



# PLACESCORE

NSW PLANNING AND  
ENVIRONMENT  
BURWOOD | STRATHFIELD |  
HOMEBUSH  
PRIORITY PRECINCT

Community Insights  
August 30, 2017

# WHAT IS PLACESCORE?

carefactor  
PXassessment

OUR AIM IS TO  
MAKE CITIES  
**BETTER** FOR  
PEOPLE...



**PLACESCORE** is a groundbreaking place experience (PX) diagnostic, engagement, benchmarking, tracking and marketing business that establishes a benchmark for what your people care about, and allows you to find out how a particular place rates against that benchmark.

**PLACESCORE** offers two sophisticated data collection tools to gather and analyse community insights – Care Factor and PX Assessments.

*Together they help you identify what is important, how a place is performing and what the focus of change should be....*

*A place attribute with a high Care Factor but a low PX Assessment should be considered a priority for investment.*

# NSW PLANNING AND ENVIRONMENT PRIORITY PRECINCTS PROJECT

## Burwood | Strathfield | Homebush

Cherrybrook

Frenchs Forest

Leppington

Riverwood

Schofields Town Centre

Turella | Bardwell Park

Seven Hills | Wentworthville

Westmead

Between 16th June - 13th August 2017

**PLACESCORE**, on behalf of the NSW Department of Planning and Environment, collected community place experience assessments of nine identified Priority Precincts via an online and face-to-face surveys.

## **Burwood | Strathfield | Homebush Priority Precinct**

This Community Insights report includes:

- A summary of respondents
- The key findings of the Care Factor & PX Assessment surveys
- Cross-referenced analysis of the two data sets to identify place priorities
- Recommendations for short and long term improvements to the neighbourhood

# ABOUT YOUR SURVEYS

Respondents were able to access an online survey via the NSW Department of Planning website during the period 16th June - 13th August 2017, or complete a survey at a pop up community event held on 24th June 2017.

# BURWOOD | STRATHFIELD | HOMEBUSH PRIORITY PRECINCT

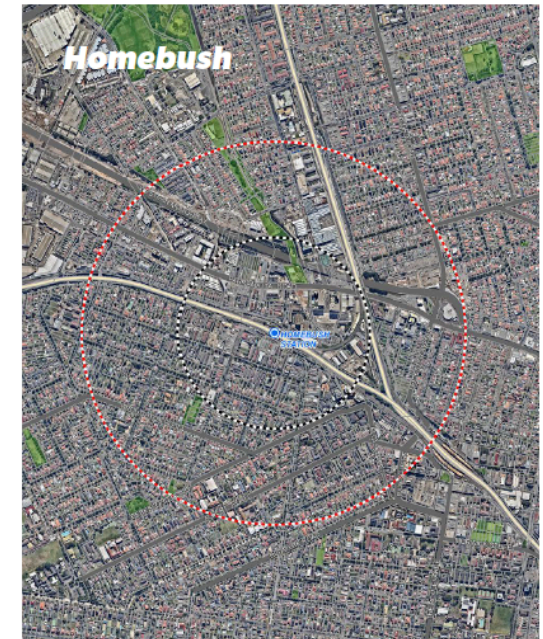
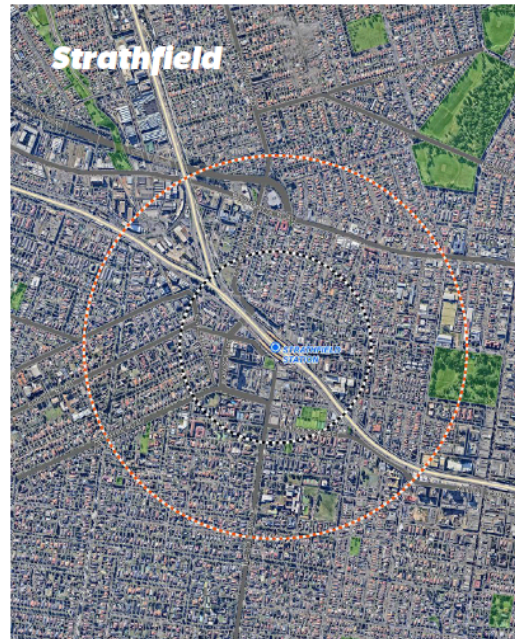
## THE STUDY AREA

### Care Factor:

41 Respondents: The existing and future community of the Burwood | Strathfield | Homebush Priority Precinct, including residents, visitors and workers.

### PX Assessments:

75 Respondents: The assessment area is the Burwood | Strathfield | Homebush Priority Precinct, with the sample comprising residents, visitors and workers in the area.



