

ATTACHMENT C

**PUBLIC EXHIBITION AND
ENGAGEMENT REPORT**

Public Exhibition and Engagement report for The Cultural Ribbon Strategy

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1. Introduction

The Council of the City of Sydney endorsed for the draft Cultural Ribbon strategy to be placed on public exhibition on Monday 18 July 2016.

The Cultural Ribbon is one of ten key project ideas from 2008 that Council adopted as part of Sustainable Sydney 2030.

The Cultural Ribbon (current working title) presents strategies and actions for an identifiable 9km harbour foreshore nature and cultural walk. It aims to curate and shape an identity for a series of spatial and natural experiences. The strategy looks at ways to celebrate some of Sydney's significant cultural and historic landmarks, connect existing cultural institutions, and showcase views and the natural environment along the harbour.

The public exhibition period occurred from 29 July 2016 to 19 September 2016 (52 days). During this time period The Cultural Ribbon was made available through both designed and accessible formats, in online and hard copy mediums.

The development of the plan involved working with several groups and external stakeholders that included the Public Art Advisory Panel and Eora Journey Public Art Working Group.

In July 2016 a consultant also undertook a workshop with City of Sydney staff to explore and develop ideas around the meaning and elements that could make a walking trail along the Sydney harbour.

The public exhibition period provided an opportunity for partners and communities to review the strategy and indicate support and contribute additional ideas or views.

1.1 Consultation objectives

- Publicly exhibit the document for a period of more than 50 days supported by the Sydney Your Say digital platform;
- Ensure key stakeholders were aware of the draft strategy and were provided an opportunity to access, review and comment on the strategy;
- Receive submissions on the intent presented in the strategy and on the proposed three strategic directions and principles;
- Provide a broad range of ways for individuals and stakeholders to have their say;
- Conduct market research intercept surveys along the proposed walking trail; and
- Meet with key stakeholders in person and discuss the strategy.

1.2 Public exhibition activities

A range of approaches and activities were undertaken to promote the public exhibition and invite feedback. This included activities to raise awareness of the strategy and mechanisms to provide opportunities for stakeholders to review and provide comments on the document.

The City's www.sydneyoursay.com.au site was utilised and a specific web page was developed including supporting information to inform that the strategy related to other policies and cultural activities the City undertakes.

The broad range of engagement activities included:

- Dedicated portal on Sydney Your Say website developed to provide a focus for the public exhibition, (www.sydneyoursay.com.au/cultural-ribbon), providing;
 - access to designed and accessible versions of the strategy,
 - An online survey / guided submission designed to assess the level of support and prioritisation for the City's intended areas of focus.
- Formal direct communication with key stakeholders, including;
 - Letter from CEO posted to several key organisational partners with details of engagement and links to soft-copies of the strategy,
 - Presentation to the City's Aboriginal and Torres Strait Islander advisory panel (September 2016),
 - Email communication and follow-up to several organisational partners with details of engagement and links to Sydney Your Say site, and
 - Fact to face meetings with key organisational partners.
- Intercept and online audience market research;
 - 628 intercept surveys and 127 online surveys,
- Information and web links to the strategy and exhibition period in;
 - Sydney Your Say email newsletter (1) (3,845 subscribers) (8.08.16)
- Printed copies available in the One Stop Shop, Redfern Community Centre, x4 Neighbourhood Service Centres and Customs House.
- Targeted social media utilising Sydney Your Say twitter account (2,360 followers); and
- Mention of public exhibition and provision of hard copy strategies at SAMAG (Sydney Arts Management Group) talk on Composing Cities: Art in Public Space (29.08.16).

2. Feedback

A total of 17 formal submissions were received by the City during the public exhibition period and 18 online guided survey submissions.

The Sydney Your Say platform traffic recorded over 700 page visits indicating strong awareness with over 300 visitors downloading documents.

Social media through Sydney Your Say twitter reflected strong awareness with the top tweet for August having 859 impressions and or September requesting followers take the online survey having 502 impressions.

Submissions methods included formal submissions via email (9) and online surveys (18).

