



**PUBLIC CONSULTATION:
SUSTAINABLE SYDNEY 2030**

CITY OF SYDNEY COUNCIL FIT FOR THE FUTURE ATTACHMENTS

Let's make Sydney green global connected



International Association for Public Participation Australasia (IAP2)

Core Values Awards 2008

Robust Public Participation Process Application
Document

An application for an Award from the International Association for Public Participation Australasia in 2008 for the robust public participation process undertaken by the City in developing SS2030

This demonstrates the City's comprehensive consultation process to agree the strategic vision for the City to 2030 with our residents, businesses, workers and visitors

Sustainable Sydney 2030

Introduction and Background

In September 2006, The City of Sydney called for Australia's best minds to join forces with them to develop a 25 year vision for the City. The City of Sydney needed a new strategic plan, underpinned by an ambitious, visionary approach and focused on sustainability. In June 2008, following a six-week exhibition of the draft plan – business groups, government and the community gave the Sustainable Sydney 2030 Vision a resounding endorsement, and it was adopted by Council. The City of Sydney is now implementing the Vision through its corporate plan, partnerships and ongoing consultation. It is an integrated Vision touching all aspects of City life and will be implemented by Council working together with all levels of government and the whole Sydney community.

The result was driven by a highly effective, collaborative effort between the City of Sydney and the consultant consortium led by SGS Economics and Planning. The community consultation and engagement strategy was developed and delivered by the Community Engagement Unit in collaboration with the City Strategy and Design Unit at the City of Sydney.

The engagement and consultation program for the Sustainable Sydney 2030 Vision was the most extensive in the City of Sydney's history. As well as having an external stakeholder focus, it included an internal process for capacity and confidence building across the organisation.

From the beginning of the consultation strategy the decision makers and influencers of the City were engaged through regular Councillor briefings and the establishment of a distinguished panel of Sustainable Sydney 2030 "Champions". The Champions included representation from the Property Council of NSW, the Committee for Sydney and Cultural and Sustainability leaders.

The Federal and State governments were engaged during the consultation strategy through high level briefings, workshops and forums.

In order to identify all the stakeholders across the City of Sydney LGA and highlight the difficult to reach groups, a profile of the City of Sydney residents and visitors was created which identified the "often engaged", the "sometimes engaged" and the "seldom engaged". This allowed targeted and innovative consultation methods to be developed.



Criteria for Award for Robust Public Participation Process

1. Challenges

Behind the need for a Vision was the City of Sydney's decision to provide leadership in developing a Vision that aims to address the challenges of:

- Climate Change
- Leisure and cultural needs
- Global economic competition
- Persistent social disadvantage
- Transport congestion
- Maintenance of living standards
- Decreasing affordability
- Replacing aging infrastructure

The Sustainable Sydney 2030 consultation strategy needed to respond to:

- The challenges faced by the City · The IAP2 Core Values
- The levels of the IAP2 Spectrum ie: inform, consult, involve, collaborate
- The IAP2 Core Values

The principles outlined below:

1. Seeks broad ownership and endorsement from all sectors of the community and key stakeholders.
2. Utilises research and best practice engagement mechanisms from Australia and overseas.
3. Council has a leadership role – seen as leader, guardian, advocate and partner in collaborative action.
4. Consults and engages with difficult to reach groups and sectors of our community.

5. Build capacity in Council, its staff and the community to ensure the implementation of the Vision is embedded in Council culture, priorities and systems.
6. Provide a sustainable and evolving strategy for engaging with the community and key stakeholders.
7. Promote, develop and strengthen partnerships with key stakeholders critical to the successful achievement of the 2030 Vision.
8. High quality, innovative, collaborative, integrated and comprehensive engagement strategy.
9. Build on existing strengths and capabilities while utilising new, creative and innovative ideas and technologies.
10. Value and support diversity, inclusiveness and tolerance.
11. Commitment to practicing sustainability principles in our conduct of the strategy.

The City of Sydney is totally committed to robust and integral consultation however some parties were surprised at the level to which the City insisted that the consultation process shape and frame the Vision, the action plan and the projects. Stakeholders such as the Business sector, the Property sector and consultants were sceptical in the initial months but later all agreed that the robust process undertaken provided the integrity by which the Vision would later be judged and accepted.

3. Process

As outlined in the challenges for the project, one of the guiding principles for developing the Sustainable Sydney 2030 Vision was to seek broad endorsement from all sectors of the community and key stakeholders.

To achieve this principle, a detailed consultation strategy was developed and presented to the Councillors in the initial scoping phase of the project.

Research for this strategy included:

- Other global and international cities
- Profiling the City of Sydney community, businesses and visitors to identify 'often engaged', 'sometimes engaged' and 'seldom engaged'
- An audit of existing, more traditional consultation methods used by the City
- An audit of existing engagement opportunities and events in the City calendar which could be utilised
- Budget and resources

Once identified, the "difficult to reach" or seldom engaged category required special attention and innovative methodologies. It was essential that advice be sought from a sample of participants on how they could best be consulted. Examples are:

Young People (12 to 24 years old)

(refer to image A at rear of document)

Sustainable Sydney 2030 Future Phone

During the 2007 Fringe Festival held at Carriageworks in Sydney, young people were encouraged to develop ideas to engage and capture the ideas of young people attending the festival. The Community Engagement team visited the festival and from an idea by a young designer further developed her concept into the Sustainable Sydney 2030 Future Phone.

