

Living in Parramatta

Key insights for policymakers

views.id.com.au/parramatta

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community views

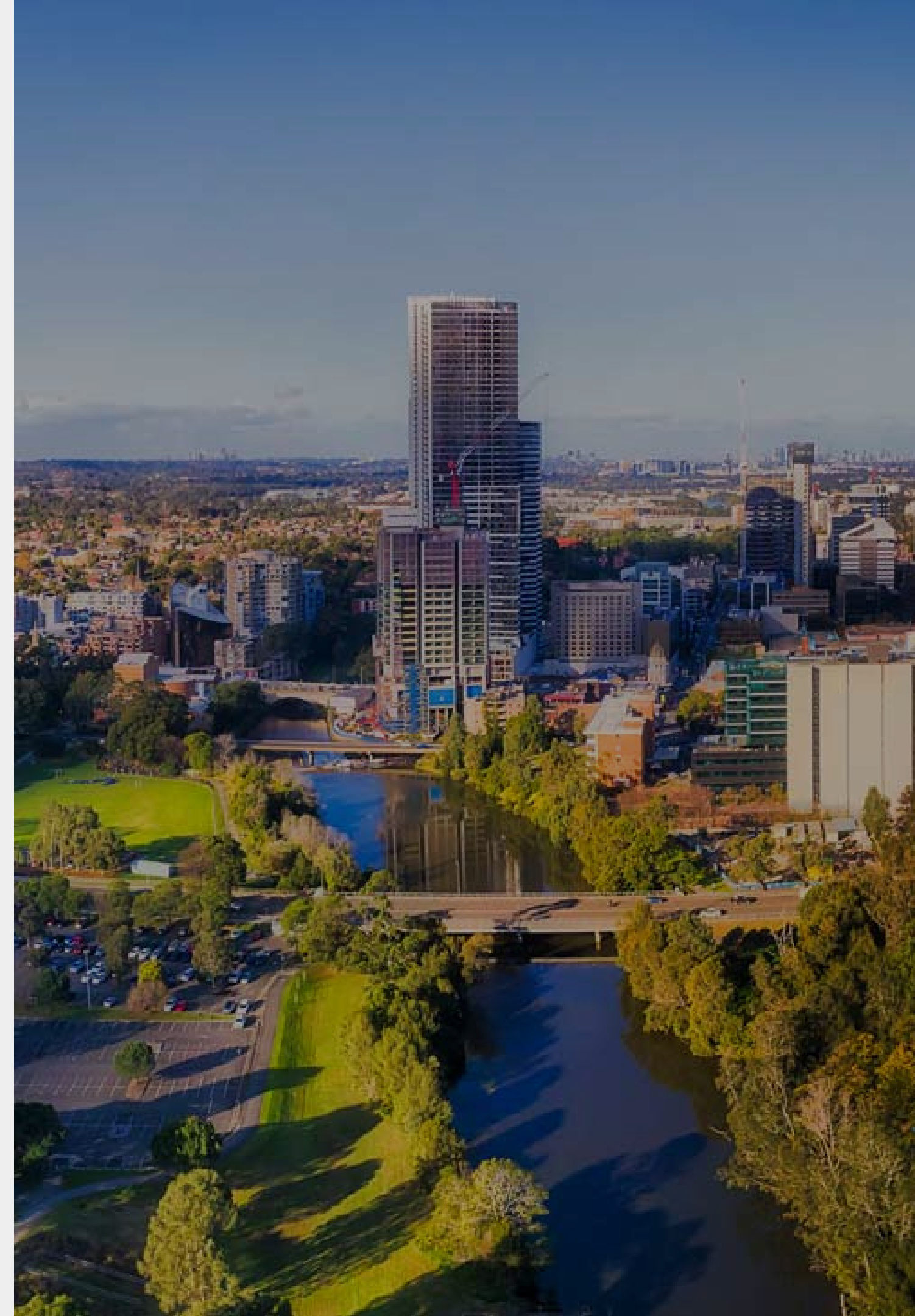


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.id informed
decisions

What we'll cover today

- About .id (informed decisions)
- Introducing Living in Place | views.id
- Our methodology
- Living in Parramatta: 5 key insights
- Parramatta's views.id insights platform
- 30-day login and access overview
- Answering your questions





To contribute to the good society
by helping organisations make
INFORMED DECISIONS

83%

of Australian
LGAs access
.id's tools and
consulting

360+

Make informed
decisions using
.id's local data
and analysis.

