

# **Attachment G**

## **Engagement Report**

## Engagement report

# Sustainable Sydney 2030–2050 Continuing the Vision and Community Strategic Plan



# Contents

Background	3
Engagement summary	4
Demographic snapshot	6
Key survey findings	8
Subjects/issues raised	12
Activities	20
Appendix	22

# Background

## A vision from the heart of our community

We engaged our communities on their vision for Sydney in 2050 over several years. Activities included surveys and community sessions, pop-up events, workshops with school students, small businesses, multicultural communities and the creative sector, a stakeholder summit and First Nations dialogue forum. We also held a children's summit, a youth summit and a citizens' jury. Learn more about [how we consulted with our communities for 2050](#) and what they told us.

Informed by community feedback, research and expert input, the draft vision and community strategic plan were placed on public exhibition between **12 April 2022 to 23 May 2022**.

Public exhibition of these documents is the final step in a long and thorough engagement process. The process was recognised as outstanding by the International Association of Public Participation and was awarded 2020 Project of the Year for Australasia.

Feedback collected through this public exhibition will help us to finalise the documents so they can be presented to Council for adoption in June 2022.

# Engagement summary

---

From 12 April 2022 to 23 May 2022, we asked the community for feedback on our draft vision and community strategic plan.

Consultation on the plan provided an opportunity for stakeholders and the community to review and comment on the draft documents before being taken to Council for adoption.

Consultation activities included a free CityTalk, online engagement and targeted stakeholder engagement. The consultation was promoted on various social media channels.

This report outlines the community engagement activities that took place and summarises the key findings from the consultation.

---

## Purpose of the engagement

The purpose of the engagement was to:

- gather feedback from stakeholders and the community about the draft plan
  - determine the level of satisfaction with the plan
  - connect back in with the participants in the engagement process on the draft plan
  - meet legislative requirements for the development and adoption of our community strategic plan.
- 

## Outcomes from the engagement

**407 survey and email submissions were received during the consultation. Below is a breakdown of the feedback received:**

- 365 online surveys from individuals and organisations
- 42 email submissions were received from individuals and organisations

### List of organisations

Via email:

- Cancer Institute NSW
- Cancer Council NSW
- The Haymarket Foundation
- Friends of Ultimo
- Pyrmont Action
- Chippendale Residents Interest Group
- Coalition Caring 4 Community Centres
- Mako Architecture
- Right Angle
- CityWest Housing
- Bicycle NSW

Engagement report –  
Sustainable Sydney 2030 – 2050 Continuing the Vision  
and Community Strategic Plan

- Action for Public Transport (NSW)
- Louder
- The Glebe Society
- Smart Design Studio
- Heartdancers
- The Good Ancestor

Via surveymonkey:

- JOC Consulting
- Heartdancers
- Neighbourhood Matters
- 107 Projects
- Digital Storytellers
- The Australian Retailers Association
- Rushcutters Bay Kayak residents
- Older Women's Network NSW
- TeamRice
- My Architects
- Domestic Violence NSW
- Shelter NSW
- Smart Design Studio

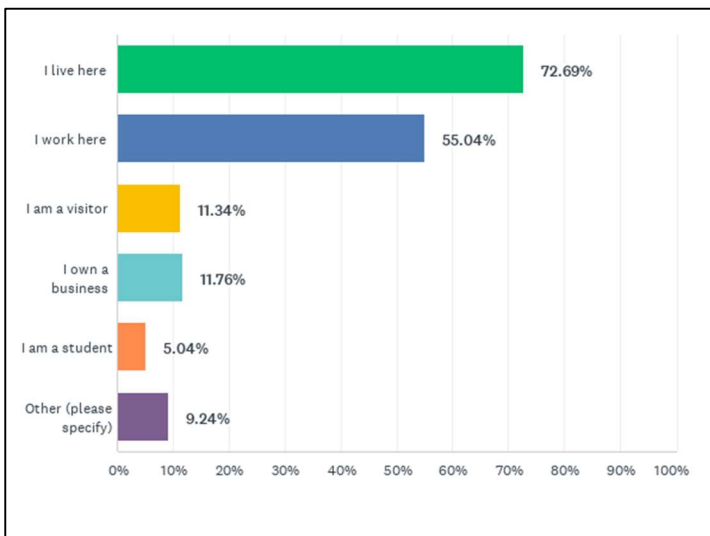
Issues raised in submissions from individuals and organisations have been captured in the submissions table.

# Demographic snapshot

A total of 365 people submitted a survey as part of the consultation. Below includes a demographic snapshot of the survey respondents.