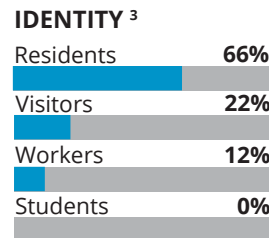
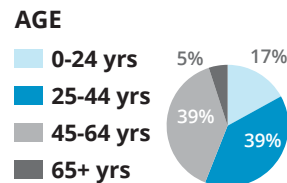
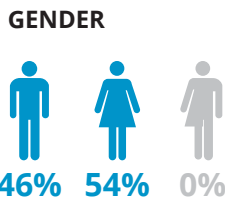
# BURWOOD | STRATHFIELD | HOMEBUSH PRIORITY PRECINCT YOUR DATASET



## ABOUT YOUR DATASET

Data was collected via online and face to face surveys during the period 16 Jun- 13 Aug, 2017. A total of 51 participated with 41 completing all questions (80% completion rate).

**TOTAL** <sup>2</sup>  
n=41



### TOP 3 COUNTRIES OF BIRTH

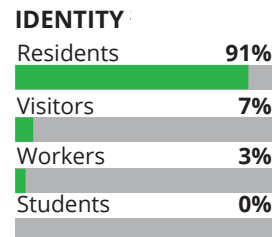
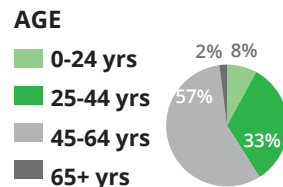
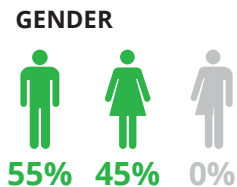
AUSTRALIA	63%
INDIA	5%
CHINA	5%



## ABOUT YOUR DATASET

Data was collected via online and face to face surveys during the period 16 Jun - 13 Aug, 2017. A total of 93 participated with 75 completing all questions (81% completion rate).

**TOTAL** <sup>2</sup>  
n=75



### TOP 3 COUNTRIES OF BIRTH

Australia	67%
China	7%
India	5%

# KEY FINDINGS & RECOMMENDATIONS

This section provides an executive summary of key findings and recommendations for the Burwood | Strathfield | Homebush Priority Precinct.

# BURWOOD | STRATHFIELD | HOMEBUSH PRIORITY PRECINCT EXECUTIVE SUMMARY



• 116 people completed one of the surveys

## carefactor

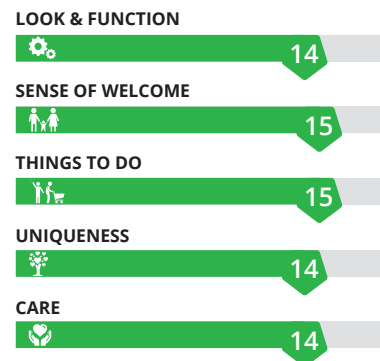
### WHAT WE CARE ABOUT...

The Top 3 neighbourhood place attributes valued by the Burwood | Strathfield | Homebush community are:

1. Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)
2. Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)
3. General condition of public open space (street trees, footpaths, parks etc.)



## PXassessment



### POSITIVE PLACE ATTRIBUTES...

The neighbourhood place attributes contributing most significantly to liveability are:

1. Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)
2. Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)
3. Sense of personal safety (for all ages, genders, day or night)



# BURWOOD | STRATHFIELD | HOMEBUSH PRIORITY PRECINCT EXECUTIVE SUMMARY

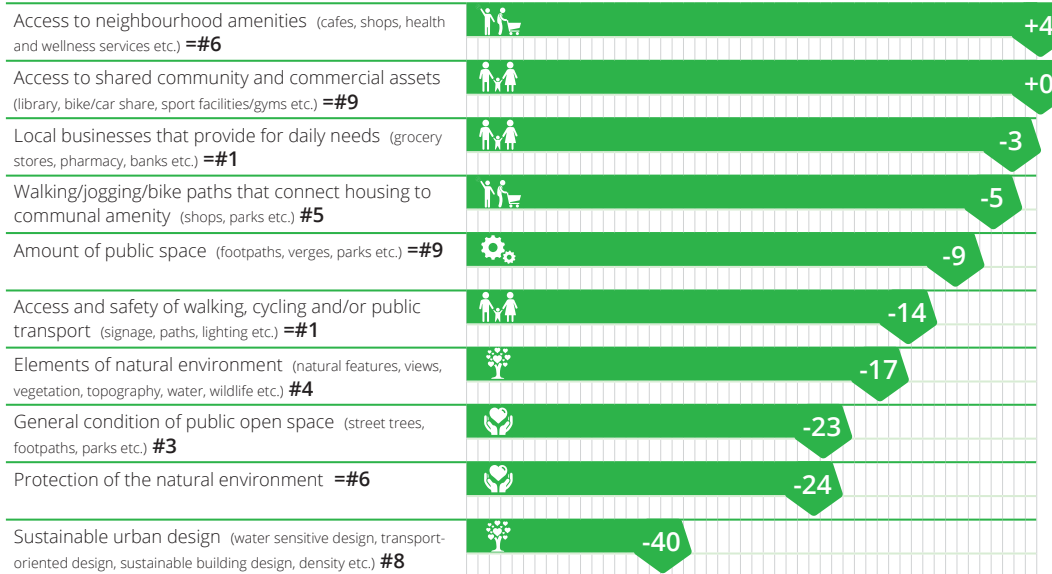
## DEFINING OUR PRIORITIES...