Demographers

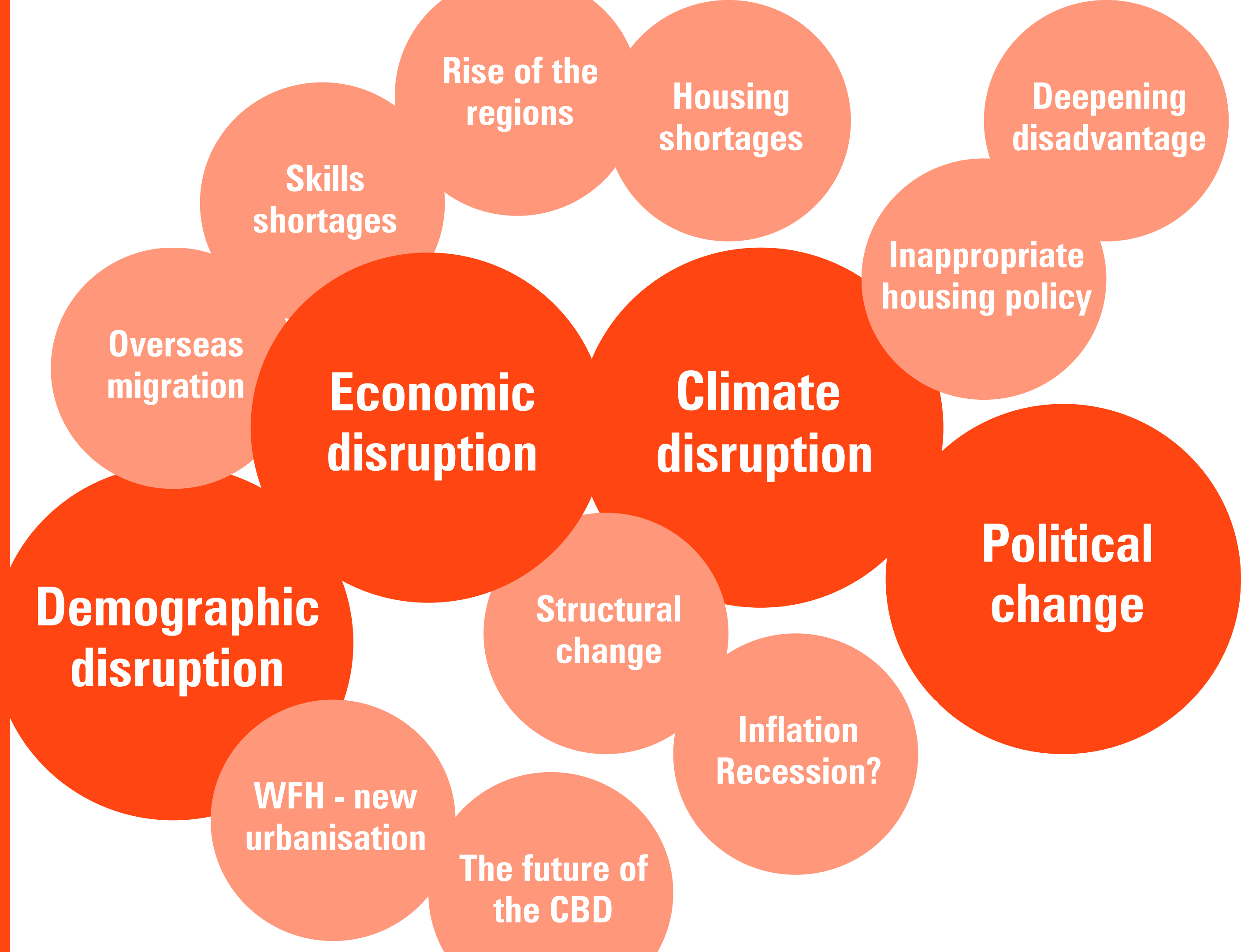
**Social
Researchers**

**Population
Forecasters**

**Housing
Experts**

Economists

**Being
informed
has never
been so
important**



The .id platform



Responding to community needs

Australians see a bigger role for their local councils

Australians now have an expansive view of the role of local government. More than nine in ten respondents, for instance, believed local councils should:

- advocate for the needs of the local community (93%)
- reflect local community values (93%)
- deliver services that contribute to a healthier and fairer society (91%).

Views on the role of local government in Australia

Percentages of respondents agreeing or disagreeing with statements on the role of their local councils

Strongly agree Moderately agree Slightly agree Slightly disagree Moderately disagree Strongly disagree

It should advocate for local community needs: agree 93% disagree 7%



It should reflect local community values: agree 93% disagree 7%



It should deliver services that contribute to a healthier and fairer society: agree 91% disagree 9%



It should actively shape local identity and culture: agree 86% disagree 14%



It should be a place where the local community can debate national issues: agree 83% disagree 17%



It should focus on providing only basic services (roads rates and rubbish): agree 70% disagree 30%



Political parties should play a greater role in local government: agree 69% disagree 31%



Local governments should have more power than they currently do: agree 66% disagree 34%



Introducing Living in Place and views.id

Understand your community's values, experiences, liveability and future needs



- ✓ A modern approach
- ✓ Rigorously designed
- ✓ Fast and efficient
- ✓ Managed for you
- ✓ Affordable price point
- ✓ A resident-centric program
- ✓ National benchmarking for context
- ✓ Annual survey to monitor change
- ✓ Beautifully produced & policy ready
- ✓ A proven methodology

Representing the community's views in these areas



"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



"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



Operated for
CITY OF GOLDCOAST.



INLAND RAIL



book an introduction

What is the Living in Place survey?

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.



How do you collect the survey data?

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



Living in Place takes just eight minutes to complete using our proven social media advertising methodology.



83% of Australians are active on social media, and approximately one-third of our time online is spent on social media.



Random selection increases the probability that the community's views from the survey reflect the broader population.



How do you report the survey data?

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.