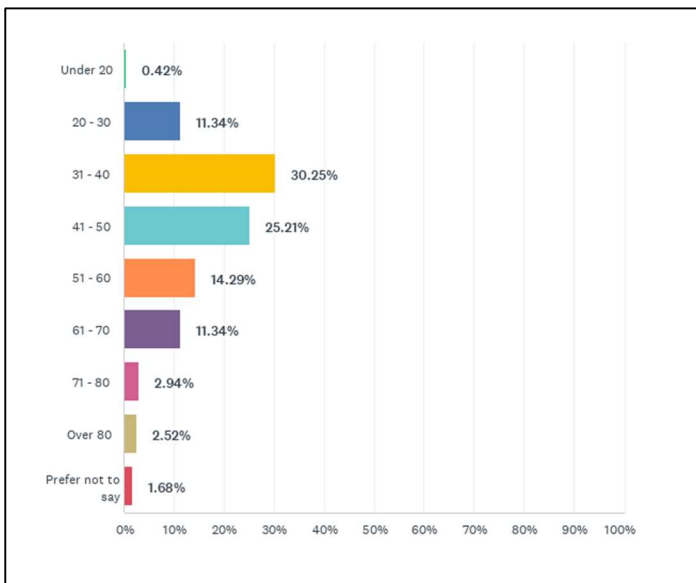
---

## Relationship to the area

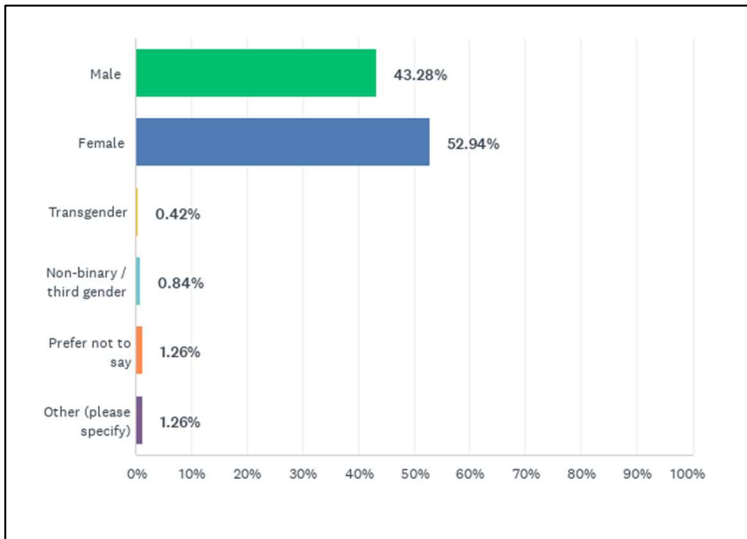


---

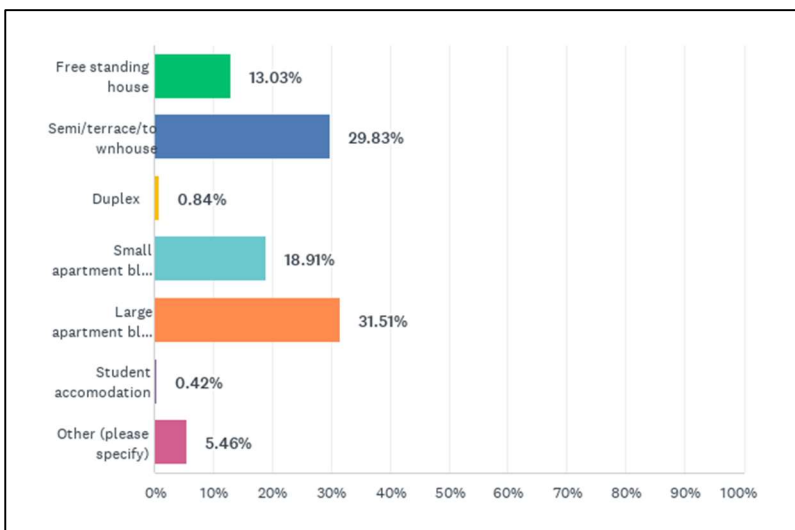
## Age range



## Gender



## Type of property respondents live in

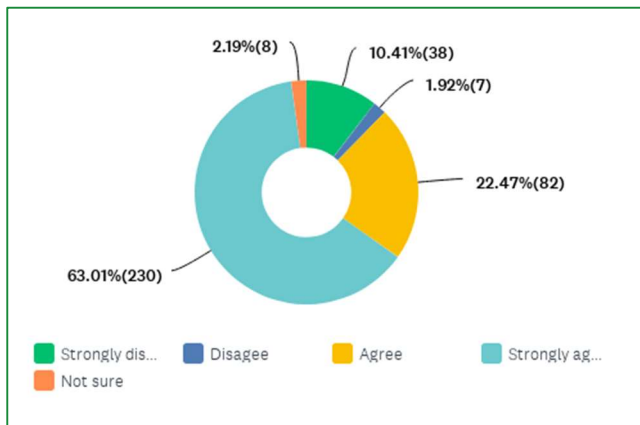




# Key survey findings

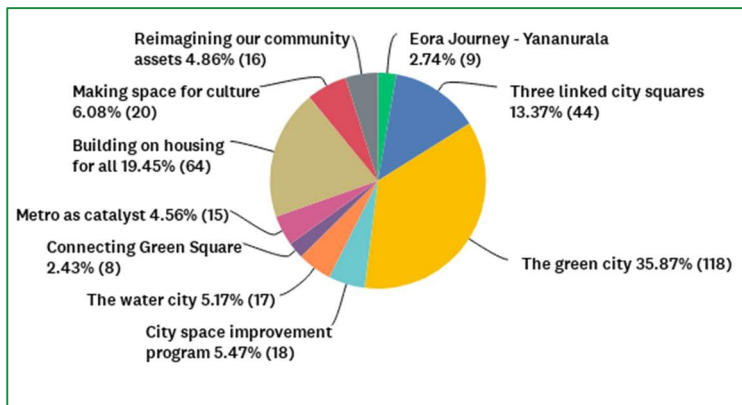
## Ten strategic directions

Survey results indicate overall support for the draft vision and community strategic plan, with 85% agreeing or strongly agreeing with the 10 strategic directions set out in the vision. There were over 200 comments on the strategic directions. A full account of these is available in the next chapter.



**85%**  
strongly  
agree or  
agree

## Ten transformative project ideas



**36%** the green city  
**19%** housing for all  
**13%** three linked city squares

*“These visions of the city are beautiful, imaginative and compelling. I hope they come to life. It would make me a very proud citizen of the City of Sydney.”*

There were 135 comments on the project ideas. Over half expressed strong support of one of more ideas. Many expressed support for all.

