

Attachment B

Engagement Report

Engagement report - LGBTIQA+ social and cultural place strategy for Oxford Street



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Background

The City of Sydney is planning a social and cultural place strategy to strengthen the LGBTIQ+ community's identity and culture in the Oxford Street area.

In 2020, we consulted our communities on ways to revitalise Oxford Street while recognising its cultural and community significance. In 2021, we asked for feedback on proposed planning rules for the Oxford Street cultural and creative precinct.

We heard that people value the strong connection between Oxford Street and the LGBTIQ+ community. People asked if more could be done to keep Oxford Street a safe and welcoming hub and celebrate the LGBTIQ+ history of the area.

The draft strategy sets out principles and priorities to recognise, preserve, and promote the significant connection the LGBTIQ+ community has with Oxford Street. It contains a series of actions for each priority area that will be driven and delivered collaboratively between the City and the community.

The draft strategy was on public exhibition between 12 April 2021 and 24 May 2022.

This document summarises key findings and outlines activities that took place during the public exhibition of the draft strategy.

All feedback captured in this report will be considered before reporting back to Council.

Engagement summary

From 12 April to 24 May 2022, we asked the community for feedback on the LGBTIQ+ social and cultural place strategy for Oxford Street.

Activities included a stakeholder notification email, online information sessions and an online survey.

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

Purpose of engagement

Summarise engagement objectives

- Explain the key aspects of the strategy to interested community and stakeholders
 - Seek feedback on the draft strategy to inform its implementation
 - Understand the concerns, interests, and diverse perspectives within the LGBTIQ+ community including Aboriginal and Torres Strait Islander community and young people
 - Establish a conversation with WorldPride 2023 and other LGBTIQ+ community organisations to support the implementation of the strategy
-

Outcomes of engagement

The following is a snapshot of engagement activity for the draft strategy. It shows a good level of engagement that has reached a range of audiences.

Submissions and engagement activity

Quantity	Description of activity
173	Total submissions received
167	Survey submissions
6	Emailed submissions
916	Sydney Your Say webpage visits
268	Document downloads
121	People viewed places of significance on the social pinpoint map
96	Stakeholder emails sent
10	People attended pre-exhibition stakeholder workshops

Quantity	Description of activity
10	People attended online community briefing sessions
2	Pre-exhibition stakeholder workshops
2	Community briefings online
3	Industry briefings

Submissions received from organisations and business

Representatives of the following organisations attended workshops to give feedback on the development of the draft strategy prior to exhibition:

- Sydney WorldPride 2023
- Sydney Gay and Lesbian Mardi Gras
- ACON
- Darlinghurst Business Partnership
- Building Pride
- Twenty10
- Positive Life

8 submissions were made on behalf of LGBTIQ+ organisations, as listed below.

- Sydney WorldPride
- Sydney Gay & Lesbian Mardi Gras Ltd
- ACON
- Qtopia Sydney
- Queer Day Out
- Haus of BlackStar
- Darlinghurst Business Partnership
- Ankali Project

7 submissions were made on behalf of businesses in the Oxford Street precinct, as listed below.

- Stonewall Hotel
- Aussie Boys 40 years on Oxford Street
- The Bearded Tit
- Darlinghurst Theatre Company
- The Naked Barber
- Rudson's Studio Design
- The Happy Celebrant

Survey respondents

Survey respondent snapshot

167 people surveyed

72% male, 20% female,
3% non-binary, 1% transgender

63% identify as gay, 19% as queer,
9% bisexual, 8% lesbian

49% are aged 31 – 50 years

74% attend LGBTIQA+ events in the precinct
69% visit for shopping, dining or entertainment

There was a good spread of age ranges surveyed (under 20 to 80 years old), with the highest proportion of respondents aged between 41 – 50 years (26%), closely followed by 31 – 40 years (23%).

Survey respondents were asked to nominate the gender and identity which best described them and were able to nominate more than one identity option. The majority of surveys responses came from gay men (86 respondents, 51%).

People who identify as Bisexual are much less likely to attend LGBTIQA+ events in the precinct. Only 15% of that group gave this response, compared to 74% on average. They are more likely to visit for shopping, dining, or entertainment (92%).

Conversely, people who identify as lesbian or queer are more likely to attend to LGBTIQA+ events (82% respectively) and less likely to visit for entertainment (27% & 19% respectively). The respondents' relationship with Oxford St remained consistent with the average across all other age groups and identities.