2.1 Formal submissions

Formal submission were received from 12 organisations and 5 individuals:

- | | |
|----------------------------------------|-----------------------------------------|
| 1. Museum of Applied Arts and Sciences | 8. Arts NSW |
| 2. Art Gallery of New South Wales | 9. Property NSW |
| 3. Sydney Business Chamber | 10. Sydney Opera House |
| 4. Australian Museum | 11. Sydney Living Museums |
| 5. State Library of NSW | 12. Australian National Maritime Museum |
| 6. Committee for Sydney | 13. Individuals (x5) |
| 7. Museum of Contemporary Art | |

Overall the submission expressed strong support of the strategy and interest in being part of the strategies future development. The submissions also provided feedback on specific elements of activity within the plan.

Analysis of formal submissions

Submission content has been analysed and categorised into the following key themes;

- | | |
|-------------------------------------------------------|------------------------------------------------------------|
| • Supportive | • Signage/Public domain/Public Art |
| • Scope considerations | • Eora Journey/Aboriginal & Torres Strait Islander culture |
| • Audience targeting/appeal | • Branding/identity/promotion |
| • Interest in cultural partnerships and collaboration | • Walking/cycling |
| • Business support opportunities | • Night-time economy/OPEN Sydney |
| • Outdoor activation | • Digital connectivity/enhancement |
| • Nature/environment/harbour | • Accessibility/Connectivity |

SUBMISSIONS – Organisations and business**1. Museum of Applied Arts and Sciences**

Supportive and gave several amendments to the strategy. Strongly endorsed development of the project. Request that the Sydney Observatory and Museum of Applied Arts and Sciences (MAAS) are included as 'cultural infrastructure'. Believe their sites and in particular the Sydney Observatory align with the strategies principles and directions. The submission outlines their offerings and alignment to the strategic directions. Requested the City include the observatory in the walk with optimised wayfinding, infrastructure and promotion.

**Supportive/
Signage/
Public domain/
Promotion**

2. AGNSW

Supportive of the strategy and 'figurative alliance of the city's cultural organisations and institutions.' Welcomes partnering with the City. Keen to be involved in the content and agrees with making digital stories more user-centric. Open to discussing outdoor public domain activations and also smaller scale outdoor performances. Keen to "explore joint thematic promotional activities" and pilot. Food and beverage offering mentioned in regards to the Sydney Modern Projects, along with programming "to become a key anchor point". Expressed public access due to events by the Royal Botanic Gardens and Domains Trust blocked access for several months in a year. Improved signage was noted as a solution. Encouraged public art commissions as part of the Sydney Modern project and early dialogue to capture "synchronistic opportunities" including physical amenities and elements.

**Supportive/
Cultural
partnerships and
collaboration/
Digital
connectivity/
enhancement/
Outdoor
activation/
Signage**

3. Sydney Business Chamber

Supportive of the strategy. Considered it would enhance the harbour side cultural precinct and increase visitor numbers. Notes capital works being carried out along the harbour from the AGNSW through to Darling Harbour. States there is scope for improved accessibility: pedestrian, cycling and transport connections. Recommends the City collaborate with TfNSW to improve wayfinding at public transport locations. Universal access stated as a requirement. Digital formats to market the walk and provide information and "collaboration of ideas" suggested. "For example, the strategy should include actions to develop or use existing apps that enable visitors to access information about attractions, events, food and drink venues, and transport information all within a single source." Free public Wi-Fi stated as important. Night-time access, activation, updated lighting viewed as sensible. Want to work with other regulatory bodies and business to explore permanent and pop-up small bars and eateries along the ribbon. Partnerships and governance, along with the City's facilitation and advocacy role identified and supported.

**Supportive/
Audience
targeting/appeal/
accessibility/
connectivity/Digit
al
enhancements/
Cultural
partnerships and
collaboration**

4. Australian Museum

Expressed surprise and felt they were not included. Stated "AM has held previous discussions with City of Sydney regarding the AM's contribution to the Eora Journey and remains committed to this project into the future." A harbour specific focus is regarded as restrictive to the leverage the visitor economy. Notes wayfinding has been an issue for visitors across the CBD. Requests the museum be included in any future cultural network or ribbon the City develops.

