



119 Redfern Street

Aboriginal and Torres Strait Islander Consultation

two point co:

CITY OF SYDNEY

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⋮ ACKNOWLEDGEMENT OF COUNTRY

Two Point Co. acknowledges and pays deep respect to the lands and sovereign peoples where this consultation took place, the lands of the Gadigal peoples, and that this report was compiled on the lands of the Wodi Wodi peoples of Dharawal Country.

We thank Elders and community leaders past and present for their unwavering protection and custodianship of Country, knowledges, stories and histories and acknowledge that sovereignty of these lands has never been ceded.

Two Point Co. acknowledge, respect and recognise the experience and expertise of Aboriginal and Torres Strait Islander peoples and communities.

EXECUTIVE SUMMARY

This report outlines the key findings associated with a targeted consultation process to understand the local Aboriginal and Torres Strait Islander community's aspirations and sentiments on the future use of 119 Redfern Street, Redfern. These insights will help to guide the development and programming of the site.

Two Point Co. (TPC), a 100% Indigenous-owned consultancy, was engaged by City of Sydney in 2021 to facilitate the engagements. To undertake this consultation process, TPC collaborated with City of Sydney to refine the consultation methodology, establish an evolving stakeholder list, develop a media and comms plan, and operate in a flexible manner to ensure an effective implementation.

All consultations were led by TPC consultants Bianca Hunt (Gumbayngirr), and Shiralee Lawson (Wonnarua and Kunja), and all participants identified as Aboriginal and/or Torres Strait Islander resulting in 100% Indigenous participation across all engagement activities.

A common sentiment amongst the participants is the need for City of Sydney to establish an ongoing, open and reciprocal relationship and conversation with the local Aboriginal and Torres Strait Islander community throughout the life cycle of this project. A number of stakeholders expressed the desire for City of Sydney to engage directly with them through a variety of methods including face-to-face conversations and written communication. It was identified that this is critical to maintaining a respectful partnership and ensuring that community members feel heard as part of a genuine consultation process.

Through analysis of community feedback and sentiments relating to 119 Redfern Street from the various data collection methods, key themes have emerged that highlight the collective voice of local Aboriginal and Torres Strait Islander community members. Participants feel strongly about ensuring the operations, functions, and management of 119 Redfern Street be held by local Aboriginal and Torres Strait Islander community members, the history and activism that has taken place in Redfern be preserved and shared, the health and wellbeing of community be prioritised and opportunities to develop youth and support community personally and professionally be considered.

Detailed findings have been highlighted across six key themes:

- Connection and Belonging.
- Storytelling and Truth-telling.
- Access to Culture, Cultural Safety and Inclusion.
- Healing, Health and Wellbeing.
- Youth Development and Opportunities.
- Economic Opportunities.

Engagement with local Aboriginal and Torres Strait Islander community members uncovered a number of significant aspirations and suggestions for consideration by City of Sydney for the future use of 119 Redfern Street.



The following report outlines, Two Point Co.'s methodology for the consultation process, stakeholders engaged in the consultations, key themes and insights, and roles and responsibilities.

It is hoped that the developing relationship between City of Sydney and local Aboriginal and Torres Strait Islander community members will be enhanced with investment in the aspirations and suggestions detailed in this report.



● BACKGROUND



In 2018, the City of Sydney acquired 119 Redfern Street, Redfern to deliver on the City's Eora Journey commitment to a local Aboriginal knowledge and culture centre. This need was identified in the City's long term vision, Sustainable Sydney 2030 as part of the consultation with Aboriginal and Torres Strait Islander communities in 2008.

City of Sydney's Aboriginal and Torres Strait Islander advisory panel have regularly highlighted the need for a culturally safe space where community can gather, share and practice culture whilst also addressing community concerns relating to displacement and gentrification. In response to this, City of Sydney engaged social change agency Cox Inall Ridgeway in 2021 to undertake foundational desktop research and a needs analysis. The key objectives were to map local cultural organisations within the Sydney Local Government Area (LGA), collate the views, aspirations and advice gathered through previous community consultations, and to inform the future planning of a local Aboriginal Culture and Knowledge centre at 119 Redfern Street. The analysis included several case studies (domestic and international), governance models, existing community, cultural and economic facilities within the City of Sydney's LGA and an overview of other relevant documents for context.

In June 2021, TPC were engaged to facilitate community consultations with Aboriginal and Torres Strait Islander community members for the future

use of 119 Redfern Street. TPC reviewed the desktop research and needs analysis documents prior to undertaking community consultations to gain a deeper understanding of the foundational steps taken in the engagement process.

Covid-19 presented a number of challenges for this project and resulted in a range of impacts causing lengthy delays to the consultation process. It is understood that a number of community members felt a level of hesitancy to engage in face-to-face yarning sessions due to the risks associated with Covid-19 and possible exposure. To address these concerns TPC ensured that a Covid Safety Plan was adhered to prior to and during any face-to-face engagements. This included TPC consultants self-testing with a Rapid Antigen Test (RAT) prior to travelling to consultation venues, maintaining social distancing measures and utilising appropriate Personal Protective Equipment including face masks and hand sanitiser.

Conversations with local community members identified consultation fatigue as a key challenge. During the consultation period there were a number of matters that required the attention and attendance of community members. It is believed that this may have contributed to low attendance numbers at the initial yarning sessions.

To enhance engagement and build rapport with local community, TPC consultants walked around Redfern to identify and visit key organisations and peoples. Initially, this was done with City of Sydney staff as an opportunity to make introductions to key stakeholders.

During this time, TPC consultants were able to have high level conversations and answer questions about the consultation process whilst also distributing surveys and flyers.

TPC worked closely with City of Sydney to refine the consultation process to ensure a smooth commencement once the risks of Covid-19 were reduced and manageable. Throughout the height of the pandemic, 119 Redfern St was used as a vaccination clinic site for local community members. TPC commenced community consultations in March 2022, kicking off an eight-week consultation period.



● METHODOLOGY

TPC is a 100% Indigenous-owned consultancy who specialise in Aboriginal and Torres Strait Islander engagement through strategy design, facilitation, community consultation, and social impact assessment. When seeking feedback and cultural knowledge from Aboriginal and Torres Strait Islander peoples, TPC strongly advocates for and implements culturally appropriate and responsive methods. As part of the consultation engagement strategy for City of Sydney, TPC constructed a multi-method approach to engage Aboriginal and Torres Strait Islander community members to ensure broad accessibility for diverse participants.

The consultation approach included the below methods:

- an online survey,
- targeted yarns,
- workshops,
- pop up yarns, and
- drop in yarns.

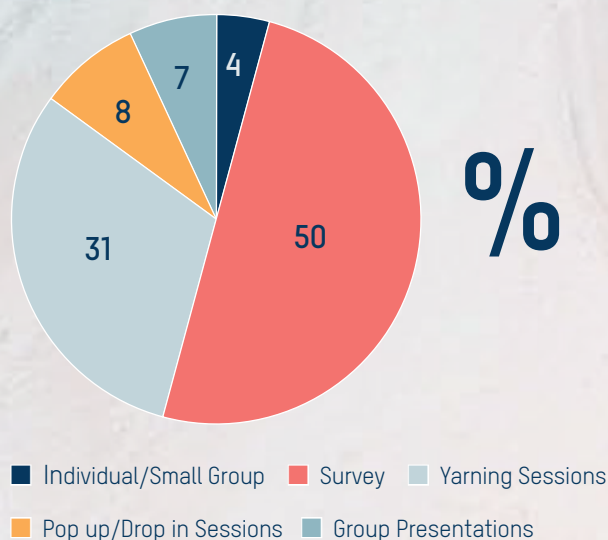
The City of Sydney's 'Sydney Your Say' page included the following:

- Information about the acquisition of the building and initial considerations to establish a local Aboriginal knowledge and culture centre.
- An invitation for comment from the local Aboriginal and Torres Strait Islander community.
- An artist's impression of the future external look of the building.
- An artist's impression of the future internal floor plans.
- A virtual tour of the building in its current form.
- Feedback options including the online survey, pop up stalls, comment on a map, workshops, email, or speak directly to a City of Sydney staff member or Two Point Co. consultant.

TPC in collaboration with City of Sydney, advertised and deployed a range of in-person and virtual data collection methods. This included the use of the following tools and channels:

- Social media platforms including Facebook, Instagram, LinkedIn and Twitter to promote the consultation, shared on TPC and City of Sydney platforms.
- Radio interviews with Lola Forrester (Koori Radio) and City of Sydney Senior Community Engagement Coordinator, Indigenous Leadership and Engagement team member, Preston Peachey.
- Targeted emails to stakeholders.
- Early promotion of the consultation to the City of Sydney Aboriginal and Torres Strait Islander advisory panel, the Inner Sydney Aboriginal Interagency Network and the Metropolitan Local Aboriginal Land Council (MLALC) Board.
- Online survey.
- In person, virtual, email and phone consultations.

The following graph outlines the breakdown of stakeholders engaged through the different tools, channels and methods.



ENGAGEMENT SNAPSHOT

- 154 participants completed a survey.
- 115 survey respondents identified as Aboriginal and/or Torres Strait Islander.
- 9 yarning sessions (7 face-to-face, 2 virtual) totalling approx. 114 participants.
- 2 pop up sessions.
- 1 drop in session.
- 4 individual yarns with community members who made direct contact with TPC consultants and City of Sydney staff.



● YARNING AS A METHODOLOGY

Yarning is one of the many Indigenous practices that has been used consistently over time by Aboriginal and Torres Strait Islander peoples to learn and share knowledge with engagement underpinned by a foundation of trust and embedded culturally appropriate practices. Yarning methodologies create space for participants to convey shared lived experiences of family and communities. Yarning methodologies include narratives, stories and storytelling that generates dynamic, rich and in-depth qualitative data. Yarning methods produce a fast-moving emotive dialogue that is interspersed with interjections and additions. The participants' narratives invoke past and present tense, and give insight into future individual, family and community directions and aspirations. Capturing and analysing this data provides an opportunity to hear and learn from Aboriginal and Torres Strait Islander peoples' life stories, voices and views.

