

ABOUT CARE FACTOR

Care Factor lets your community identify what is most important to them about their local centres, main streets and malls. By quantifying the attributes that are most valued by your community and its sub-groups, you are able to plan improvement investment more effectively and measure change over time.

METHODOLOGY

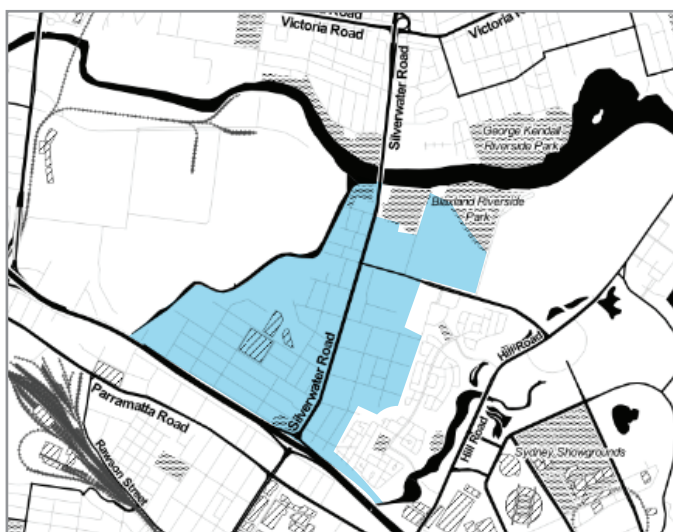
Participants were asked to complete an online survey rating the attributes of local centres, main streets and malls in terms of their positive contribution to their personal experience of these types of places. This report captures the findings of the survey and presents how your community is aligned and where values may differ between groups.