17 people surveyed (12%) identify as heterosexual and felt a connection to the Oxford St precinct because they live, work or own a business in the precinct, visit for entertainment or to attend LGBTIQA+ events.

Survey responses came from 65 different postcodes, representing a good mix of people who live in the Oxford Street precinct, and people who visit the precinct from other areas.

25% of responses came from people with a Darlinghurst/Surry Hills post code

52% of responses came from postcodes within the City of Sydney LGA

16% of responses came from postcodes more than 30 minutes travel by car from Oxford Street, including 4% (7 responses) from interstate (South Australia, Queensland and Tasmania)

Figure 1. Respondent age profile

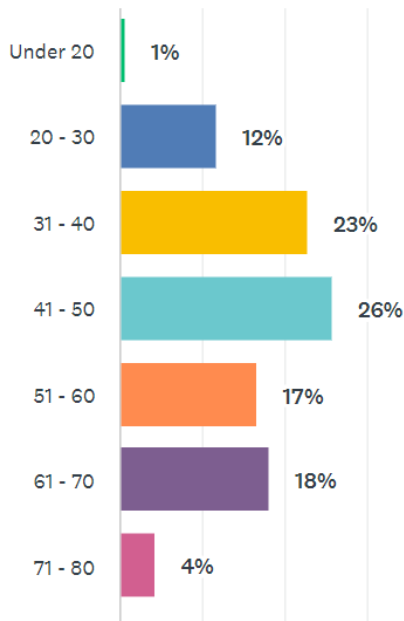
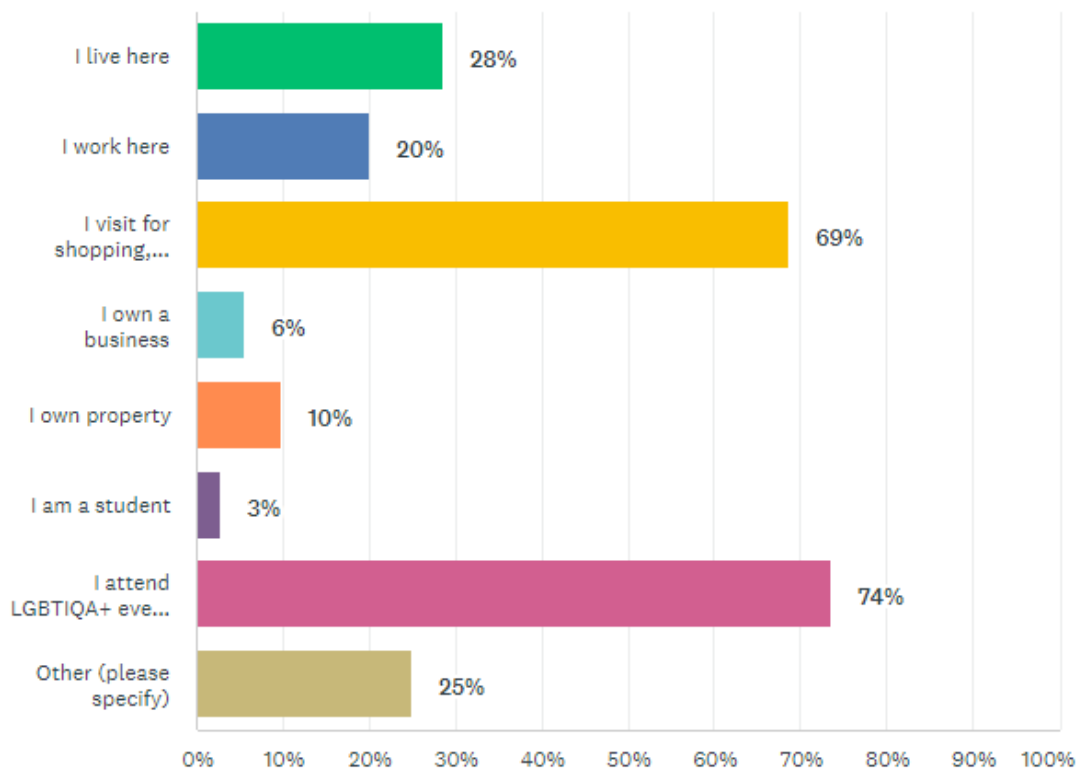