Engagement report –  
Sustainable Sydney 2030 – 2050 Continuing the Vision  
and Community Strategic Plan

*“I think all are so important, water city, space for culture, housing for all, while prioritising caring and designing for Country.”*

A green city, housing for all and three linked city squares were commented on as the most transformative or popular project ideas overall.

There was overall enthusiasm for greening the city with making Broadway a green avenue, connecting Hyde Park north and south, promoting green walls and building, planting native species and greening laneways noted in specific comments.

*“The green tree canopy needs to be the fabric that connects it all together.”*

There was a strong theme of continuing to transform the city centre. 4 people were concerned about the expense and practicality of removing the Cahill Expressway and Circular Quay station.

*“The absence of a civic heart for Sydney is something that undercuts so much else. The trams on George St have shown the potential of releasing the city from cars.”*

There were over 20 comments related to lack of affordable housing in Sydney, with many of these noting the importance and seriousness of the challenge.

*“Stable, secure, appropriate, and affordable housing is core to the viability, inclusiveness, and innovation of cities.”*

There was also significant support for creating more space for people across the local neighbourhoods and supporting improvements for pedestrians and cyclists and more public transport such as the Metro. Although a small number of comments advocated for fewer cycleways, there were a much larger number of comments that called for space to be reallocated from cars to walking, cycling and greening.

*“City for people NOT cars”*

6 comments spoke of the importance of the Eora Journey. 7 comments called for more space for culture with some supporting the National Arts School and Taylor Square idea. 2 responses raised the need for a 24hour economy.

## Ten targets to measure progress

There were 39 comments on the targets. The most commented on targets were affordable housing (13) and net zero (8). People supported these targets but hoped for more ambitious outcomes.

Target	Summary of Comments
<b>By 2035 we will achieve net zero emissions</b>	8 respondents wanted a more ambitious target
<b>By 2050 there will be a minimum overall green cover of 40%</b>	4 comments supporting the target - more trees around busy roads, a target for native trees and resident involvement were suggested
<b>By 2030 residential potable water use will be reduced to 170 litres a person a day</b>	1 comment on including water recycling
<b>By 2030 there will be a 15% reduction in waste generated by each person</b>	3 comments - reducing food waste, a more ambitious target involving the circular economy and banning plastic packaging
<b>By 2036 there will be approximately 700,000 jobs and an increased proportion of all jobs will be secure jobs.</b>	No comments
<b>By 2036 there will be at least 156,000 private dwellings. 7.5% will be social housing and 7.5% will be affordable housing</b>	13 comments supporting the target for affordable housing but raising concerns that it needs to be higher and identified specific housing needs for young people and people with disability, innovative housing models, and recognising tenure in the target. 2 comments calling for a reduction in population.
<b>By 2036 there will be at least 40,000m2 of new cultural production floor space</b>	2 comments that recognise the importance of culture and creative to identity, wellbeing and innovation.
<b>By 2050 people will use public transport, walk or cycle to travel to and from work</b>	3 supportive comments calling for more ambitious targets
<b>By 2030 every resident will be around a 10-minute walk</b>	2 comments supportive but would like more detail on what this means. 1 very supportive comment
<b>By 2050 community cohesion and social interaction will have increased.</b>	2 comments that this needs to happen quickly

## General comments

There were 75 general comments. 35 of these were positive endorsements of the vision or elements of the plan. There were only 11 negative comments. Other comments included suggestions or actions. Most issues have been responded to through the strategic directions list that follows. Additional areas of feedback were:

- Less road works and slow speed limits
- Retain diversity including LGBT communities
- Support fine grain, high streets and nightlife
- Affordable housing for women
- Strategies to counter gentrification
- Solar on strata units
- The importance of tourism and being the gateway to Australia
- Telling the narrative of Sydney as a place to live
- Policies that allow the community to organise local projects eg footpath gardens
- Addressing the negative impact of Central Barangaroo
- Kayak storage
- Road safety for cyclists, pedestrians and motorists
- Shade protection from UV
- Non-smoking outdoor precincts

# Subjects/issues raised

## Responses to the 10 directions

Several subjects/topics were raised in the feedback received. These were presented as concerns, suggestions and/or requests and are summarised below.

Overarching	Total times raised	City of Sydney Response
Positive general comment	21	Noted
We are on Country: this should be the starting point. Acknowledge and learn from traditional owners ad knowledge holders	3	Agreed: See principle 1, project idea Yananurala and outcomes embedded throughout the strategic directions
All directions equally important	1	Noted
Too many goals.	1	Noted
Include the word 'safe' in one of the 10 Directions	1	Included in the overarching outcome of Direction 3 and Direction 7.5
What makes our city good for all is highly contestable	1	The plan is based on extensive community consultation
Direction 1: Good governance and stewardship	Total times raised	City of Sydney Response
Concern about implementation - cost and planning	3	Noted: The operational plan and budget addresses the implementation of the Community Strategic Plan
Lacks the leadership or vision for a world class city	1	Noted
City of Sydney needs to collaborate more actively with neighbouring councils	1	Identified in Direction 1.4 The City of Sydney is an active contributor to the governance of metropolitan Sydney
Suggestion for children's advisory group	1	Noted. The City outlines our approach to engagement with children and young people in the Community Engagement Strategy

Engagement report –  
Sustainable Sydney 2030 – 2050 Continuing the Vision  
and Community Strategic Plan

