

Relevant Information for Council

FILE: X012101 **DATE:** 6 December 2019

TO: Lord Mayor and Councillors

FROM: Kim Woodbury, Chief Operating Officer

THROUGH: Monica Barone, Chief Executive Officer

SUBJECT: Information Relevant To Item 6.4 – Sustainable Sydney 2050 Update

For Noting

This memo is for the information of the Lord Mayor and Councillors.

Purpose

The purpose of this memo is to provide additional information on the engagement of the business community during the development of Sustainable Sydney 2050. Additionally, it is to provide details on ways the draft plan will respond to the issues of water and affordability.

Background

Business Engagement

Specific engagement activities that targeted the business community during the development of the Sustainable Sydney 2050 plan are listed below. The list can't be categorised by activities exclusively for small business as many of the events were intentionally cross-sectoral and therefore involved businesses of all sizes.

- Invitations were sent to all local business chambers for a briefing at their regular meetings - the Pyrmont Business Chamber were briefed and the Surry Hills Creative Precinct hosted a facilitated engagement session
- All the City's Advisory Panels (including Retail Advisory Panel and Nightlife and Creative Sector Advisory Panel) were briefed and members were subsequently invited to participate in a combined workshop

- Businesses participated in the on-line survey, identifying themselves as nine per cent of respondents
- Business Workshop (April) attended by approximately 100 small to medium sized businesses from the tech, hospitality, tourism and retail sectors
- Stakeholder Workshop (June) attended by approximately 300 representatives from business, government, civil society and academia
- Workshop with the nightlife and creative sector which included businesses
- Pop-up stall at Business 101 event
- Roundtable and briefing with members of the Better Building Partnership and Sustainable Destination Partnership
- Roundtable with the Business Chambers and small businesses to discuss the future of high streets
- Roundtable with business, government and academia to discuss smart cities
- Roundtable with architectural and planning community to discuss the role of design in our changing climate
- Over 40 future-facing start-up businesses participated in 2050 Emergent event, which included 25 lightning talks and six workshops
- Representatives from the business community were members of the expert panel that provided advice and guidance to the Citizens Jury on their ideas for the future
- Stakeholders from approximately 150 businesses and organisations have directly contributed to the development of the research and technical studies through their participation in interviews, small focus groups, workshops and research specific surveys.

Businesses were invited to participate in the consultation through:

- A letter box drop to all businesses in the CBD and on main streets
- Stories in our business e-newsletter that has a distribution of over 4,000 subscribers
- Targeted promotion through social media, City of Sydney and What's On websites, and at business events
- Media partnership with SMH Business
- Invitations to specific events

Water

Water was an important topic raised during the consultation for the development of the Sustainable Sydney 2050 plan. During the drafting of the plan, we will consider how to address all the issues associated with it.

Affordability

The challenges of affordability have been raised consistently throughout the consultation. It is our intention that the draft Sustainable Sydney 2050 plan respond to the issue in a range of ways. One option to make more explicit this intention is to include affordability in the title of a strategic direction. For example: "An equitable, affordable and inclusive city".

Memo from Kim Woodbury, Chief Operating Officer

Prepared by: Andrea Beattie, Executive Manager Strategic Outcomes

Approved

A handwritten signature in black ink, appearing to read 'P. M. Barone', with a long horizontal flourish extending to the right.

MONICA BARONE

Chief Executive Officer