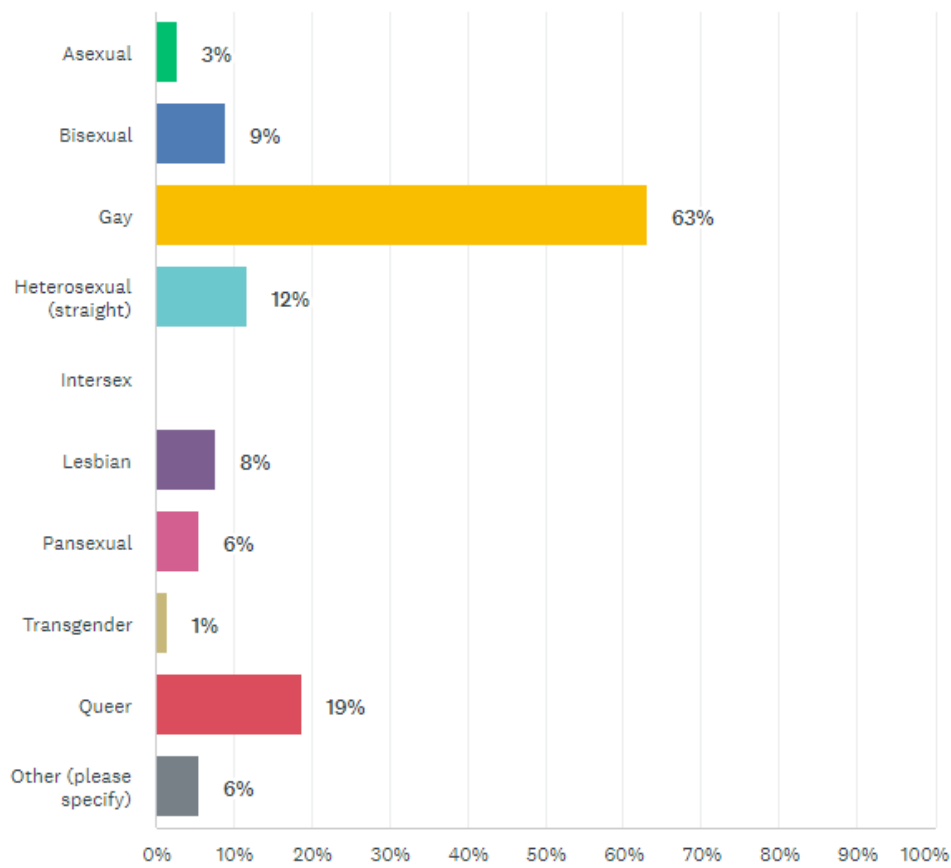
Figure 2. Relationship to Oxford Street



Other

- Used to live or work in the area
- Live nearby
- Used to visit the area for entertainment or event

Figure 3. Identity



Key findings

Survey responses

Survey respondents were asked to rate the importance of the priorities and actions identified in the strategy. The results show very strong community support for the draft strategy's vision and the proposed framework.

Respondents were then asked if there were any other priorities or actions that are important to achieve the vision of the strategy, and if there was anything else they would like to tell us about the strategy. These comments, along with comments from email submissions, are summarised below.

The priority considered most important is "The local community is safe and supported" (96% rate this as very important or important).

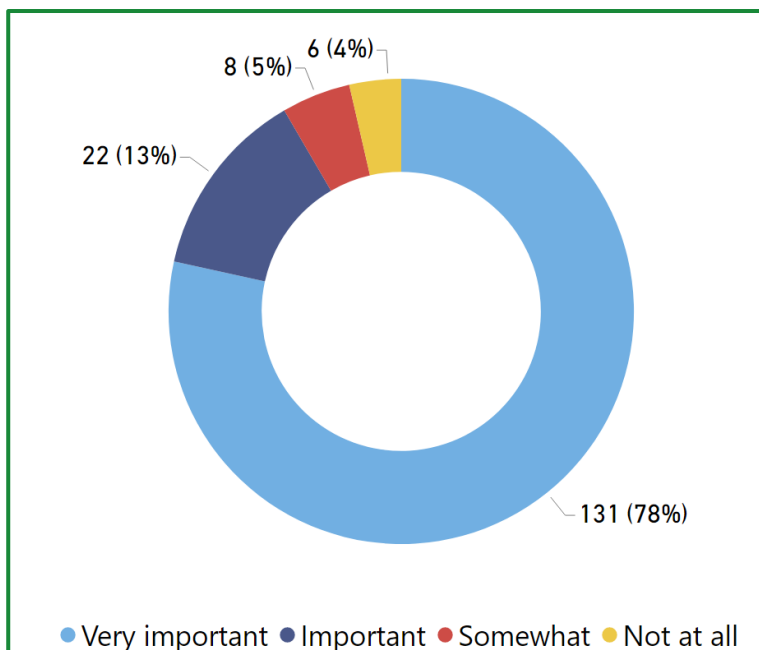
The action area considered most important is "Deliver a safe and welcoming environment across the precinct" (83% said this was important to them).