Direction 2: A leading environmental performer	Total times raised	City of Sydney Response
<b>Greening and cooling the City</b>		
General support for being a leading environmental performer	3	Noted
More greening of the city including green walls and roofs, increased canopy	10	Identified in Direction 2 and actions outlined in the Greening Sydney Strategy
More places to grow local food and support for community gardens	4	Identified in Direction 6 and supported by actions in the Greening Sydney Strategy and the community gardens policy
Urban bush corridors to help biodiversity with vegetation cover, pollinator attracting planting and water	3	Identified in Direction 2.2 - Nature is integrated with the urban landscape, providing wildlife habitat, and supporting healthy ecosystems and embedded in the idea of a regenerative city.
Water to cool play areas and for animals	2	Identified in Direction 2.3 Water is managed to support a resilient, sustainable, and liveable city
Plant more native species	1	Addressed in the Urban Forest and tree management framework
Importance of maintaining mature trees	1	Noted: Addressed in the Urban Forest Strategy and tree management framework
Swimming pools on the harbour	1	Noted – see project idea
More shade	1	Noted
The long-term preservation of public parks from urban development	1	Agreed – see project idea
<b>Sustainability</b>		
More action to address climate change	5	Noted. The City has declared a climate emergency and has detailed its plans to act in the Environmental Strategy 2021 -2025.
Encourage composting	2	Noted
Reduce noise pollution by converting to electric machines	1	Noted
Apartment complexes have solar panels and rainwater catchment areas	1	Noted – the City supports apartment buildings to deliver environmental

Engagement report –  
Sustainable Sydney 2030 – 2050 Continuing the Vision  
and Community Strategic Plan

		improvements through its Smart Green Apartments Program
PassivHaus certification play a prominent role in achieving the objectives of leading environmental performer and design excellence and sustainable development.	1	Noted
A city powered by clean energy	1	Noted
Upgrade the electricity grid so that it can support electric vehicle charging stations in apartment complexes	1	Noted – the electricity grid is not within the jurisdiction of local government
<b>Direction 3: Public places for all</b>	<b>Total times raised</b>	<b>City of Sydney Response</b>
Support for public places for all	2	Noted
No graffiti	1	Noted
Enable the public to have a say in how public space is designed	1	Noted – see the City's Community Engagement Strategy.
Suggestion of public toilets for use at public events only (ie. not 24 hours), free live music and circus style acts	1	Public toilets at parks that include facilities that encourage longer stays such as sports fields and district playgrounds are essential to ensure equitable access and enjoyment of our public spaces.
Reimaging spaces like Paddington Park is a waste of money, Invest in new spaces.	1	Upgrading existing public spaces is important to maximise community benefit. Buying new open space is limited due to availability and cost.
<b>Direction 4: Design excellence and sustainable development</b>	<b>Total times raised</b>	<b>City of Sydney Response</b>
Design excellence is important	1	Noted
Connecting with Country principals and designing for Country prioritised.	1	Identified in Direction outcomes for 4.1 and also principle 1: We are accountable to the voices and elevate the knowledge and cultures of Aboriginal and Torres Strait Islander peoples
Need for good architecture, interactivity and enable communities to have a say	1	Noted. See City's Community Engagement Strategy
Comment that good design is not measurable	1	Design is improved through competitive design process and expert advice

Engagement report –  
Sustainable Sydney 2030 – 2050 Continuing the Vision  
and Community Strategic Plan

Need to encourage and utilise young designers who understand the latest technology advancements in design	1	Competitive design policy requires inclusion of emerging firms
Need better sense of 'precincts' to connect people to place.	1	The Local Strategic Planning Statement identifies precincts for planning investigations. The planning controls include character statements and principles for small precincts.
Encourage property owners to maintain their buildings.	1	Councils do not have the powers to require building owners to maintain buildings.
<b>Development</b>		
Negative impacts from large-scale developments and developers (undermine other strategic directions)	1	The City's planning controls guide the assessment and management of impacts arising from development.
Tall buildings are creating shadowed, wind-blown streets that have lost human scale	2	The Central Sydney Planning Strategy sets benchmarks for wind impacts and daylight to streets.
More buildings	1	Noted
Better protection for historic and outstanding buildings.	1	The City currently lists about 2,000 heritage items and has 75 conservation areas covering about 22,000 buildings.
Would like to see social impact of commercial developed assessed more	1	The City typically considers social impacts when master planning large precincts.
Need to address traffic impacts from development in Zetland	1	Noted. The City is connecting Zetland with cycleways and advocating for additional public transport including Metro by 2030 and cross-regional bus services.
<b>Direction 5: A city for walking, cycling and public transport</b>	<b>Total times raised</b>	<b>City of Sydney Response</b>
Support for walking, cycling and public transport	10	Noted
Cars are still needed (accessibility, delivery, lack of public transport)	5	Agree. The City is advocating for improved public transport. Removing unnecessary private vehicle traffic will create more space for freight and servicing. The City also recognises that many people will still need access to a motor vehicle for some of their trips



Engagement report –  
Sustainable Sydney 2030 – 2050 Continuing the Vision  
and Community Strategic Plan

