

Community Strategic Plan (CSP) Phase one engagement

EXECUTIVE REPORT

20 April 2022

Background

Council is reviewing its ten-year Community Strategic Plan (CSP) 'Our Home Liverpool 2027' which sets the vision and strategic objectives for the future of Liverpool over the next 10 years. The purpose of this plan is to identify the community's aspirations and priorities for the future and deliver appropriate strategies to address these.

Following the endorsement of the Community Engagement Strategy for the new Community Strategic Plan on 30 June 2021, Council launched phase one of community engagement in October 2021 to reassess the needs and priorities of the community as well as the changes that have taken place over the last four years.

In developing the Community Strategic Plan 2022-2032, Corporate Strategy and Performance identified various community sectors to engage with and sort best engagement methods to connect with community. This planning led to a framework consisting of three major engagement activities, they are as follows;

- **Share your views on Liverpool survey**

Local Government Area (LGA) wide visionary survey competition.

- **Interviews**

Consisting of key stakeholder and local service providers operating within Liverpool's Culturally and Linguistically Diverse (CALD) and lower socio-economic communities of the LGA.

- **Council District Forums and Committee meeting engagement**

Consisting of surveys, discussion and activity.

The objective was to ensure that engagement plans were inclusive and accessible to all macro and micro communities within the Local Government Area (LGA), to establish a baseline for understanding the current experience and priorities of these communities and to offer the opportunity to explore a future vision for Liverpool.

Phase one engagement was successful in achieving a large and varied pool of data reflecting the diverse community of Liverpool, as well as their priorities and vision for the future. Data collected highlights cross sections in priorities between macro and micro communities ultimately allowing Council to better understand community needs.

The following report provides detailed information on the engagement activities and data collated.



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Engagement Activity Overviews

Share your views Survey Competition

In October 2021 the local community were invited to participate in the 'Share your views on Liverpool' survey with the aim to gain an insight on how the community view Liverpool in the present moment, their favourite thing about living in Liverpool, and to capture their vision and priorities for the future of Liverpool.

An incentive to win a \$100 EFTPOS gift card was promoted to further encourage participation. A total of ten (10) participants were randomly selected, notified and deemed winners. Residents were also invited to register their details if they wished to be involved in future Council engagement activities pertaining to the review of the CSP.

The survey was launched via Council's dedicated CSP webpage and delivered via Australia Post to approximately 80,000 residencies (including street, roadside and PO Boxes) within the LGA. Council received 1703 responses.

Delivery 11 October – 12 November 2021

Approach

The aim was to gain a large engagement pool across the whole LGA. The survey was designed, delivered and cross promoted with inclusivity and access in mind. The survey consisted of open-ended questions to allow participants to answer in their own words, adding depth and context to the data gathered which is essential to informing the CSP.

Promotion

- Council website
- Council social media platforms
- Community facility social media platforms
- Council childcare centre app
- Liverpool home library service
- Liverpool Champion news website
- Printed promotional material at Council venues
- Promotion at forums and committees
- Promotion with local stakeholder networks
- Promotion across Community Hubs
- Promotion by Mayor of Liverpool