ONLINE SURVEY

The online survey consisted of 14 questions including 7 multiple choice and 7 open ended. Community members had the opportunity to complete the survey online or in paper form. To facilitate hard copy completions and increase engagement, surveys were delivered to Aboriginal organisations, services and residents directly. Hard copy survey responses were returned to TPC consultants or City of Sydney staff and were entered manually into the online survey portal. Detailed survey insights can be found on page 18.



: STAKEHOLDERS

MOB NATIONS



Disclaimer: TPC has done their best to research the correct spelling of Mob Nations and Maps of Traditional Owners we apologise for any inaccuracy.



The following stakeholders participated in targeted yarning sessions and individual conversations with TPC or City of Sydney as part of the consultation process.

- Laverne Bellear and Joshua Roxburgh from Aboriginal Medical Service, Redfern (AMS)
- Ali Murphy-Oates
- Angela Coe
- Aunty Ann Weldon
- Aunty Beryl Van Oploo
- Aunty Beverly Coe
- Aunty Kathryn Farrowell
- Aunty Millie Ingram on behalf of Wyanga Aboriginal Aged Care board
- Aunty Shirley Lomas
- Brolga Dance Academy
- Calita Murray
- Darren Hammond
- Deborah Bell
- Chad Ritchie and Jason Whitfield from Department of Customer Service
- Jarin Baigent
- Jarin Baigent on behalf of Trading Blak
- Jennifer Thomsen
- Joan Bell
- John Blair
- Julie Welsh
- Karrah Ceissman
- Les De Jong
- Margret Campbell
- Marrickville PCYC youth (x16)
- Melissa Merritt
- Metropolitan Local Aboriginal Land Council board members (x8)
- Molisa Carney
- Redfern Children's Program (families and children)
- Redfern Youth Connect youth (x12)
- Sara Hamilton
- Stacey Bell
- Steve Miller
- Suzy Evans
- Terrence Murphy
- Tianna Fatnowna
- Treena Cutmore
- Wyanga Aboriginal Aged Care clients (x10)

It is critical to note that this is not an exhaustive list of stakeholders who were engaged in the consultation process as a number of participants did not consent to having their name published in this report.



The following community organisations were engaged during the consultation period.

COMMUNITY ORGANISATION	CONSULTATION SNAPSHOT	FACILITATORS
Aboriginal Medical Service Redfern	TPC consultants engaged with AMS Redfern CEO LaVerne Bellear and Public Health and Community Relations Manager, Joshua Roxburgh via Zoom.	TPC
Elders	TPC consultants met with community Elders at Redfern Community Centre.	TPC
Marrickville PCYC	16 boys aged between 11 and 18 years old. Facilitated at Marrickville PCYC.	City of Sydney staff
Metropolitan Local Aboriginal Land Council, Board	TPC Director Jason Timor, Senior Consultant Shiralee Lawson and City of Sydney Indigenous Leadership and Engagement Manager Edie Coe met with the majority of board members at MLALC's office to present and note feedback. A written submission was received by MLALC CEO, Nathan Moran by City of Sydney on Monday 9 May, 2022. This submission can be found at Appendix D.	TPC
Redfern Youth Connect, Youth	Youth linked in with Redfern Youth Connect's various programs yarned with TPC consultants at Redfern Community Centre.	TPC
Redfern's Children Program	Di Yarrington from Redfern's Children out of school hours care (OSHC) pProgram located at Redfern Community Centre encouraged children and families who access the service to contribute their aspirations for 119 Redfern Street on an A1 sheet placed in the entrance of the building.	City of Sydney staff
Wyanga Aboriginal Aged Care, Board	Aunty Millie Ingram spoke with TPC on behalf of Wyanga Aboriginal Aged Care's board members.	TPC
Wyanga Aboriginal Aged Care, Clients	During this consultation, Elders registered with Wyanga were engaged.	TPC

Email submissions were received from three community members with their feedback incorporated within the key themes in this report.



KEY THEMES AND INSIGHTS

COMMUNITY HOPES

Connection and Belonging

Many participants shared their desire for 119 Redfern Street to be an inclusive space for all Aboriginal and Torres Strait Islander peoples *"It will be a welcoming place that attracts all people from all nations..."* and *"to come and feel welcomed without judgment. Culturally safe"* – (Yarning participant). Participants also spoke about the importance of having a space where mob can connect and socialise over a cuppa, feed and a yarn – *"it needs to be a place where the kettle is always on"* – (Yarning participant). Redfern is often referred to as Sydney's 'melting pot' and the place that Aboriginal and Torres Strait Islander peoples from different mobs and nations would come and use as a base. Participants reiterated that Redfern is a connection place within itself and having a dedicated space to build on this foundation would be ideal.

Numerous youth participants spoke about the need for a space where they could socialise, connect with other youth and *"drop in and chill"* – (Yarning participant). This particular participant group also welcomes the opportunity of utilising the space as a hub with technology access for computers, gaming and internet. Having the opportunity to access educational/cultural programs and tutoring was also discussed, specifically because the future location for one of the local youth programs is currently in question.

Adult participants spoke about the potential for the space to become a secondary community centre. *"One already exists in Redfern but in my day, we had what you call the Foundation of Aboriginal Affairs and people from the country would make a beeline to go there plus other people from around the suburbs of Sydney"* – (Yarning participant). Participants discussed the potential of making the space multi-functional allowing for the operation of dance and music

programs, special events, affordable hiring of the space, educational centre and an Elders space. This suggestion was also evident within survey responses with participants sharing *"I think it has to be flexible to accommodate the primary need at any given time"* and *"...that it is a shared space for the community of Redfern where mob are able to come together and do what they deem appropriate"*.

Redfern History

A significant number of participants at the yarning sessions, particularly youth, spoke about the importance of sharing and preserving stories and histories from the local area for current and future generations to have access to. This particular theme was also prevalent throughout the online survey responses with 54.7% of participants selecting 'A place for sharing and preserving Aboriginal political history and stories' positioning this as the top response to Question 4. One yarning session participant shared:

"There's a responsibility to tell the story of this place and to acknowledge the people that were here before who fought for this, that fought to assert space, and that didn't come easily. I would like that site to also represent that story of community" – (Yarning participant)



Image: Yarning session, NCIE

“Redfern is the black heart of Australia” – (Yarning participant)

This contributes to the truth-telling that Indigenous and non-Indigenous peoples are seeking and plays a critical role in acknowledging and respecting the true history of Redfern and surrounding areas. This is also an opportunity to celebrate and recognise the black excellence that exists within Redfern. It was identified that it is important to tell the pre-colonial history of the building and the Country that it resides on.

Redfern is positioned as a foundational site where grassroots activism throughout generations has led to the birth of the numerous Aboriginal community-controlled services that we see in existence today. A participant suggested the implementation of a dedicated space that could act as *“Redfern’s political activism museum”*- (Yarning participant). The plethora of social, economic and cultural contributions made by Aboriginal and Torres Strait Islander peoples within Redfern cannot be underestimated and participants feel strongly about protecting and sharing this legacy. One yarning participant suggested the creation of statues of significant Aboriginal men and women within the Redfern community to be erected onto or nearby the building. An extension of this idea is to have audio of significant stories played from the building, audible to the wider community, with the appropriate permissions given out of respect for protocol.

A number of discussions relating to sharing stories and histories identified the need to incorporate strong protections of the Indigenous Cultural Intellectual Property (ICIP) belonging to Aboriginal and Torres Strait Islander peoples and local community who hold this knowledge. It must also be acknowledged that stories and knowledges are to remain with the individuals, families and community that have been entrusted with them and permission

must be sought in line with community protocol. A number of participants identified that select stories and knowledges are for Aboriginal and Torres Strait Islander community members only and must be respected as such. One survey response to Question 10 ‘Do you have any concerns about the project?’, states ‘That Aboriginal community will be used inappropriately for their ICIP and not valued in the consultation and incorporating those changes into the vision’. It was also suggested that stories of unsung community members be captured and shared.

Participants discussed ideas that would assist in the establishment of a repository of Redfern stories, histories and knowledges within 119 Redfern Street. These include access to a digital library of significant historical and contemporary moments in time with interactive capabilities, profiles of significant Elders and community members, a dedicated space for Elders and community to yarn and share with the opportunity to record stories in the space - a living library as such. A participant also discussed the issue of labour placed on Elders and community leaders during significant times of the year (e.g., NAIDOC, National Reconciliation Week etc) and believes that having a digital, interactive experience with recorded stories can contribute to alleviating that load. A number of participants also suggested having a space where local Aboriginal and Torres Strait Islander community members, specifically youth, could engage in knowledge sharing with Elders and community leaders. It was proposed that this could be delivered as a targeted program that takes place after school and during school holidays. *“I would go in to share stories and take my grandchildren with me”* - (Elder).

“Redfern has to be preserved as the epicentre of Aboriginal emancipation” – (Elder)



Access to culture, cultural safety and inclusion

A number of participants discussed the need for a space where access to culture could be offered to local Aboriginal and Torres Strait Islander peoples. Participants were interested in exploring the following:

- Songlines that run through Redfern.
- Local language.
- Diversity of Aboriginal and Torres Strait Islander nations.
- Art classes, installations and exhibitions for local artists.
- Function room for hire by community.
- Yarning circle.
- Mentoring opportunities.
- Connection with Elders and knowledge holders.
- Cultural exchange with other Aboriginal and Torres Strait Islander mobs.
- Traditional food knowledge.
- Traditional and contemporary dance and performance space.
- Workshops including cooking, weaving, art, men's, women's and youth specific workshops.