**Scope
considerations/
Cultural
partnerships and
collaboration/
Signage**

5. State Library of NSW

Supports links with the Eora Journey and ribbon. Notes there is an existing Indigenous working group from State owner cultural institutions and they welcome opportunities for the City of consult this group and develop partnerships and joint programming. Views the harbour focus of the strategy as missing out Macquarie Street institutions. Stated that it ignores previous versions of the strategy and limits the visitor experience by failing to link it with other major cultural institutions.

**Supportive/
Scope
considerations
cultural
partnerships and
collaboration/**

Notes a perceived “resource-intensive DA approvals”. Suggests the City look to reduce red-tape on DA’s.

6. Committee for Sydney

Expressed support. Outlines several aspects of the strategy that are regarded to be beneficial to Sydney ranging from branding and identity, no cost activity, walkability and cycling. Noted alignment with Eora Journey, liveability and connectivity and appealing for locals and visitors. Accessibility to other forms of transport, lighting and wayfinding supported. Collaboration with other agencies such as the Office of the Government Architect, all tiers of government and also businesses including hospitality and institutions including the Committee encouraged. Notes the need for a coordinated approach and joint programming”. Idea of digital elements supported.

**Supportive/
Audience
targeting/Appeal/
Accessibility/
Connectivity/
Cultural
partnerships and
collaboration**

7. Arts NSW

Views the strategy as presenting an “exciting opportunity for residents, national and international visitors. Notes alignment with Create in NSW cultural policy and NSW State Government cultural venue attendance objectives. Strongly requests the City has close collaboration with NSW cultural institutions and major cultural organisations to ensure the ribbon is complimentary. Notes alignment with the states Sydney Night-Time Economy Roundtable actions. Supports ideas around wayfinding and Aboriginal heritage. Identified new platforms for cultural engagement with audiences. Supportive of partnerships with key stakeholders as “crucial to identifying and incorporating opportunities to enhance” at various key locations. Expressed interest in being involved in future forums and collaborating with the City.

**Supportive/
cultural
partnerships and
collaboration/OP
EN
Sydney/Audience
targeting/appeal**

8. Property NSW

Supportive of the strategy as an exciting place-making initiative and a positive contribution to the visitor economy. Keen to partner in the development and recognises the importance of government involvement. Stated interest in establishing MOU with the City.

**Supportive/
Audience
targeting/appeal**

9. Sydney Opera House

Supportive of the City’s efforts and noted the extensive consultation the City undertook. Stated several areas of alignment between the strategy particularly in relation to the Sydney Opera House’s renewal projects, connections to First Nations and natural heritage and common intent for collaboration. Synchronicity was noted towards producing cultural experiences, public access and free offers along with “enhancing storytelling and interpretation.” Agreed the strategy identifies the Opera House could play a key role in the ribbon. Notes interest in collaborating with the Royal Botanic Gardens and views the strategy as an opportunity for collaboration along with private businesses. Submission noted awareness of the City’s wayfinding strategy, interest in being involved and recognised the importance of wayfinding. Funding and promotion identified as areas for discussion.

**Supportive/
Eora Journey/
Aboriginal &
Torres Strait
Islander culture/
Digital
connectivity/
Enhancement/
Signage/Cultural
partnerships and
collaboration**

10. Sydney Living Museums

Welcomed their acknowledgement within the broader strategy. Commented that “we question the redefinition of the ‘Cultural Ribbon’ as Sydney’s nature and cultural walk, in the manner it is being geographically proposed as a Harbourside walk.” “Except for the Opera House, this new definition of the ‘Cultural Ribbon’ fails to include Sydney’s most significant cultural and heritage places and the walking route that the primarily connects these: along Macquarie Street and

**Supportive/
Scope
considerations**

through the Domain and Gardens". They "strongly object to the ribbon name being redefined and attached to the proposed Harbourside nature and culture walk." Stated, "We believe this work provides a compelling counterpoint to proposed Cultural Ribbon; and potentially, a reconsideration of the direction of your strategy, and in particular, whether to retain the Cultural Ribbon naming for this Harbourside walk, or whether an additional circular route (through the Gardens and down Macquarie Street) could be added."