Questions asked

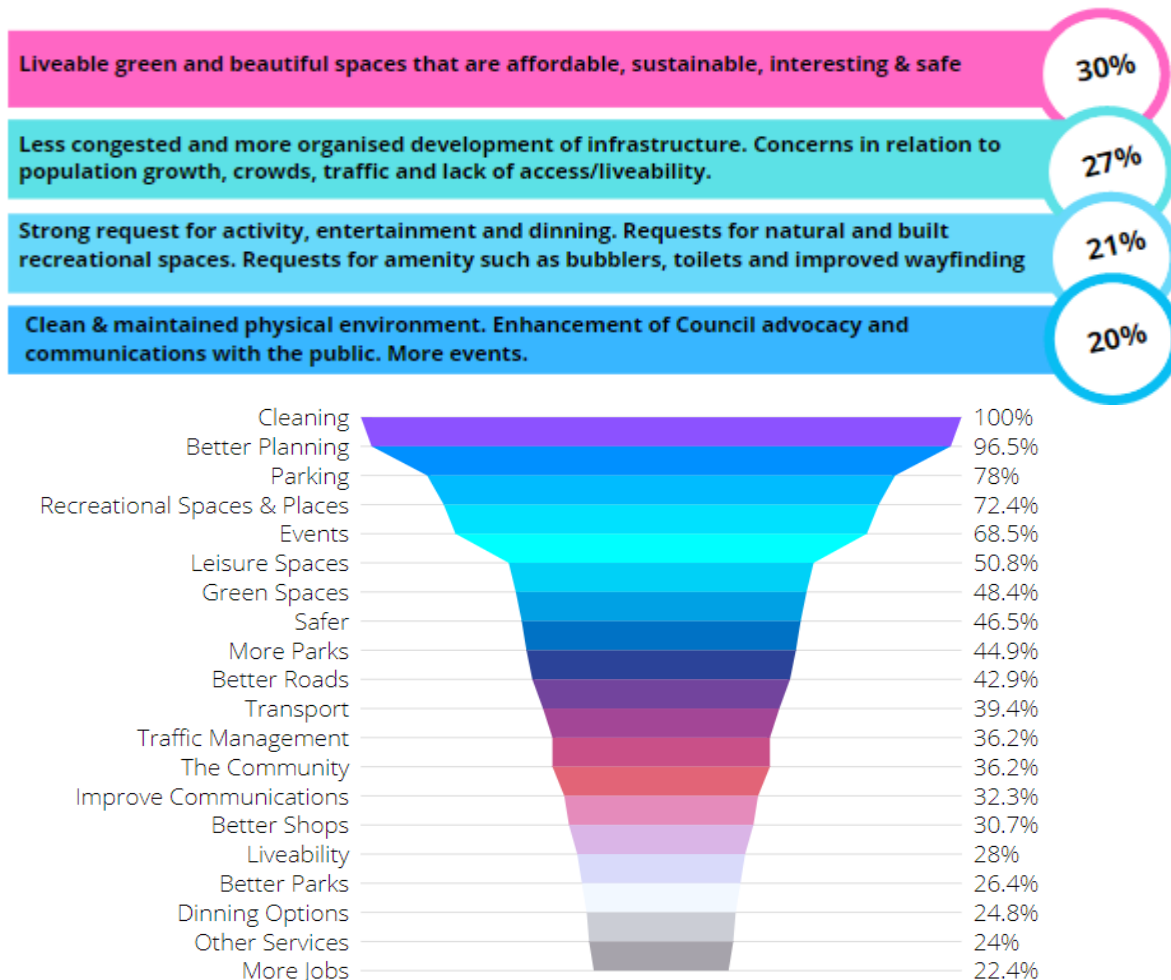
- Use three words to describe the city of Liverpool
- What is your favourite thing about living in Liverpool?
- How can we make Liverpool a better city to live in? Give us two ideas.

The image shows a survey card and its envelope. The card is purple and blue, featuring a QR code, a \$100 EFTPOS gift card prize, and three questions: 'Use three words to describe the City of Liverpool', 'What is your favourite thing about living in Liverpool?', and 'How can we make Liverpool a better city to live in? Give us two ideas!'. It also includes a registration form for 'Full name' and 'Email/Phone'.

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Analysis - Share your views Survey Competition

Detailed below is an analysis of the top 20 common ideas and priorities reported and demographic data.



Gender	54% Male, 44% Female and 0.3% not identified
Age	10-19yrs 5% 30-39yrs 27% 50-59yrs 15% 70-79yrs 2% 20 -29yrs 20% 40-49yrs 21% 60-69yrs 7% 80yrs+ 0.30%
Postcode	46% of participants were from the Liverpool LGA. The remaining participants were located within a postcode shared by Liverpool and a neighbouring Council. Participants from the Canterbury-Bankstown, Fairfield, Parramatta, Campbeltown and Camden LGAs represented 2% of responses.
Occupation	78% of participants were employed, 21% of participants were unemployed. There were 67 occupations identified across all participants of the survey. When categorised against International Standard Classification of Occupations (ISCO), it was identified that most participants could be classified as Level 2 Professionals representing the education, healthcare, engineering, finance and government sectors.
Language spoken	The response showed 85% of respondents spoke English, 5.6% spoke no English and 8.7% spoke some in English. There were 35 different languages with 20 dialects registered. The analysis shows 8% of participants not only can speak English but are bi/multilingual.

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Interviews

In October 2021 interviews were scheduled with twenty-two (22) stakeholders and service providers supporting Liverpool's Culturally and Linguistically Diverse (CALD) and lower socio-economic communities.

