind for young people.

“ *My idea for our city’s future is that we live in a collaborative society where everyone’s strengths are utilised to make our environment a better place.* ”  
– Library Activation

“ *Dear Sydney, in the future I hope you ...are one of the leading sustainable and creative cities in the world. That the Sydney landscape and work environment are not solely run by profits or politics.* ”  
– Library Activation

Aboriginal community members spoke of being truthful about our past, learning from the past and connecting people in the future – having a city that is safe for people to come together.

“ *How do we unlearn our history to relearn the truth about our history so that we can inform the future? How do we make camp sites to gather in Sydney?* ”  
– First Nations Dialogue Forum participant

**Safety** is a foundation of a liveable city. From the survey, there was a strong endorsement for a safe city that doesn’t just translate into specific concerns regarding physical safety. People see safety in having more activity in public spaces and better street lighting. Feeling safe is associated with being **free from discrimination** based on to gender or race, providing a more inclusive society.

There was serious discussion about the idea of **everyone being able to prosper in Sydney**. The Spanish community session highlighted concerns for homeless people, better services for the elderly, more social activity and access to public health services. At the Mandarin community session, the most discussed topics that concerned people were public services and facilities, security and safety, and aged care.

*I am colourful and festive Newtown on the weekend and festival time.*  
*I am full of food dining at small Asian eateries.*  
*I am a slip-on dress with maybe a jacket or cardigan.*  
*I am the smell of fried garlic and interesting influences from around the world.*  
*I am eating local sustainable food – Singapore chilli crab but at a reasonable price.*  
*I am birds tweeting in the trees, they’re so alive!*  
*I am the rage when drivers honk constantly, and loud cars or motorbikes screech down the street – Hoons! Petrol-heads!*  
*I am soft early morning light, just as dawn has broken.*  
*I am shadows of trees, providing shade on sizzling hot pavements.*  
*I am kindness courtesy, public transport where and when you need it, something for everyone – affordable food, clothing and housing.*

– By Pauline as part of “I am Sydney” writing workshop





## Key theme: **A city that moves**

**People want to be using public transport, walking and bikes to move around. There is a reduction of cars, where streets and public spaces are easily accessible to people. The city is welcoming, and people can readily get to where they need to go.**

Frequent, reliable and affordable **public transport** appeared as a high priority across every response group in the survey, expressing a desire for a network that integrated walking and cycling and pedestrianised sections of the city. Part of this desire came from a concern about worsening traffic and congestion, and the intensifying competition for parking across the city.

Residents are excited by an integrated and efficient transport system to use throughout the city with the possibility of less cars leading to more open public space.

*“ Having a quality integrated and active transport network gained the highest level of agreement when people were asked what they were excited about for Sydney in 2050. – Community Sessions ”*