Attributes with high Care Factor ratings and low PX scores should be considered priorities for investment.

### TOP 10 CARE FACTORS

#### What we care about most:

#### How it is performing:



## COMMUNITY IDEAS FOR CHANGE

Participants were asked to share their biggest opportunity for the future of the neighbourhood. Dominant themes for Burwood | Strathfield | Homebush Priority Precinct were:

1. Cultural diversity enhancements and opportunities for community social activity
2. Improve access to jobs and other destinations

*“Make a destination for enjoyable things to do”*

# BURWOOD | STRATHFIELD | HOMEBUSH PRIORITY PRECINCT

## EXECUTIVE SUMMARY

### Key community values for Burwood | Strathfield | Homebush are:

- The protection and maintenance of the natural and physical environment
- Access and connection to *local* shops, services, leisure and facilities
- Active transport amenity and connections

### Recommendations:

#### Short term:

- Improve walking and cycling paths between destinations
- Main street tree/planting and along roads to station precinct - WSUD
- Pocket/pop up public space suitable for children and youth play
- Small scale community events to connect people and business after hours
- Identify street trees and other vegetation areas that will be protected from development

#### Long term:

- Quality walking and bike paths connecting housing to services, transport and green space
- Ensure future development is sustainable; in buildings and across neighbourhood design
- Retaining and building existing local economy and service level
- Consider the creation of a central community, meeting place and/or landmark feature

# WHAT DO PEOPLE IN YOUR DATA SET VALUE?

Your **Care Factor** is a unique community values-capture tool that acts as a 'place census', allowing you to understand what is most important to your community regarding their ideal neighbourhood.

# WHAT DO PEOPLE VALUE?

## BURWOOD | STRATHFIELD | HOMEBUSH PRIORITY PRECINCT

RANK	OVERALL (N=41)	%	RANK	OVERALL (N=41)	%
#1	<b>Access and safety of walking, cycling and/or public transport</b> (signage, paths, lighting etc.)	63%	#6	<b>Access to neighbourhood amenities</b> (cafes, shops, health and wellness services etc.)	46%
#1	<b>Local businesses that provide for daily needs</b> (grocery stores, pharmacy, banks etc.)	63%	#6	<b>Protection of the natural environment</b>	46%
#3	<b>General condition of public open space</b> (street trees, footpaths, parks etc.)	56%	#8	<b>Sustainable urban design</b> (water sensitive design, transport-oriented design, sustainable building design, density etc.)	44%
#4	<b>Elements of natural environment</b> (natural features, views, vegetation, topography, water, wildlife etc.)	54%	#9	<b>Access to shared community and commercial assets</b> (library, bike/car share, sport facilities/gyms etc.)	41%
#5	<b>Walking/jogging/bike paths that connect housing to communal amenity</b> (shops, parks etc.)	51%	#9	<b>Amount of public space</b> (footpaths, verges, parks etc.)	41%

This slide illustrates the top 10 neighbourhood place attributes that your community has said they value as being most important.

# WHAT DO PEOPLE VALUE?

## BURWOOD | STRATHFIELD | HOMEBUSH PRIORITY PRECINCT - MATRIX

### LEGEND

- #1 attribute
- #2 attribute
- #3 attribute

#1	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)
#1	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)
#3	General condition of public open space (street trees, footpaths, parks etc.)
#4	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)
#5	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)
#6	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)
#6	Protection of the natural environment
#8	Sustainable urban design (water sensitive design, transport-oriented design, sustainable building design, density etc.)
#9	Access to shared community and commercial assets (library, bike/car share, sport facilities/ gyms etc.)
#9	Amount of public space (footpaths, verges, parks etc.)