These communities are diverse and have 'micro-community' classifications as well as cross-demographic needs. The demographic profile included age, gender, employment status overlaid with factors such as disability, migration status, languages spoken and socio-economic status. Several of these factors are specific to the CALD and lower socio-economic communities in Liverpool whereas others span across the wider LGA. These communities largely represent sectors of the community that are prone to hardship, trauma, mistrust with government figures and have language and digital literacy barriers. Subsequently, a different approach to communications and engagement was required.

The interviews conducted with key community stakeholders and service providers were an opportunity to have a discussion on the strengths, priorities and current challenges which were relevant to them and should be factored into the future planning of Liverpool.

Delivery October 2021

Approach

Internal consultation with twenty (20) Council officers across four (4) business units informed Corporate Strategy and Performances' baseline understanding and profile of these communities. Council scheduled interviews with key stakeholders and service providers to gain insight on the current and future needs of the communities they service and support. These key stakeholders and service providers have achieved long standing and trusted relationships within community and are in regular contact. The interviews took place over Microsoft Teams video call.

Questions asked

- Tell us about the community you provide support to?
- What are the strengths of the community?
- What does Liverpool Council do well for the community?
- What does the community you work with want?
- What do you think 2 or 3 key priorities are for the community?
- What are some barriers the community experience in accessing Council services?
- How can Council improve its service delivery?

Stakeholders Interviewed

- Lifeline
- NSW Refugee Health Service
- Settlement Services International (SSI)
- Settlement Services International (SSI) Arts & Culture
- Liverpool Hospital – Community Participation
- South Western Sydney Health District (SWSLHD) Multicultural Services
- South Western Sydney Health (SWSH) Community Network
- Catholic Care
- Settlement Engagement and Transition Support (SETS)
- Islamic Association of Australia
- Navitas
- Liverpool Neighbourhood Connection
- Arab Council Australia
- Marrickville Community Training Centre (MTC) Australia Liverpool
- Migrant Employment Legal System
- NSW Department of Communities and Justice (DCJ) Community Liaison, Multicultural Policy & Engagement; and Housing Services
- Wesley Community Housing
- 2168 Networks
- Loaves and Fishes Free Restaurant
- Community Hubs

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Analysis - Interviews

The information below represents an analysis of the top priorities that the interviewed key community stakeholders and service providers reported should be considered to improve the liveability of the city.

Support

- Education and training
- Health services and programs
- Settlement support
- Financial support
- Support social cohesion
- Support to service providers
- Community support programs

Better Communication

- Accessible communications that are easy to read using simple English
- More face-to-face engagement
- Meaningful communications relevant to the time and context
- Ongoing communications raising awareness such as service and initiative information
- General communications offered in-language - not just top 5
- Translation and in-language services, communications and consultations

Access

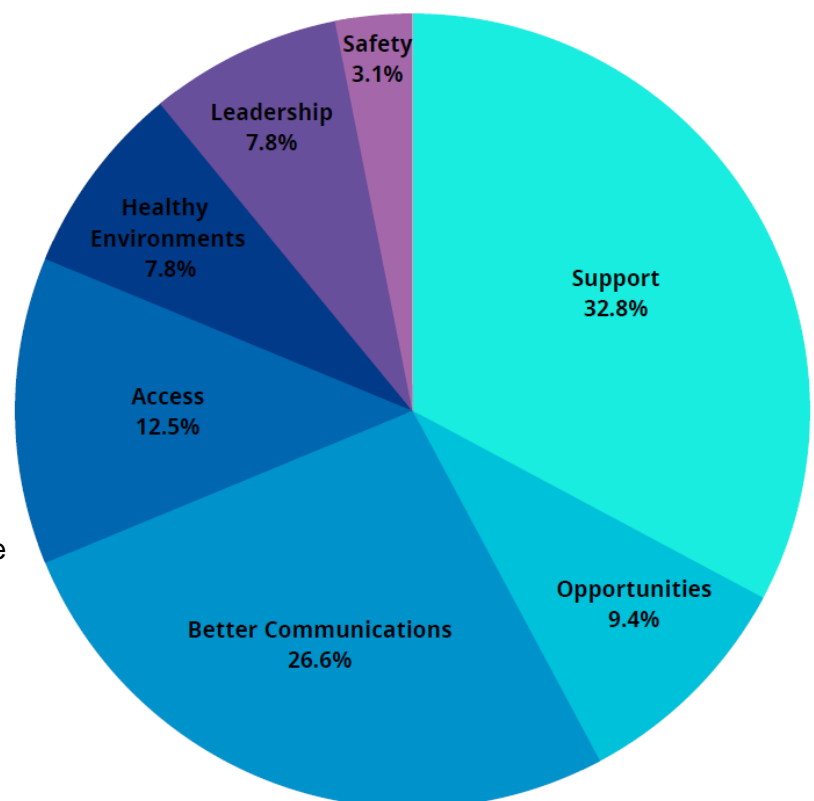
- Ease of access
- Timely access
- Better way-finding
- Free loop-bus
- Accessible general health check services