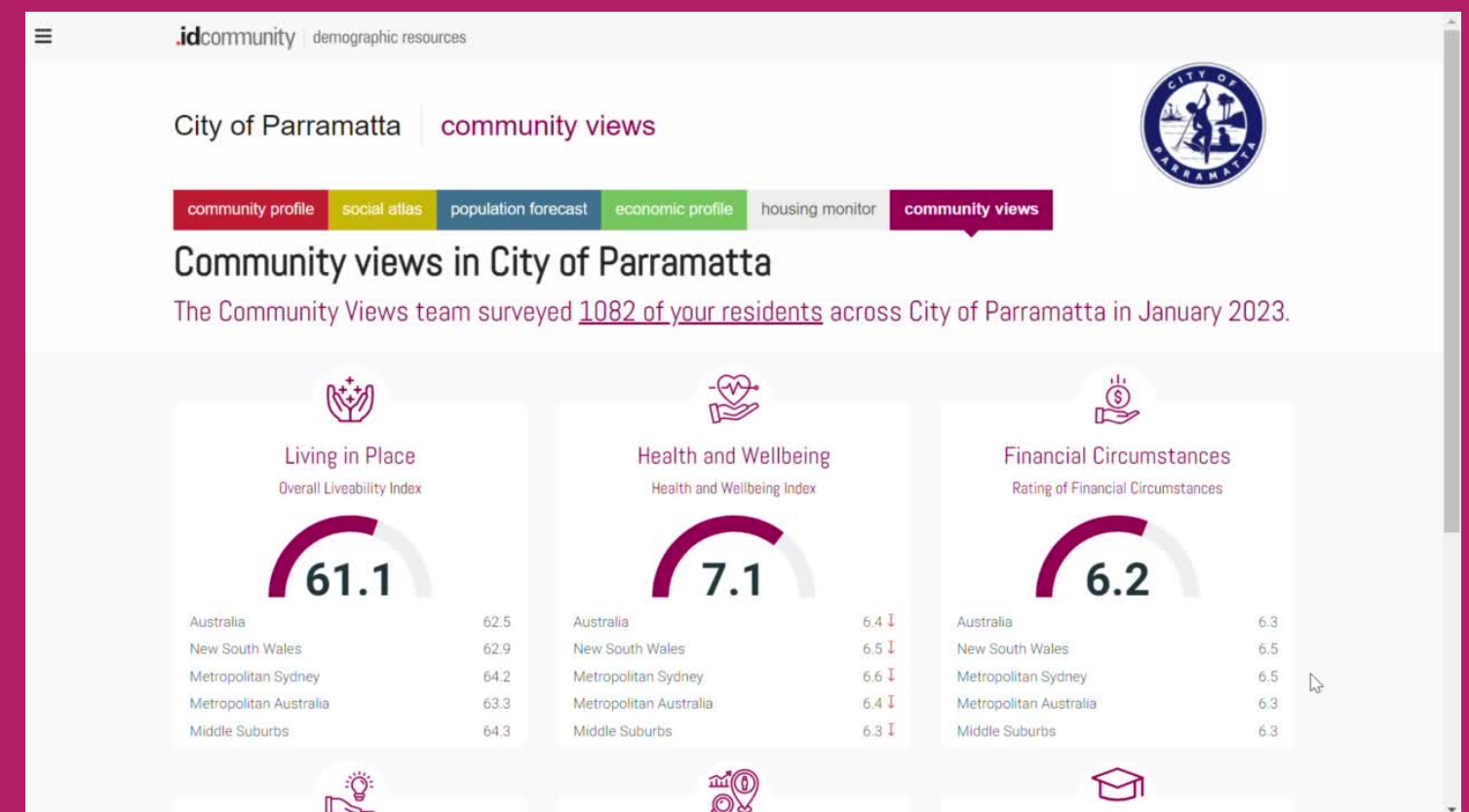
The [Views report](#) and [Insights video](#) communicate the insights from the Living in Place survey in an engaging and communicable manner.



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.



About Living in Parramatta

We surveyed 1,082 residents across the City of Parramatta in December 2022.



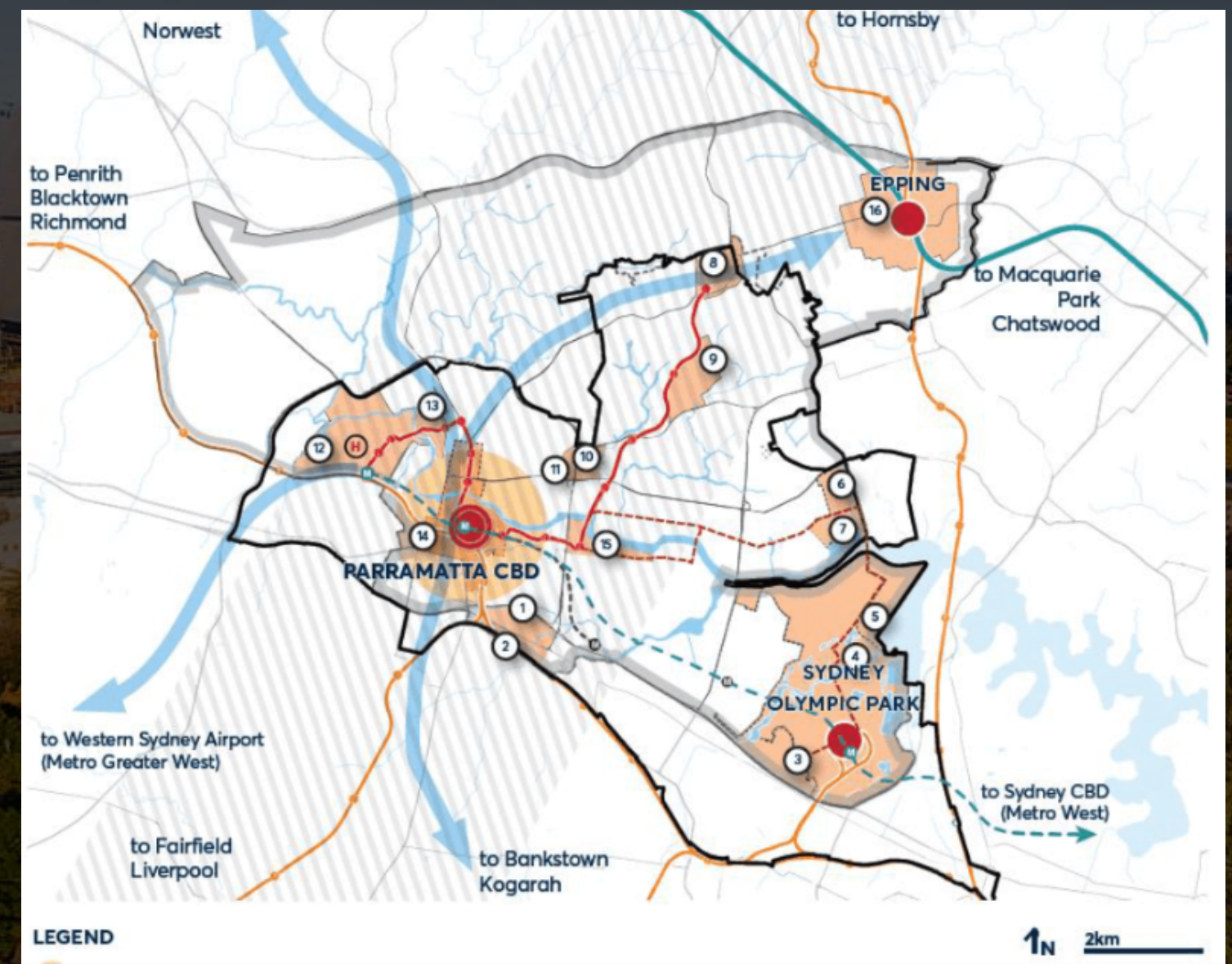
Evidence base to create, monitor and evaluate strategic planning and advocacy.