NOTE: Small sample size; results indicative only

SILVERWATER & LIDCOMBE

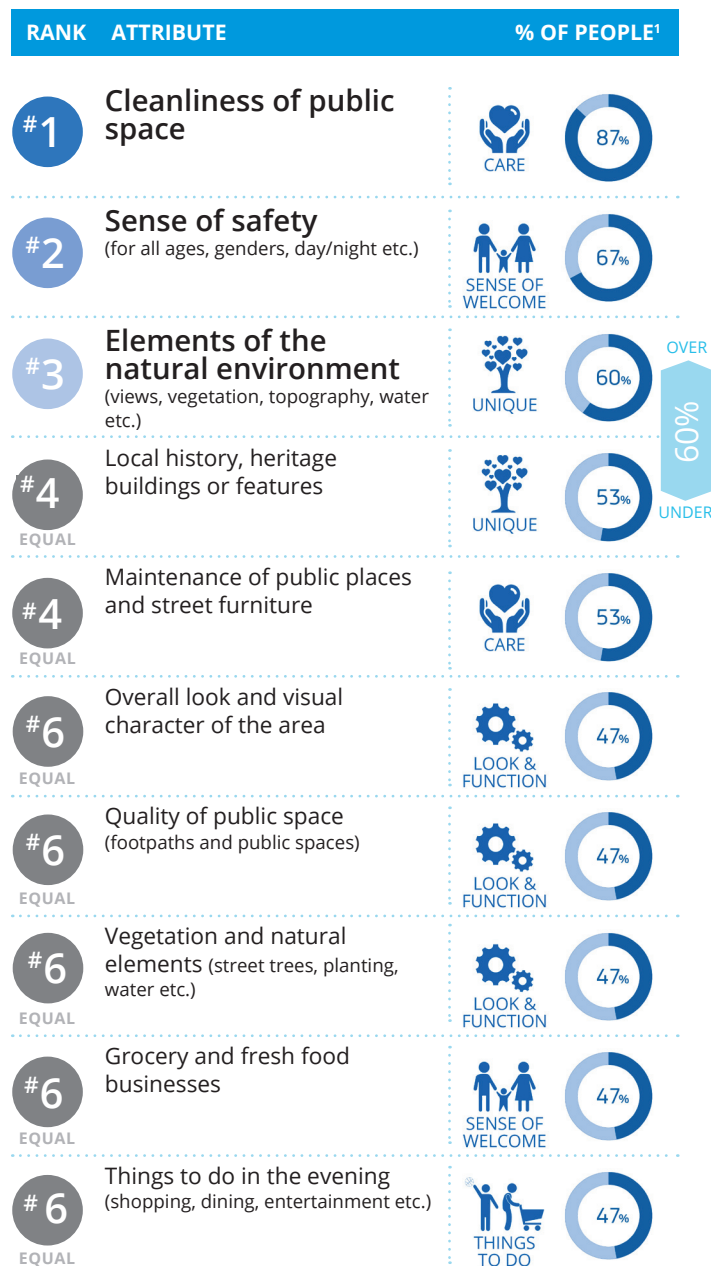
CITY OF PARRAMATTA, NSW, AUSTRALIA

Silverwater & Lidcombe are located in the Parramatta LGA.



WHAT WE CARE ABOUT

Across the five categories of place, your community ranks these as their top ten attributes contributing to positive place experience:

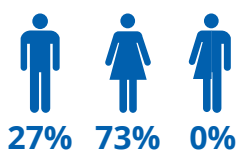


ABOUT YOUR DATASET

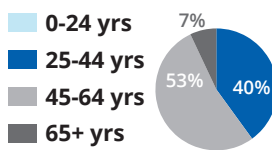
Data was collected via online surveys during the period 1 June - 16 June 2016. A total of 23 participated with 15 completing all questions (65% completion rate).