Opportunities

- Employment
- Training
- Assist social enterprise
- Recognition of overseas qualifications
- Access to employment for people with disability

Healthy Environment

- Accountability from Council
- Council to act as coordinators and a neutral party in a cultural environment



Leadership

- Healthy meaningful lifestyle
- Community engagement
- Local neighbourhood amenity
- Clean LGA

Safety

- To feel safe
- Services to assist and support safe social behaviour

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District forum and Committee Engagements

During the months of September, October and November engagement was delivered at established Council committee and district forum meetings. The meetings allow wide access for residents across the LGA and in particular the attendance of residents with high civic engagement. Corporate Strategy and Performance attended the pre-arranged Council coordinated Microsoft Teams video calls, encouraging attendees to share their views and priorities for the CSP.

Prior to the meetings, a pre-engagement survey on the Survey Monkey platform was circulated to attendees to gauge the top priorities for discussion during the meeting. Identifying top priorities assisted in guiding the workshop discussion and led to further exploration of the community's vision for Liverpool.

Delivery 14 September – 18 November 2021

Approach

District forums and committees are not always highly attended, and contributions are dependent on the confidence of each community member speaking publicly. The pre-engagement survey allowed for better access and inclusion across the whole database as it gave voice to all members, access to those who could not attend the meetings and a different method of communication.

The survey was designed to address common themes of community feedback including satisfaction with Council services and general communication with Council.

The pre-engagement survey was circulated by Council staff responsible for facilitating the respective committee/forum.

Promotion

- Calendar invitation with pre-engagement survey
- Reminder email to database
- Engagement posted on Council's CSP webpage

Questions asked in pre-engagement survey

- What is your satisfaction with Council services?
- What services are most important to you?
- Do you find it easy to communicate with Council?
- Are there any barriers to engaging with Council?

Forums and Committees

- Youth Council
- Access Committee
- Aboriginal Consultative Committee
- Heritage Committee
- Tourism and CBD Committee
- Community Safety and Crime Prevention Committee
- Rural District Forum
- Eastern District Forum
- 2168 District Forum
- New/ Established District Forum

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Analysis - District forum and Committee Engagements

The information below represents an analysis of the most common ideas and priorities that residents feel should be considered to improve the liveability of the city.

Built Environment

- Meaningful planning and infrastructure
- Universal design outcomes to achieve better access and inclusion
- Preservation of heritage

Semi Built Environment

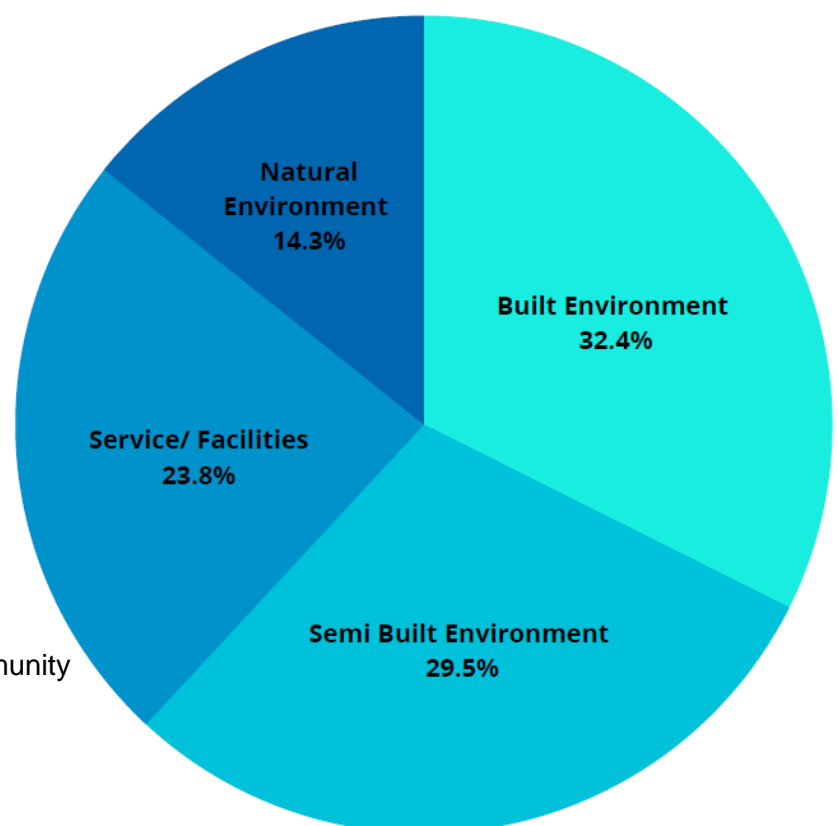
- Socially inclusive
- Economically prosperous
- Healthy places and spaces
- Support and funding for better access
- A quality, inclusive and liveable city
- Enhancement of local liveability
- Better planning to support movement within the LGA