The desire to utilise the space for culture and learning was supported within the survey data with 53.91% of respondents selecting *'A place to practice Aboriginal and Torres Strait Islander cultures'* and 40% of respondents selecting *'A place for learning about First Nations knowledges (eg environment, science)'* to Question 4 *'What would you like to see 119 Redfern Street used for?'*

A number of participants expressed a desire to establish regular cultural activities and programs that can be accessed by Aboriginal and Torres Strait Islander peoples, specifically youth. It is hoped that existing organisations can facilitate cultural programs out of the space such as dance classes, health programs, local community members hosting cooking classes and local organisations delivering service specific tailored programs.

Participants feel strongly that the space needs to be centred around cultural safety and inclusivity to ensure that all Aboriginal and Torres Strait Islander peoples feel welcomed. A highlight of this discussion point is to ensure that the space is accessible to all peoples including those living with a disability. As demonstrated by the requirements expressed by a participant who has a grandson with sensory processing needs, it is evident that a holistic approach should be applied when curating the future use of 119 Redfern Street to ensure increased accessibility by way of reasonable adjustments. When establishing a culturally safe space, it is suggested that **the future use of 119 Redfern Street includes** appropriate measures that foster an environment where Aboriginal and Torres Strait Islander peoples feel comfortable to express their cultural identity without fear of challenge or dispute.

Healing, health and wellbeing

Many participants spoke of the importance of having a space that encourages and fosters healing, health and wellbeing. A number of participants referenced diverse traumas that are present within the community and hoped to see 119 Redfern Street play a role in supporting Aboriginal and Torres Strait Islander peoples by providing a safe space that is equipped to respond and assist in appropriate and culturally safe ways. Specific points of discussion focused on having culturally safe professionals who were equipped and trained to respond to mental health experiences whilst also providing access to holistic health and wellbeing programs within the space. Data and analysis from both the yarning sessions and the survey indicate the need for a safe and accessible space that offers solace for community members to utilise and *'drop in'* to. The term *'cultural safety'* was discussed throughout various yarning sessions and featured in a number of survey responses. Many community members spoke of the importance of having Aboriginal and/or Torres Strait Islander peoples leading the operations of the space and delivering any potential programs or services that are embedded with cultural safety practices and considerations.



Culture was repeatedly discussed as a tool to increase the social, emotional and physical wellbeing of local Aboriginal and Torres Strait Islander peoples. By implementing programs that are underpinned with culture, it is hoped that local Aboriginal and Torres Strait Islander peoples will engage and reap the benefits of connecting to culture and community.

A number of participants suggested key organisations should work together to deliver a holistic service model out of 119 Redfern Street to meet community needs. Key examples include AMS Redfern facilitating group programs targeted at diverse community members such as Elders, youth, parents etc. In doing so, it is hoped that this will result in increased social, emotional and physical wellbeing across the community.

A number of participants discussed the need for more targeted support for vulnerable mob impacted by drugs and alcohol, mental health, homelessness, release from incarceration, unemployment, domestic and family violence, disability support and children in out-of-home care. One participant raised the idea of providing a 24-hour crisis space for those in need. Participants were able to consider 119 as a space that could be utilised by culturally safe service providers and trained professionals to provide the appropriate support and guidance. A number of community members envisioned holistic programs and support that are underpinned by culture and expertise in the various areas of need. It was also repeatedly specified that the space and service delivery be accessible by, and inclusive of all mob.

Youth Development and Opportunities

Local Aboriginal and Torres Strait Islander youth were a key demographic TPC aimed to reach as part of this consultation to identify their aspirations and hopes for the future use of 119 Redfern Street. In collaboration with City of Sydney staff, a number of youth participants were engaged through face-to-face conversations and yarning sessions through Redfern Youth Connect, Marrickville PCYC and Redfern Children's Program. A number of participants identified the need for a culturally safe, accessible space that fosters connection and socialisation.

Participants also shared their desire to engage with educational and cultural programs that could be facilitated out of 119 Redfern Street such as learning traditional and contemporary Aboriginal dance, local language, bush tucker and cooking. Many participants were excited at the possibility of having a space where they could connect with and learn from Elders and take part in knowledge sharing and the fostering of ideas.

Throughout the yarning sessions, Elders and community members also spoke about their hopes for the development and cultivation of Aboriginal and Torres Strait Islander youth within Redfern. A common sentiment is for this space to act as an anchor where youth feel encouraged, included and comfortable to enter and access a space that nurtures and develops them to become culturally strong in their identities, empowered to make positive choices, and supported to build their capacity to develop personally and professionally. This sentiment was also echoed in the survey with one respondent sharing their vision for 119 Redfern Street to be *'... grass roots led and community driven. A space for youth and future generations to empower strong cultural identity'*.

Local youth are regarded as the next generation to continue the long living legacy that so many Aboriginal and Torres Strait Islander peoples throughout Redfern have historically fought for. With this in mind, local community members are conscious that there are a number of barriers that need to be overcome for this to eventuate. Many participants expressed that this could be done through employment pathways, educational support, and holistic and culturally responsive pastoral care by key services, individuals and community members.

A key opportunity discussed by a number of youth participants is mentoring. Throughout this discussion, youth participants spoke about their desire to connect with and be mentored by local community members. In doing so, this would contribute to the development of the next generations coming through in areas such as leadership, culture, and personal and professional development.



“There needs to be a clear path of empowerment” – (Yarning participant)

Economic opportunities

A number of participants spoke about the possibility of 119 Redfern Street being utilised by Indigenous business owners, entrepreneurs and creatives for a variety of purposes. Key examples discussed include:

- Implementation of a retail space that is 100% Indigenous-owned and operated.
- Positive duplication of the Blak Markets with the option of permanency.
- Live and living Aboriginal cultural expressions.
- Creative and enterprise hub for the creation and sale of works.
- A base venue as part of a walking Country tour.
- Landing space for mob with access to creative hot desks and studio space.
- Access to technology.
- A visiting/information centre for tourists.
- A cultural exhibition/entrepreneurial space.

A key discussion point raised in reference to the establishment of a retail space is that it creates an opportunity that is *“inclusive to non-Indigenous to buy... 100% impact circular economy”* - (Yarning participant). This invites non-Indigenous peoples to contribute by way of economic allyship. The location of 119 Redfern Street and its visibility is seen as a favourable site for foot traffic to encourage sales and engagement. It was emphasised that if a retail space with the possibility of a cafe was to operate out of

the space, it should be 100% Indigenous-owned and operated, or explicit differentiation made between collaborations and Indigenous-owned. The issue of black cladding was also discussed as a priority consideration to ensure that Indigenous business owners are given a fair and equitable opportunity to participate in economic success. There are a number of local Aboriginal and Torres Strait Islander business owners to consider as potential occupants of the space, one of whom outlined their vision to see an economic pathway that doubles as a meeting place by prioritising space for *“Elders, connection, conversation, young people, cup of tea, all of the meeting place important touchpoints – it’s not something you see in normal shops”* - (Yarning participant).

A discussion point raised relating to using the space for cultural activities or as a touchpoint for existing cultural tours and activities speaks to ensuring that *“whatever goes into 119 needs to have a solid South East [Aboriginal] identity, no matter what its purpose is”* - (Yarning participant). In doing so, this contributes to preserving the cultural identity and integrity of Redfern to challenge the current issue of gentrification that was raised by a number of participants. To extend on this point, a number of participants discussed the importance of having access to a visible and living cultural expression opportunity, with Redfern being a key location. This was conveyed as an important connection opportunity for both Indigenous and non-Indigenous peoples to engage with.

“Accessibility where Sydney is rebranded as a living multiplicity of Aboriginal cultural expressions – this can be a base for that. We need to have this in Redfern to challenge the current gentrification – the need for expressing our living culture”

– (Yarning participant)



Participants spoke about the possibility of Aboriginal and Torres Strait Islander artists and creatives using the space to create, exhibit and sell their work. If this opportunity is to be pursued, it was noted that consideration be paid to existing spaces such as Boomalli Aboriginal Artists Co-op to ensure it doesn't result in duplication or divestment from those spaces. It was also shared that priority for this space should be given to local artists primarily.

A number of participants acknowledged that various businesses and organisations are often seeking office space. There were mixed thoughts from participants about whether 119 Redfern Street should have this as an offering. Some participants said that this could be a partial offering, but the majority of the building's use should be for the wider community to access. There was also mention of 119 Redfern Street hosting opportunities where Indigenous business owners could access business support and expertise. Sentiments relating to the space being used by Indigenous businesses featured in the survey. Three examples include responses to Question 7 *'My vision for 119 Redfern Street is a place that...'* with respondents saying *'Create a sustainable business hub that supports developing Aboriginal businesses to innovate'*, *'Connects people to the diverse and vibrant Aboriginal Business and Community Precinct of Redfern and '...It provides a space for businesses and organisations to connect, sell and build'*.

Conversations during the consultations also explored the possibility of 119 Redfern Street offering space for event hiring purposes for various groups, organisations and individuals to utilise. It was acknowledged that this operational function could have the potential to generate income for Aboriginal and Torres Strait Islander peoples, businesses and the local community.

COMMUNITY CONCERNS AND RISKS

Throughout the consultation period, yarning participants and survey respondents raised a number of concerns and risks relating to the future use of 119 Redfern Street. Community members also spoke about current issues impacting the local Aboriginal and Torres Strait Islander community which are outlined below.

Duplication of service delivery

Across a number of yarning sessions, participants expressed concern over the possibility that the future use of 119 Redfern Street could result in the duplication of services and spaces. This concern also emerged in the survey as responses to a number of questions. Examples provided were Redfern Community Centre, Boomalli Aboriginal Artists Co-op, 107 Projects, Tribal Warrior and Dreamtime Southern Cultural Tours.