	41	#1	#1	#3	#4	#5	#6	#6	#8	#9	#9	Highest rated attributes if not in the overall top ten
ALL	41	#1	#1	#3	#4	#5	#6	#6	#8	#9	#9	
Male	19	63%	68%	58%	58%	58%	42%	32%	53%	37%	42%	
Female	22	64%	59%	55%	50%	45%	50%	59%	36%	45%	41%	
<b>Age</b>												
0-24	7	71%	71%	43%	71%	29%	43%	100%	29%	43%	14%	
25-44	16	56%	63%	44%	44%	63%	38%	38%	50%	38%	56%	
45-64	16	69%	56%	69%	63%	50%	50%	38%	38%	50%	38%	
<b>Country of birth (Top 3)</b>												
AUSTRALIA	26	73%	65%	62%	58%	50%	38%	54%	38%	42%	42%	
<b>Ancestry (Top 3)</b>												
Australasian	18	67%	56%	56%	61%	44%	28%	61%	28%	39%	28%	Spaces suitable for play (from toddlers to teens)
European (including United Kingdom)	10	70%	60%	50%	30%	50%	60%	40%	60%	50%	60%	
Asian	6	67%	50%	83%	50%	67%	50%	17%	67%	33%	33%	
<b>Identity</b>												
Residents	27	56%	67%	56%	52%	48%	48%	44%	44%	33%	33%	
Visitors	9	89%	44%	78%	44%	56%	44%	56%	33%	44%	67%	
Workers	5	60%	80%	20%	80%	60%	40%	40%	60%	80%	40%	Evidence of Council/government management (signage, street cleaners)
<b>Neighbourhood Type</b>												
Suburban (Low density)	20	75%	70%	70%	60%	60%	45%	45%	45%	35%	35%	
Inner-urban (Low-medium density)	11	55%	45%	27%	45%	36%	36%	55%	45%	55%	73%	
Inner-urban (Medium-high density)	8	63%	75%	63%	63%	50%	63%	38%	25%	50%	13%	

# WHAT DO PEOPLE VALUE?

## 25-44 & 45-64 YEARS OLD – TOP 5

RANK	25-44 (N=16)	%	RANK	45-64 (N=16)	%
#1	<b>Local businesses that provide for daily needs</b> (grocery stores, pharmacy, banks etc.)	63%	#1	<b>Access and safety of walking, cycling and/or public transport</b> (signage, paths, lighting etc.)	69%
#1	<b>Walking/jogging/bike paths that connect housing to communal amenity</b> (shops, parks etc.)	63%	#1	<b>General condition of public open space</b> (street trees, footpaths, parks etc.)	69%
#3	<b>Access and safety of walking, cycling and/or public transport</b> (signage, paths, lighting etc.)	56%	#3	<b>Elements of natural environment</b> (natural features, views, vegetation, topography, water, wildlife etc.)	63%
#3	<b>Amount of public space</b> (footpaths, verges, parks etc.)	56%	#4	<b>Local businesses that provide for daily needs</b> (grocery stores, pharmacy, banks etc.)	56%
#3	<b>Evidence of Council/government management</b> (signage, street cleaners etc.)	56%	#5	<b>Access to neighbourhood amenities</b> (cafes, shops, health and wellness services etc.)	50%

# WHAT DO PEOPLE VALUE? WOMEN & MEN – TOP 5

RANK	WOMEN (N=22)	%
#1	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	64%
=#2	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	59%
=#2	Protection of the natural environment	59%
#4	General condition of public open space (street trees, footpaths, parks etc.)	55%
=#5	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	50%

RANK	MEN (N=19)	%
#1	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	68%
#2	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	63%
=#3	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	58%
=#3	General condition of public open space (street trees, footpaths, parks etc.)	58%
=#3	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	58%

# WHAT DO PEOPLE VALUE?

## AUSTRALASIAN & EUROPEAN – TOP 5

RANK	Australasian (N=18)	%
#1	<b>Access and safety of walking, cycling and/or public transport</b> (signage, paths, lighting etc.)	67%
#1	<b>Spaces suitable for play</b> (from toddlers to teens)	67%
#3	<b>Elements of natural environment</b> (natural features, views, vegetation, topography, water, wildlife etc.)	61%
#3	<b>Protection of the natural environment</b>	61%
#5	<b>General condition of public open space</b> (street trees, footpaths, parks etc.)	56%

RANK	European (including United Kingdom) (N=10)	%
#1	<b>Access and safety of walking, cycling and/or public transport</b> (signage, paths, lighting etc.)	70%
#2	<b>Access to neighbourhood amenities</b> (cafes, shops, health and wellness services etc.)	60%
#2	<b>Amount of public space</b> (footpaths, verges, parks etc.)	60%
#2	<b>Connectivity</b> (proximity to other neighbourhoods, employment centres, shops etc.)	60%
#2	<b>Local businesses that provide for daily needs</b> (grocery stores, pharmacy, banks etc.)	60%



# WHAT DO PEOPLE VALUE?

## BURWOOD | STRATHFIELD | HOMEBUSH PRIORITY PRECINCT

### KEY FINDINGS

Key community values for Burwood | Strathfield | Homebush are:

- The protection and maintenance of the natural and physical environment
- Access and connection to *local* shops, services, leisure and facilities
- Active transport amenity and connections

The most people are aligned around the value of:

- Access and safety of walking, cycling and/or public transport
- Local businesses that provide for daily needs
- General condition of public open space

The least people are aligned around the value of:

- Unusual or unique buildings and/or public space design
- Child services
- Evidence of community activity

Different demographics care about different place attributes:

#### People aged 25-44:

- 38% of people aged 25-44 care about '*Range of housing prices and tenures (low to high \$, buy or rent etc.)*' compare to only 6% of people aged 45-64.

