

# OUR VISION AND PRIORITIES

This document is designed to provide high level direction for the City of Parramatta's 2017-2018 Operational Plan and be a starting point for the preparation of the draft Community Strategic Plan.



# COMMUNITY ENGAGEMENT

We've been busy listening and engaging with our many residents, staff and stakeholders over the past few months. We'd like to say thank you to the over 9,000 people from across the City of Parramatta who have given their feedback, by filling in a survey, completing a telephone survey, visiting a pop-up kiosk, attending a workshop or being part of a focus group since the City of Parramatta was formed in May this year.

## CARE FACTOR SURVEY

### June 2016:

2310 survey completions with new and existing residents.

## OPERATIONAL PLAN CONSULTATION

### June – July 2016:

1168 people engaged.

## POP-UP KIOSK COMMUNITY ENGAGEMENT

### August 2016:

870 residents across 25 kiosks.

## JWS COMMUNITY SATISFACTION TELEPHONE SURVEY

### September 2016:

400 residents.

## BENCHMARKING SENTIMENT STUDY

### August – October 2016:

744 residents in telephone survey and focus groups.

## STAFF ENGAGEMENT

### August – October 2016:

350 staff.

## COMMUNITY CONSULTATION ON SHARED VISION, PRIORITIES AND IDENTITY

### September - November 2016:

1241 people engaged including a large Town-Hall-Style meeting of 120 residents.

## WASTE SERVICES REVIEW

### November 2016:

2092 survey completions and focus groups.

TOTAL  
PARTICIPANTS

9,175



# WE VALUE YOUR FEEDBACK HERE'S WHAT YOU SAID:

- A sense of community is very important as are our green spaces, heritage and local jobs.
- You like the unique cultural and sporting activities and experiences that our City offers.
- You're concerned about transport, parking and traffic management.
- You want to see growth managed so the benefits of development are shared.
- You want more communication and engagement from your Council.
- You want the City of Parramatta to be a vibrant, dynamic and creative place at the centre of Sydney.



# OUR VISION

Sydney's central city,  
sustainable, liveable  
and productive – inspired  
by our communities.



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## LIVEABLE

Supporting all of our community to succeed and live well. Champions of our community and culture.



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## SUSTAINABLE

Stewards of our built and natural environment. Fostering vibrant neighbourhoods, places and development that is well-balanced, connected and sustainable.



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## PRODUCTIVE

Drivers of the economy.  
Growing local jobs by positioning Parramatta as a global centre for business and investment.



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## LEADING

Accountable to our communities.  
An agile, listening and transparent Council working in partnership and providing great services, now and into the future.



# PRIORITIES

## **BUILDING A STRONGER, MORE INNOVATIVE COUNCIL FOR OUR COMMUNITY'S FUTURE**

Ensuring we provide high quality services and projects that meet the needs of our community whilst being open and transparent and financially prudent.

We will engage and communicate with our community about our plans and progress and ensure that we continue to provide inspirational leadership and good governance.

We will provide responsive regulatory functions that address community issues.

Be at the forefront of innovation by harnessing leading-edge technology.

## **MANAGING GROWTH AND TRANSPORT**

Work with government partners to improve connections and traffic flow within and through the City of Parramatta to connect people to jobs and the rest of the region.

Managing the parking and transport needs of residents, visitors and workers.

Create truly great spaces and places for the community through well managed development.

Ensure that green and open spaces are created, protected and maintained in line with population growth.

Advocate to State and Federal agencies and business to ensure that there is the right infrastructure at the right time including traffic and transport solutions, schools and open space planning.

Harnessing the benefits of growth for all.

## **PROMOTING GREEN SPACES AND THE ENVIRONMENT**

To create a green city by creating and maintaining green spaces, bushland and waterways for residents and visitors to enjoy.

To create an eco-efficient city that through good planning uses less energy and water whilst recycling more waste efficiently as the City grows – doing more with less.

Protect and enhance our natural bushland.

## **PROVIDING OPPORTUNITIES FOR RECREATION AND LEISURE**

Create more active travel options and maintain accessible and high quality facilities to promote healthy and active lifestyles amongst our growing local government area.

Maintain the City's reputation as a premier sporting destination.

## **CREATING A STRONG ECONOMY WITH A STRONG CITY CENTRE**

Create a centre that can generate jobs for everyone, attract business and investment and provide better services in order to meet the demands of population growth.

Create a well-connected, efficient city and neighbourhoods, attract high skill knowledge intensive jobs and promote Parramatta as a knowledge hub and a centre for ideas and excellence.

Ensure that Parramatta Square Development becomes a key economic driver to deliver world-class office, retail, residential and public space to accommodate growth and stimulate employment.

Work with key partners to create a city centre that is a high value-adding, employment hub and driving force behind the generation of new wealth in Western Sydney.

## **HAVING A COMMUNITY FOCUS**

Foster and celebrate a sense of community that is friendly, welcoming and embraces diversity.

Respect, protect and celebrate the Aboriginal and European heritage, songlines, stories and history of our city.

Create a place that encourages social connectivity and is inclusive and accessible for all.

Understand the needs of the community and ensure the provision of relevant, accessible and exceptional services.

## **SUPPORTING ARTS AND CULTURE CELEBRATIONS AND DESTINATIONS**

Celebrate our cultural life and build positive perceptions of Parramatta by delivering a program of high quality festivals, local and major events and street activities.

Provide a variety of cultural experiences and attractions unique to Parramatta which make it a destination of choice for residents and visitors.

## **CREATING VIBRANT NEIGHBOURHOODS AND PRECINCTS**

Drive renewal in key precincts in order to increase jobs, housing, development and transport options including in Epping, Camellia, Westmead, Wentworth Point, the Greater Parramatta to Olympic Park (GPOP).

Create welcoming and distinctive local neighbourhoods, that foster a sense of community and local identity for residents right across the Local Government area.

# CITY OF PARRAMATTA

## VISION AND PRIORITIES FRAMEWORK

Vision and  
Priorities

### SYDNEY'S CENTRAL CITY

Sustainable, Liveable and Productive - inspired by our communities

#### LIVEABLE

**Supporting all of our community to live well and succeed.**

Champions of our community and culture.

#### SUSTAINABLE

**Stewards of our built and natural environment.**

Fostering vibrant neighbourhoods, places and development that is well-balanced.

#### PRODUCTIVE

**Drivers of the economy.**

Creating local jobs by positioning Parramatta as a global centre for business and investment.

#### LEADING

**Accountable.**

An agile, listening and transparent Council working in partnership and providing great services now and for the future.

- Having a community focus.
- Supporting arts and culture celebrations and destinations.
- Providing opportunities for recreation and leisure.

- Creating vibrant neighbourhoods and precincts.
- Managing growth and transport.
- Promoting green spaces and the environment.

- Creating a strong economy with a strong city centre.
- Building a stronger, more innovative council for our community's future.

Council values

INNOVATION

TEAMWORK

CUSTOMER  
FOCUS

INTEGRITY

[www.parracity.nsw.gov.au](http://www.parracity.nsw.gov.au)

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