Exclusion of community members

A recurring theme from both the yarning sessions and survey identified that the future use of 119 Redfern Street needs to be inclusive of all Aboriginal and Torres Strait Islander mob. A number of participants and respondents expressed their hope that mob would feel comfortable to walk through the doors, engage with and utilise the space and feel truly at home. Many participants acknowledged that this will be dependent on who and what operates out of the space and identified cultural safety and inclusivity as key considerations.

Exclusion of Traditional Custodians

A key concern that emerged from survey respondents was that Traditional Custodians would be excluded from critical conversations. A number of respondents raised concerns relating to mobs not from the local area and Aboriginal organisations speaking, making decisions and operating in place of Traditional Custodians, resulting in their exclusion.

Non-Indigenous management of the space

A significant number of yarning participants and survey respondents expressed their concern relating to the possibility of 119 Redfern Street being managed and run by non-Indigenous people, resulting in the obstruction of obtaining self-determination. It was made clear throughout the yarning sessions and the survey results that 119 Redfern Street should be Indigenous run and managed whilst exploring and engaging in a process that would result in the building eventually being owned by the Aboriginal and Torres Strait Islander community.



Specific organisations holding a monopoly over the building and service delivery

A number of conversations during yarning sessions and responses from the survey identified concerns around specific organisations holding a monopoly over 119 Redfern Street, resulting in the exclusion of local community organisations, families and individuals. A number of participants feel that there should be an opportunity for community to contribute to the dialogue relating to the management and decision making of the future use of 119 Redfern Street. A key concern also identified in the survey results relates to mismanagement of the space with respondents stating their fear of specific organisations or individuals being placed in positions of power and decision making.

Gentrification

The impacts of gentrification emerged as a consistent concern throughout the yarning sessions and survey results. Many participants and respondents feel that by ensuring 119 Redfern Street is Aboriginal and Torres Strait Islander managed and run, this would challenge the current gentrification of buildings and spaces in close proximity. It is hoped that the reclamation of 119 Redfern Street will provide an opportunity to exercise self-determination and encourage and support the local Aboriginal and Torres Strait Islander community to exert autonomy to challenge the impacts of the current environment. A yarning participant also raised the issue of non-community members capitalising on the location of Redfern, its postcode and the cultural significance it holds to uplift their personal agendas.

Expression of Interest process

A number of yarning participants spoke about the possibility of an Expression of Interest process being facilitated by City of Sydney regarding the future use of 119 Redfern Street. Many participants are in opposition to this as they feel that it's an unfair process that is only accessible to a select few and acts to "pit mob against each other". Participants would prefer a more accessible and equitable process where community members feel supported to engage and participate.

Ongoing activation of the space to ensure community access and engagement

A consistent concern raised throughout the consultation process from both yarning participants and survey respondents was the fear of 119 Redfern Street becoming a "dead space" due to low or no engagement. Participants and respondents articulated that the future use of the space requires ongoing activation to ensure consistent use and access.

Governance and Sustainability

A number of survey respondents raised concerns relating to the potential governance model of the space, funding consistency for sustainability and transparency and visibility relating to the implementation and execution of a genuine and true partnership with the local Aboriginal and Torres Strait Islander community. Many yarning participants and survey respondents felt strongly about ensuring that community are continuously consulted and afforded invitations to collaborate with professionals with business expertise to safeguard the sustainability and viability of the space.

Security and Access

Queries were raised about whether the building would be gated and if security measures (such as hiring security guards to patrol) would be implemented. During this conversation, the concern of noise pollution was also raised depending on what will be operating within the space as it is expected to cause disruptions to the core business that is being delivered in close proximity to 119 Redfern Street.

Another key concern was the accessibility of the building to the general community, including parking. A number of participants are aware that the entry point closest to the AMS building includes a lift for those that require that specific access. A key suggestion put forward is to ensure that the main entrance of the building is on the furthest side away from the AMS to reduce noise pollution and protect the privacy of community members accessing their consultation rooms. Another key concern is parking options for the space. It is hoped that when City of Sydney consider the future use of 119 Redfern Street, parking and accessibility of the space are considered and solutions put forward.



FEEDBACK FROM LOCAL ORGANISATIONS

TPC consulted with key local Aboriginal organisations to gain an understanding of their insights and concerns for the future use of 119 Redfern Street. A snapshot of each engagement is presented by organisation below.

Metropolitan Local Aboriginal Land Council

TPC Director Jason Timor, Senior Consultant Shiralee Lawson and City of Sydney Manager of Indigenous Leadership and Engagement Edie Coe, met with the Metropolitan Local Aboriginal Land Council board members and CEO to discuss the consultation for 119 Redfern Street. A number of concerns were raised relating to the suitability of the building as a local Aboriginal knowledge and culture centre however, the Council noted that 119 could provide additional community creative space. MLALC would encourage the City of Sydney to explore this option.

Aboriginal Medical Services (AMS), Redfern

During a virtual conversation with AMS Redfern's CEO LaVerne Bellea and Public Health and Community Relations Manager Josh Roxburgh, a number of ideas and concerns were raised. The AMS expressed enthusiasm at the prospect of expanding their service delivery into 119 Redfern Street and utilising the space to contribute to the increase of the health and wellbeing of community members. The AMS invite a conversation with the City of Sydney to explore this option. Key concerns raised were the security and accessibility of the building and how this may impede on the delivery of safe and confidential services within their building, noise pollution and parking.

Wyanga Aboriginal Aged Care

Wyanga Aboriginal Aged Care board and clients were engaged as part of the consultation process. Key ideas shared for the use of 119 Redfern Street were focused on ensuring that community members would have access for a variety of reasons including art activations, cultural activities, history and knowledge of the local area and functions whilst the funding and sustainability of the space is safeguarded by City of Sydney. It was also shared that the continued presence of Aboriginal and Torres Strait Islander community members be prioritised to challenge the current gentrification of Redfern and displacement of mob.

Kinchela Boys Home Aboriginal Corporation (KBH)

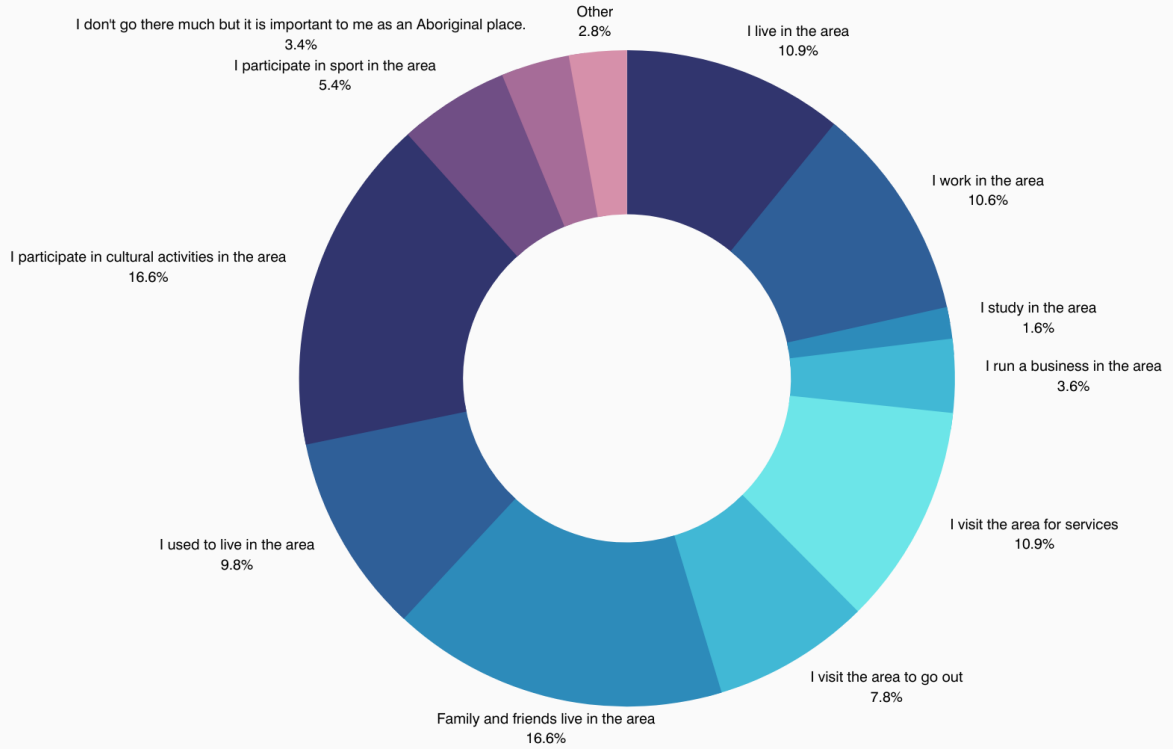
City of Sydney will continue to engage with KBH as part of the ongoing consultation with important Community organisations.

During the development phase of the online survey, TPC and City of Sydney collaborated to ensure that informative data was able to be gathered from local Aboriginal and Torres Strait Islander community members in a culturally appropriate way. The online survey was published to the City of Sydney's 'Sydney Your Say' page and distributed via direct email, social media posts and QR codes attached to flyers on 7 March 2022.