#### People aged 45-64:

- 69% of people aged 45-64 care about '*General condition of public open space (street trees, footpaths, parks etc.)*' compare to only 44% of people aged 25-44.

#### Women:

- 59% of Women care about '*Protection of the natural environment*' compare to only 32% of Men.

#### Men:

- 47% of Men care about '*General condition of housing and other private buildings*' compare to only 9% of Women.

# HOW **LIVEABLE** IS THE BURWOOD | STRATHFIELD | HOMEBUSH PRIORITY PRECINCT?

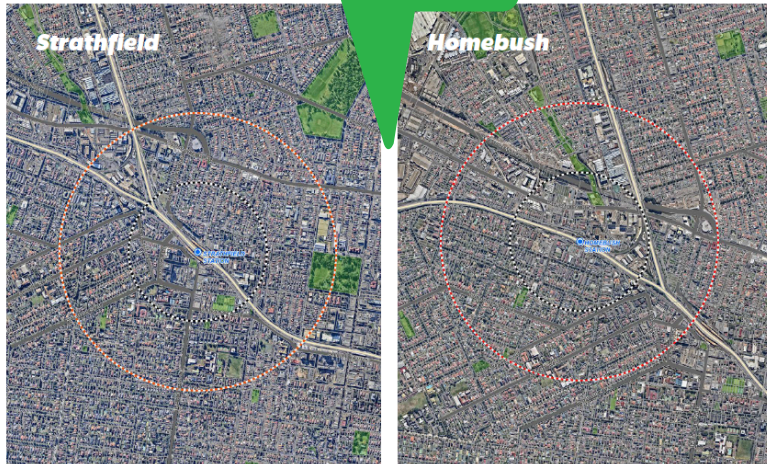
Your **PX Score** is a number between 0 and 100 that measures your community's place experience.

It allows you to identify the place attributes that are **contributing positively and negatively** to place experience; providing you with an important tool for prioritising investment.

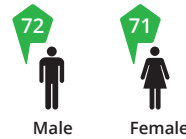
# HOW DOES THE COMMUNITY RATE THE BURWOOD | STRATHFIELD | HOMEBUSH PRIORITY PRECINCT?

PX Score is a number between 0 and 100 that measures your community's place experience.

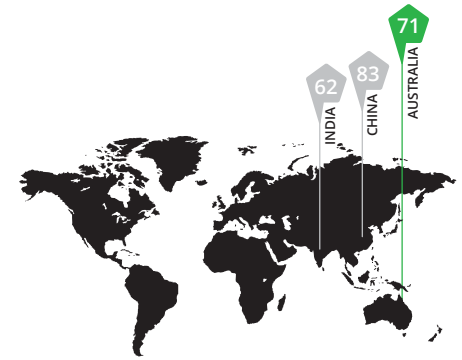
72



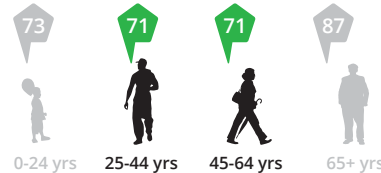
BY GENDER



BY COUNTRY OF BIRTH

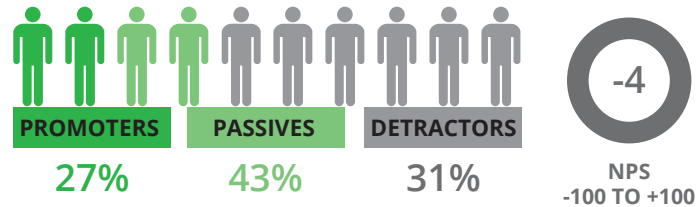


BY AGE



## NET PROMOTER SCORE<sup>4</sup>

How likely are your community to recommend this neighbourhood as a place to live in or visit?



# HOW DOES THE COMMUNITY RATE THE BURWOOD | STRATHFIELD | HOMEBUSH PRIORITY PRECINCT?

72

## LOOK & FUNCTION



## SENSE OF WELCOME



## THINGS TO DO



## UNIQUENESS



## CARE








The strongest performing place dimensions in the Burwood | Strathfield | Homebush Priority Precinct is **SENSE OF WELCOME** and **THINGS TO DO**.