Understand how the community's views and future needs manifest spatially across, change within and compare beyond Parramatta.

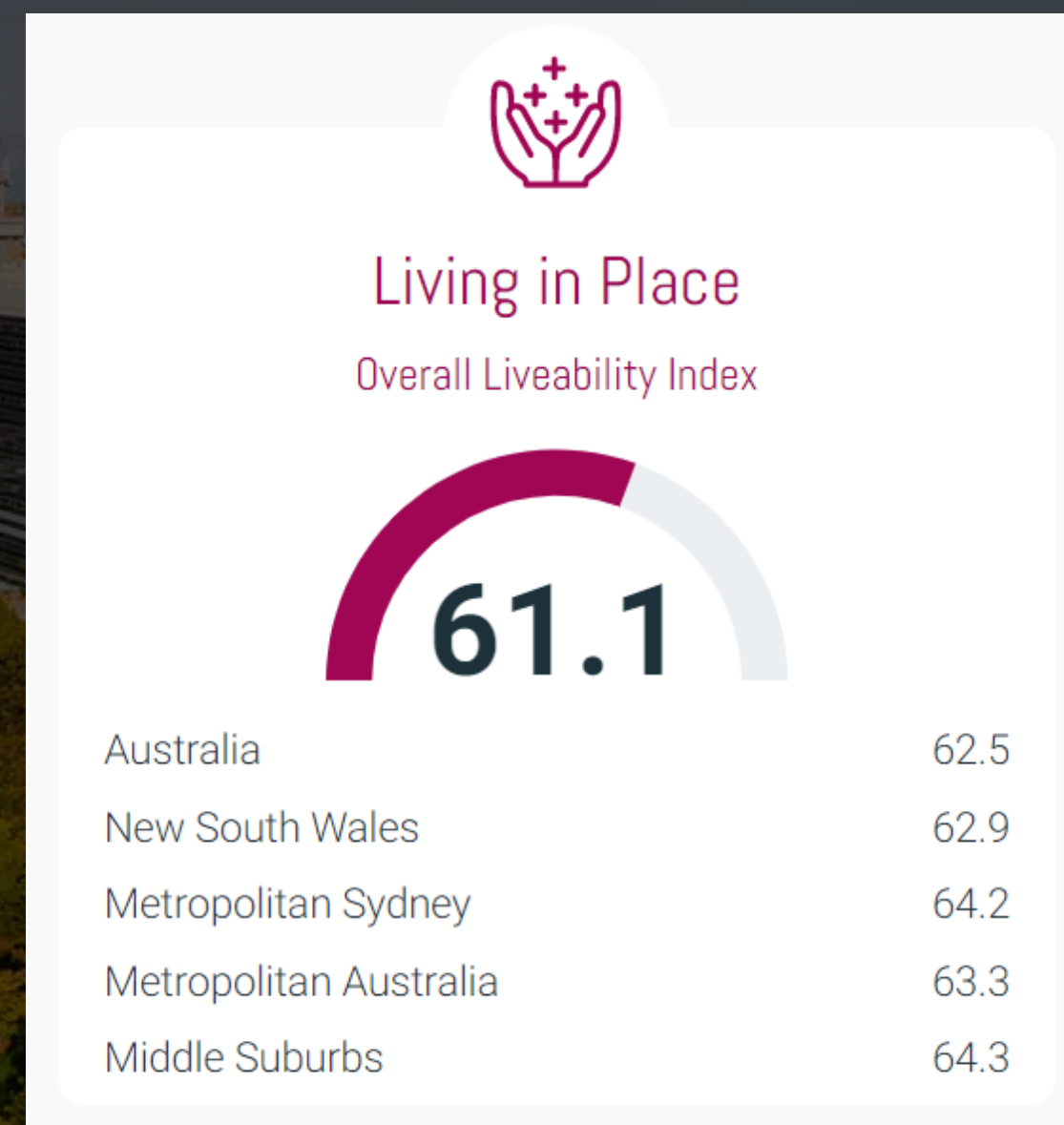


Build on what is already known about the City's demography, economy and future.



Living in Parramatta: Overall Liveability

The City of Parramatta's Overall Liveability Index – created by combining residents' values and local area experiences – returned a score of 61.1/100.