The Future Phone was developed to focus on engaging the young people of the City and create a fun method by which they could leave a message about their Sustainable Sydney 2030 Vision. Resembling a 'Big Brother' room, the Future Phone was transported across the City to locations visited by young people including five high schools, three universities, five youth centres, skate parks, recreation centres and prominent shopping areas such as Pitt Street Mall and Martin Place. The Future Phone included a comfy armchair in a private booth with hand set where young people could leave a recorded message describing the kind of City they want Sydney to be in 2030. Students, workers, residents and visitors to Sydney took a couple of minutes to say what they wanted for Sydney's future. The phone proved so popular, it was also placed at Customs House, Glebe Street Fair, Live Green, City Talks, Newtown, Dank Street and Surry Hills Festivals, Sydney Festival First Night, Jazz in the Domain, Symphony in the Domain and the City of Sydney foyer.

Other methodologies used include:

- Sustainable Sydney 2030 magazine distributed at all festivals and events
- Sustainable Sydney 2030 postcard – 'Post your message back to the future'
- Media including FBI and Koori Radio

Children (5 to 12 years old)

(refer to image B at rear of document)

Child's Eye 2030 – Children's Vision of the Future

It was vital to the success of the consultation strategy to develop a future Vision, that the City's children are seen as key stakeholders and an appropriate consultation method be developed.

The concept for the Child's Eye 2030 Projects came from discussions with the City's Children's Services Manager, Social Planner and from discussions with the teachers in the LGA. The aim was to link a cultural experience for the children while capturing their aspirations for a future city. Art & About is an existing festival on the City's calendar which was a perfect vehicle to showcase the children's visions to a wider audience.

As part of Art & About, the City engaged eight professional poets to workshop the visions of children from eight City Primary Schools. The children gave their view of the future in verse and artwork. The resulting artwork and poems were animated and projected on the wall of the AMP Building at Circular Quay for 9 nights giving a colourful, imaginative view of the future. The children from the participating schools read their poems at the launch of the 2007 Art & About Festival opening hosted by the Lord Mayor and seen by hundreds of Sydney-siders.



Aboriginal & Torres Strait Islander community

(refer to image C at rear of document)

The Aboriginal and Torres Strait Islander community of the City were an identified focus group that is seldom consulted. A working group was formed to best inform the development of appropriate and sensitive methodology. The working party consisted of the Aboriginal Community Development Officer; Manager, Aboriginal Liaison; the City's Social Planner; Manager, Community Living; Australia Street social consultant; Manager, Corporate and Community Engagement and City Conversations Team Leader. A multi-tiered approach using Aboriginal peer consultants, elders, leaders in the community, cultural and business enterprise leaders was developed. While this targeted methodology included non-traditional ways of informing and inviting the participants such as Koori Radio, posters in shops and message trees (verbal), all methods of consultation were open to this community.

An intensive community consultation process with the Aboriginal and Torres Strait Islander community was conducted by community indigenous peers between 15 August and 5 October 2007. Over 200 people were interviewed or surveyed, Aboriginal elders and leaders attended the Lord Mayor's Roundtable Luncheon and a further 6 workshop gatherings were attended by the indigenous residents of Glebe, Woollahroo and Redfern. Other methodologies used include:

- Media – Koori Mail and Koori Radio
- Sustainable Sydney 2030 website
- Sustainable Sydney 2030 Feedback stations – Redfern Community Centre, Glebe Neighbourhood Service Centre and Juanita Nielsen Centre – Woollahroo.

Tourists, visitors & commuters

Sydney is the host to over one million commuters, visitors, workers and tourists each day. After consultation with the Transport and Tourism Taskforce, it was decided to commission two internet and phone surveys to capture the visions and aspirations of this seldom engaged focus group.

Two research surveys of Sydney region residents, commuters and visitors (developed by the City of Sydney, SGS Economics & Planning, Australia Street Company and Environmetrics) were developed to inform the Vision. The research was aimed at improving and refining policies and strategies testing aspirations for the future of the City. The second focused on potential actions and priorities.



Young Professionals (18 to 30 year olds)

The Young Professionals were also identified to be a seldom engaged focus group.

Methodologies included:

- Briefing attended by 60 to 80 young professionals from a variety of industries and professions
- Sustainable Sydney 2030 Future Phone
- Sustainable Sydney 2030 magazine distributed at all festivals and events
- Sustainable Sydney 2030 postcard - 'Post your message back to the future.'
- Students from University of Technology, Sydney participated in a final year project and design studio developing ideas for a Sustainable Sydney in 2030.
- Young urban and town planners from the Young Planners Association workshoped Sustainable Sydney 2030 urban design ideas during their annual conference in 2007.

