

# Living in Parramatta

City of Parramatta Insights workshop

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# Introducing .id - informed decisions...

## About us



We are demographers, housing analysts, forecasters, economists and social researchers with 25 years' experience working with local government.

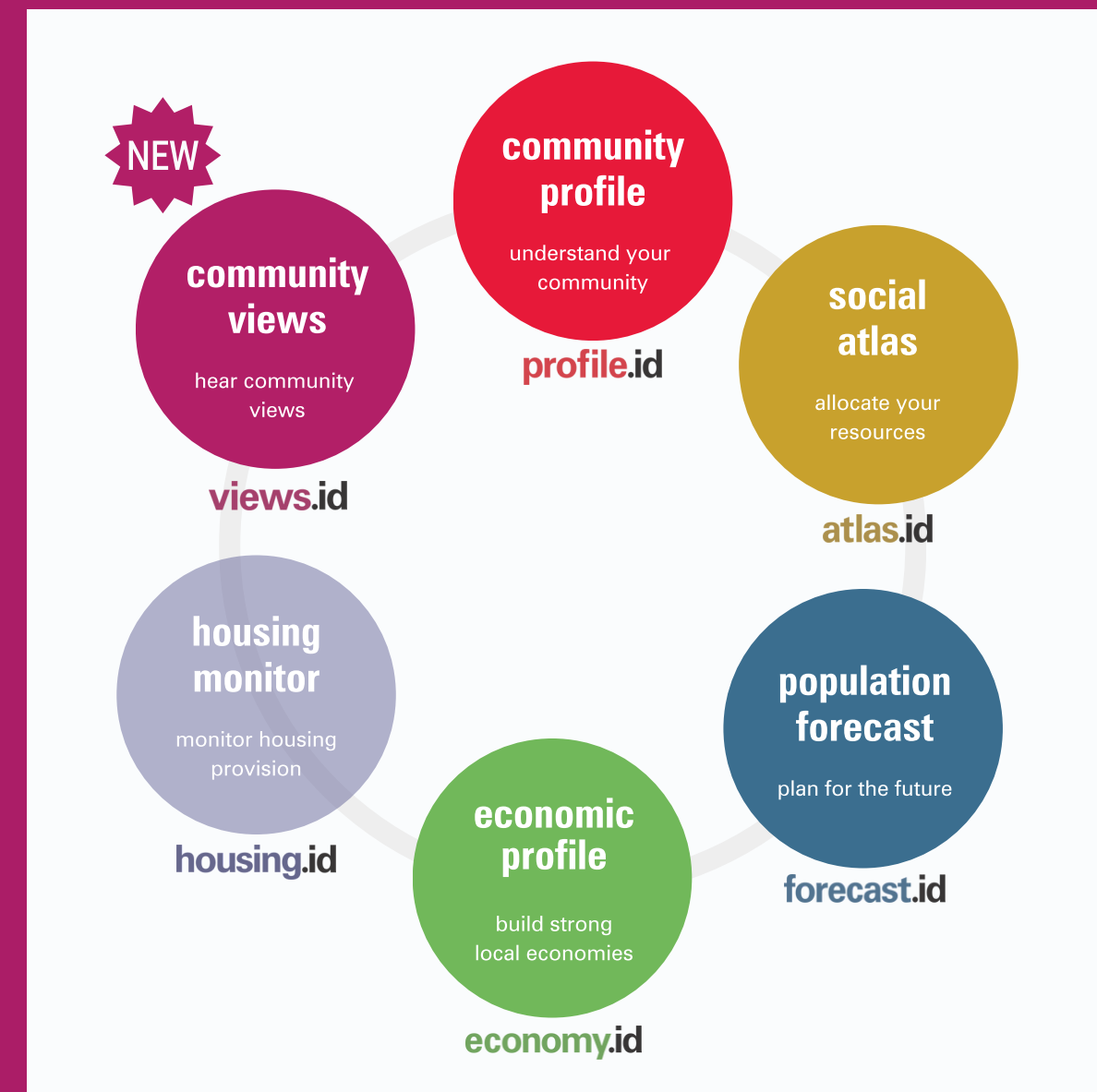


Who study how cities, towns and regions are changing and organise complex data in intuitive web applications for people with diverse needs.



We help clients and others make informed decisions about when and where to provide services, invest and advocate.

## .id for the City of Parramatta



# Introducing .id - informed decisions...



## Why add Community Views?



Increased demand for credibly sourced community views to inform, monitor and evaluate strategic planning.



Higher expectations regarding transparency, accountability and depoliticisation of decision making.



Growing opportunity for local government to represent their community's views and best interests through advocacy.



Engagement informing strategic planning does not always represent the views and needs of the broader community.