*“ 78% OF RESPONDENTS ARE CONCERNED ABOUT TRAFFIC CONGESTION AND INADEQUATE PUBLIC TRANSPORT – Survey ”*



Photographer: Katherine Griffiths

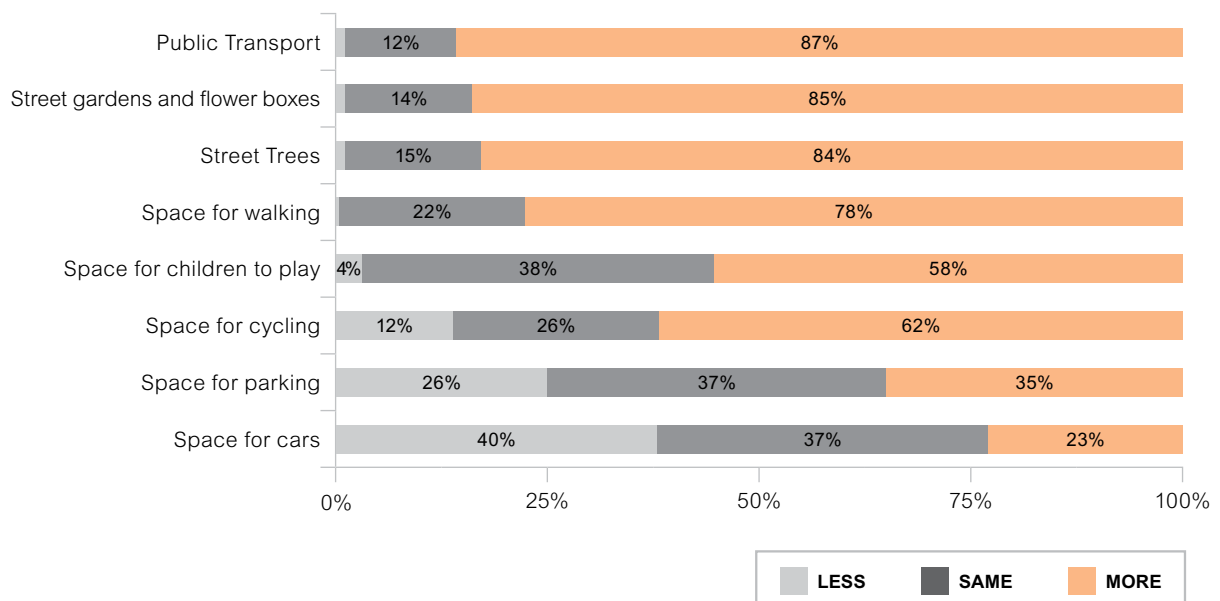
Business owners and people with a disability have a strong vision of what changes in accessibility and technology can mean for a more open city.

*“ Advances in accessibility and technology will allow for more flexible work arrangements – dispersing the business traffic out of the city centre... the City will become more pedestrian friendly. – Sydney 2050 Business workshop ”*

*“ I’m excited about driverless cars so I can drive, because I am vision impaired and can’t drive now, all good technology that makes life easier. – All Panels Workshop ”*

People want to be able to access the city through different transport options. 4 out of 5 of high school students are excited of the idea that Sydney’s future would include being able to get anywhere you like by public transport, walking or riding your bike. They want streets that are green and pleasant, have trees and are free of congestion. Residents want to see streets used for walking, playing and public transport.

## What would you like to see more of in your local streets? – Survey



An accessible city with good public transport and active transport opportunities was considered an effective way to overcome issues of equality and increased happiness. Participants from the [Mandarin](#) Community Sessions saw a strong connection between access to public transport and being active socially, which increased overall wellbeing.

*The better the transportation system, the happier we will be.*  
– Mandarin Community Session

*There will be more caring for the residents. For example, we will have free shuttle buses to the fish market.* – Mandarin Community Session



Photographer: Katherine Griffiths



## Key theme: An environmentally responsive city

**People overwhelmingly want a response to climate change. They want a city with sustainable waste management and use of resources. People want to see a reduction in emissions, greater recycling and reusing of products and changes to how we use our city to reduce our impact on the environment.**

Climate change is an important issue for everyone. Across age groups, gender and other demographics, responding to climate change was a key response. 86% of online survey respondents agree the City should be investing and advocating to address climate change.

How we manage our environment and climate change is a top priority for young people. Climate change received the most votes among 'top issues' by the Emerging Civic Leaders Program. Nine out of ten high school students surveyed were most concerned about climate change effects such as heatwaves and storms affecting Sydney's future. Primary school students wanted their voices heard about the environment because Sydney in 2050 will be their future.