11. Australian National Maritime Museum

Perceived areas of synergy with "ideas, experiences and visitor facilities" to the strategy's aims. Noted their plans to explore the harbour and engage communities and commitment to Indigenous culture. Planning new physical initiatives including a heritage maritime precinct. State there's a shift in their approach towards outdoor and on-water offerings to the public. Open to collaborative visitor research and curatorial assistance in relation to Indigenous theming. Suggested the ribbon could align with the 250th anniversary of Australia's East coast Captain Cook explorations. Stated interest in collaborating in the development of the strategy.

Supportive/Cultural partnerships and collaboration

12. Museum of Contemporary Art

Supportive and looking forward to helping with implementation.

Supportive/Cultural partnerships and collaboration

SUBMISSIONS – Individuals

1. Individual

Proposes that the document could be edited and the extent of the strategy amended. Suggests the strategy be reframed to explore and state what is unique about the Sydney waterfront. Requests more focus on "Sydney's continuing maritime function". Not supportive of night time access to the Royal Botanic Gardens and a perceived omission of Macquarie Street institutions. Cycling along the proposed route regarded as undesirable.

Scope considerations/Connections

2. Individual

Supportive of the concept

Supportive

3. Individual

Support the walk and expressed the importance of telling Aboriginal and Torres Strait Islander story

Supportive

4. Individual

Stated the concept was a "wonderful idea". Asked for Callan Park to be considered in the walk and benefit the City in working with other Councils.

Supportive

5. Individual

Supportive of concept, noted the importance of Aboriginal and Torres Strait Islander stories to be included in the walk

Supportive

.2 Survey/guided submissions

In total 18 participated in the online survey on Sydney Your Say. The majority of participants were aged 25-49; 9 males and 8 females, and 1 individual who preferred to not disclose. Two submissions indicated speaking a language other than English at home. One Cantonese and the other Indonesian.

Analysis of online survey submissions

a) Level of agreement and suggestions with the proposed principles for developing a nature and culture walk

Q1. Respondents were firstly asked to comment if they had anything they wanted the City to consider or change in the principles.

The verbatim comments given to accompany this question (Q1) were as follows (shown with coding for analysis purposes):

<i>It is very important to be made in a way enjoyable to Sydneysiders; but in addition to that, we must also not forget Sydney is a global city, and everything we make must be towards promoting interstate and international tourism. We must not forget that. This benefits us all, and provides us with a sense of pride in our beautiful city.</i>	Branding/ promotion/ Appeal
<i>I'd like to see this being promoted to Sydney-siders as well as tourists/visitors. Considering a changing feature to encourage people to come back more than once. Don't forget the Opera House.</i>	Branding/ promotion/ Appeal
<i>Clear signage and "landmarks" on the way such as sculptures and public art.</i>	Signage/ Public Art
<i>Distinct areas that provide opportunities for Sydneysiders and Tourists alike to appreciate and enjoy the site/s.</i>	Public domain/ Appeal
<i>I think you have it covered</i>	Supportive response
<i>Make the walk start from Annandale as there will be a continuous foreshore walk from here once the bay's precinct is complete. 17kms of continuous water front access from Annandale to garden island.</i>	Scope
<i>The link between Circular Quay and the Opera House should not be along the foreshore as that already exists. It should run up to Macquarie Place and the Obelisk as that is where all distances in NSW are measured from. It should then run along the Georgian magnificence of Bridge Street to the Conservatorium and down to the Opera House via the Tarpeian Way.</i>	Scope
<i>Yes An Aboriginal Culture Tourism Hub located in the Cadman's Cottage Heritage building The Rocks opposite the Overseas Passenger Terminal and right next door to the Museum of Contemporary Art. (MCA).</i>	Aboriginal & Torres Strait Islander culture
<i>The materials used should be sustainable and low maintenance.</i>	Public domain
<i>Emphasis on native plants along the landscape.</i>	Nature/ environment

Ensuring Australia's first peoples have a say in how this story will be told. Make sure their views are addressed and ideally incorporated in creating this exciting new space. I would also like to see it will actually be at least some time to walk through - not easily walked passed in 20secs or a thoroughfare where people never have time to stop and enjoy it.