Client dissatisfaction with historic social research methods, online survey platforms and first generation deliberative engagement techniques.



A lack of available, timely, accurate and useable state and national datasets to assist with local area decision making.

# Introducing Living in Place from Community Views

An independent, robust and repeatable community survey that seeks to understand and advance quality of life across Australia's local areas.



Uses 16 attributes to determine community values and experiences, calculate local area liveability and identify future needs.



Also measures health and wellbeing, financial circumstances, local area concerns and seeks ideas for improving quality of life.



Contextualises community views spatially (local areas and national benchmarking) through demography and life-stage.



The survey is conducted using a social media advertising approach - which strikes the right balance across representativeness, price and speed.



# Introducing views.id from Community Views

The Living in Place survey data is analysed and reported through our leading online platform, views.id.



[views.id](#) analyses and reports the Living in Place survey insights for Australian LGAs and related groups.



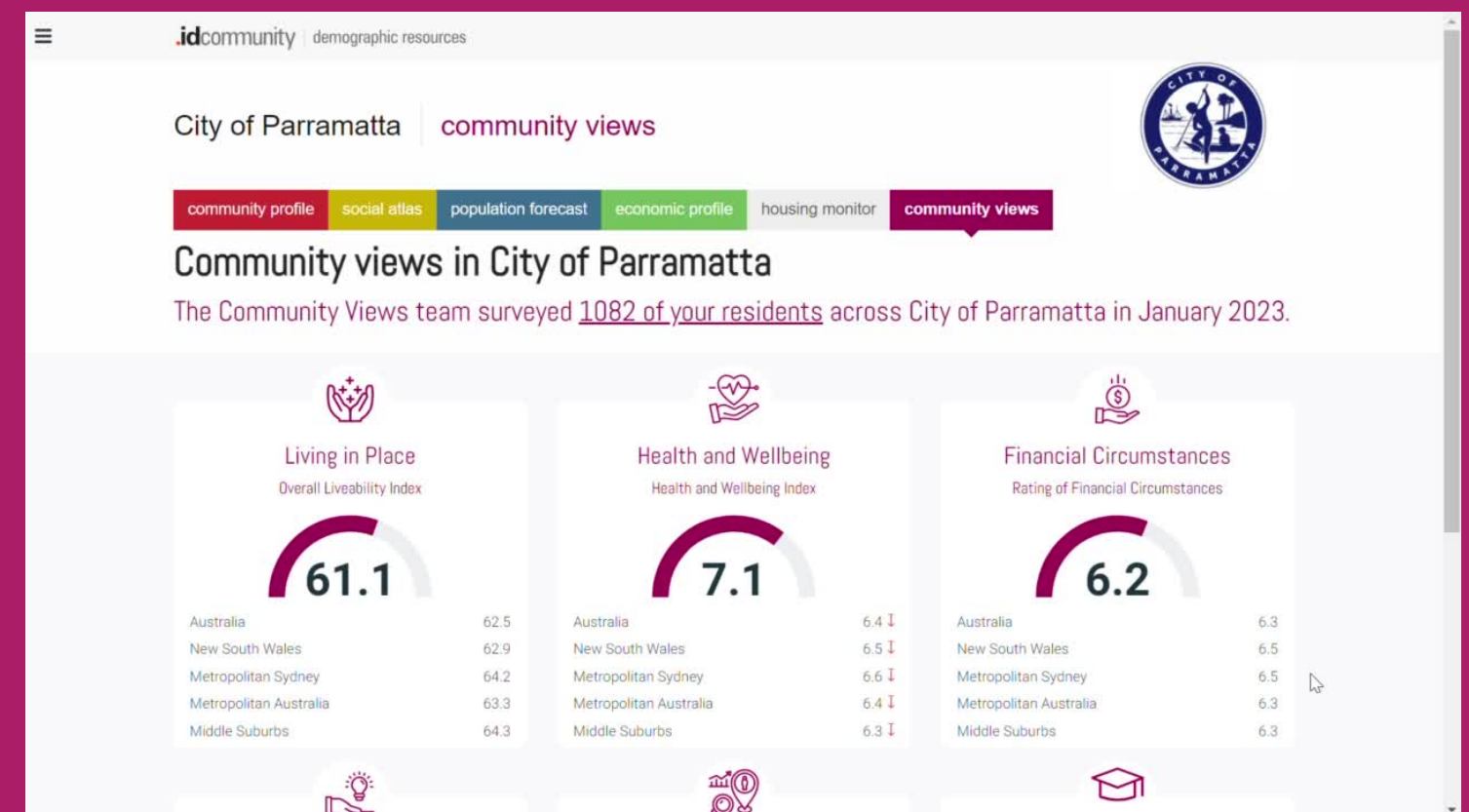
The [Views report](#) and [Insights video](#) communicate the insights from the Living in Place survey in an engaging and communicable manner.