For men, key comment themes were LGBTIQ+ business (8 comments), inclusion (6 comments) and spaces for community gather (6 comments).

For women, key comment themes were inclusion and safety (2 comments each).

For non-binary people, the key comment theme was safety (1 comment).

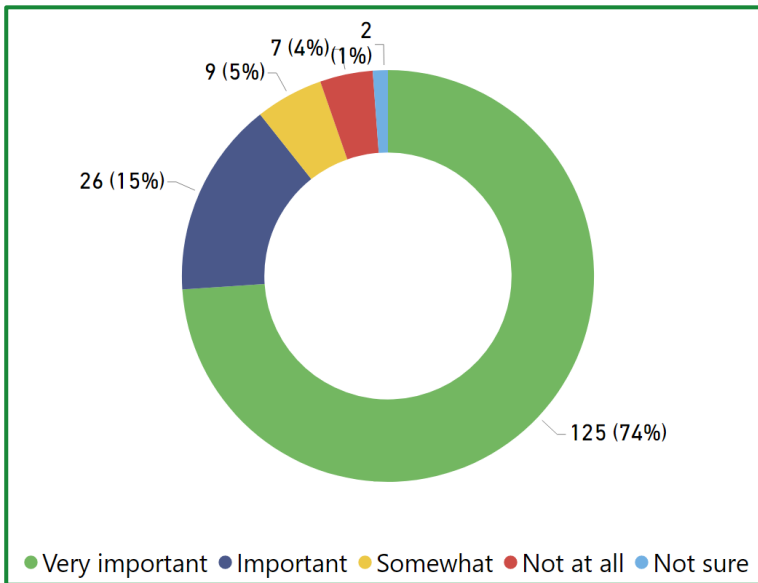
Priority 1: Recognise and remember historic LGBTIQ+ places and spaces



91%

Very important
or important

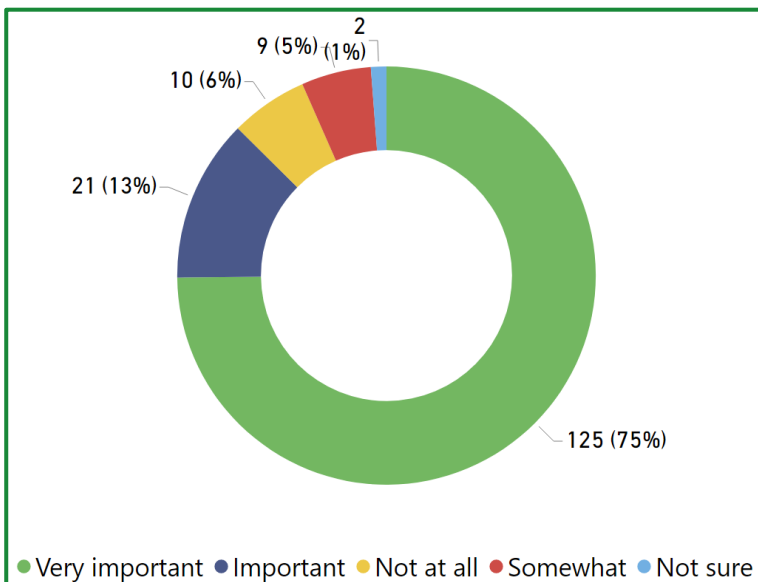
Priority 2: Sustain and reflect the local character of Oxford Street through contemporary LGBTIQ+ venues and businesses