Aboriginal & Torres Strait Islander culture

Respondents were then asked to indicate their level of agreement that the actions under the three strategic directions in the strategy.

b) Direction 1: CONNECTIONS

The walk intends to provide people ways to connect with nature and culture along the harbour.

Respondents were asked to consider (Q2) - *How important were the following actions?*

- **Improving the physical amenity of the walk to become more attractive, accessible and safer**
Responses: 16 very important / 2 somewhat important
- **Improving the legibility of the walk, including better wayfinding**
Responses: 9 very important / 6 somewhat important / 3 neither important nor unimportant
- **Improving the walk for recreational cycling**
Responses: 8 very important / 5 somewhat important / 1 neither important nor unimportant / 1 not very important / 1 not at all important
- **Enhancing the opportunities to experience nature**
Responses: 11 very important / 6 somewhat important / 1 not very important

Other comments verbatim feedback on (Q2) for level of importance (shown with coding for analysis purposes):

<i>Clear signage and points of interest to become one of the great "tourist walks" for visitors</i>	Signage
<i>Clear signage and maps to guide walkers. Lots of art along the way (like Sculptures By The Sea)</i>	Signage/ Public Art
<i>Link it to Glebe foreshore walk</i>	Scope
<i>Can we have an ocean pool on the walk to create a city beach?</i>	Public Domain
	Aboriginal & Torres Strait Islander culture
<i>If there will be shared use of the pathway, please make sure that cyclists especially tourists have zero ambiguity how to follow rules to avoid injury or nuisance to pedestrians.</i>	Walking/ cycling

c) Direction 2: IMAGINATION

We want people to encounter stories, public art, activations and history.

Respondents were asked to consider (Q2) - *How important were the following actions?*

- **Having elements of storytelling and interpretation using digital media and smart technology**
Responses: 4 very useful / 7 somewhat useful / 5 neither important nor unimportant / 1 not very important / 1 not at all important
- **Using the spaces and paths along the walk in creative and new ways**
Responses: 14 very useful / 3 somewhat useful / 1 not very important

Other comments verbatim feedback on (Q3) for level of importance (shown with coding for analysis purposes):

<i>Mix of formal and informal pathways. Native and more open vegetation.</i>	Nature/ environment/ harbour
<i>An app is needed to provide a walking map and additional historic information on request at highlighted points.</i>	Digital connectivity/ enhancement
<i>Real People - specifically Aboriginal people sharing stories of the physical environment - Harbour and its Creation</i>	Aboriginal & Torres Strait Islander culture
<i>Should be an escape from the digital. People appreciating the natural and historical surrounds - not staring at a screen.</i>	Nature/ environment/ harbour
<i>There's no example of creative new ways. Of course this sounds great but what does it mean. Creative new ways need to be engaging, functional, and enjoyable. I don't want some space wasting postmodern object.</i>	Opportunities

d) DIRECTION 3: IDENTITY

The walk seeks to build awareness and become known as a great urban walk.

Respondents were asked to consider (Q4) - *How important were the following actions?*

- **Developing public awareness of the harbour foreshore walk**
Responses: 10 very important / 5 somewhat important / 3 neither important nor unimportant
- **Recognising and maintaining the existing character and identity of each section of the walk**
Responses: 9 very important / 5 somewhat important / 3 neither important nor unimportant / 1 not at all important

Other comments verbatim feedback on (Q4) for level of importance (shown with coding for analysis purposes):

<i>Partnerships with tourism organisations to promote walks, clear signage. Have a reason for people to visit (such as sculpture exhibitions or art along way)</i>	Signage/ Public Art/ collaboration
Identity	Branding
<i>Sydney totally underutilises its harbour side. The water is well used, but the harbour foreshore is often littered, inaccessible and overgrown</i>	Accessibility
<i>Must recognise Aboriginal Heritage and Culture and connection to many places and spaces along walk</i>	Aboriginal & Torres Strait Islander culture

e) Priority Actions

Respondents were asked to (Q5) to indicate which of the following should be a priority for the City (multiple response).