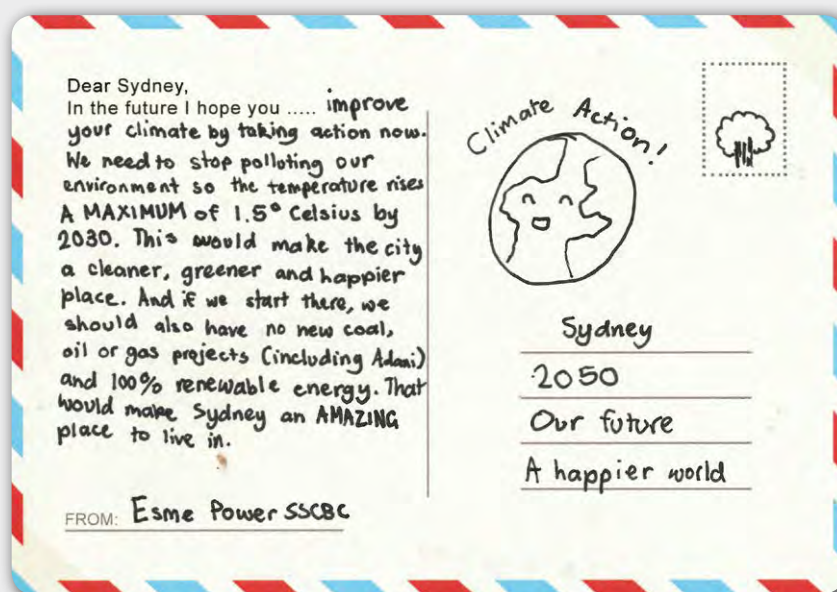


Image: Visual response from Library Activation

The First Peoples Dialogue Forum identified addressing climate change and living sustainably as a key priority. Mapping the **water** flows of Sydney was seen as a way of healing country and returning to values that are in-synch with the environment.

“ We need to give water a VOICE. – First Peoples Dialogue Forum participant ”

People also strongly endorsed better **waste management** with more recycling, reuse and waste reduction, especially plastic. How we manage waste in the future was a specific discussion of residents at the community sessions. Many participants were eager to see more education programs and initiatives that encourage people to reduce their waste as well as the City initiating new technologies to manage waste and recycling more efficiently.



“ *People want their city as well as their own actions to have less of an impact of the environment.* ”  
– Survey

“ *Dear Sydney, in the future I hope you have a ban on plastics and overcoming climate change.* ”  
– Library Activation

“ **THEY ARE POSITIVE ABOUT:** ”    
– Urban farming on rooftops (82%)  
– A city that uses resources, water, energy and waste efficiently (72%) ”

“ **THEY SAID THEY WOULD:** ”    
– Recycle products rather than having them go to landfill (86%)  
– Stop using single-use plastic (82%)  
– Reuse products rather than having them go to landfill (78%) ”

In addition, people aged under 30 are more likely to undertake and **endorse environmentally sustainable practices** at an individual level including planting trees on their property and flush toilets or wash clothes with recycled water.

Business owners acknowledge that a sustainable environment is essential for the City's future and are already preparing for the corresponding changes in consumer behaviour.

“ *There will be a 'major shift in consumer behaviour related to sustainability', with trends in local, second-hand and recycled goods.* ”  
– Sydney 2050 Planning, Business workshop

“ *...sustainability in energy, transport, design, materials were all seen as an essential part of a vision for the future.* ” – Sydney 2050 Planning, Business workshop

*I am nature, trees, grass in autumn, gum leaves, birds calling  
I am relaxing, reading, eating, drinking, walking, strolling  
I am a white shirt soft cotton, comfy jeans, favourite shoes  
I am gum leaves, smell of rain in the air, eucalyptus, jasmine  
I am slow cooked chicken on a barbeque, crispy yet soft, smokey  
I am kookaburras laughing, birds chirping, wind blowing, rain falling  
I am the rage when I'm told what to do and how  
I am sunset, golden and rose hues  
I am shadows of trees and leaves shaking, moving  
I am people, relationships, harmony.*

– By Audrey as part of “I am Sydney” writing workshop



## Key theme: A lively, cultural and creative city

**People want a vibrant city, weaving its culture, heritage, entertainment and bold ideas through the workings of the city. The city has diverse shopping and entertainment options and a lively nightlife that includes many options. Locals and visitors gather for events and cultural experiences using public spaces.**

Sydney 2050 should be a vibrant city that is **friendly, lively and creative**. Locals and visitors can gather at cultural events to celebrate the diversity of our community and the beautiful **outdoor spaces** of the city. While the museums, libraries and cinemas continue to be popular, people want to be **entertained** with more local and international festivals, art exhibitions and installations in **public** spaces.