89%

Very important
or important

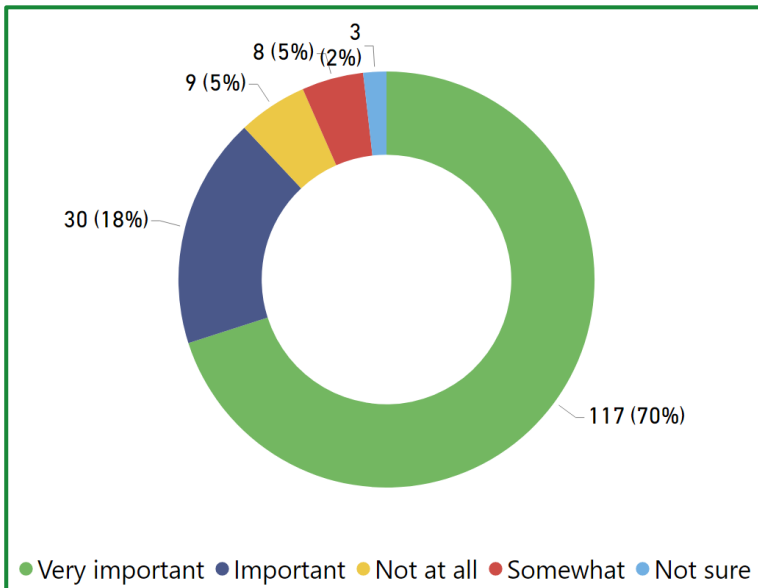
Priority 3: Increase LGBTIQ+ cultural and social space



88%

Very important
or important

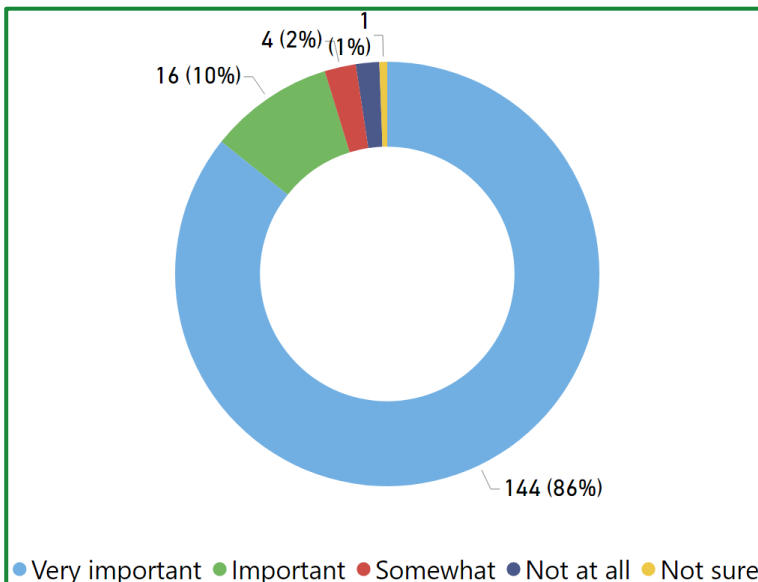
Priority 4: Increase the visibility and reflect the identity of the LGBTIQ+ community across the Precinct



88%

Very important
or important

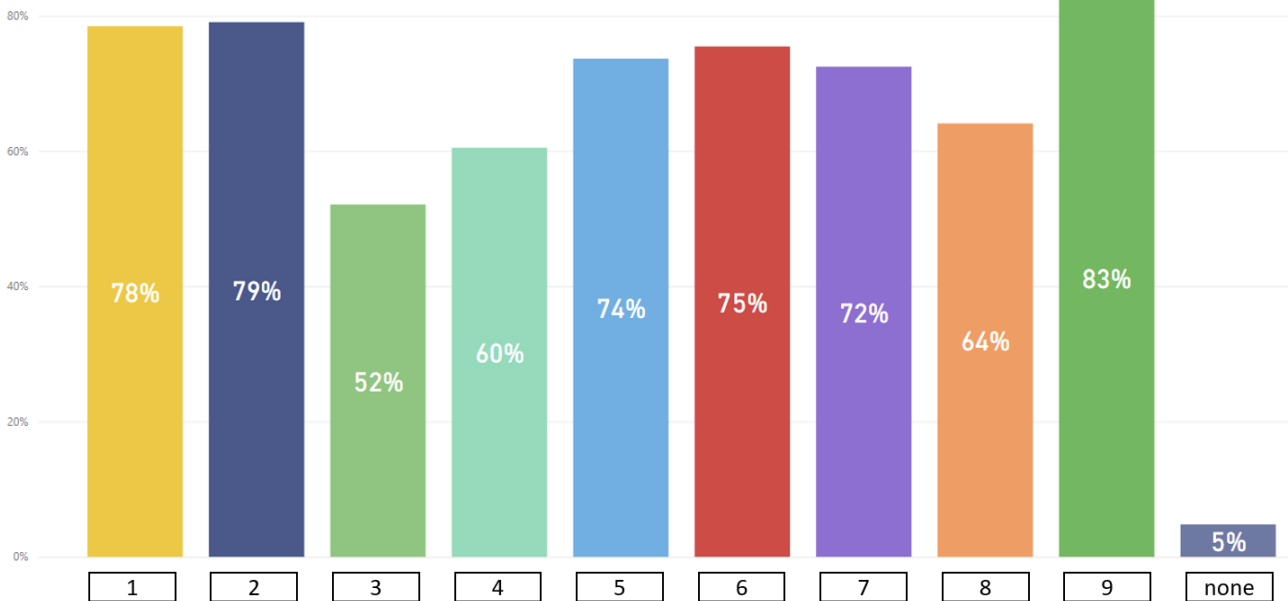
Priority 5: The local community is safe and supported



