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**CITY FARM CONCEPT DESIGN
CONSULTATION REPORT**

City Farm Concept Design Consultation Report

April 2015

As part of the ongoing community engagement program for City Farm, a consultation process was held from 16 March to 13 April 2015 to seek feedback on the concept design, which was coordinated by the City of Sydney's Strategic Community Consultation team and Communications team in partnership with the project team.

The consultation process included a participatory face to face event, direct stakeholder liaison and online engagement through SydneyYourSay.com.au.

The City Farm Community Day event was held on Saturday 21 March 2015 at Sydney Park to enable community members to:

- View the draft concept design for City Farm;
- Understand how the community feedback to date has shaped the design of City Farm;
- Provide feedback on the draft design;
- Provide input into the brand identity and name of the farm through a visual and interactive mood board activity;
- Participate in series of activities to enjoy on the day including a Native Bee Workshop, bush tucker and indigenous plant talk and a walking tour to the farm site, and a walk through of the City Farm site with the design team; and
- Find out about opportunities to be involved with the farm in the future and sign up as a volunteer or to receive further updates.

The draft concept design was also available online for community feedback at SydneyYourSay.com.au. This page also included a summary of previous consultation, images of the City Farm Summer Garden and previous community day, to showcase the journey so far.

Communications

Community members were notified about the event and the opportunity to provide feedback on the concept design through a postcard invitation letterbox drop, display advertisements and the City's digital channels, including social media, SydneyYourSay.com.au e-news and the City Farm database. The project team also undertook direct consultation with key partners including the Sydney City Farm community group and the Powerhouse Museum.

City of Sydney social media activities attracted an estimated reach of 46,000 Facebook fans.

The Sydney City Farm Community Group circulated two email newsletters promoting the event and the online exhibition to its database of more than 1500 members.

Consultation outcomes and reporting

The response to the City Farm concept design and overall proposal for a City Farm was overwhelmingly positive, with community members keen for the farm to be established and asking when it would be ready for operations and community involvement.

More than 200 people attended the event on Saturday 21 March and participated in the demonstrations, tours and feedback activities.

72 people completed feedback forms on the concept design (40 at the Community Day on Saturday 21st March and 32 online submissions at SydneyYourSay.com.au)

Two email submissions were also received.

During the period 16 March to 13 April 2015, the City Farm page on SydneyYourSay.com.au was accessed by 1046 visitors. Of these, 363 accessed key documents on the page, and 32 completed feedback forms.

Key themes

Overall, the responses were overwhelmingly positive in response to the City Farm Concept Design.

Feedback forms

Of the 72 feedback forms received, the following is a summary of results:

- Strong support for key elements in the Concept Design:
 - Markets
 - Orchard
 - Kitchen garden and compost
 - Space for learning and education
 - Sustainable and sensitive designs for water
 - Plants and trees
 - Chickens and bees
- 70% of respondents indicated that they thought the Concept Design effectively enabled participation, and sharing of knowledge and ideas
- 83% of respondents had not been involved in previous consultation activities for City Farm, representing a new and enthusiastic target audience for the Farm;
- 57% of respondents lived in the City of Sydney Local Government Area (LGA), with 43% living outside in the LGA.

Supportive comments

- A sense of excitement, enthusiasm and anticipation for City Farm and when it would be built;
- Congratulating the City of Sydney on its proposal;
- Strong support for incorporating bush tucker and opportunities for an “Earth Oven” – a traditional Aboriginal cooking method;
- Support for activities with children;

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- Community groups approaching Council with a view to connecting their programs to City Farm; and
- A desire for an inclusive, culturally diverse and community focussed Farm.

Suggestions

- Ensuring education programs, school visits, and training opportunities;
- Effective management of operational matters, including management and safety of livestock, security, pesticide use, vegetation and produce, and volunteers;
- Ensuring the space is inclusive for people with disabilities, and utilising the City of Sydney's Advisory Panels as a mechanism for consultation;
- Providing shade, shelter and toilets for volunteers, staff and visitors;
- Ensuring adequate tool storage nearby to the site;
- Investigate the potential impact of West Connex;
- Relocate the markets to the brick kilns area, due to the busy nature of Sydney Park Road;
- Highlight the historical significance of the site, including Aboriginal history as well as nearby use of Orange Grove in Colonial Days; and
- Connections to Sydney Park Kiosk, and future capacity for a Café.

Concerns

- Two respondents were concerned about City Farm taking away from recreation and making the park too busy, and Sydney Park not being a suitable environment for animals to flourish; and
- One submission was concerned about tree and vegetation removal on the site.

Conclusion

Overall, the response to the City Farm concept design was extremely positive and well-received by the community.

Design suggestions will be considered by the Project Team and Design Team in the next phase of design development.

Operational matters will be addressed through the Project Manager and key staff as part of operational planning for City Farm.

A short video of the event, photographs and the consultation outcomes will be made available on SydneyYourSay.com.au.

Community members will be kept updated with the progress of City Farm in 2015.