The [Insights workshop](#) launches the Living in Place insights to Council and acts as a views.id on-boarding opportunity.



[Ongoing support](#) to help Council continue to represent its community's views in decision making.



# What we're learning about how the insights and data are being used...



Evidence base to create, monitor and evaluate strategic planning and advocacy.



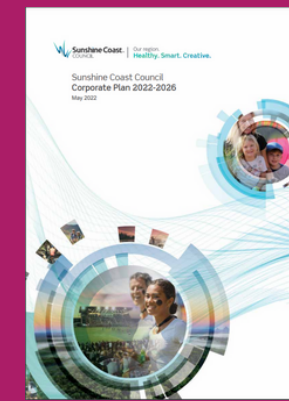
Understand how views and future needs manifest spatially across (local areas), change within (demography, life-stage) and compare beyond (external benchmarking) the LGA to inform investments.



Strategic planners and advocates can focus on utilising insights instead of designing, running, analysing surveys and engagement.



Comprehensive nature of the questionnaire and utility of the views.id platform reduces the need for multiple surveys and 'over-engagement' - saving time, resources and money.



"We greatly appreciate your assistance and support in taking the journey and exploring what 'liveability' really means to the everyday person."  
Robyn Douglas, Sunshine Coast Regional Council



"Thank you so much for the report. I have reviewed it and agree that it is an excellent summary of the feedback received and a fine piece of work all around."  
Martin Conlan, Huon Valley Council

# How can Living in Place help Parramatta?

It will credibly, professionally, efficiently and consistently represent how your community feels they are progressing against Council's vision, themes, other plans and advocacy. One dataset. Annually updated. Multiple uses.



## 3.01 Our vision

*"Sydney's Central City: sustainable, liveable and productive – inspired by our communities"*

Following the formation of the City of Parramatta in 2016, extensive community consultation was carried out to develop a community vision:

"Sydney's Central City: sustainable, liveable and productive – inspired by our communities."

There was an extraordinary community response in 2016, with more than 9,000 people sharing their views on their vision and priorities for the new City of Parramatta.

The vision statement asserts that over the next 16 years, our challenge is to co-create a city

that is liveable, productive and sustainable for all members of our diverse community.

During the review of the Plan in 2022, this vision statement was confirmed again via engagement, and remains unchanged.

### SUSTAINABLE



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

Sustainability is about managing the relationship between growth and liveability, as well as creating the right balance between the urban and the natural environment. A sustainable city is efficient and self-sufficient, where

resources are locally sourced when possible, and responsible consumer choices and product use are encouraged to reduce waste.

It is also a city where the health of our unique natural ecosystem of plants and animals is protected and enhanced. In becoming a sustainable City of Parramatta, we foster a healthy and thriving community and environment that is more resilient in times of stress.

### LIVEABLE



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

Liveability is about creating a great City for our community to live in, and supporting all of our community to succeed and live well. We need to create a more affordable urban lifestyle with the prospect of rapid jobs growth close to quality housing.

We must provide adequate social infrastructure for our diverse and growing community by addressing health inequality, accessibility, inclusivity and homelessness. We must also ensure our City is safe for all. In creating a liveable City of Parramatta, we offer access to the right support when needed, and promote arts and culture celebrations and destinations.



Community Strategic Plan 2018 – 2038

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## 3.02 Our goals

To achieve our vision, the following long-term community goals have been developed to reflect the community's aspirations for the City of Parramatta. Each goal is supported by outcomes and strategic actions that provide a roadmap to achieving these goals. These, along with measures to track our progress, are outlined in Part 4.



FAIR

We can all benefit from the opportunities our City and neighbourhoods offer.



ACCESSIBLE

We can all take part and get to where we want to go.



WELCOMING

We foster belonging and celebrate culture and diversity.



GREEN

We value our environment.



THRIVING

We are a nation-leading City with prospering communities and industries.



INNOVATIVE

We champion new ideas to create a better future.



Community Strategic Plan 2018 – 2038

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## New vision for a global, liveable and sustainable Parramatta by 2035



Greater Parramatta will become a truly global, liveable and sustainable city by 2035, according to a new, [visionary report by Western Sydney University](#). One of the report's bold recommendations is that Parramatta become the central interchange on the proposed Fast Rail network linking Newcastle and Wollongong.

The report also promotes major governance reform, urging Greater Parramatta be developed to leverage the city's distinctive, yet strongly interconnected 'boroughs' – similar to New York City's 'borough presidents'.

# Living in Place for Parramatta

We surveyed 1,082 residents across the City of Parramatta in December 2022. views.id is available for City of Parramatta employees (and friends) from today.