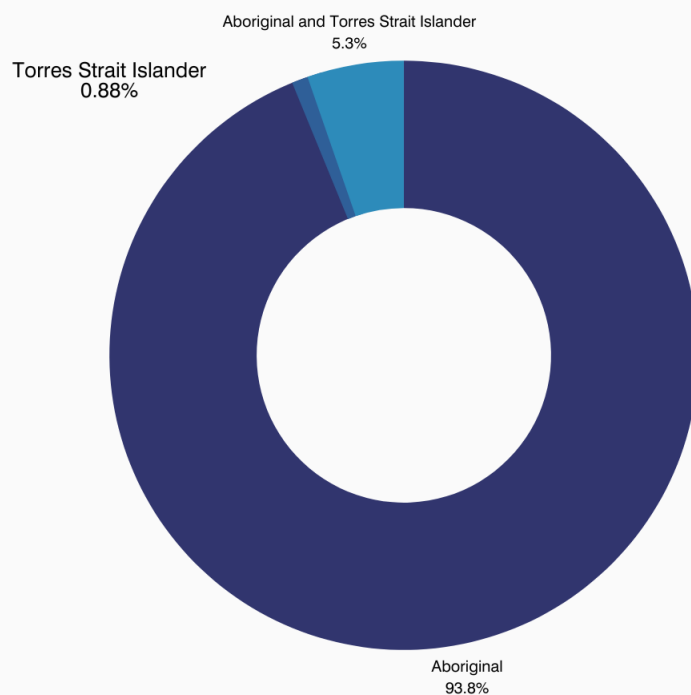
A total of 154 responses were received, 115 of which identified as Aboriginal and/or Torres Strait Islander and 39 respondents did not identify as Aboriginal and/or Torres Strait Islander. The typical time spent to complete the survey was 7 minutes and 59 seconds with an 88% completion rate overall. Below are key insights from the survey.

• SURVEY FINDINGS

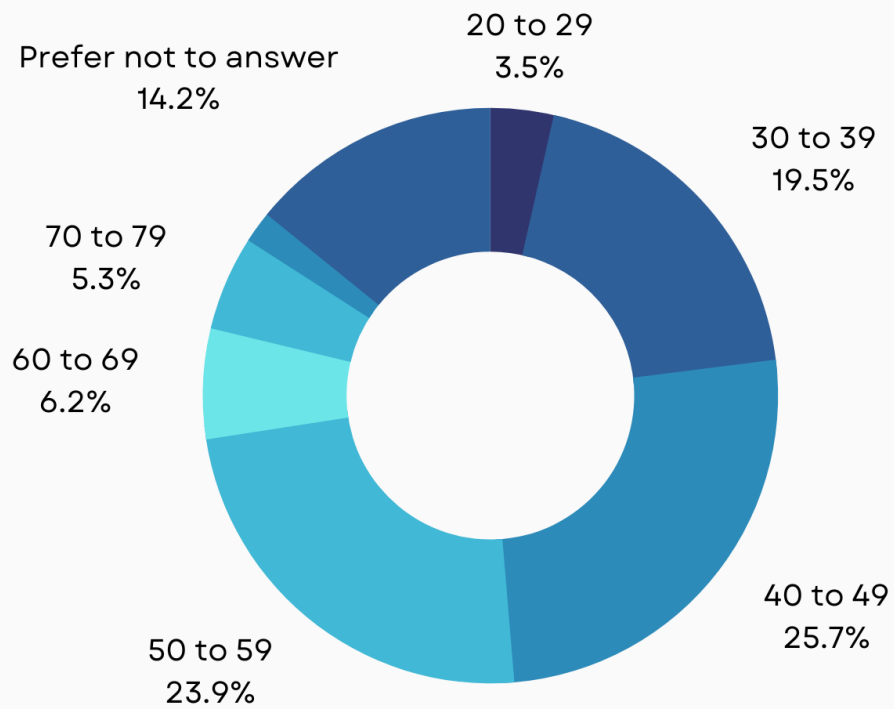
What is your relationship to the Redfern Waterloo area?



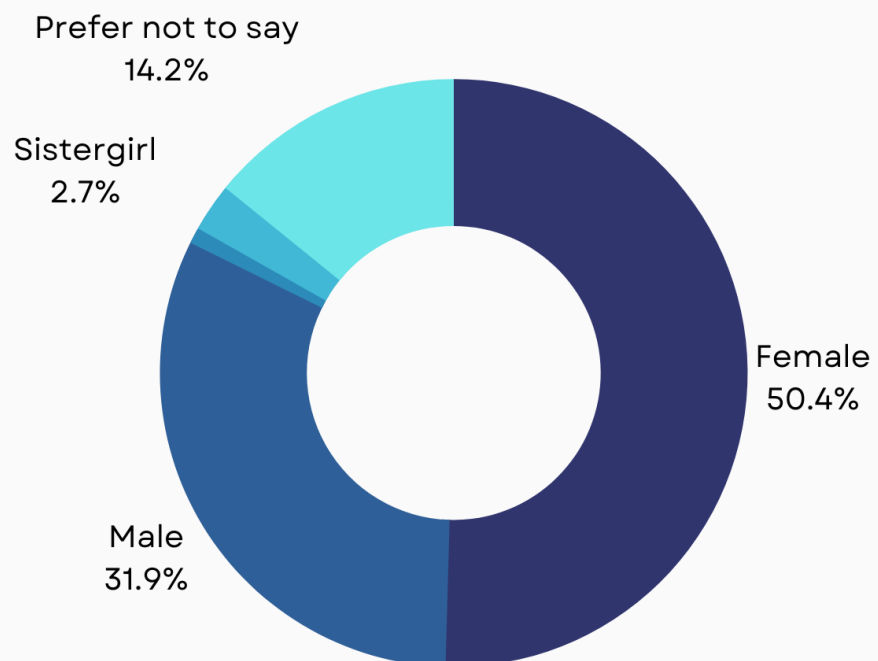
I identify as



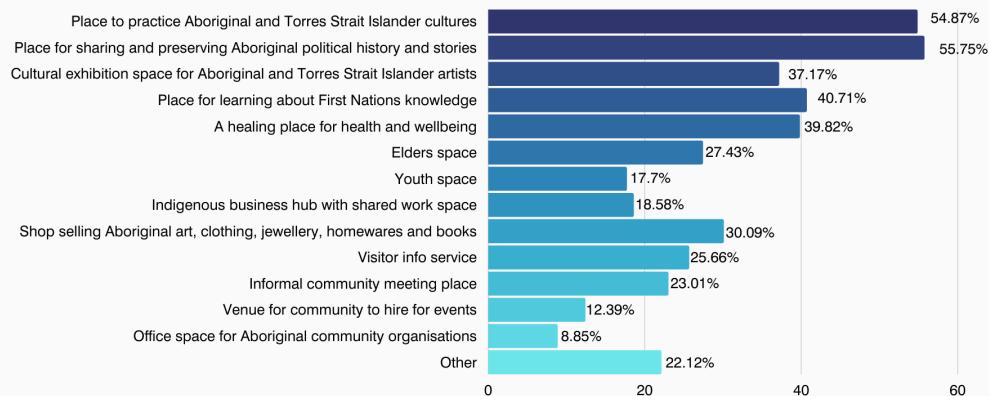
Demographics - Age



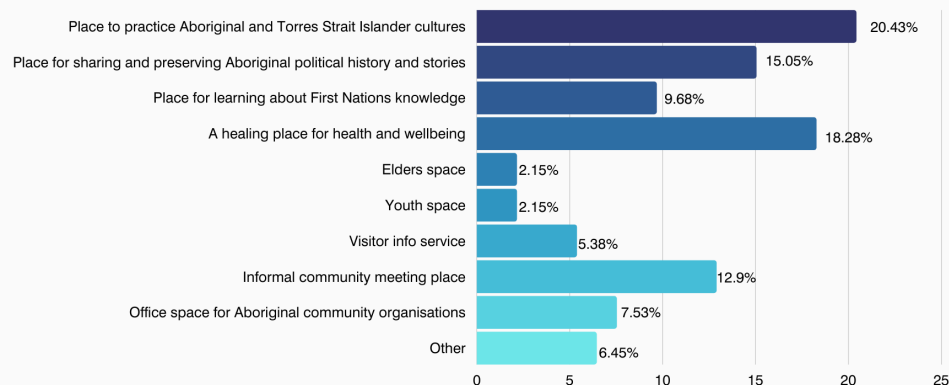
Demographics



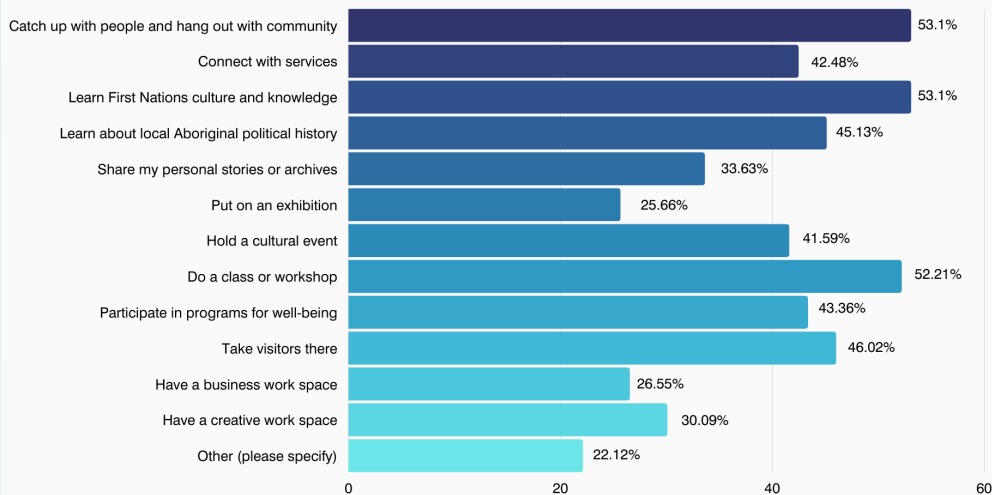
What would you like to see 119 Redfern Street used for? (top 5 chosen per participant)



Of the options you selected, which one is most important to you?



What do you personally think you will do in the space?



RESPONSES TO OPEN ENDED QUESTIONS

In relation to Q4: *What would you like to see 119 Redfern Street used for?*

Q5: Of the options you selected, which one is most important to you?