Reallocate road space away from private cars to pedestrians	4	Agree
Need better crossing opportunities so we can walk around the City more easily such as smart lights that give priority to pedestrians and diagonal crossings	4	Agree, the City is advocating to NSW to reduce waiting times for people walking.  Scramble (scramble) crossings are one option for improved priority.
Walking and cycling should consider the accessibility needs of people with mobility issues / wheelchair users	2	Agree – part of City's approach
Concern that pedestrianisation (eg George Street) and widening of footpaths is causing traffic congestion	2	In busy centres, like the city centre, up to 90% of trips are made on foot. Widening footpaths in these locations responds to the overall pattern of trip making.
A city that is free from vehicle pollution (cars, old buses, trucks)	1	Aligns with Net Zero by 2035, enabled by the city for walking, cycling and public transport.
Footbaths need to be shaded and not slippery	1	Noted
Safe ways home at night that don't rely on Uber/ taxis.	1	Agree
Request to fix roads and potholes	2	Noted – provide details to City Services
Comments on public transport signalling, routes and digital signboards	1	Agree, NSW Government should continue to improve the experience for people using public transport.
<b>Cycleways</b>		
Support for more cycleways	4	Underway
Safety concern over cycleways and/or cyclist behaviour (eg. not using bike lanes, follow road rules)	4	The City focusses on educating all road users on safe and sharing behaviours, recognising that the NSW Government is responsible for enforcing rules.
Concern on the negative effects of bike lanes on parking, safe driving and traffic	2	Cycleways provide safe and equitable space for the increasing number of City residents, workers and students who are keen to ride. They keep bicycle riders safe from vehicle drivers, and improve the efficiency of the road network.
Too much money spent on cycling	1	Do not agree. Cycling is a key space-efficient, low cost and zero emissions form of transport.

Engagement report –  
Sustainable Sydney 2030 – 2050 Continuing the Vision  
and Community Strategic Plan

Shared pedestrian/cycle paths don't work	1	The City's preference is to provide separated facilities for people riding bicycles. Shared paths are used as a last resort.
<b>Direction 6: An equitable and inclusive city</b>	<b>Total times raised</b>	<b>City of Sydney Response</b>
Support for an equitable and inclusive city	2	Noted
Objectives about social inclusion/equity could be more strongly expressed and listed higher within the 10 priorities.	1	Noted
Suggestion for friendly urban design, street furniture etc. for rough sleepers	1	Noted – see City's Homelessness Action Plan
Cost of amenities and facilities in Sydney is an issue (eg. street parking fees, carpark fees, museum entry fee)	1	Noted
Suggestion for some dog-free parks	1	Noted – The Companion Animal Act requires dogs to be on leads at all times except in off-leash areas. Dogs are not permitted in children's playgrounds.
Pets should be included in vision	1	Noted
Concern regarding Pyrmont Community Centre temporary closure	1	Noted
<b>Direction 7: Resilient and diverse communities</b>	<b>Total times raised</b>	<b>City of Sydney Response</b>
Request for more support on community-based initiatives such as community gardens, composting and repairs	1	Noted
A precinct plan that scales the city down to daily life can be a powerful tool to hold a CBD community together, particularly in times of change and stress, such as the impacts of the Covid pandemic on city & suburban life.	1	Noted
Lacking any reference to age care	1	Noted
<b>Direction 8: A thriving cultural and creative life</b>	<b>Total times raised</b>	<b>City of Sydney Response</b>
Support for a thriving cultural and creative life	4	

Engagement report –  
Sustainable Sydney 2030 – 2050 Continuing the Vision  
and Community Strategic Plan

Creatives can't afford to live here anymore	1	The support for Making Space for Culture in Sydney in these responses is noted. See big project idea and new target.
More studio spaces for arts, music, culture, learning- a central people, culture and business district.	1	
Make space for art - inside and outside, make links to commercial enterprise for artists but don't spend (much) public money on public art.	1	
A thriving cultural nightlife is important	4	Agreed
Suggestion for music events to be held in green outdoor spaces	1	Noted
New technology and innovation are needed in the arts	1	Noted
Lack of information on what the entertainment and cultural will be	1	Noted
This direction is at odds with Housing for All. Kings Cross - continual closure of live music spaces due to noise complaints	1	Noted
<b>Direction 9: Transformed and innovative economy</b>	<b>Total times raised</b>	<b>City of Sydney Response</b>
Support for transformed and innovative economy	1	Noted
Need clearer strategy on how to revive the economic hubs	1	Noted: The City is reviewing our Economic Development Strategy and has a new panel to advise on this
Needs of small/medium business need to be addressed	1	Noted
No UN "SMART" Cities for Australians	1	Noted
Lack of real projects especially the night-time economy	1	Noted
Tourism is an important - make an inviting and unique place for the visiting economy	1	Agreed
Sydney as a centre of world class workplaces	1	Agreed
Bitcoin as part of the power grid	1	Noted

Engagement report –  
Sustainable Sydney 2030 – 2050 Continuing the Vision  
and Community Strategic Plan

Direction 10: Housing for all	Total times raised	City of Sydney Response
Support importance of affordable housing	7	Noted
Calls to look at alternative approaches: <ul style="list-style-type: none"> <li>- cohousing</li> <li>- reassess use of vacant commercial buildings.</li> <li>- Housing with buy-in options for low income workers and young families</li> <li>- Community land trusts</li> <li>- Vacancy tax</li> </ul>	5	Noted
Concern for affordability for low income workers	2	Noted – see project idea
Concern over how this will be achieved	1	Noted
Highrise buildings should include a percentage of affordable housing	1	Noted
Location and access to transport for social housing	1	Noted

# Activities

## Engagement and marketing activities

### **Sydney Your Say webpage and survey**

A Sydney Your Say webpage was created. The page included a summary of the strategic directions and targets as well as a photo gallery of the project ideas. Both documents, Sustainable Sydney 2030-2050 Continuing the Vision and the Community Strategic Plan were available. There was also a summary of the community engagement outcomes that informed the vision and plan and links to the engagement reports and CityTalks video. Community members were invited to provide feedback via a short survey, email or phone. There were 6,862 unique pageviews of the Sydney Your Say page.

### **CityTalk – Sustainable Sydney 2030-2050 Continuing the vision**

A CityTalk held in Sydney Town Hall on 5 April featuring the Lord Mayor and the Mayor of London Sadiq Khan in conversation. It was attended by over 1,000 people.