The responses provided are listed in ranking:

- Improve wayfinding to and along the route (9 indicated)
- Investigate partnership opportunities to deliver public domain improvements. (8 indicated)
- Scope opportunities to improve the experience of nature on the foreshore (8 indicated)
- Conduct lighting and safety audit and scope improvements (7 indicated)
- Nature and culture walk content development (7 indicated)
- Conduct walking and accessibility audit and scope upgrade opportunities (6 indicated)
- Conduct walking and accessibility audit and scope upgrade opportunities (6 indicated)
- Nature and culture walk interpretative infrastructure (6 indicated)
- Scope cycling amenity improvements (4 indicated)
- Nature and culture walk digital media and smart technology development (4 indicated)

3. Summary

Feedback provided during the public exhibition was supportive of the draft Cultural Ribbon Strategy. The guided surveys indicated support for the proposed strategic directions and proposed actions. The actions were regarded as important and the additional comments reflected themes and ideas that aligned with the concept, strategic approach and material ideas the City identified. The results from the market audience research also affirmed the directions and priority projects that the draft strategy proposes.

The formal submissions reflected a keen interest from the organisations and institutions to be provided future opportunities to collaborate, partner and shape the nature and cultural walk. The submissions request the need for clear leadership in developing a coordinated approach to the city centre precinct planning and the City can take this into account in the continued planning, coordination and deliverables that will shape the strategy.

4. Document Recommendations

Following the exhibition period, it is recommended that the following updates are made to the draft Cultural Ribbon Strategy prior to adoption.

Page	Update	Changes
IFC	Public exhibition period has concluded so reference to Sydneyoursay.com.au to be removed.	Updated text
2,3,40, 41	Editorial update of executive summary to include new actions and text updates	Updated text
All	Minor editorial changes to document	Updated text
18	Addition of the Powerhouse Museum in table	Updated text
19	Drafting error – “Mitchell Library” to be corrected to “The State Library of NSW.”	Updated diagram
All	Drafting error – “Sydney Modern” to be corrected to “The Sydney Modern Project.”)	Updated text
28	“Support the Gallery in working with Transport NSW in establishing a new ferry wharf on Woolloomooloo”	Updated text
27	Forecourt activity at Sydney Opera House remove word “regular”	Updated text
All	Maritime Museum to be listed as Australian National Maritime Museum	Updated text
30	Change wording form ‘ownership’ to ‘jurisdictions’	Updated text
34	Update to text on Walsh Bay	Updated text
38	Updated image of The Sydney Modern Project	Updated image
40,41	Updated key actions and priority projects	Updated text

5. Next Steps Working with Stakeholders and Community

The feedback has strongly evidenced the desire for close consultation and partnerships which reinforces the draft strategy’s key actions under ‘partnerships’. The draft strategy has been updated with additional actions to include in the short term, for the City to host a workshop with the cultural organisations along the route to help develop a brief for artists / creative agencies to develop the walk. The report to Council also includes a recommendation for delegation to the CEO to enter into partnerships / Memorandum of Understanding(s) with adjoining agencies to deliver the Cultural Ribbon. Initial discussions with key stakeholders included potential for a working group to be formed to help define share objectives, roles and responsibilities for the project and potential partnerships to deliver projects / programs.

TRIM Document Number: 2016/610157

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APPENDICES

ii) Social Media examples

Use of Sydney Your Say and City of Sydney twitter accounts.

Top Tweet earned 502 impressions

Walk, cycle, run? Take our survey to give ideas for a Sydney harbour nature & culture trail ow.ly/5oYA303ucdu
pic.twitter.com/twGbq5TOXS



Top Tweet earned 832 impressions

What steps could we take for a great nature & culture walk along Sydney's foreshore?
ow.ly/nJNN303ecK4
pic.twitter.com/CY9FyClnQd



↻ 2 ❤️ 2

iii) Survey/ Guided Submission

Survey developed for <http://sydneyyoursay.com.au/cultural-ribbon> exhibition portal.