The poorest performing place dimensions are **LOOK & FUNCTION**, **UNIQUENESS** and **THINGS TO DO**.

Your **PX Score** is made up of 5 key place dimensions, each rated out of 20, that influence people's attraction and attachment to place.

# HOW DOES THE COMMUNITY RATE THE BURWOOD | STRATHFIELD | HOMEBUSH PRIORITY PRECINCT?

RANK	TOP 5 ATTRIBUTES	
#1		<b>Connectivity</b> (proximity to other neighbourhoods, employment centres, shops etc.)
#2		<b>Access to neighbourhood amenities</b> (cafes, shops, health and wellness services etc.)
#3		<b>Sense of personal safety</b> (for all ages, genders, day or night)
#4		<b>Local businesses that provide for daily needs</b> (grocery stores, pharmacy, banks etc.)
#5		<b>Welcoming to all people</b>

RANK	BOTTOM 5 ATTRIBUTES	
#50		<b>Range of housing prices and tenures</b> (low to high \$, buy or rent etc.)
#49		<b>Ease of driving and parking</b>
#48		<b>Sustainable urban design</b> (water sensitive design, transport-oriented design, sustainable building design, density etc.)
#47		<b>Unusual or unique buildings and/or public space design</b>
#46		<b>Quality of buildings</b> (design and construction of homes, shops, schools etc.)

# HOW DOES THE COMMUNITY RATE THE BURWOOD | STRATHFIELD | HOMEBUSH PRIORITY PRECINCT?

## KEY FINDINGS

**Thematically, well performing attributes are connected to:**

- Access and connection to local amenity and other centres
- Community safety and relationships

The highest performing attributes belong to these place dimensions:

- SENSE OF WELCOME
- THINGS TO DO
- LOOK & FUNCTION

The weakest performing attributes belong to these place dimensions:

- UNIQUENESS
- LOOK & FUNCTION

**Different demographics rate place attributes differently :**

### People aged 25-44:

- Rate '*Access and safety of walking, cycling and/or public transport*' 15 points higher than people aged 45-64

### Women:

- Rate '*Ease of driving and parking*' 12 points higher than Men

### Asian ancestry:

- Rate '*Spaces for group or community activities and/or gatherings*' 14 points higher than people of Australasian ancestry.

### Australasian ancestry:

- Rate '*Range of housing types and sizes*' 17 points higher than people of Asian ancestry.

# PERFORMANCE MATRIX

We have identified **priority investment areas** by comparing what your community values in their 'ideal' neighbourhood, against how they rate their current neighbourhood.

# HOW DOES THE PLACESCORE SYSTEM WORK?

## Care Factor

captures *what* attributes your community 'values'...

## PX Assessment

captures *how* your community 'rates' each attribute...

Together they help you identify what is important, how a place is performing and what the focus of change should be. E.g.. An attribute with a high Care Factor but a low PX Assessment should be a priority for investment