- Healing and wellbeing priority.
- Aboriginal presence in Redfern.
- A place to practice Aboriginal and Torres Strait Islander cultures.
- A place for sharing and preserving Aboriginal political history and stories.
- A place for healing and wellbeing that is created and determined by our Mob for our Mob, especially our young people of today as they are getting lost and not connecting to our culture or understanding the enormous value in connecting to Country and our Mother.
- Drop-in centre and support to know where places are.
- I think it needs to be flexible to accommodate the primary need at any given time.
- As an Aboriginal woman who suffered anxiety and other mental health issues, I'm tired of being recommended and suggested to do yoga and art therapy yet I'm on a pension and can't afford to regularly go to these things.
- I think it's important that this space be used by community for community needs as opposed to being used by community to educate or engage non-Indigenous people. With the gentrification of Redfern there are an increasing number of cross-cultural spaces. We need spaces to do our business our way. It should be focused on relationship, wellbeing and story keeping and making rather than sharing with non-Indigenous people.
- Café/restaurant serving Indigenous food with family working there. Also, with Indigenous art and craft for sale. There is nothing like it around.
- Space for mob to do cultural activities and opportunities to sell and share with community. Upstairs must be for mob to share and learn culture and practice culture.
- A safe gathering place for ALL Indigenous mob, not run by certain groups or families. A place to have groups and hold meetings.

Q7: Please complete the following sentence: My vision for 119 Redfern Street is a place that...

- Is that it is a shared space for the community of Redfern where mob are able to come together and do what they deem appropriate.

- I want to see community always in Redfern hold onto the history and heal our pain and trauma.
- Create a sustainable business hub that supports developing Aboriginal businesses to innovate.
- Aboriginal people can utilise to run workshops, exhibitions, meetings to build connections and increase participation in cultural activities that build self-determination, resilience and knowledge.
- Is grassroots led and community driven. A space for youth and future generations to empower strong cultural identity.
- Retail store that stocks only 100% blak owned products, has a seated area with a coffee shop and Redfern history story told in the space.
- Allows Aboriginal community organisations to host health groups to improve the health and wellbeing of the community.
- Community space for learning the rich, political history of Redfern, a meeting place that supports multiple community initiatives.
- This place would be handed over by the council to Aboriginal people at no cost for us to self-determine how we use this space for our community and Mob. With ongoing support and commitment to healing our past and work together for a strong future in understanding of the strength culture has in healing and giving pride in their identity to our young people of the future as they build their connection to culture.
- Celebrates Aboriginal culture, history and place that connects us with other people – socially, politically, economically and environmentally.
- Is a safe space for mob to share and heal. To invite LGBTQIA+ community to gather, share, learn and grow and educate non-Aboriginal people of our long history in the queer space.
- Connects all people to Country and Culture. Brings the community together and empowers First Nations mob, too.
- Connects people to the diverse and vibrant Aboriginal Business and Community Precinct of Redfern. This space should not Duplicate existing Services but enhance and strengthen them. For example, referrals to The NSW Indigenous Chamber of Commerce, Tribal Warrior, Dreamtime Southern Tours, Gadigal Radio, Metro LALC and the many local Aboriginal Businesses and Community Organisations who serve Redfern.

Q9: Do you have any suggestions or ideas about how the place should be operated and managed in the long term? What needs to be in place for long term success?

- It has to be Aboriginal operated from manager to front of house staff – all blackfullas.
- A great business plan and co-designed vision for the future.
- Dual community centre CoS+Metro LALC.
- Should be community owned and operated to meet the complex needs of the local Aboriginal community. Funding to ensure growth to sustainability.
- Corporate body of one hundred per cent Aboriginal controlled organisations.
- An elected board and local members.
- A board of local Elders and young people overseeing all programs.
- Aboriginal leadership and after a year or so, it is handed over to community.
- City of Sydney to provide capacity building to local community for handover back.
- Aboriginal operated and run. Council to train up people to fill those positions, more so locally if possible. Traineeships for Aboriginal youth is a must as well. Aboriginal Elder Reference Group need to be established as well. Terms of Reference too.
- As 107 Projects has managed their space, it could be leased by CoS to an Aboriginal group to manage. I'd suggest a young business with creativity and innovation.
- Invest in the right community governance model. Engage with the whole community not just selected or what is perceived "safe" or "easy" elements.
- Aboriginal director/CEO working to an elected Board with majority Aboriginal membership. General membership open to all Aboriginal people in Sydney. General members elect the board.
- Should be operated and managed by Aboriginal and Torres Strait Islander people with the support of City of Sydney. Financially the City will need to sustain the space, but also be able to provide volunteers or paid staff to assist with keeping it running.
- The governance model should include the CoS and community to ensure the CoS can continue to support community with the operations and management of the site. But it must do this in a way that allows Aboriginal people to have the majority say in the direction it takes and how things should operate. The site should not be governed or managed by one local Aboriginal community organisation or group but possibly with reps from each organisation.

Q10: Do you have any concerns about the project?

- Ongoing funding is a concern and using/exploiting culture and community.
- That community won't be leading the development of services and programs.
- That it becomes dead space and lack of community engagement.
- That the project won't be run by or for Aboriginal people.
- That Government bureaucratic policies will get in the way of self-determination, and they will start telling us what and how they think it should be run with the white fella glasses on not our perspective.
- That Aboriginal community will be used inappropriately for their ICIP and not valued in the consultation and incorporating those changes into the vision.
- That it will fall over from mismanagement, whether from the coal face level up to management committee/board level.
- I think it should be dynamic and be able to accommodate a range of uses, as opposed to a very narrow function.
- Dharug people will not be acknowledged or given a voice at the table.
- That the correct history of the area won't be included.
- That it will become another space that is overseen or administered by non-Indigenous services or institutions or professional Indigenous consultants with no connection or lived experience to the cultural life of Redfern. These include govt, council, arts, education, health, facs services and Indigenous advisorys etc...over administered and externally controlled. Also that non Redfern people will become decision makers for the site. I think it is crucial that families and people that are T/O's and/or live in the area speak for that place.
- The lack of commitment to funding and no visibility around the local Aboriginal community having a true partnership for the site. Cannot be a government agenda led venture has to embed true Aboriginal self-determination.
- It won't be culturally appropriate or not be run by mob. It needs to work with existing organisations and help the community not just another space with no support.

Survey Analysis

Upon analysis of both the survey data and qualitative data, it was evident that the collation of responses aligned with the six overarching themes outlined on pages 9 to 15. TPC's methodology involved wrapping both quantitative and qualitative data into key themes with specific examples referenced as evidence with all responses shared directly informing each key theme. Therefore, analysis of the survey data has been captured and represented.



ROLES AND RESPONSIBILITIES

The discussion relating to the roles and responsibilities of the local Aboriginal and Torres Strait Islander community and City of Sydney in the development and implementation of 119 Redfern Street centred on genuine Aboriginal and Torres Strait Islander governance and decision making relevant to the space, with City of Sydney providing a support function. The following table outlines the suggested roles and responsibilities expressed by participants.

CITY OF SYDNEY	ABORIGINAL AND TORRES STRAIT ISLANDER COMMUNITY
Funding	Governance
Capacity building	Community engagement and activation
Maintenance	Culturally safe and inclusive space
Consistent engagement and accountability	Expertise
	Strategy design and implementation
	Employment and training opportunities



● APPENDICES

DETAILED METHODOLOGY

TPC is a 100% Indigenous-owned consultancy who specialise in Aboriginal and Torres Strait Islander engagement through strategy design, facilitation, community consultation and social impact assessment. When seeking feedback and cultural knowledge from Aboriginal and Torres Strait Islander peoples, TPC strongly advocates for and implements culturally appropriate and responsive methods. As part of the consultation engagement strategy for City of Sydney, TPC constructed a multi-method approach to engage Aboriginal and Torres Strait Islander community members to ensure broad accessibility for diverse participants.

It is widely known that Aboriginal and Torres Strait Islander community members often experience 'consultation fatigue' due to numerous requests for engagement and feedback. In acknowledgment of this, TPC advised that it would be best to offer a range of opportunities for community members to engage that required differing degrees of time and investment. The approach included:

- an online survey,
- targeted yarns,
- workshops,
- pop up yarns, and
- drop in yarns.

Providing opportunities for TPC consultants to speak face-to-face with community members enabled a culturally appropriate and responsive approach resulting in the ability to articulate the purpose of the consultations, and deeply listening to community insights and feedback.

The online survey response rate was encouraging, acting as an initial engagement tool to encourage community members to attend workshops, pop ups and drop ins. A key question outlined in the survey asked respondents if they had suggestions for key people or groups that TPC should speak to as part of the consultation. This contributed to an evolving stakeholder list that was used to ensure a diverse and inclusive consultation process.

TPC, in collaboration with the City of Sydney team disseminated visual and text-based information about 119 Redfern Street and how to engage in the consultation process through the use of posters and flyers. The posters and flyers contained a QR code that directed community members to the City of Sydney's 'Sydney Your Say' page where detailed information could be found about the project, the building, the consultation process, and the numerous ways to engage.