People want to see **late night trading** brought back, so they can visit their local bars, restaurants, and boutique shopping, but they especially miss the once famous live-music scene. There is a strong desire to revive Sydney's nightlife. We will need to nurture a **creative** culture where there are rehearsal spaces, maker spaces and local markets to show-off our creative practice.



Photographer: Jessica Lindsay

The city should also play up its unique **character**, such as our local **architecture** and beautiful public spaces, as well our unique **heritage** which includes First Peoples of Australia.

The First Peoples Dialogue Forum challenged the City to ensure Aboriginal and Torres Strait Islander people benefit economically from their **cultural knowledge** and proposed it would be a bold move for the City to embed First Peoples cultural authority and **voice** in governance structures and decision making.

Young people were keen to embrace greater recognition of First Peoples culture in the city demonstrating a shift in understanding of Sydney as an Aboriginal place.

“ **70% PRIMARY SCHOOL STUDENTS AND 58% OF PEOPLE UNDER 30 SAID THEY WERE EXCITED ABOUT A CITY THAT CELEBRATES ABORIGINAL COMMUNITIES, CULTURE AND CONNECTION TO COUNTRY.** – Survey ”

The nightlife and creative sector of the city identified its “wants” for the future as a city that makes us proud, that welcomes all and dares to lead. Business owners want the city to be competitive and attractive compared to our global peers. Our diversity and cultural activity are definite strengths, but the limited trading hours have been a setback. Business owners are most excited by a city with **vibrant local businesses and main streets**.

“ *Sydney’s future as a bold and daring city, where new ideas flourish... it should strive to be resilient and supportive... embrace arts and culture to guarantee its success as a true global City.* – Nightlife and Creative Sector workshop ”

“ *...supported, thriving, diverse, inclusive, representative and accessible. Internationally reputable and locally valued and celebrated.* – Nightlife and Creative Sector workshop ”

“ *[Sydney 2050 would be known for...] multiculturalism, history and diversity. The future of Sydney could be “designed to honour and enjoy cultural diversity and diverse experience”.* – Sydney 2050 Business workshop ”

Residents want to see the city as **lively, entertaining and creative**, with a strong interest in local markets and public art and installations. Mandarin and Spanish speaking community sessions both saw strong value in a **vibrant night-time economy**, for the city to feel alive and to compete as a global city.

Young people want a broader range of **entertainment** including local performances and places to learn, dance, act, and create art were in high demand. High School students also want to have more access to cinemas for entertainment.

“ *In the future I hope Sydney... brings back nightlife, be less expensive, ... more things to do.* – Library Activation ”

“ *... more 24/7 availability to align more closely with other global cities. Our nightlife would be “more immersive, inclusive and culturally relevant.* – Sydney 2050 Business workshop ”





## Key theme: A city with a future-focused economy

People want a city that is supported by digital infrastructure that sustains the creation of new jobs and allows businesses to respond to changing customer needs. People are optimistic about the opportunities that will be available in terms of education, jobs, innovation and the economy.

Four out of five survey responses thought that it was important that the City supports the local economy and jobs. Young people see the future of jobs as automated and highly connected. They want this to translate to better places for people to live and greater business transparency.