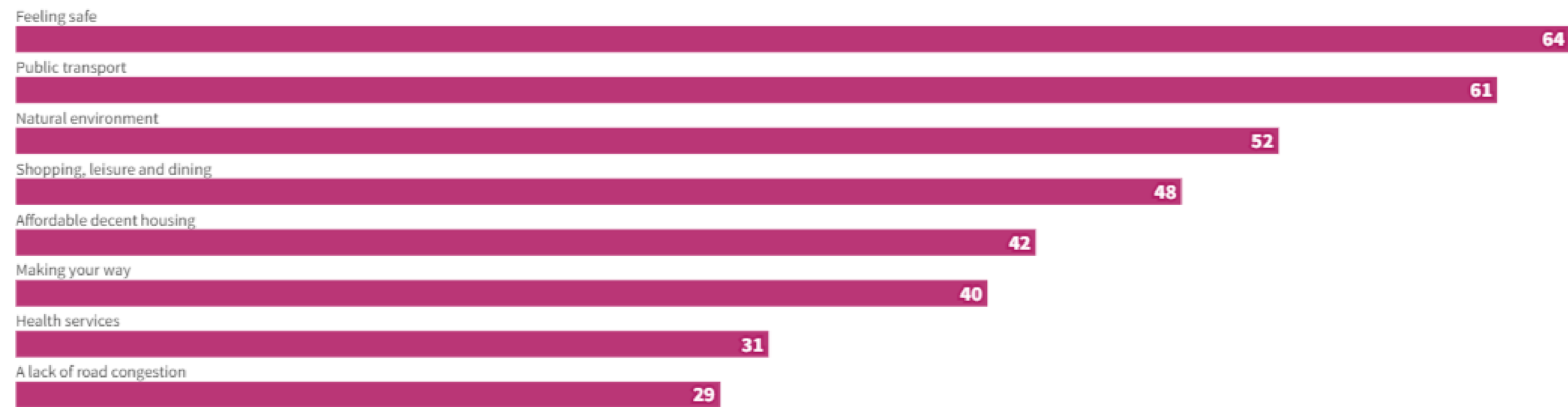


Let's explore five key insights to advance quality of life in Parramatta.

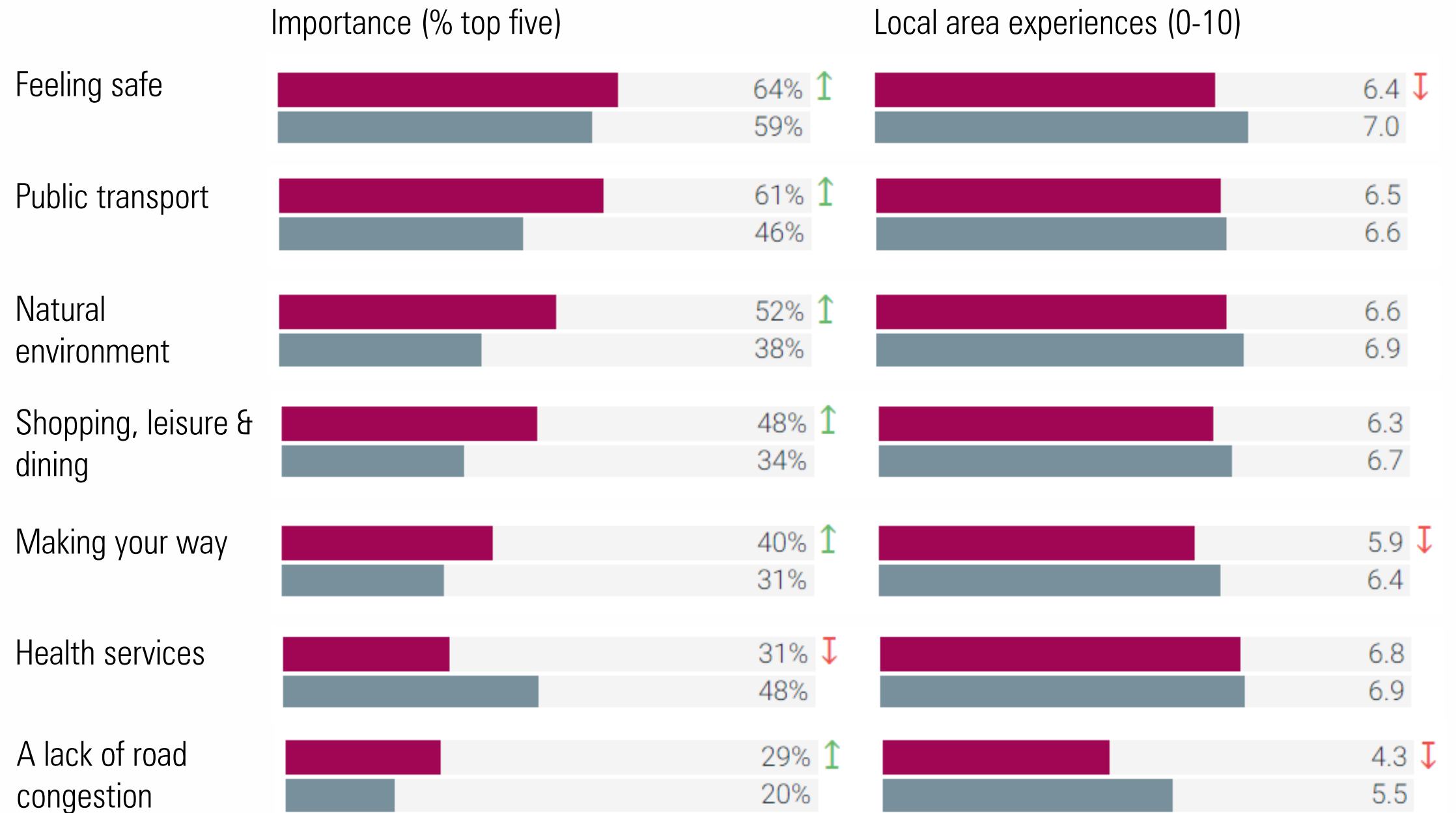
Key Insight 1: Clear set of values...

The community has a clear set of values about what makes somewhere a good place to live and priorities regarding what needs to happen to advance quality of life.