The City of Sydney's 'Sydney Your Say' page included the following:

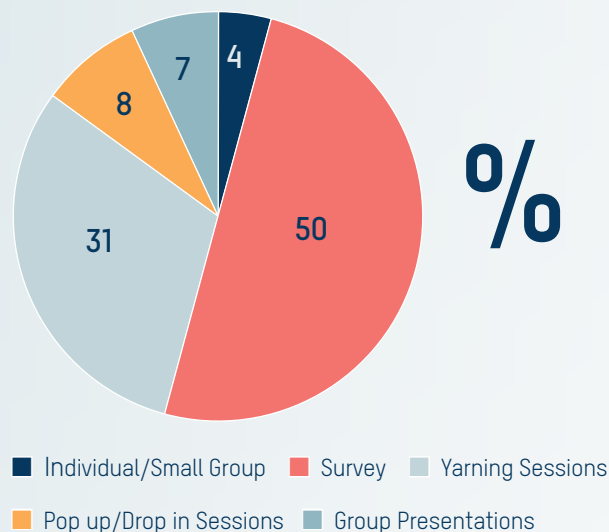
- Information about the acquisition of the building and initial considerations to establish a local Aboriginal knowledge and culture centre.
- An invitation for comment from the local Aboriginal and Torres Strait Islander community.
- An artist's impression of the future external look of the building.
- An artist's impression of the future internal floor plans.
- A virtual tour of the building in its current form.
- Feedback options including the online survey, pop up stalls, comment on a map, workshops, email, or speak directly to a City of Sydney staff member or Two Point Co. consultant.



Between March and May 2022, TPC in collaboration with City of Sydney, advertised and deployed a range of in-person and virtual data collection methods. This included the use of the following tools and channels:

- Social media platforms including Facebook, Instagram, LinkedIn and Twitter to promote the consultation, shared on TPC and City of Sydney platforms.
- Radio interviews with Lola Forrester (Koori Radio) and City of Sydney Senior Community Engagement Coordinator, Indigenous Leadership and Engagement team member, Preston Peachey.
- Targeted emails to stakeholders.
- Early promotion of the consultation to the City of Sydney Aboriginal and Torres Strait Islander advisory panel, the Inner Sydney Aboriginal Interagency Network and the Metropolitan Local Aboriginal Land Council (MLALC) Board.
- Online survey.
- 2 x pop up yarns at 119 Redfern St.
- 1 x community drop in evening at Redfern Community Centre.
- 10 x targeted yarning sessions (8 x face to face and 2 x virtual).
- 4 x Individual yarns with community representatives.

The following graph outlines the breakdown of stakeholders engaged through the different tools, channels and methods.



SURVEY QUESTIONS

1. What is your relationship to the Redfern Waterloo area? (select any that relate to you)
 - I live in the area
 - I work in the area
 - I study in the area
 - I run a business in the area
 - I visit the area for services
 - I visit the area to go out
 - Family and friends live in the area
 - I visit the area to go out
 - Family and friends live in the area
 - I used to live in the area
 - I participate in cultural activities in the area
 - I participate in sport in the area
 - I don't go there much but it is important to me as an Aboriginal place.
 - Other (please specify)
2. I identify as (select the ones that apply to you)
 - Aboriginal
 - Torres Strait Islander
 - Non-Aboriginal and/or Torres Strait Islander
3. Let us know your Mob/Nations (optional)
4. What would you like to see 119 Redfern Street used for? (choose your top 5)
 - A place to practice Aboriginal and Torres Strait Islander cultures
 - A place for sharing and preserving Aboriginal political history and stories
 - A cultural exhibition space for Aboriginal and Torres Strait Islander artists
 - A place for learning about First Nations knowledge (eg environment, science)
 - A healing place for health and wellbeing
 - Elders space
 - Youth space
 - Indigenous business hub with shared work space
 - A shop selling Aboriginal art, clothing, jewellery, homewares and books
 - A visitor information service to find out about Aboriginal cultural tours, organisations, places to visit and events
 - An informal community meeting place
 - Venue for community to hire for events
 - Office space for Aboriginal community organisations
 - Other (please specify)
5. Of the options you selected, which one is most important to you?
6. What do you personally think you will do in the space? (as many as apply to you)
 - Catch up with people and hang out with community
 - Connect with services
 - Learn First Nations culture and knowledge
 - Learn about local Aboriginal political history
 - Share my personal stories or archives
 - Put on an exhibition
 - Hold a cultural event
 - Do a class or workshop
 - Participate in programs for well-being
 - Take visitors there
 - Have a business workspace
 - Have a creative workspace
 - Other (please specify)
7. Please complete the following sentence: My vision for 119 Redfern Street is a place that...
8. We'd like to find out what role you think Aboriginal and Torres Strait Islander communities and the City of Sydney should play in this space.
 - I think the local Aboriginal and Torres Strait Islander community's role should be:
 - I think the City of Sydney's role should be:
9. Do you have any suggestions or ideas about how the place should be operated and managed in the long term? What needs to be in place for long term success?
10. Do you have any concerns about the project?
11. Do you have suggestions for key people or groups that we should talk to as part of this consultation?
12. Please provide your contact information
 - Name
 - Email address
13. The next question is for organisations only
 - Organisation name
14. I identify as
 - Female
 - Male
 - Non-binary
 - Brotherboy
 - Sistergirl
 - Transgender
 - Prefer not to say
 - Not listed here (open ended box)
15. My age is
 - I am under 16 and have permission from my parent/guardian to complete this survey
 - 16 to 19
 - 20 to 29
 - 30 to 39
 - 40 to 49
 - 50 to 59
 - 60 to 69
 - 70 to 79
 - 80 or older
 - Prefer not to answer
16. Feedback may be published in publicly available reports at the end of the consultation period. Do you give permission for your name or organisation's name to appear in these reports, with your feedback attributed? We will not publish your email address.
 - Yes
 - No



Yarning session discussion guide

TPC consultants followed the format outlined below to facilitate yarning sessions that allowed for evolving and organic discussions with face-to-face participants.

1. Acknowledgment of Country, context setting and introductions (TPC and participants)

2. Part A: Hopes and Fears

What are your hopes for this space? Do you have any fears for this space?

Allow five minutes to answer these questions individually. Then place people into small groups to yarn about the hopes and fears that they had written down. Bring everyone back to the bigger group to share.

3. Part B: How might we?

Delve deeper into the hopes and fears and identify tangible actions for consideration. E.g. "Our hope is for the space to feel safe for community to use". "We can create this by..."

4. Part C: City of Sydney outcome questions

Explore insights from participants about key outcome questions posed by the City of Sydney. E.g. What should the City's role be with the space? What should community's role be with the space?

Marrickville PCYC Questions

Why is Redfern important to Aboriginal people?

Discuss Redfern - Why do you go to Redfern?

Who knows Redfern St? What landmark is there? Or what buildings stand out to you?

Did you know that the City of Sydney bought that building to turn it into a

Local Aboriginal and Torres Strait Islander knowledge and culture centre?

Write down 2 things you would like to see there. What do you think would make it a good place for young Aboriginal people like you?

What do you think would be good for all of the community/all people?

APPENDIX B – STAKEHOLDERS

A key priority of this consultation process was to engage with Aboriginal and Torres Strait Islander peoples who have a relationship with the local area of Redfern. Data captured via the survey highlights that the top three connections that Aboriginal and Torres Strait Islander peoples had to Redfern is via friends and family that live in the area, participation in cultural activities and visiting the area to access services.

Some community members expressed a level of ambivalence to provide feedback due to personal and

community sentiment relating to past consultations and development activities undertaken in the area. A key discussion point relating to this is the protection of Indigenous cultural Intellectual Property (IP) which is discussed further in this report.

It was identified that many of the participants who opted to participate in the consultation process represent the diaspora of Aboriginal and Torres Strait Islander peoples that are located within Redfern and surrounding areas. The diverse mobs/nations that were represented within the survey and yarning sessions are as follows:

MOB NATIONS



Disclaimer: TPC has done their best to research the correct spelling of Mob Nations and Maps of Traditional Owners we apologise for any inaccuracy.



CITY OF SYDNEY

119 Redfern St community consultation: media wrap up



Report
May 2022

The City of Sydney acknowledges the Goolgal of the Eora Nation as the Traditional Custodians of our local area.

119 Redfern St community consultation: media wrap up

Organic social media

Initial round

Twitter
<https://twitter.com/cityofsydney/status/1503975755500469526>

- 2,627 impressions
- 9 likes
- 7 retweets
- 10 link clicks

LinkedIn
<https://www.linkedin.com/feed/update/urn:li:activity:6929741042602056032>

- 1,731 impressions
- 32 clicks
- 1.8% Click-through rate
- 30 Reactions
- 3 Comment
- 10 Shares

Facebook
<https://www.facebook.com/cityofsydney/posts/326509248510160>

- 53 likes
- 1 comment (tagging someone else)
- 20 shares
- 10k reach
- 152 link clicks

Instagram story

- 1833 views
- 6 link clicks

Closing round

Twitter
<https://twitter.com/cityofsydney/status/1516274625738526722>

- 3,477 impressions
- 19 link clicks
- 5 likes
- 2 retweets

119 Redfern St community consultation: media wrap up

Facebook
<https://www.facebook.com/cityofsydney/posts/350195256249439>

- 7,908 reach
- 40 reactions
- 4 shares
- 9 comments

LinkedIn
<https://www.linkedin.com/feed/update/urn:li:activity:6922040134269421185>

- 828 Impressions
- 9 link clicks
- 19 reactions
- 1 share

119 Redfern St community consultation: media wrap up

Paid media

Radio ad on Koori Radio
 Analogue broadcast signal covers 9000 square kms with a potential audience of over 6 million listeners. Average of 260 000 monthly listeners.

South Sydney Herald – quarter page press ad
 The SSH has a circulation of 10,000 in the South Sydney region (30,000+ readers).
 South Sydney demographic

- 74 000 residents
- 38% are Generation X (56% more than SydMet)
- 52% are managers/professionals (40% more than SydMet)
- Incomes similar to rest of Sydney LGA
- 38% tertiary educated (30% more than SydMet)
- 80% of households have two or less people (50% more than SydMet)
- Most rent, with only 30% owning (half that of Sydney)
- 85% live in medium-high density housing (triple that of SydMet)

Koori Mail digital ad
 Readership of over 80,000 as verified by Audit Bureau of Circulations (ABC) audit.

Facebook dark ads
 High number of shares and the slow female/male responses (usually Facebook has higher number of females). Most responders were from those over 65 years of age.