Photographer: Katherine Griffiths

“

*My idea for our city's future is for inclusive and connected workplaces: technology used as a tool for equality; more automation; need for human creativity. – Library Activation*

”

“

*I'm excited about Sydney's future that supports entrepreneurship and innovative ideas and start ups.*

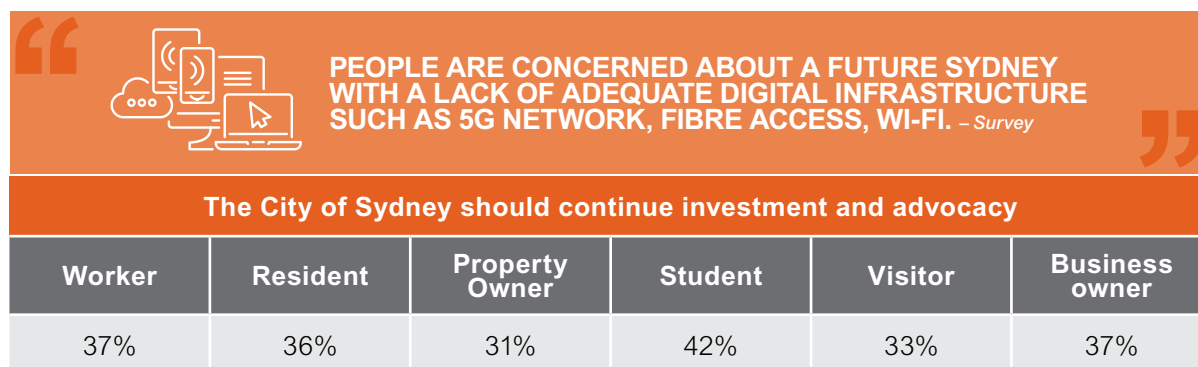
*– All Advisory Panels Workshop*

”

Just over half of the survey respondents were excited by a future that uses **innovation** and **technology** to improve our lives. However, two thirds were concerned or not sure about emerging technologies such as the use of drones and artificial intelligence to help make decisions.

Business owners want a city that is globally connected, with a technology-agile economy, a more flexible workforce and sophisticated customers. This agility was seen as supporting the city to be experimental, driving increased diversity of talent, industries and community.

Across the city there is concern about the lack of adequate **digital infrastructure** such as the 5G network, fibre access and Wi-Fi. Concern was highest among students and young people. Over one in three visitors, residents, workers and business owners shared this concern, highlighting the importance of a digital future to everyone with a relationship to the city.



Business owners recognise that across all sectors technology offers significant opportunities to use nimble, fit for purpose technology such as Artificial Intelligence (AI) and Augmented Reality (AR) for automation and improved customer experience.

For young people, their concerns about work in the future was focused on what they will be doing, how they will be doing it, and the purpose of work. UTS students surveyed were very concerned about the changing nature of employment. With **automation** being a reality, they observed young people are not only having to master innovation, connectivity, and the technology that underpins it, they also want the City to harness it to ensure **social good** grows along with the economy.

*Our 2050 Future of Work is entirely driven by the envisioned high demand for care workers in the coming years. With fundamental shifts in policies regarding equal parental leave, the value of care work in this world has increased.*

– Team 7, Unsexy Jobs, UTS Envisioning Futures

*Dear Sydney, in the future I hope that your citizens live in a transparent business environment that enables truth and honesty. And that work infrastructure promotes a positive mindset.*

– Library Activation



Photographer: Jessica Lindsay

# Appendix A

## Principles of Engagement



Photographer: Unknown

**Community engagement brings the voice of the people to the decisions that affect their lives. The City's approach to community engagement is described in the City's Community Engagement Strategy, with four principles of engagement:**

- 1. INTEGRITY:** Engagement should be transparent – clear in scope and purpose.
- 2. INCLUSIVENESS:** Engagement should be accessible and balanced – capturing a full range of values and perspectives.
- 3. DIALOGUE:** Engagement should promote dialogue and open up genuine discussion. It should be supported by timely and accurate information – a space to weigh options and develop common understanding.
- 4. INFLUENCE:** Engagement should be reflected in outcomes – the community should be able to see and understand the impact of their involvement.