Select the five that contribute most towards making somewhere a good place to live... (%)



City of Parramatta residents hold a slightly different set of values when compared to Metropolitan Sydney averages.



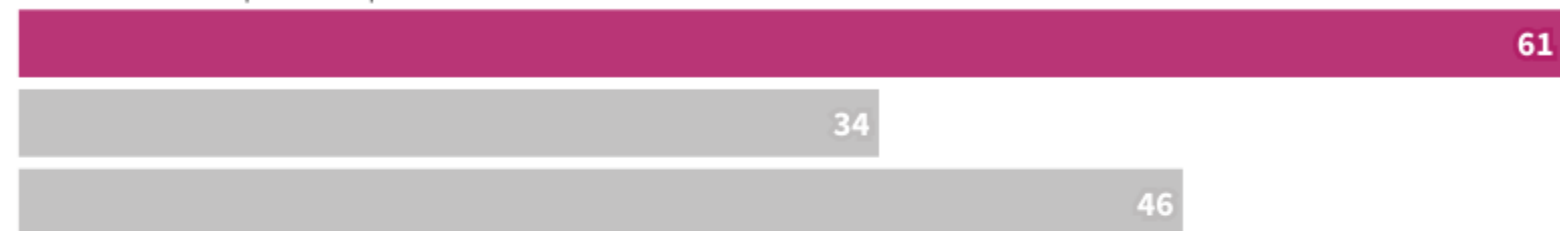
Key Insight 2: Getting around...

Improving residents' ability to get around Parramatta will strengthen overall liveability.

Importance (%)

■ Parramatta ■ Australia ■ Metropolitan Sydney

Reliable and efficient public transport



Making your way



A lack of road congestion



Local area experiences (0-10)