Citywide participation techniques

- City of Sydney festivals and events
- Sustainable Sydney 2030 website
- Media - print, radio and television (100,000 +)
- Vodcasts and podcasts on the dedicated 2030 website
- City Talks - free public events for up to 2,000 attendees
- Distribution of 2030 themed magazines, postcards and newsletters
- Sustainable Sydney 2030 Public Exhibition: The multi-media public exhibition of the Draft Sustainable Sydney 2030 Vision in April and May 2008 was held over six weeks at Customs House.

In order for the participants to fully engage with the process, pre work, information media (including print and radio), discussion documents and links to draft documents on the website were developed.



A list of pre-work is listed below with corresponding focus groups

OFTEN ENGAGED	PRE-WORK
<p>Business, Property, Design, Cultural, Sustainability, Social, Educational, Transport, Tourism leaders and influencers, Small Business representatives, Civic and community representatives, Residents and rate-payers, Inner City Lord Mayors and Council of Capital City Lord Mayors, City of Sydney Councillors and Central Sydney Planning Committee (CSPC) representatives</p>	<ol style="list-style-type: none"> 1. Official letter of invitation and background information from the Lord Mayor 2. Discussion papers issued in advance of forum 3. Print media campaign including opinion pieces 4. Website link to Sustainable Sydney 2030 Draft Vision document 5. Print and online advertising through The Sydney Morning Herald 6. Radio discussion and interviews with presenters prior to event 7. Opinion pieces in print media 8. City of Sydney website advertising 9. City of Sydney 'What's On' page 10. Media conference and launch 11. City of Sydney homepage with links through to community meetings 12. Media – print, radio and television 13. Background information provided by City of Sydney Executive, senior Council staff and SGS Economics & Planning 14. Council report
SOMETIMES ENGAGED	PRE-WORK
<p>People with disabilities, Gay, Lesbian, Bi-sexual & Transgender community, Non Government Organisations, State and Federal Government, City of Sydney LGA and the wider Sydney metropolitan area</p>	<p>Areas 3 to 12 as above plus print advertisements in Sydney Star Observer and City News</p>
<p>City of Sydney staff and Managers</p>	<ol style="list-style-type: none"> 1. Invitation from City of Sydney CEO with background 2. Briefing from Manager, Corporate & Community Engagement 3. Previous briefings attended and intranet information 4. Green Infrastructure City Talk with Allan Jones 5. Sustainable Sydney 2030 website 6. Website link to Sustainable Sydney 2030 Draft Vision document 7. Media 8. 2030 Postcard - 'Post Your Message Back to the Future'
SELDOM ENGAGED	PRE-WORK
<p>Children (5 - 12 year olds), Young people (12 - 24 year olds), Young Professionals (18 - 30 year olds), Older people, Aboriginal and Torres Strait Islander community, Chinese community, Tourists, visitors and commuters</p>	<ol style="list-style-type: none"> 1. Aboriginal & Torres Strait Islander consultations 2. Future Phone specific postcard with links to the website 3. Pre-workshop inspiration from classroom teachers for children 4. Media including Koori Radio & Koori Mail 5. Customised flyer background and invitation to participate in the Future Phone 6. Customised Aboriginal & Torres Strait Islander flyer and poster 7. Chinese Community media launch 8. Chinese translated postcard, discussion papers and Draft Vision document 9. 2030 magazine





“Let’s make Sydney green, global, connected”

Lord Mayor Clover Moore (5 June 2005)

The Sustainable Sydney 2030 consultation and engagement strategy needed to reflect the broad scope, depth and integrity that a vision for a global city requires.

Extensive planning, strategies, research and working parties were developed during the scoping phase (approximately 3 months). Opportunities arose such as the initial future phone concepts, timely and appropriate keynote speakers, new festivals, internal studies and independent media around the City’s transport problems and climate change – these all assisted to shape and frame new techniques used for consultation and exhibition tools as the project evolved.

During 2007 and 2008, 12,000 people were directly consulted at more than 30 workshops, briefings and forums. A further 6,000 were directly consulted through City Talks, and 2,000 gave comments on the Sustainable Sydney 2030 Future Phone.

By June 2008, the 2030 website had received a total of 18,854 individual visitors and more than 100 individuals and organisations have made a formal submission, in addition to 157 email comments and 121 written were received.

Thousands of residents, children, leading thinkers, academics, businesses artists and Federal and State politicians were consulted during the consultation phase and public exhibition phase. In addition, the media coverage of Sustainable Sydney 2030 has been extensive during 2007 and 2008, touching hundreds of thousands of people.

Ongoing consultation will be maintained as a foundation principal to delivering the vision.

4. Referees

1. Stephen Loosley, Chairman, Committee for Sydney – 02 9216 1305
2. James Henningham, Community Resident – 02 9310 3952

Submission from

City of Sydney and SGS Economics and Planning Pty Ltd

Project Title

Sustainable Sydney 2030

Locality

City of Sydney LGA, Sydney

Category 2

Award for Robust Public Participation Process

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