# BURWOOD | STRATHFIELD | HOMEBUSH PRIORITY PRECINCT

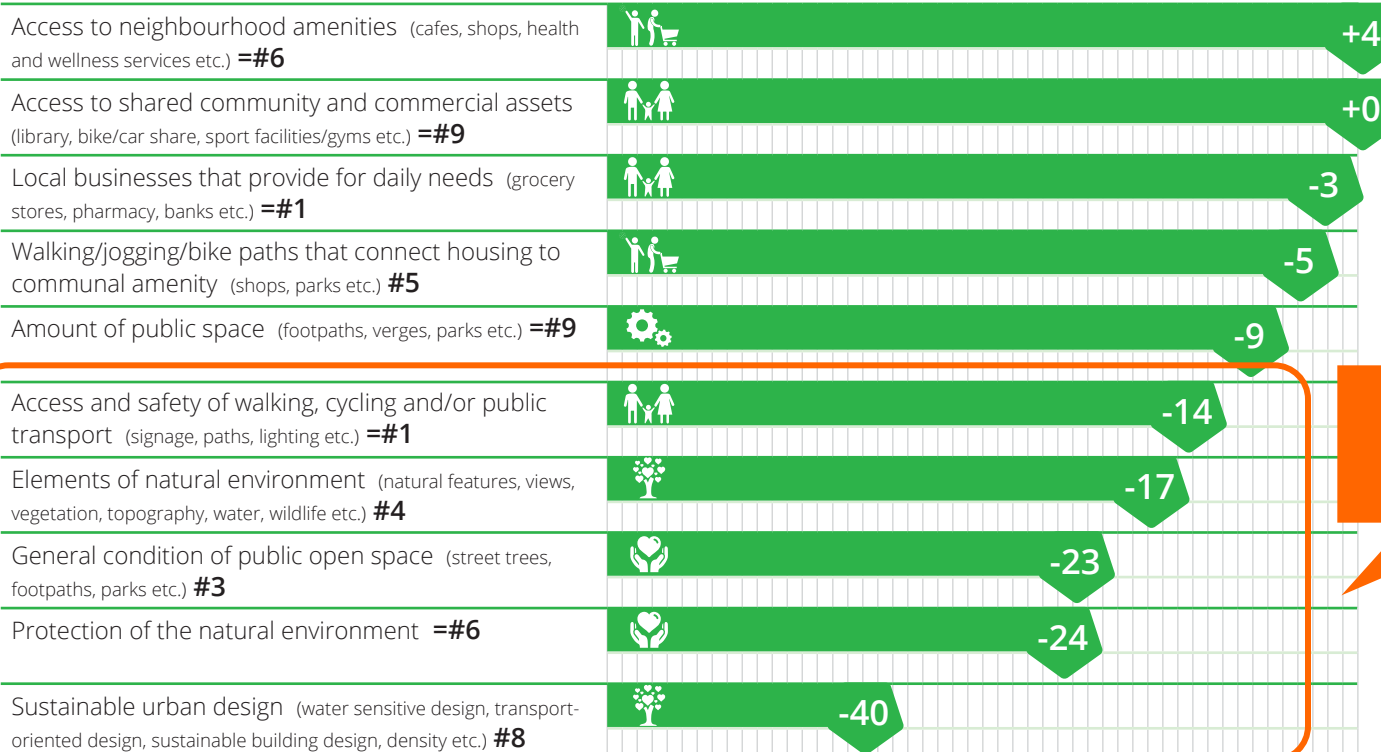
## DEFINING OUR PRIORITIES

Attributes with high Care Factor ratings and low PX scores should be considered priorities for investment, while those with high PX can be celebrated.

### TOP 10 CARE FACTORS

#### What we care about most:

#### How it is performing:



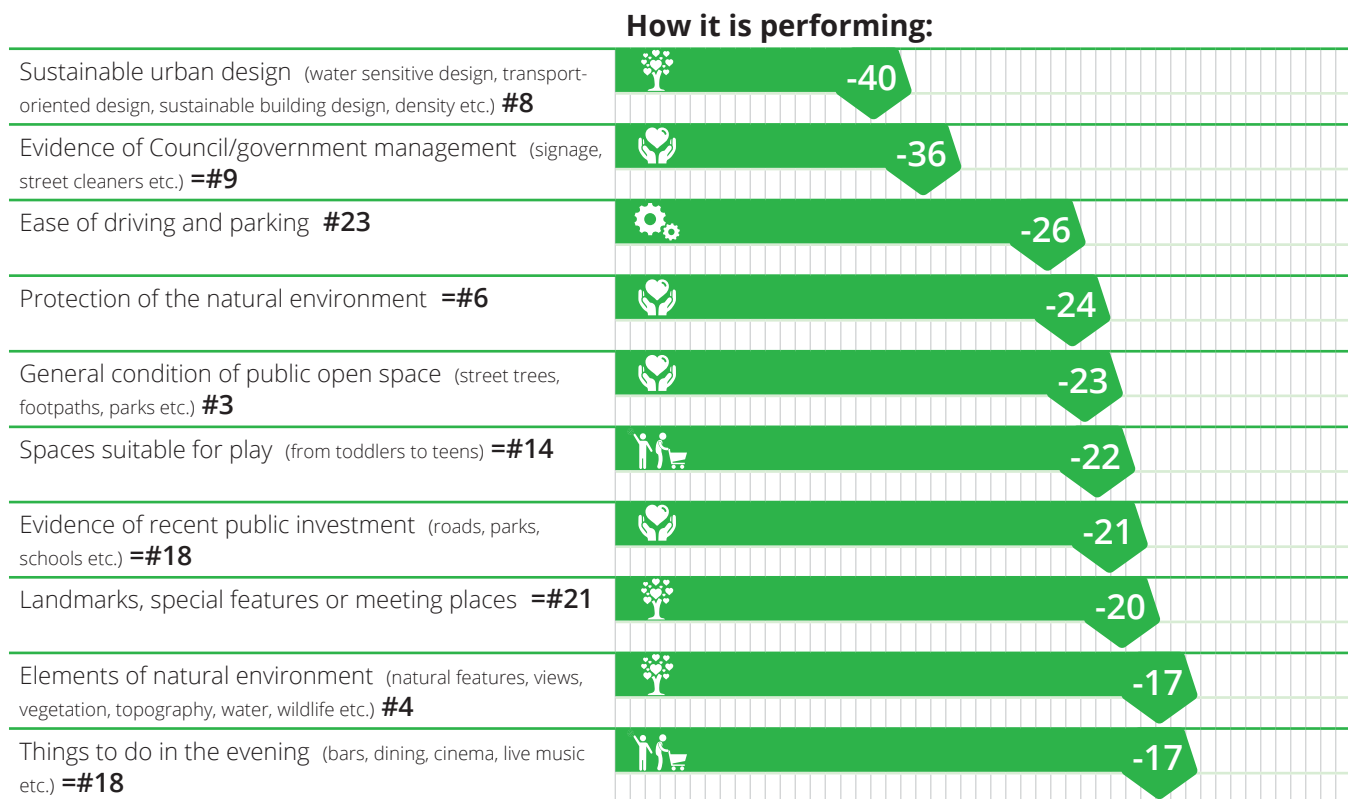
Attributes to prioritise for improvement