Patricia Karvelas hosted a panel discussion with

- **The Hon Matt Kean MP** - NSW Treasurer, and Minister for Energy.
- **Ken Maher AO** - HASSELL Fellow & President Australian Sustainable Built Environment Council
- **Emily McDaniel** – Director First Nations, Powerhouse Museum and Curator, City of Sydney Harbour Walk, Yananuralla/ Eora Journey
- **Ronni Kahn AO** – CEO of OzHarvest
- **Nicki Hutley** – Councillor, Climate Council, Economics Consultant, Social Outcomes
- **Gabriel Metcalf** - CEO of Committee for Sydney



CityTalk– Sustainable Sydney 2030-2050 Continuing the vision  
Image Aby Felman / City of Sydney

Engagement report –  
Sustainable Sydney 2030 – 2050 Continuing the Vision  
and Community Strategic Plan

**Briefings**

The draft plan was presented to the Design Advisory Panel; Public Art Advisory Panel; Aboriginal and Torres Strait Advisory Panel and Inclusion (Disability) Advisory Panel. Briefings were provided to community groups and stakeholders as requested.

**Email newsletters to stakeholders**

Sent to over 30,000 including subscribers to Sydney Your Say, CityTalks and various City News newsletters.

**Media**

43 media items over 26 days. Summary of media activity can be found in Appendix C.

**Digital marketing**

A digital marketing campaign was rolled out to promote and support the consultation reaching 68,288 people. Screenshots of marketing can be found in Appendix B.

**City channels**

- Stories in City News and Our News
- Ads across City of Sydney platforms eg What's On to raise awareness of the consultation
- 6 of our new QMS screens went online in mid-May and this consultation was one of the first pieces of content to ever be shown on them.

**Paid marketing**

- Live read on Koori Radio
- Native ads across news networks including news.com.au
- Story ads across Instagram and Facebook.

# Appendix

## Appendix A: website

Screenshot of website [cityofsydney.nsw.gov.au/vision-setting/your-say-our-plan-sustainable-sydney-2030-2050](http://cityofsydney.nsw.gov.au/vision-setting/your-say-our-plan-sustainable-sydney-2030-2050)

**Vision setting**

### Your say on our plan: Sustainable Sydney 2030-2050 Continuing the Vision

For a city that is green, global and connected.

**Under review**  
Contributions to this consultation are closed for evaluation and review. The project team will report back on key outcomes.  
Review period: 12 April 2022 to 23 May 2022

#### Transforming our city

Our vision is for a sustainable future where everyone does their part to respond to the climate emergency.

We are a leader in our region for just and sustainable growth, creativity and innovation. Our city has a thriving 24-hour economy and opportunities for all.

Social, business, cultural and physical connections in our city help us reach our potential, adapt to change and withstand adversity.

**Read the draft documents**  
Read our draft vision and community strategic plan.  
Documents

**Have your say**  
Online survey

**Hear our big ideas and how we plan to make them happen**  
Watch our recent CityTalk with Lord Mayor Clover Moore and Mayor of London Sadie Khan.  
Watch video

**All Dexter**  
Senior Project Manager, Community Consultation  
02 9255 5333  
cityofsydney@cityofsydney.nsw.gov.au

#### A vision from the heart of our community

We engaged our communities on their vision for Sydney in 2050 over several years. Activities included surveys, pop-up events and community workshops with First Peoples of Australia, small businesses and cultural and nightlife sectors. We also held consultations with children and young people and a citizens jury.

Our communities have told us they want:

- 1 An environmentally responsive city
- 2 A city for people
- 3 A city that moves
- 4 A city with a future-focused economy
- 5 A lively, cultural and creative city.

Learn more about how we consulted with our communities for 2030 and what they told us.

Building on the achievements of Sustainable Sydney 2030, we have revised our 10 targets and 10 directions.

We asked architects, creatives and other experts for 10 ambitious project ideas that bring these directions and targets to life.

#### What 2050 looks like - 10 ambitious project ideas

**Our approach - 10 directions for 2050**

- Direction 1: Good governance and stewardship
- Direction 2: A leading environmental performer
- Direction 3: Public places for all
- Direction 4: Design excellence and sustainable development
- Direction 5: A city for walking, cycling and public transport
- Direction 6: An equitable and inclusive city
- Direction 7: Resilient and diverse communities
- Direction 8: A thriving cultural and creative life
- Direction 9: A transformed and innovative economy
- Direction 10: Housing for all

#### How we'll get there - 10 targets to measure progress

- 1 By 2035 we will achieve net zero emissions in the City of Sydney local area.
- 2 By 2050 there will be a minimum overall green cover of 40%, including 27% tree canopy cover.
- 3 By 2030 residential potable water use will be reduced to 170 litres a person a day in the City of Sydney local area. Non-residential potable water use will be reduced by 10% (measured per square metre) from 2018/19 levels.
- 4 By 2030 there will be a 15% reduction in waste generated by each person based on 2015 levels. And by 2030 there will be 90% recycling and recovery of residential waste, commercial and industrial waste, and construction and demolition waste, which will be maintained at that level to 2050.
- 5 By 2036 there will be approximately 700,000 jobs in the City of Sydney local area including 200,000 new jobs compared to 2017 - an increased proportion of all jobs will be secure jobs.
- 6 By 2036 there will be at least 158,000 private dwellings and 17,500 non-private dwellings that include boarding houses and student accommodation. Of the private dwellings, 75% will be social housing and 75% will be affordable housing, with this proportion maintained into the future.
- 7 By 2036 there will be at least 40,000m<sup>2</sup> of new cultural production floor space in the City of Sydney local area compared to 2017.
- 8 By 2050 people will use public transport, walk or cycle to travel to and from work. This includes 9 out of 10 people working in the city centre and 2 out of 3 people working in the rest of the local area.
- 9 By 2030 every resident will be around a 10-minute walk to what they need for daily life.
- 10 By 2050 community cohesion and social interaction will have increased. This is based on at least 75% of the local resident population feeling part of the community, agreeing most people can be trusted and believing that when needed, they can get help from their neighbours.