■ Parramatta ■ Australia ■ Metropolitan Sydney

Reliable and efficient public transport



Making your way

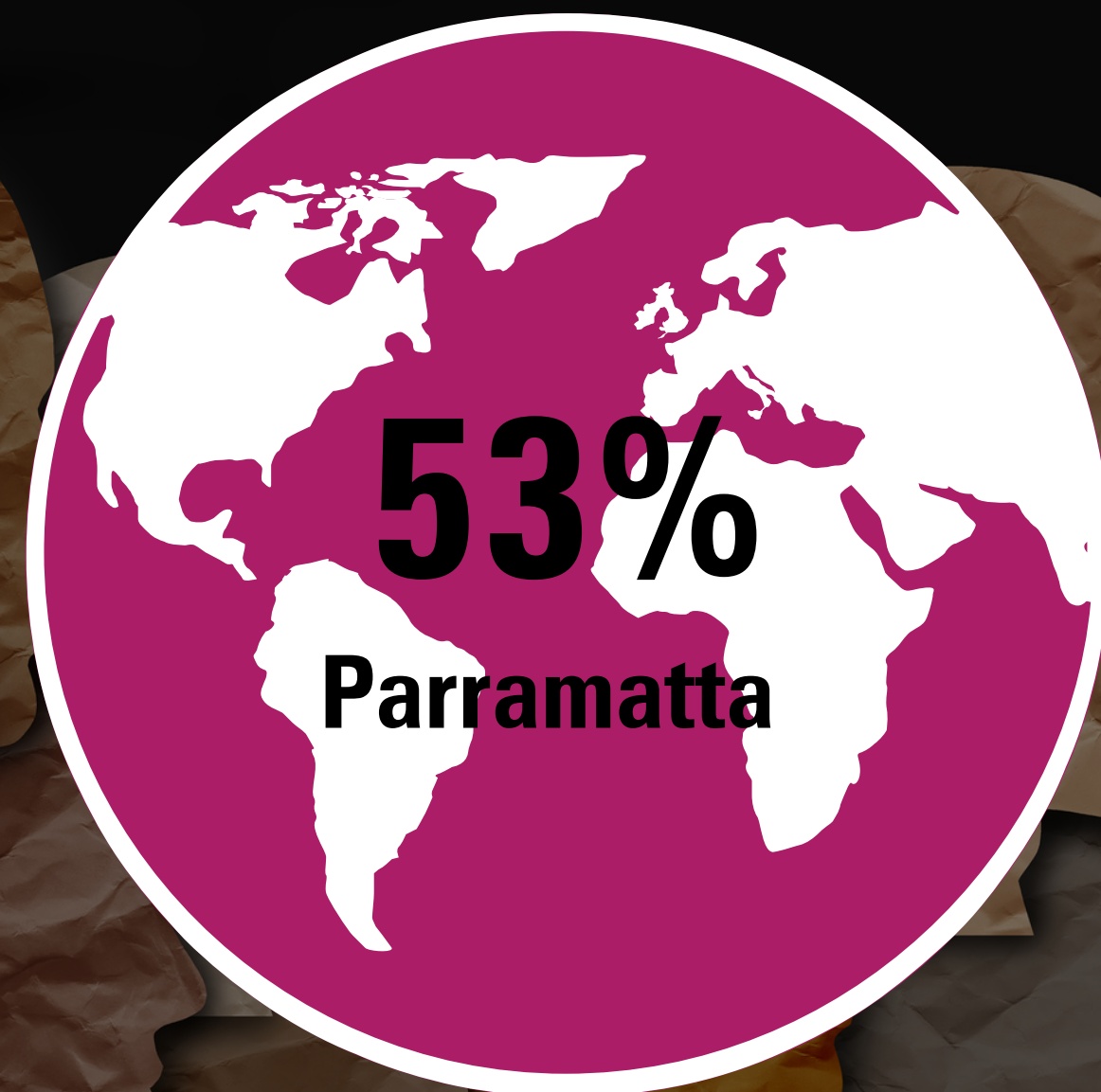


A lack of road congestion

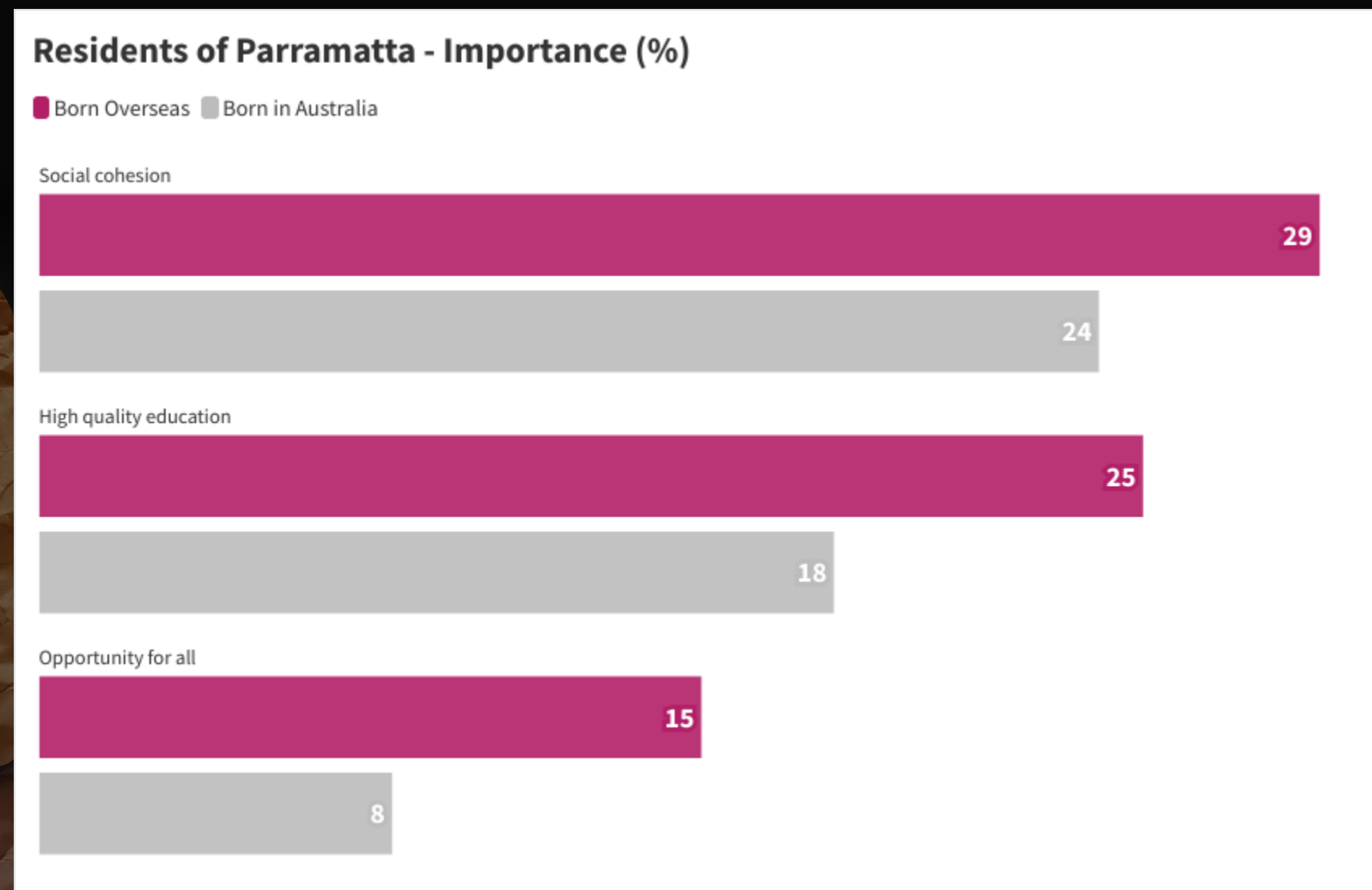


Key Insight 3: Born overseas...

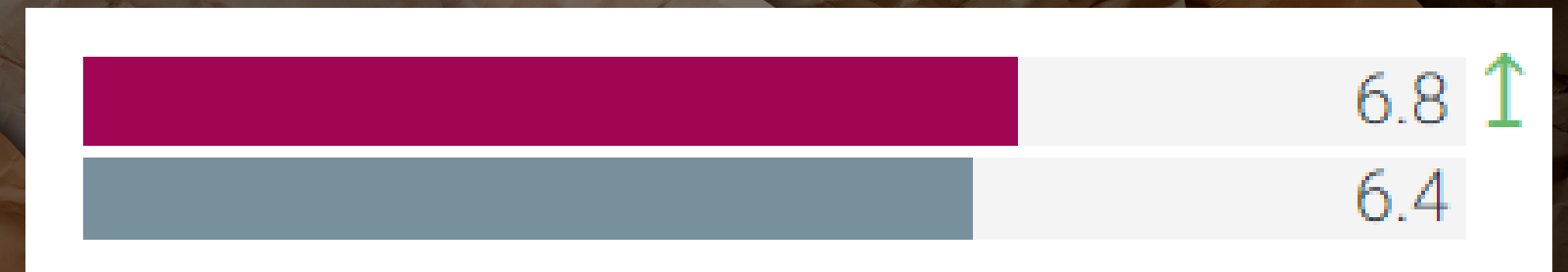
Residents born overseas have a slightly different set of values, including placing more stock in 'social cohesion', 'high quality education opportunities' and 'opportunity for all'.



Key Insight 3: Born overseas...



Parramatta residents rate their local area higher for 'social cohesion' in comparison to Australian benchmarks.



Key Insight 4: Housing...

While the provision of 'affordable decent housing' plays a critical role in making somewhere a good place to live, local area experiences of housing were mixed.