96%

Very important
or important

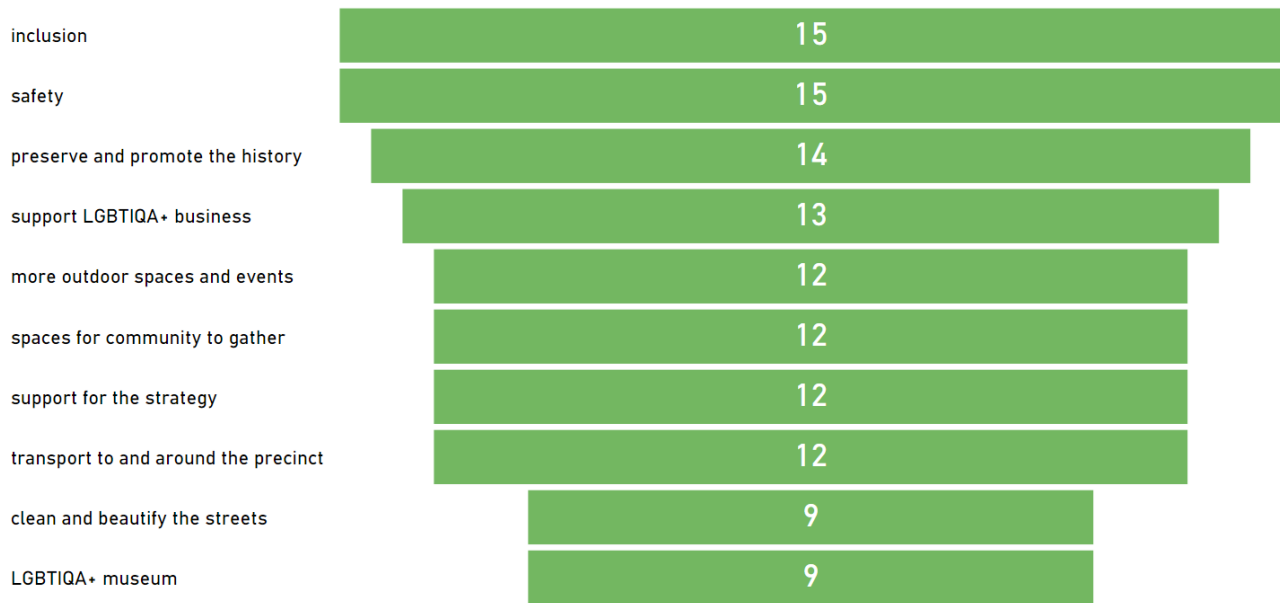
Q. Which action areas are important to you? (choose as many as you like)



- 78%** 1. Recognise significant social, cultural and historical LGBTIQA+ places and spaces in Heritage Inventories
- 79%** 2. Celebrate the social and cultural history of the Oxford Street Precinct
- 52%** 3. Acknowledge the social significance of sex on premises venues
- 60%** 4. Monitor and map current and emerging LGBTIQA+ businesses and venues
- 74%** 5. Encourage businesses in the Oxford Street Precinct to celebrate and support the LGBTIQA+ community and culture
- 75%** 6. Increase LGBTIQA+ cultural and social space across the Oxford Street Precinct
- 72%** 7. Increase LGBTIQA+ visibility and identity across the Oxford Street Precinct
- 64%** 8. Improve access to support services and programs for the LGBTIQA+ community across the Oxford Street Precinct
- 83%** 9. Deliver a safe and welcoming environment across the precinct
- 5%** None of the above

Survey respondents were asked to check a box beside the action areas that were important to them, with the option to choose as many action areas as they liked. The above graph shows the percentage of respondents that nominated each action area. The action area with the most support is 'Deliver a safe and welcoming environment across the precinct', with 83% of respondents finding this important. The action area with the least support is 'Acknowledge the social significance of sex on premises venues', with 52% of respondents finding this important.