#### Read the draft documents

**Draft vision**  
PDF - 29.02 (KB) - Last modified 18 April 2022

**Draft community strategic plan**  
PDF - 10.12 (KB) - Last modified 9 May 2022

#### How you can give feedback

- 1 Complete our feedback form  
Online form
- 2 Email your feedback  
You can also give feedback by email to [sydneyyoursay@cityofsydney.nsw.gov.au](mailto:sydneyyoursay@cityofsydney.nsw.gov.au).
- 3 Talk to us

**All Dexter**  
Senior Project Manager, Community Consultation  
02 9255 5333  
cityofsydney@cityofsydney.nsw.gov.au

Feedback may be published in publicly available reports at the end of the consultation period. Your name or organisation's name may appear in those reports with your feedback attributed. If you would like your feedback to be kept confidential, please let us know when providing your feedback.

#### Other ways you can give feedback

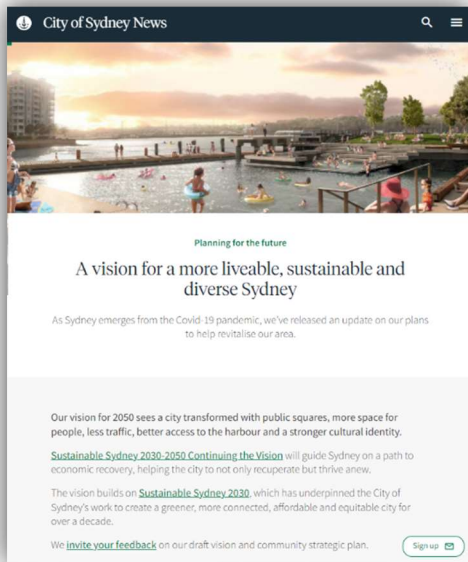
- Talk to us in person
- If you are Deaf or have a hearing or speech impairment
- If you need an interpreter



Engagement report –  
Sustainable Sydney 2030 – 2050 Continuing the Vision  
and Community Strategic Plan

## Appendix B: examples of paid and native marketing

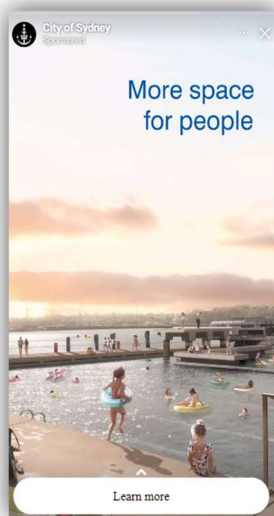
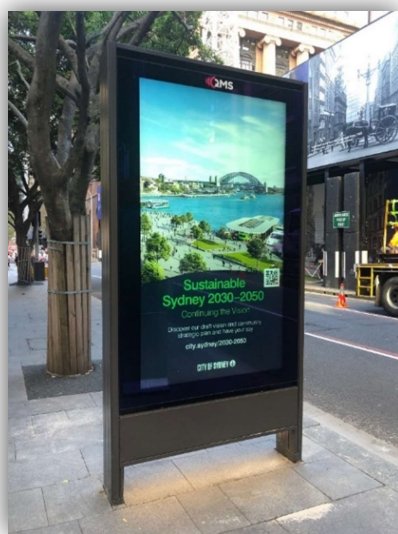
City of Sydney News article:



Instagram gallery explainer:



Large format advertising in central Sydney locations and social media ads:





## Appendix C: media coverage report

Media types: ■ Print ■ Online ■ TV ■ Radio ■ Magazine

### Summary

**NB - this mention stream does NOT include print stories on the 'Making Space for Culture' project that ran in The Sun-Herald, Brisbane Times, The Age and WA Today on 3 April.**

### Coverage by Media Type

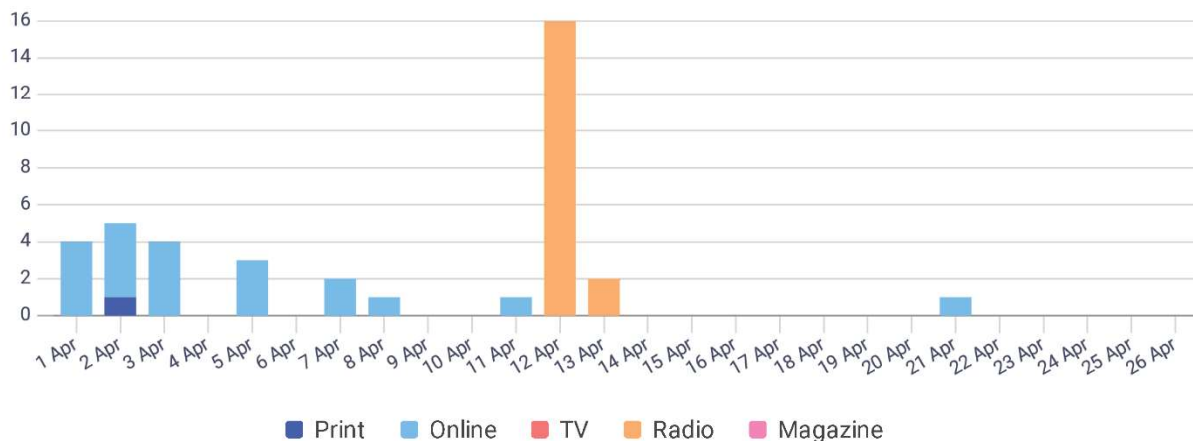
Total mentions by media type over the selected coverage period.