TOTAL²
n=15

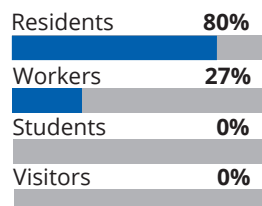
GENDER



AGE



IDENTITY³

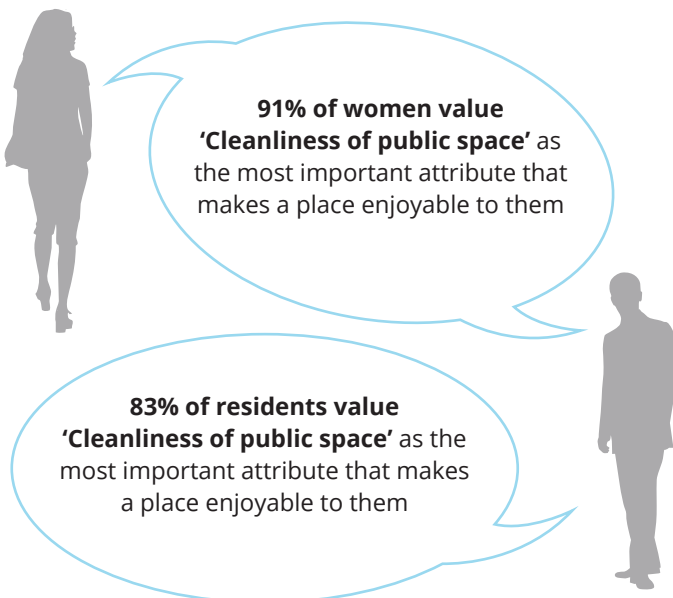


COUNTRY OF BIRTH



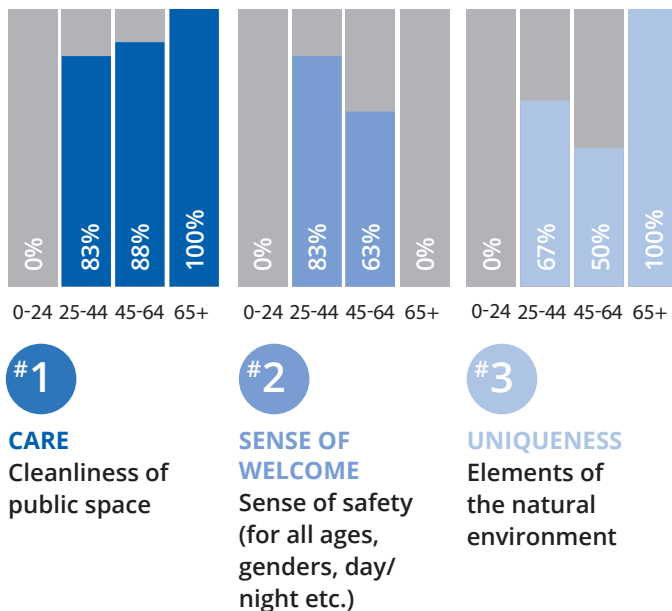
BY GENDER OR IDENTITY

What do women/men and residents/workers/students/visitors value most in their local centres, main streets and malls?



BY AGE

How do your different age groups value the top three attributes overall?



BY BIRTH & ANCESTRY

Does your country of birth or your ancestry change what you care about? ⁴

BIRTH

90% AUSTRALIAN BORN care most about 'Cleanliness of public space'



100% LEBANESE BORN (n=2) care most about 'Cleanliness of public space'*



100% UK BORN (n=1) care most about 'Overall look and visual character of the area'*

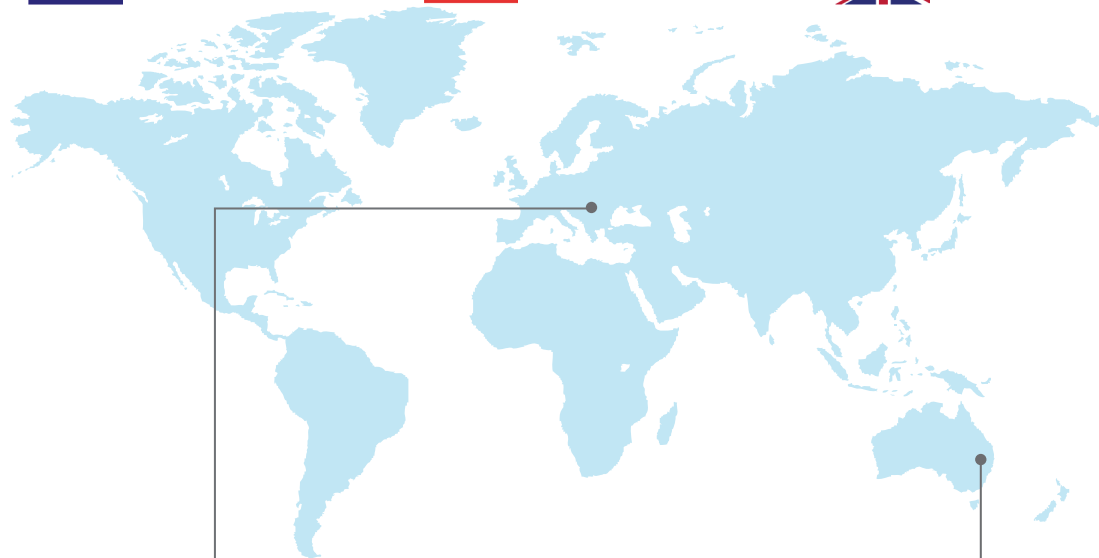


ANCESTRY

83% EUROPEANS care most about 'Cleanliness of public space'

100% MIXED (n=3) care most about 'Cleanliness of public space'*

100% ABORIGINAL & TORRES STRAIGHT ISLANDERS (n=1) care most about 'Cleanliness of public space'*



THE 5 DIMENSIONS OF GREAT PLACES:

Places that attract people, and that they get emotionally attached to, are also places that are more resilient, sustainable and successful.

The 5 key place dimensions that contribute to our experience, and the most valued attributes in each category are noted here:

LOOK AND FUNCTION



47% / Overall look and visual character of the area

47% / Quality of public space (footpaths and public spaces)

47% / Vegetation and natural elements (street trees, planting, water etc.)