Importance 42% (5th)

Experience 5.2 (14th)

**Greater
Importance**

**Worse
Experiences**

Key Insight 4: Housing...

Those aged between 18 and 34 placed a very high value on 'affordable decent housing'.



Importance of 'affordable decent housing' (%)

■ Parramatta

18-34 years



35-59 years



60+ years



More than
70,000 people
aged between
18 & 34 live in
the City of
Parramatta

Key Insight 5: Worries about household economics...

The community is very concerned about household economics, and feel more pessimistic than optimistic about their near term personal financial circumstances.

57%

'Inflation/Cost of Living' as one of the top three issues facing their local area

48%

'Housing/Price of Housing' as one of the top three issues facing their local area

Key Insight 5: Worries about household economics...



Current personal financial
circumstance rating

64%

of Parramatta residents
are never late in
meeting their financial
commitments,
consistent with
national averages.

6.2/10

City of
Parramatta
average

6.5/10

Sydney
Metropolitan
average

Key Insight 5: Worries about household economics...

Personal circumstances

27%

Think things will get worse in the coming 12 months

23%

Forecast that things will get better.

Local area circumstances

39%

thinking things will get worse

16%

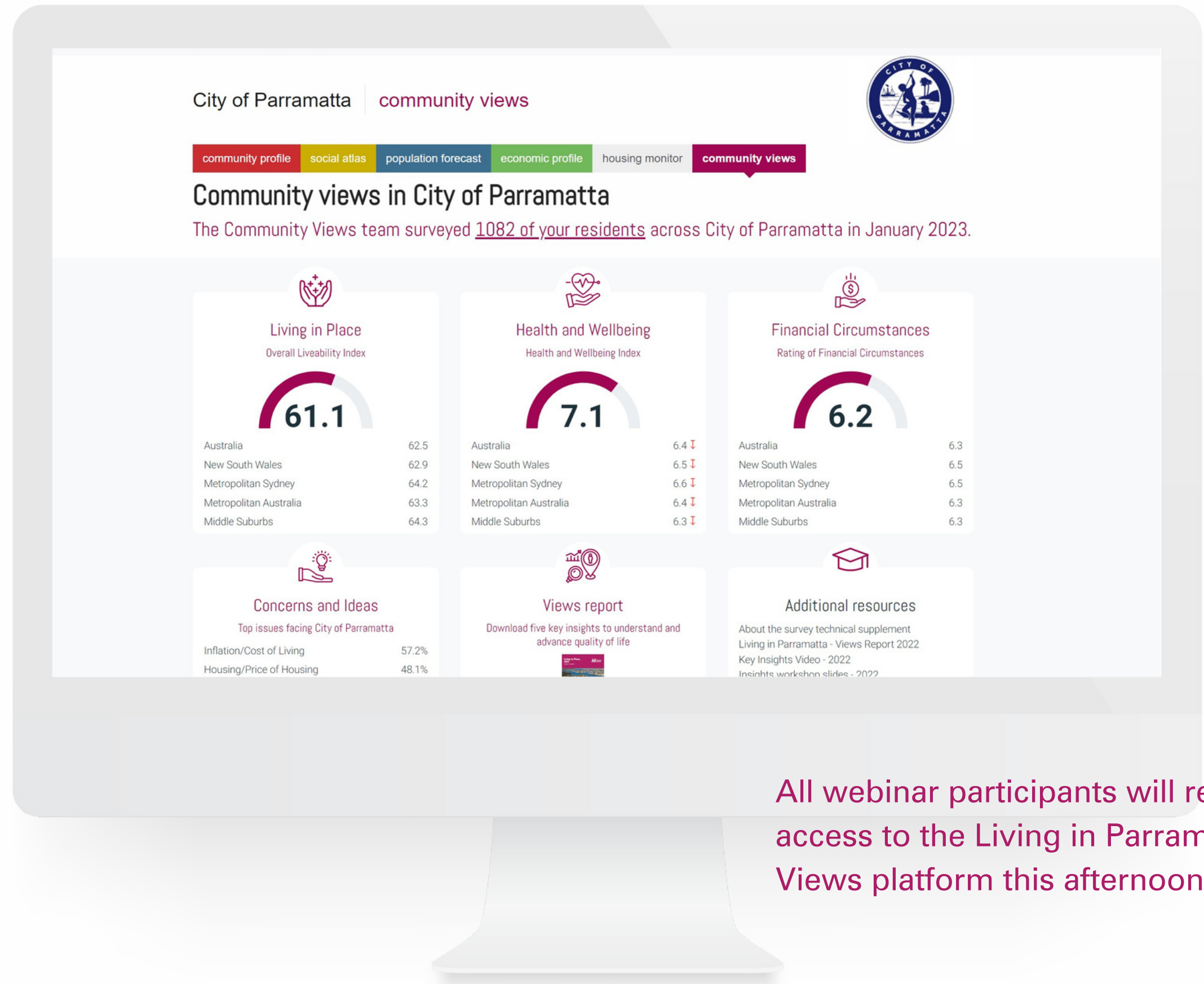
think things will get better

Living in Parramatta

Five key insights...

- The community has a clear set of values about what makes somewhere a good place to live and priorities regarding what needs to happen to advance quality of life.
- Improving residents' ability to get around Parramatta will strengthen overall liveability.
- Residents born overseas have a slightly different set of values, including placing more stock in 'social cohesion', 'high quality education opportunities' and 'opportunity for all'.
- While the provision of 'affordable decent housing' plays a critical role in making somewhere a good place to live, local area experiences of housing were mixed.
- The community is very concerned about household economic matters and feels more pessimistic than optimistic about their near term personal financial circumstances.

Let's explore the findings via the views.id insights and exploratory platform



All webinar participants will receive access to the Living in Parramatta Views platform this afternoon