Cultural Ribbon - Sydney's nature and culture walk

Sydney Your Say

Survey

We welcome feedback through our short 4 minute survey to assist in developing the strategy.

The City has prepared the [strategy](#) to support our plans for an identifiable harbourside walking trail. Please read the below project principles and share your views:

- The Cultural Ribbon is about the cultural destinations and landscapes as much as it is about the paths and spaces in between.
- Anchored in moments of storytelling and interpretation including the Eora Journey and Sydney's maritime history.
- A layered experience made up of various components that tell a bigger story.
- It is accessible for all and a great experience every day and night.
- Supported by investment by the public and private sectors that enhances the experience.

Q1. Is there anything you think should be considered or changed in these principles for developing our nature and culture walk?

Three strategic directions:

The strategy has three strategic directions and a range of ideas that we would like you to consider.

Cultural Ribbon - Sydney's nature and culture walk

Sydney Your Say

Q2. Direction 1 - CONNECTIONS

The walk intends to provide people ways to connect with nature and culture along the harbour. How important are the following to you?

Questions	Very important	Somewhat important	Neither important or unimportant	Not very important	Not at all important
Improving the physical amenity of the walk to become more attractive, accessible and safer					
Improving the legibility of the walk, including better wayfinding					
Improving the walk for recreational cycling					
Enhancing the opportunities to experience nature					

Do you have any additional comments or ideas?

Cultural Ribbon - Sydney's nature and culture walk

Sydney Your Say

Q3. Direction 2 - IMAGINATION

We want people to encounter stories, public art, activations and history. How important are the following to you?

Questions	Very important	Somewhat important	Neither important or unimportant	Not very important	Not at all important
Having elements of storytelling and interpretation using digital media and smart technology					
Using the spaces and paths along the walk in creative and new ways					

Do you have any additional comments or ideas?

Cultural Ribbon - Sydney's nature and culture walk

Sydney Your Say

Q4. Direction 3 - INDENTITY

The walk seeks to build awareness and become known as a great urban walk. How important are the following to you?

Questions	Very important	Somewhat important	Neither important or unimportant	Not at all important
Developing public awareness of the harbour foreshore walk				
Recognising and maintaining the existing character and identity of each section of the walk				

Do you have any additional comments or ideas?

Q5. PRIORITY ACTIONS

The strategy lists a number of projects and actions under consideration for developing the nature and culture walk. Please indicate what you feel should be a priority for the City.

(Choose all that apply)

- Improve wayfinding to and along the route
- Conduct walking and accessibility audit and scope upgrade opportunities
- Scope opportunities to improve the experience of nature on the foreshore
- Conduct lighting and safety audit and scope improvements
- Scope cycling amenity improvements
- Nature and Culture Walk: Interpretative Infrastructure
- Nature and Culture Walk: Content Development
- Nature Culture Walk: Digital media and smart technology development
- Investigate partnership opportunities to deliver public domain improvements

Demographic questions

Lastly, please take a few seconds to tell us about you.

Cultural Ribbon - Sydney's nature and culture walk

Sydney Your Say

Age: (Choose any one option)

- 12-17
- 18-24
- 25-34
- 35-49
- 50-59
- 60-69
- 70-84
- 85+

Gender - please select how you identify your gender: (Choose any one option)

- Male
- Female
- Transgender
- Other
- Prefer not to disclose

With my family or the people I live with, I speak: (Choose all that apply)

- English
- Cantonese
- Indonesian
- Korean
- Mandarin
- Thai
- Other

Answer this question only if you have chosen "Other" for "With my family or the people I live with, I speak:"

Please specify:

Are you of Aboriginal or Torres Strait Islander ancestry? (Choose any one option)

- No
- Yes, Aboriginal
- Yes, Torres Strait Islander
- Yes, both
- Prefer not to say

Are you living with a disability? (Choose any one option)

- Yes
 - No
-

Cultural Ribbon - Sydney's nature and culture walk

Sydney Your Say

Are you a carer for someone? (Choose any one option)

Yes

No

Would you like to stay informed on this project? Please provide your email address in the below box. Thank you