### Coverage Volume Timeline

39 items over 26 days

A breakdown of mentions by media type displayed over the selected coverage period.



Report compiled by Stroom | 1300 731 370 | [stroom.com.au](https://stroom.com.au)

Copyright Stroom Pty Ltd 2022. The brands, logos and markers of the publications and broadcasters compiled in this report remain the legal property of their respective owners and do not imply endorsement of the product. Every effort is made to ensure accuracy of the content displayed in this report, however Stroom is not responsible for any omissions contained within the report. It is your responsibility to verify the content before relying on it. The report is provided on the understanding that neither Stroom nor the publishers of broadcasters hold themselves out as providing legal, accounting, tax or other professional advice. Audience data outputs are determined via an aggregation of multiple sources including Nielsen, GfK, IAB and others and reflect the estimated potential audience at the time of publication.

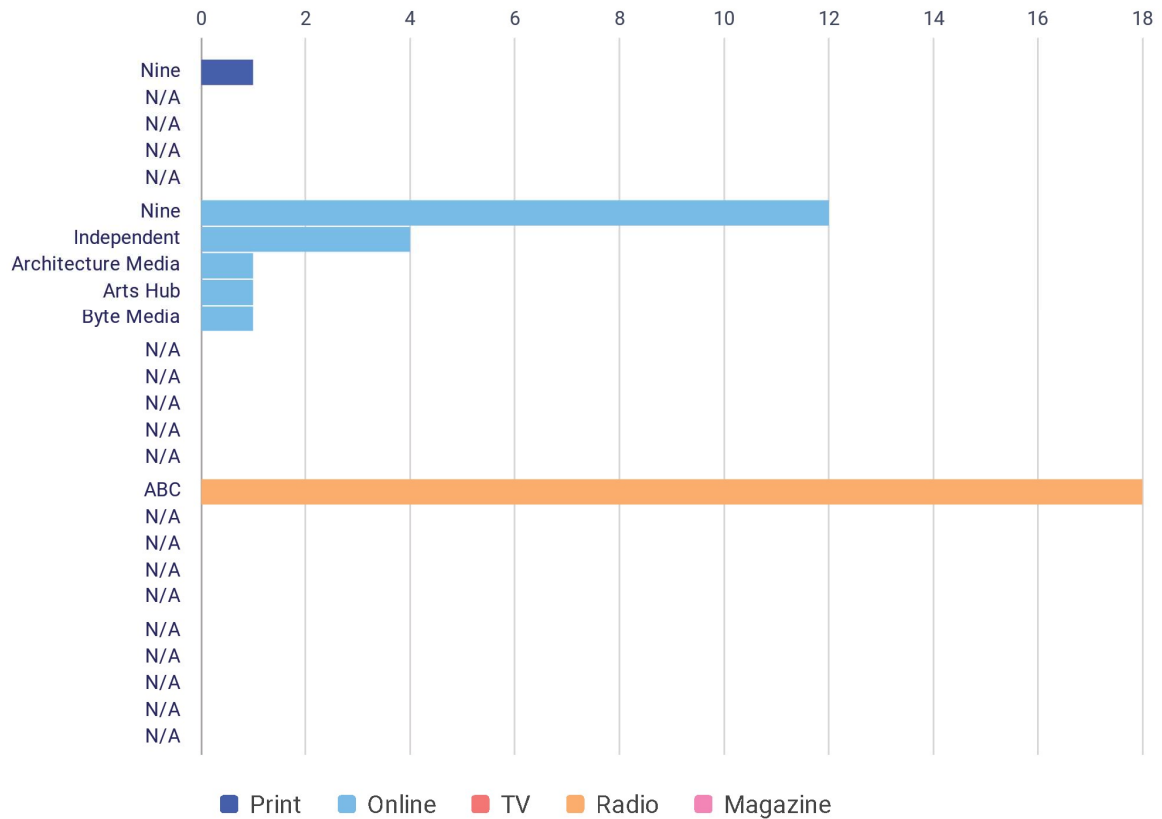
**Stroom**

# Engagement report – Sustainable Sydney 2030 – 2050 Continuing the Vision and Community Strategic Plan

From 01 Apr 2022 - 26 Apr 2022

## Leading Media Outlets

Top 5 Media Groups over the selected coverage period.



## Themes

The most frequently mentioned keywords found within the Mention Stream. Font size indicates the frequency of the keyword by volume.



# Engagement report – Sustainable Sydney 2030 – 2050 Continuing the Vision and Community Strategic Plan

From 01 Apr 2022 - 26 Apr 2022

## Leading Print Sources

Top 5 Print sources ranked by volume of mentions

#1	The Sydney Morning Herald	1
#2	N/A	
#3	N/A	
#4	N/A	
#5	N/A	

## Leading Online Sources

Top 5 Online sources ranked by volume of mentions

#1	Brisbane Times	3
#1	The Age	3
#1	The Sydney Morning Herald	3
#1	WA Today	3
#5	Architecture AU	1

## Leading TV Programs

Top 5 TV programs ranked by volume of mentions



We couldn't find any data to display

## Leading Radio Programs

Top 5 Radio programs ranked by volume of mentions

#1	ABC Canberra	4
#1	ABC Central Coast	4
#1	ABC Sydney	4
#4	ABC Newcastle	3
#4	ABC Upper Hunter	3

## Potential Audience Reach

6,415,000 over 26 days

Cumulative potential audience reach by media type for the selected coverage period.