Link Clicks	Reach	Impressions	Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking	Post Comments	Post Saves	Post Shares
1,170	93,376	164,482	Above average	Above average	Below average	32	16	70

Gender breakdown:

Gender	Link clicks	Reach	Impressions
Female	588	44,912	79,528
Male	576	83,043	83,043
Uncategorised	6	1,040	1,911
Total	1,170	93,376	164,482

119 Redfern St community consultation: media wrap up

Gender	Post reactions	Comments	Saves	Shares
Female	215	11	9	48
Male	179	20	7	22
Uncategorised	4	1	-	-
Total	398	32	16	70

Age breakdown:

Age bracket	Link clicks	Reach	Impressions
18-24	16	3,352	5,029
25-34	59	11,088	17,022
35-44	64	11,776	17,458
45-54	122	13,008	20,985
55-64	182	17,456	32,406
65+	727	36,656	71,586
Total	1,170	93,376	164,482

Gender	Post reactions	Comments	Saves	Shares
18-24	9	-	1	1
25-34	21	4	2	-
35-44	23	1	1	3
45-54	45	5	1	13
55-64	78	4	1	11
65+	226	16	10	42
Total	398	32	16	70



Example of social organic (Twitter):

← Tweet



Are you a local Aboriginal and/or Torres Strait Islander community member? If so, we want to hear from you about a local #Aboriginal knowledge and culture centre at 119 Redfern Street in #Redfern.



cityofsydney.nsw.gov.au
Your say on a local Aboriginal knowledge and culture centre in Redfern - City of...
We want to hear from local Aboriginal and Torres Strait Islander peoples about how this place should be used by community.

5:05 PM - Mar 10, 2022 - Twitter Web App

South Sydney Herald

Tuesday, Aug 12, 2021

NEWS ▾ SPORTS ▾ CULTURE ▾ SPONS

Call out for ideas for new Aboriginal knowledge and cultural centre in Redfern

By Scott Sutherland for ISS2

107



The City of Sydney is asking community members to come up with ideas for a new Aboriginal knowledge and cultural centre in Redfern. Photo: City of Sydney

The City of Sydney is asking local Aboriginal and Torres Strait Islander community members for ideas about how to transform an historic building in Redfern into a local Aboriginal knowledge and cultural centre.

Purchased by the City of Sydney, the two-storey building at 119 Redfern Street is the heart of an area synonymous with Aboriginal and Torres Strait Islander activism, land rights and the fight for equality, as well as the birthplace of Aboriginal community-controlled organisations.



Related



Vote for the trees - join our lives in call for...
Scott Sutherland 10/11/21





Metropolitan Local Aboriginal Land Council
72 Renwick Street Redfern NSW 2016
PO Box 1103 Strawberry Hills NSW 2012
Telephone: (02) 8394 9666 Fax: (02) 8394 9733
Email: officeadmin@metrolalc.org.au

9th May 2022

City of Sydney Council
Town Hall House
458 Kent Street
Sydney NSW 2000

**Re: City of Sydney Council proposed establishment
of a local Aboriginal knowledge and culture centre in Redfern**

The Metropolitan Local Aboriginal Land Council (MLALC) welcomes this opportunity to provide feedback to the City of Sydney regarding the proposed Aboriginal knowledge and culture centre in Redfern. MLALC is the representative Aboriginal body for approximately 90% of City of Sydney Council local government area, this includes Redfern, Waterloo, Alexandria, Erskineville, Newtown, Glebe, Pyrmont, Surry Hills and Woolloomooloo thus encompasses most of the City of Sydney Local Government Areas Aboriginal population.

MLALC is established under the Aboriginal Land Rights Act 1983 (NSW), currently comprising over 600 Adult members, is responsible for protection and preservation all Aboriginal culture and heritage and fostering best interests of all Aboriginal people within its prescribed boundary.

Summary

MLALC has serious concerns that 119 Redfern St has been earmarked to house a local Aboriginal knowledge and cultural centre. The history and legacy of the colonial-era building, once a 'whites only' post office, make it unsuitable to serve as a centre for Aboriginal knowledge and culture. Moreover, the condition of the building will preclude certain functions or require extensive and costly refurbishment.

MLALC are extremely disappointed the City of Sydney did not consult with MLALC prior to the purchase of this building. In doing so, the City of Sydney has failed to identify these foreseeable issues and for MLALC it represents a fundamental breach the Principles of Cooperation between City of Sydney and MLALC.

MLALC call on the City of Sydney to discontinue plans to establish an Aboriginal knowledge and culture centre at 119 Redfern Street and to work with MLALC and other key stakeholders to locate a more suitable site and alternate use of 119 Redfern Street and COSC reaffirm their commitment to the joint Principles of Cooperation.

Background

In 2006, the City of Sydney and MLALC signed a [Principles of Cooperation](#) formalising a commitment to work together to foster reconciliation, promote understanding of Aboriginal culture, maintain open and transparent two-way communications and establish a framework for development proposals affecting MLALC's interests.

The commitment to support the establishment of a local Aboriginal cultural centre has featured as part of the Eora Journey in the City of Sydney's Sustainable Sydney 2030 strategic plan since its adoption in 2008. MLALC welcomed this commitment and have been a willing partner. In 2016, for example, MLALC approached the City of Sydney, recommending the City of Sydney-owned 107 Redfern St as a suitable site.

Failure to consult

In 2018, a press release advised the public that the City of Sydney were in the process of acquiring 119 Redfern St with the intention of establishing a local Aboriginal knowledge and culture centre on this site. At this stage, MLALC had not had any formal discussions regarding the purchasing of a property that would serve as a cultural centre. The City of Sydney's Aboriginal and Torres Strait Islander Advisory Panel had discussed the acquisition, but panel members were instructed not to disclose these plans.



It is extremely disappointing that the City of Sydney did not engage MLALC, as the Aboriginal representative body and cultural authority for this project, to discuss acquiring 119 Redfern St for the purpose of housing an Aboriginal cultural centre.

The decision to do so neglects the Council's commitment to consultation, breaches the City of Sydney and MLALC's Principles of Cooperation and disenfranchises the local Aboriginal community – the very community whose culture and knowledge the project intends to celebrate. The City of Sydney's actions are exemplar of the paternalism that Aboriginal and Torres Strait Island people endure in Australia and wish to end and have ceased as matter of human respect to not speak and or act for another without authority.

The failure to consult on the purchase of a \$6,000 000 (six million) property is for MLALC a maladministration of public resources. Had the City of Sydney engaged MLALC, we would have identified the concerns outlined with the pre-determined site being not compatible with proposed and or intended use.

An inappropriate site

The local Aboriginal community have a chequered past with 119 Redfern St which served as the Redfern Post Office for many years. Built by the Colonial Architect, the building is exemplar of the Victorian Italianate style architecture. The post office supported the development and expansion of the local non-Aboriginal community. Meanwhile, Aboriginal people were not permitted access. This racial segregation continued up to, and for a number of years following, the 1967 referendum.

To many in the local Aboriginal community, 119 Redfern St remains a bastion of exclusion and subjugation. To serve it's purpose, as 'a space to gather, share and practice the cultures of Aboriginal and Torres Strait Islander people living in and connected to Sydney', the local Aboriginal community must feel welcome, culturally safe and a sense of ownership.

This is not possible at 119 Redfern St, aside from this history and legacy, MLALC have serious concerns that the building is not fit for purpose as it is prone to rising damp, has insufficient temperature regulation and faces other long-term maintenance challenges.

Presumably, a local Aboriginal knowledge and culture centre might feature a display of culturally significant items, relics and artworks. The conservation of these objects, as in all museums, relies on a narrow range of conditions, especially for temperature and relative humidity. 119 Redfern Street is not a suitable space and a prospective refurbishment to make it suitable is likely to be very costly to retrospectively fit out to meet required standards for displaying and or storing Aboriginal cultural materials.

And on this basis without the appropriate design and control requirements MLALC would not allow or permit any of its Aboriginal cultural heritage materials and or artefacts to be at 119 Redfern Street.

Recommendations

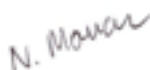
The establishment of a local Aboriginal knowledge and culture centre has the potential to be a significant step towards reconciliation, embracing and celebrating the cultures of Australia's Aboriginal and Torres Strait Islander people and serving as a powerful vehicle for truth telling. These aims, however, cannot be achieved without the support and partnership of the local Aboriginal community. In proceeding with the proposed site, the City of Sydney is disregarding the concerns of the local Aboriginal community.

The City of Sydney in interests of all must abandon 119 Redfern St as the proposed site for a local Aboriginal knowledge and culture centre. MLALC welcomes the opportunity to reengage the local Aboriginal community and support the City of Sydney to find a suitable site.

MLALC maintains as previously communicated that 107 Redfern St is a more suitable space to house an Aboriginal knowledge and culture centre. Meanwhile, 119 could provide additional community creative space. MLALC would encourage the City of Sydney to explore this option.

Finally, MLALC invite the City of Sydney to reaffirm their commitment to the joint Principles of Cooperation to ensure that this type of project does not reoccur again and we as respective Aboriginal and Non Aboriginal legislative democracy's work more effectively on our prescribed roles for community in collaboration and coordination, not in isolation.

Yours in Unity



Nathan Moran
CEO MLALC



two point co:

Two Point Co is a 100% Aboriginal and Torres Strait Islander owned consultancy, specialising in Indigenous engagement through strategy design, facilitation, community consultation and social impact assessment. We believe in an inclusive Australia. One that provides the opportunity for everyone to participate in a thriving economy and to contribute to a bright future for our country and our children.

We acknowledge the Traditional Owners of the land, sea and skies – Australia's First Peoples. We are grateful to those who have come before us and who have nurtured and protected Country for future generations, and we pay our respects to Elders past and present.