# Appendix B

## Engagement Activities

| ENGAGEMENT TYPE  | PARTICIPATION*                       | OUTCOMES PRODUCED   |
|--|--------------------------------------|---|
| Advisory Panels: Aboriginal & Torres Strait Islander, retail, disability (inclusion), design, public art, nightlife & creative sector and curatorial | 83                                   | Feedback through panel meetings and survey  |
| All Advisory panel including Youth Curators workshop   | 47                                   | Creating a vision for the future  |
| Business Chambers: Pyrmont Ultimo Business Chamber, Surry Hills Creative Precinct  | 40                                   | Feedback from members   |
| Sydney 2050 Workshop for Business  | 72                                   | Development of insights and report  |
| Community Sessions: 12 sessions across the city, including two Chinese sessions, one Spanish session and one session with residents living in strata | 464                                  | Development of insights and reports   |
| Community Resident Action Groups: briefings with Pyrmont, Millers Point and Alexandria   | -                                    | Feedback from members   |
| Community Discussion Guides  | 39 attendees from 3 community events | Self-directed community feedback generated using the City's discussion guide  |
| Library activation across nine locations: Glebe, Customs House, Kings Cross, Haymarket, Newtown, Waterloo, Green Square, Ultimo, Surry Hills         | 392                                  | Postcard submissions about what makes Sydney special and vision for the future  |
| Internal Engagement Activation: Listening Champions  | 7                                    | City staff could report back on community feedback received while at work   |
| Nightlife and Creative Sector workshop   | 44                                   | Development of insights and report  |
| Pop Up Activities: 24 locations city wide featuring Neighbourhood boards and survey  | 2800 contributions                   | Top priorities for Sydney – over 350 unique ideas collected<br>Responses to “What makes Sydney Special?” – over 70 unique ideas collected |
| School workshops and surveys: 9 primary schools and 11 high schools  | 364 students                         | Development of insights through workshops and surveys   |
| UTS Bachelor of Creative Intelligence and Innovation – course project  | 61                                   | Group projects imaging the future of work in Sydney   |
| Emerging Civic Leaders Program   | 20 ambassadors & 117 youth responses | Top 3 priorities for Sydney   |
| International Student and Young Ambassadors Committee: two workshops   | -                                    | Development of insights   |
| MCA Youth Ambassadors: workshop  | 15                                   | Development of insights   |
| First Nations Dialogue Forum   | 35                                   | Development of insights   |
| I am Sydney: story writing program with the Story Factory  | 25                                   | Creation of stories and poems about experiencing and living in Sydney   |
| Online Survey  | 4790                                 | Responses to 26 questions that were a combination of multiple choice and open-ended responses   |
| Phone Survey   | 301                                  | A shorter version of the online survey conducted over the phone   |

\*Not all activities collected participation, these are best estimates based on information provided.

Note: All photos featured in this report are from engagement activities and copyright of the City of Sydney.

# Appendix C

## Who completed the survey

Quantitative analysis was conducted and reported for the overall sample and any differences across demographic groups. Representation of key characteristics in the survey are compared to their distribution as measured by the 2016 Census of Population and Housing:

| GENDER | SURVEY % OF RESPONDENTS | 2016 CENSUS (USUAL RESIDENTS) |
|--------|-------------------------|-------------------------------|
| Male   | 41%                     | 52%                           |
| Female | 57%                     | 48%                           |
| Other  | 2%                      | -                             |

| AGE GROUP         | SURVEY % OF RESPONDENTS | 2016 CENSUS (USUAL RESIDENTS) |
|-------------------|-------------------------|-------------------------------|
| Under 20 years    | 7%                      | 11%                           |
| 20-29             | 23%                     | 32%                           |
| 30-39             | 21%                     | 25%                           |
| 40-49             | 16%                     | 12%                           |
| 50-59             | 15%                     | 9%                            |
| 60-69             | 12%                     | 7%                            |
| 70-79             | 5%                      | 3%                            |
| 80 years and over | 1%                      | 2%                            |