SENSE OF WELCOME



#2

67% / Sense of safety (for all ages, genders, day/night etc.)

47% / Grocery and fresh food businesses

40% / Car accessibility and parking

THINGS TO DO



47% / Things to do in the evening (shopping, dining, entertainment etc.)

47% / Spaces suitable for specific activities (play, entertainment, exercise etc.)

40% / Evidence of community activity (exercise, gardening, art, fundraising etc.)

UNIQUENESS



#3

60% / Elements of the natural environment (views, vegetation, topography, water etc.)

53% / Local history, heritage buildings or features

40% / A cluster of similar businesses (food, cultural traders, fashion etc.)

CARE



#1

87% / Cleanliness of public space

53% / Maintenance of public places and street furniture

40% / Interaction with locals/ other people in the area (smiles, customer service etc.)

INTERESTING FACTS

- Given that the majority of the demographic groups across gender, age, country of birth, ancestry and identity have a dataset of less than 10, no comparisons or conclusions can be drawn about the responses

WHAT WE DON'T CARE ABOUT SO MUCH

The lowest rated attributes across all 50 criteria are seen by the community to contribute least to their enjoyment of town centres, main streets and malls:

- #50 0% / Evidence of recent private investment (new buildings, painting etc.)
- #50 0% / Businesses that reflect the local community and values
- #50 0% / Buildings and shop fronts
- #47 7% / Unusual or unique buildings or public space design
- #47 7% / Space for group activities or gatherings

Notes about research data:

¹ Respondents were asked to prioritise the top three attributes that contribute to making a place enjoyable per category. Percentages indicate the proportion of the overall dataset that selected the attribute as one of their top three.

² This report only includes 100% completed surveys (compulsory questions only).

³ Respondents were permitted to select more than one 'identity' response.

⁴ In the event that an attribute has an equal top percentage, an asterisk (*) is featured and the attribute that is first in alphabetical order is listed only.

⁵ Groups of <5 respondents are not reported in the matrix due to the inconclusive size of the dataset. Groups with <10 respondents are highlighted grey to indicate a small dataset.

CARE FACTOR MATRIX

The unique feature of Care Factor is that it allows you to clearly see where your community aligns and where it conflicts regarding place experience values in local centres, main streets and malls. The following tables provide a full demographic breakdown of the top 10 Care Factor results as they compare with each group's top three attributes ⁵.

	TOTAL (n)	Cleanliness of public space	Sense of safety (for all ages, genders, day/night etc.)	Elements of the natural environment (views, vegetation, topography, water etc.)	Local history, heritage buildings or features	Maintenance of public places and street furniture	Overall look and visual character of the area	Quality of public space (footpaths and public spaces)	Vegetation and natural elements (street trees, planting, water etc.)	Grocery and fresh food businesses	Things to do in the evening (shopping, dining, entertainment etc.)	
ALL	15	#1	#2	#3	#4	#4	#6	#6	#6	#6	#6	Highest rated attributes if not in the overall top ten
Male	4											
Female	11	91%	64%	64%	64%	55%	55%	27%	55%	64%	45%	
Intersex, indeterminate or unspecified	0											
Age												
0-14	0											
15-24	0											
25-34	2											
35-44	4											
45-54	5	100%	40%	40%	80%	40%	80%	60%	40%	40%	20%	
55-64	3											
65-74	1											
75-84	0											
85+	0											
Country of birth (Top 3)												
Australia	10	90%	70%	60%	60%	60%	30%	60%	40%	30%	50%	
Lebanon	2											
UK	1											
Ancestry (Top 3)												
European	6	83%	67%	50%	33%	50%	33%	67%	33%	17%	50%	
Mixed	3											
Aboriginal or Torres Strait Islander	1											
Identity												
Residents	12	83%	67%	67%	42%	50%	50%	42%	50%	58%	50%	
Workers	4											
Students	0											
Visitors	0											

LEGEND

- #1 attribute
- #2 attribute
- #3 attribute
- <10 respondents in dataset