

Engagement Strategy

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Greater Sydney
Commission



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Boof Simpson

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- Sustainability
- Parklands
- Sustainable design

Introduction

Greater Sydney – world class and successful – is a growing city.

Sydney's population is likely to reach 8 million people by 2056, so we need to start planning now. We need more homes, jobs, public transport and roads in the right places. We want new schools, great public places and open spaces to make our city a better place now and for future generations.

The Greater Sydney Commission has been established to lead coordinated planning across government ensuring we deliver a more productive, liveable and sustainable city for everyone.

An important part of that planning is having robust conversations with Greater Sydneysiders about their ideas for the future of the city.

This Engagement Strategy outlines how the Commission has engaged to date, how we will engage moving forward, who we will engage with and how we will listen.

What we have done so far

The Greater Sydney Commission was established in January 2016. At that time, we gave a commitment to have many, varying conversations with Greater Sydneysiders about their aspirations for the future of the city. The response from individuals, community groups, peak bodies and industry has been strong.

From January through to November 2016 the Commission spoke to over 7,500 people about their ideas for how the city could be transformed to meet

the challenges of the future. This feedback was used to shape the six Draft District Plans and Towards our Greater Sydney document.

From 21 November 2016 to 31 March 2017 the six Draft District and Towards our Greater Sydney Plans were placed on public exhibition. The response was again strong – the Commission engaged with more 7,750 people and received 2,345 formal submissions providing a wide range of viewpoints.

What we plan to do

The Greater Sydney Commission will continue to embrace engagement to ensure we can collectively deliver great outcomes now and for future generations. We have been working closely with other government agencies such as Transport for NSW and Infrastructure NSW to ensure our conversations about the future of Sydney focus on the big picture, aligning planning and infrastructure delivery.

Our focus through to finalisation of the Greater Sydney Region Plan and District Plans will be on:

- ensuring we provide information to stakeholders and the community about how we used their feedback to shape the District Plans;
- providing opportunities for conversations about issues affecting Greater Sydney in the lead up to the release of the Draft Region Plan;
- engagement around the Draft Region Plan during the exhibition period.

How we will engage

The Greater Sydney Commission has adopted the following engagement principles to guide how it engages and develops relationships with individuals.

PRINCIPLE	HOW WE WILL ACT
Respectful	The Greater Sydney Commission engages with all stakeholders in a respectful manner. We openly discuss the challenges and listen before acting. We respect differing views. We make decisions that consider the range of views we've heard and the evidence.
Collaborative	The Greater Sydney Commission works collaboratively to create a greater Sydney. We work together with individuals, local community groups, peak representative bodies, all levels of government, industry groups and the private sector to inform our decisions. We will not be limited to the passive supply of information but will encourage and record views and informed opinion.
Accessible	The Greater Sydney Commission is accessible and visible in the community. We communicate by using direct, clear language that is free of jargon to reach as many people as possible. We provide multiple opportunities for people to get involved, provide feedback and share their ideas. We tailor our engagement to people's needs by providing a range of engagement opportunities including channels that are widely used, opportunities for face-to-face engagement and going to people in their communities. We help the community understand complex information.
Transparent	The Greater Sydney Commission acts in an open, honest and accountable manner. We provide clear direction on the scope of our decisions and decision making. We are honest about what can and cannot be influenced through engagement and we explain how feedback has informed our decisions.
Inclusive	The Greater Sydney Commission engages broadly, early and often with all stakeholders. We ensure that a diverse range of community members have opportunities to be actively engaged in the process, including young people, people from Culturally and Linguistically Diverse backgrounds, Aboriginal and Torres Strait Islander peoples and people with a disability.
Evaluated	The Greater Sydney Commission evaluates the effectiveness of its engagement to ensure we can continually improve and innovate. We establish pre-set key performance indicators and assess our engagement practice against these indicators.

Who we will engage with

The Commission is committed to engaging with as wide a range of Greater Sydneysiders and stakeholders as possible. For each activity undertaken by the Commission we will identify those individuals, stakeholders and groups with a potential interest in having their voice heard and design engagement activities to reach them. We are also committed to ensuring that people who may not normally participate in engagement processes are provided with opportunities to have their voices heard.

To date the Greater Sydney Commission has and will continue to engage with groups such as (but not limited to):

Community

- Residents
- Community, sporting, cultural and other special interest groups
- Young people
- Aboriginal and Torres Strait Islander people
- Culturally and linguistically diverse people
- People with a disability

Groups

- Peak bodies
- Advocacy groups
- Non-government organisations
- Special interest groups

Business and industry

- Local businesses
- Business chambers
- Industry associations
- Professional associations
- Property owners
- Industries including development, building planning, retail, technology/start-ups, industrial/commercial

Educational institutions

- Schools
- Universities
- TAFEs
- Research centres

Government

- Federal government
- State government
- Local government
- Regional organisations of councils
- Local government peak bodies

What we will do

The Commission has already engaged extensively around the six Draft District Plans and Towards our Greater Sydney document. In the lead-up to the release of the Draft Greater Sydney Region Plan and during the exhibition period, the Commission will continue to provide a range of engagement opportunities. The Commission will also provide feedback to stakeholders and the community about how their input helped shaped the District Plans.