| LANGUAGE OTHER THAN ENGLISH SPOKEN AT HOME | SURVEY % OF RESPONDENTS | 2016 CENSUS (USUAL RESIDENTS) |
|--|-------------------------|-------------------------------|
| Yes  | 24%                     | 41%                           |
| No   | 76%                     | 59%                           |

| IDENTIFIED AS LIVING WITH A DISABILITY | SURVEY % OF RESPONDENTS | 2016 CENSUS (USUAL RESIDENTS WITH CORE ACTIVITY NEED FOR ASSISTANCE) |
|--|-------------------------|--|
| Yes                                    | 5%                      | 3%   |
| No                                     | 92%                     | 97%  |
| Prefer not to say                      | 3%                      | -  |



Photographer: Adam Hollingworth

| RELATIONSHIP TYPE | ONLINE | PHONE | TOTAL |
|-------------------|--------|-------|-------|
| Worker            | 44%    | 42%   | 44%   |
| Resident          | 44%    | 85%   | 46%   |
| Property Owner    | 30%    | 53%   | 31%   |
| Student           | 18%    | 10%   | 18%   |
| Visitor           | 11%    | 8%    | 11%   |
| Business Owner    | 9%     | 9%    | 9%    |

Note: respondents could identify as more than one relationship type.



# Appendix D

## Marketing and Communications

On websites managed by the City, there were over 20,000 unique page views of webpages related to Sydney 2050. Each page had a call to action to complete the *Planning for Sydney 2050* survey, as well as an opportunity to sign up to the Community Panel, to be contacted to participate in future engagement activities.

The first story post on Instagram, shared spaces, reached 9622 people and had the most 'swipe ups' of any Instagram story the City has posted to date.

Information about events, community workshops and survey were circulated in the City's community news, delivered to every dwelling in the city, advertised through partnerships such as UTS and the University of Sydney, as well as radio and print advertising.

| MARKETING TYPE  | REACH*                           |
|---|----------------------------------|
| <b>Email Correspondence</b>   |                                  |
| CEO email to business chambers, resident action groups, sporting groups & organisations, businesses and property owners | 25,000                           |
| E-news – multiple channels  | 86,000                           |
| <b>Working with Partners</b>  |                                  |
| University of Sydney student e-news   | 65,000 subscribers               |
| UTS student e-news and Facebook page  | –                                |
| Go Get email list   | 35,000 subscribers               |
| NSW Business Chamber promotion of Business Event  | –                                |
| <b>Physical Collateral</b>  |                                  |
| Posters and flyers in all City of Sydney libraries and community centres  | –                                |
| Lord Mayor letter letterbox drop to all residents x 2   | 108,500                          |
| Flyer letterbox drop to main streets and CBD businesses   | 2,000                            |
| <b>Social Media</b>   |                                  |
| Facebook  | 18,756 reach and 442 clicks      |
| Instagram   | 3 stories totalling 27,641 reach |
| Twitter   | 11,249 and 54 clicks             |
| LinkedIn  | 4,391 and 81 clicks              |
| <b>Advertising</b>  |                                  |
| Facebook  | –                                |
| Vice Online Magazine  | –                                |
| Print – Inner West Courier, Central Sydney, Wentworth Courier, City Hub   | –                                |
| Radio – Fbi 64.5FM, Eastside 89.7FM, 2SER 107.3FM, Koori 93.7   | –                                |
| Online Display Ads  | –                                |

\*Where available and/or supplied.



Photographer: Damian Shaw



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Photographer: Mark Metcalfe



Photographer: Mark Metcalfe



Photographer: Damian Shaw



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