# BURWOOD | STRATHFIELD | HOMEBUSH PRIORITY PRECINCT

## DEFINING OUR PRIORITIES

This matrix identifies the place attributes with the biggest gap between their Care Factor ranking (value) and PX Score (performance).

### POOREST PERFORMING PLACE ATTRIBUTES



# ADDITIONAL INSIGHTS

## RESEARCH QUESTION 1

What is the greatest opportunity for the future of the Burwood | Strathfield | Homebush Priority Precinct?

# BURWOOD | STRATHFIELD | HOMEBUSH PRIORITY PRECINCT COMMUNITY DIRECTIONS

24 people contributed to the open question 'what is the greatest opportunity for the future of this priority precinct?'.  
The key theme for improving Burwood | Strathfield | Homebush Priority Precinct was:

The key theme for improving Burwood | Strathfield | Homebush Priority Precinct was:

## **Cultural enhancement (4)**

*"Make it a destination stop for enjoyable things to do. Already it has employment and jobs however it lacks overall culture is tropfest, vivid, street festivals."*

*"More diversity of people who come from different background."*

## **Connectedness (4)**

*"To be a place that is not the city ... but is connected to the city."*

*"I think the improvement and continued implementation of public transport to keep us all easily connected."*

# BURWOOD | STRATHFIELD | HOMEBUSH PRIORITY PRECINCT COMMUNITY DIRECTIONS

Other themes for improving Burwood | Strathfield | Homebush Priority Precinct were:

## **Increase Density (3)**

*“Strathfield has a phenomenal train service, the best in Sydney. I rarely use my car for work or leisure. It's perfect for higher density housing.”*

*“There are real opportunities in Burwood Town Centre to significantly increase dwelling densities and create memorable public spaces. The built form interface between higher density development and low density housing is critical.”*

## **Improve public transport (3)**

*“Improvement and continued implementation of public transport to keep us all easily connected.”*

## **Maintain or decrease density (3)**

*“Keep it low impact, and R2 only.”*

# ADDITIONAL INSIGHTS

## RESEARCH QUESTION 2

What small things would you change right now to make the Burwood | Strathfield | Homebush Priority Precinct a better neighbourhood?

# BURWOOD | STRATHFIELD | HOMEBUSH PRIORITY PRECINCT COMMUNITY DIRECTIONS

14 people contributed to the open question 'what small things would you change right now to make the Burwood/Strathfield/ Homebush Priority Precinct a better neighbourhood?'

The key theme for improving Burwood | Strathfield | Homebush Priority Precinct was:

## **Cultural enhancement (4)**

*"Better shops."*

*"More community events."*

*"Night activities."*

# BURWOOD | STRATHFIELD | HOMEBUSH PRIORITY PRECINCT COMMUNITY DIRECTIONS

Other themes for improving Burwood | Strathfield | Homebush Priority Precinct were:

## **Increasing density (2)**

*"I believe North Strathfield needs higher density living as there are not enough units/dwellings close to North Strathfield station."*

*"Multi high rise building."*

## **Parks & open space (1)**

*"Invest in more flowerbeds, trees and other forms of natural beautification around public transport and parks."*

## **Improve roads (1)**

*"Less congestion."*

## **Maintain or reduce density (1)**

*"Stop OVERDEVELOPMENT."*



# BURWOOD | STRATHFIELD | HOMEBUSH PRIORITY PRECINCT COMMUNITY CONCERNS

The open questions allowed some respondents to share their concerns about the future of the Burwood | Strathfield | Homebush Priority Precinct:

## **Extension of Precinct to include North Strathfield (2)**

*“We request that the North Strathfield corridor along George St from Allen St to Conway Ave also be included as a Priority Precinct, due to its close vicinity to 4 train stations (North Strathfield, Concord West, Homebush and Strathfield), its close vicinity to WestConnex and the M4 and its enviable position half way between the Sydney CBD and Parramatta and its easy access to public open space.”*

**THANK YOU**