During the next engagement phase the Commission will provide opportunities for all Greater Sydney-siders to help shape the Greater Sydney Region Plan. However, there will be an emphasis on drawing out the voices of groups that do not typically participate in consultation activities. This will be done by:

- Employing randomly sampling techniques in some engagement activities to ensure the Commission captures a wide range of voices
- Designing activities to include young people
- Ensuring Culturally and Linguistically Diverse communities are engaged and able to contribute.

The range of activities outlined below will enable the myriad of voices in Greater Sydney an equal opportunity to be heard and contribute to the future of our city.



Engagement activities

ACTIVITY	INVOLVEMENT	FOCUS
<p>Local government technical working groups</p> <p>Working groups with Council officers to help shape the draft Greater Sydney Region Plan.</p>	<ul style="list-style-type: none"> Local Councils across Sydney 	Greater Sydney Region Plan
<p>Community Challenge events</p> <p>Collaboration between community groups, industry and government to co-create solutions that will make Greater Sydney more liveable, sustainable and productive. Challenges to be explored include shared spaces, active transport and making the 30-minute City a reality.</p>	<ul style="list-style-type: none"> Community groups Industry and business groups Special interest groups Academics / research institutions Government agencies 	Greater Sydney Region Plan
<p>Peak body roundtables</p> <p>Roundtable discussions to provide feedback to the GSC about key issues with a focus on environment, heritage, arts/culture and social issues.</p>	<ul style="list-style-type: none"> Environment peak bodies and groups Heritage peak bodies and groups Social peak bodies and groups Arts and culture peak bodies and groups 	Greater Sydney Region Plan District Plans
<p>Industry roundtables</p> <p>Roundtable discussions to provide feedback to the Commission about industry issues with a focus on retail, industrial/commercial and residential.</p>	<ul style="list-style-type: none"> Industry peak bodies Retail industry Residential development industry Industrial/commercial industry 	Greater Sydney Region Plan District Plans
<p>City dialogues</p> <p>Workshops in the three cities to provide an opportunity for community and stakeholder deliberation on the Draft Greater Sydney Region Plan. Participants will be randomly sampled to represent the make-up of communities in each of the three cities.</p>	<ul style="list-style-type: none"> Communities in the Western, Central and Eastern Cities 	Greater Sydney Region Plan
<p>Youth Dialogue</p> <p>In collaboration with the Advocate for Children and Young People we will hold a workshop for young people to capture their aspirations for the future of Greater Sydney. This activity will draw together youth from across Greater Sydney to tell the Commission and other agencies about the city they want to inherit and their ideas for addressing the challenges.</p>	<ul style="list-style-type: none"> Young people with diverse backgrounds from across Greater Sydney 	Greater Sydney Region Plan

ACTIVITY	INVOLVEMENT	FOCUS
<p>Youth Survey</p> <p>In conjunction with the Advocate for Children and Young People the Commission will collect survey feedback from up to 2000 young people from across Sydney.</p>	<ul style="list-style-type: none"> • Young people with diverse backgrounds from across Greater Sydney 	Greater Sydney Region Plan
<p>Community engagement surveys</p> <p>The Commission will use a quantitative community survey to gather feedback from across Greater Sydney about the draft Greater Sydney Region Plan with representative sampling to reflect community demographics.</p>	<ul style="list-style-type: none"> • Individuals across Greater Sydney 	Greater Sydney Region Plan
<p>Focus groups for culturally and linguistically diverse communities</p> <p>The Commission will conduct focus groups for CALD communities to ensure feedback is captured from these groups.</p>	<ul style="list-style-type: none"> • Culturally and linguistically diverse communities 	Greater Sydney Region Plan
<p>Building a Greater Sydney</p> <p>An online application that allows younger children to build their vision online and show the Commission their vision for the future of the city.</p>	<ul style="list-style-type: none"> • Primary school aged children 	Greater Sydney Region Plan
<p>Greater Sydney Region Plan briefings</p> <p>A series of briefings on the Draft Greater Sydney Region Plan following its release.</p>	<ul style="list-style-type: none"> • Elected representatives • Community members • Government officers • Industry 	Greater Sydney Region Plan
<p>District-based Dialogues</p> <p>District-based workshops that:</p> <ul style="list-style-type: none"> • allow community members to provide feedback on the Greater Sydney Region Plan • report back on how community feedback was considered by the Commission in shaping the District Plans. 	<ul style="list-style-type: none"> • Community members in each of the six Districts 	Greater Sydney Region Plan District Plans
<p>Live-on-line discussion forums</p> <p>A series of discussion forums on social media platforms where community members can ask Commissioners and senior staff questions about the Draft Greater Sydney Region Plan and District Plans.</p>	<ul style="list-style-type: none"> • Greater Sydney-siders 	Greater Sydney Region Plan
<p>Online submission form</p> <p>Online submission form making it easy for stakeholders and community members to provide feedback on the Greater Sydney Region Plan</p>	<ul style="list-style-type: none"> • Stakeholders • Community members 	Greater Sydney Region Plan

Communication tools

The Commission will use a wide range of tools to ensure people are aware of opportunities to comment on and have access to information about the Greater Sydney Region Plan and District Plans. These include:

- Website
- Social media – Facebook, Twitter, LinkedIn including Live on Line question and answer sessions
- Advertising in metropolitan, local and ethnic newspapers
- Newspaper, TV and radio stories
- Meetings and briefings
- Speaking engagements and presentations.