Service Facilities

- Proactive, best practice and meaningful leadership
- Coordinated approach to working with community and stakeholders
- Transparent and quality communications to engage and educate the community

Natural Environment

- Ecofriendly, smart and efficient strategies to contribute to an environmentally sustainable future
- Maintain natural environment such as trees and parklands
- Cool, green, clean and maintained spaces



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Share your Views Survey

1703 responses

The data presents a community of self-sufficient young, to middle aged, employed and able community.

The respondents tend to have greater access to information via multiple mediums such as social media, mail, social groups, family/friends or during leisure outings to local facilities. Most respondents are from the established or new release areas where the majority speak English and are likely to travel throughout the LGA using public transport or personal vehicle.

The LGA is described as busy, with lots of development, mixed zoning, a strong retail presence, transport options and opportunity for work and education. Respondents feel everything is very conveniently located including public facilities. They also love events hosted by Council. Opinions differ regarding the cleanliness of the LGA and feeling safe. Some acknowledge antisocial behaviour. There is common frustration with issues pertaining to roads and parking.

The respondents want an eventful, celebrated, clean and safe future city that is economically prosperous, sustainable and invests in meaningful development. Great focus is placed on affordability, enhancement of public spaces, places, general offerings, maintenance, cleanliness and crowd/traffic management improvements.

Reported barriers to inclusion related to a difficult physical environment and concerns around the general cost of living.

Interviews

20 interviews with 22 people

The data presents stakeholders largely reflecting the experiences of newly arrived immigrants, first nations peoples and middle aged to senior residents from low socio-economic backgrounds. The feedback provided identifies a community experiencing a lack of access to digital devices and media, low mobility and living within small social circles. The community mostly access information and services that are local and from trusted sources.

The community appreciate Council facilitation and coordination with support providers, the provision of free public spaces allows for meeting places and a community forum. Liverpool is identified as a place of opportunity.

The community would like to see further investment from Council to support and coordinate stakeholder services, programs, campaigns and initiatives.

The community want to achieve better basic liveability standards, social cohesion and better access to communications, support and mobility options in order to support themselves, their health, their families and future. General maintenance and beautification of local public spaces were also requested.

Common barriers to inclusion that the community report are in relation to the current quality of communications and coordination from Council and access to information, as well as physical and financial access to places, services and other offerings.

Committees/ District

Forums - 7 meetings

The data presents a community strongly representing local issue and concerns. The respondents expressed a satisfactory level of satisfaction with Council service; however, most find it difficult to communicate with Council and many report barriers to engaging with Council.

Barriers experienced are usually regarding communications, getting in touch with the right person at Council, lack of access and inclusion, support infrastructure and gener affordability.

The respondents acknowledge Liverpool's development and want more focus on support infrastructure delivered to developing areas and a decentralisation of services to allow for better access to all. An example would be accessible neighbourhood medical hubs offering a range of support services in one place with parking.

The respondents want clean, healthy, ecofriendly and safe environments that are maintained and well serviced. They want to see quality, proactive and best practice leadership as well as transparent and diverse communication types.

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Conclusion

The traditional methods of face-to-face engagement during the phase one consultation period were not possible due to COVID-19 restrictions. Decisions made early in the engagement planning process led to the exploration of digital and written methods of engagement that would allow for a varied and personalised approach to engaging with the community. This adaptable approach proved successful, resulting in a substantial amount of civic involvement and feedback collected. Concurrently, Council strengthened relationships with local stakeholders.

Council would like to thank the participants for their time and valuable contributions, and sharing with us their knowledge, experiences and ideas to shape the future of Liverpool.

For any questions or further information, please contact Hiba Soueid, Manager Corporate Strategy and Performance soueidh@liverpool.nsw.gov.au