Figure 4. Top ten topics raised in comments



Key themes

Inclusion

Many comments emphasised the importance of inclusion and asked for the strategy to consider the needs of the whole community. Some comments expressed concern that the strategy could segregate the community. Some suggested an action to include and educate people from outside the LGBTIQ+ community, to increase respect and a sense of connection between the LGBTIQ+ community and the broader community. Some asked for the strategy to consider how the LGBTIQ+ community interacts with other parts of the community. One suggestion was LGBTIQ+ ambassadors to promote the work and values of the community within and to the general population.

Other suggestions were to consider welcoming spaces for families and children, to consider alcohol free options, to entice a mixed generation to Oxford Street, to acknowledge the role of people who come to Oxford Street from outside the precinct and to include more references to the culturally diverse heritage of the community.

Several comments emphasised the importance of accessible venues and asked for accessible and gender-neutral toilets.

Spaces for community to gather

The importance of space in the precinct for LGBTIQ+ community members to meet, socialise, build relationships, and feel safe was raised repeatedly in submissions, stakeholder workshops, community sessions and industry meetings.

People asked for events to be inclusive of all segments of the LGBTIQ+ community, but also for spaces that were safe for particular parts of the community (e.g., gay only bars, safe spaces for lesbians, safe spaces for gender diverse people, safe spaces for Aboriginal and Torres Strait Islander LGBTIQ+ people).

Active support for business, nightlife, and the use of outdoor spaces

While the strategy does address the local business community and increasing LGBTIQ+ cultural and social spaces, many comments asked for the strategy to go further in these areas.

Nightlife venues were identified as important to the LGBTIQ+ community, and some comments asked for the strategy to consider space and support and for high quality nightclubs, fewer restrictions, and more flexible licensing for late night venues.

Many comments asked for more active support for local businesses, such as affordable rents, a business website, support for renovations and coordinated management for the precinct.

The right business mix, attracting more businesses to the area, encouraging and elevating LGBTIQ+centric businesses with incentives were all identified as important.

People expressed support for the business charter proposed in the strategy.

A strong theme was increased use of outdoor spaces for year-round celebrations on the street. Suggestions included outdoor performances, cultural events, street performers, markets, outdoor dining and drinking options.

These comments emphasised that outdoor events provide an opportunity to bring people together and increase the visibility of the LGBTIQ+ community.

Taylor Square was called out as an important space in the precinct, with comments asking for it to be clearly identified with signage, enhanced with artwork or historic interpretation and to be better utilised as an event space.

Transport to and around the precinct

The theme of a walkable precinct is linked to themes of increased use of outdoor space, improving the streetscape and safety. People said it was important to make the precinct safe and easy to walk around with wider footpaths, good lighting at night, reducing traffic/speeds, and more pedestrian areas. Better public transport and more parking were suggested to improve access for LGBTIQ+ community members who live outside the precinct. One comment suggested end of trip facilities for drag queens and performers working in the precinct.

Represent all LGBTIQ+ people

Some comments expressed concern about a focus on spaces for gay men and asked for the strategy to consider and make space for all LGBTIQ+ people. Recognition and safe spaces for lesbians was raised as a suggested priority. Suggested actions on this theme were public outdoor events on visibility days (especially trans-visibility days), elevating the voices of trans, youth and BIPOC (Black, Indigenous and people of colour) people in business and other projects, extending equality to marginalised groups, and supporting venues and spaces for queer women and gender diverse people.

Clean and beautify the streets

Many comments asked for improvement to the streetscape. People asked for the precinct to be cleaned, well maintained, and beautified with lights, colour, artwork and greenery. These comments were often linked to improving pedestrian safety and attracting more people to support local businesses.

Suggested partners

Survey respondents were asked if they would like to recommend a community organisation, business, landholder or government agency who could partner with the City to deliver any actions.

Organisation	No. of recommendations	Relevant priority or action point
ACON	5	Priority 5. The local community is safe and supported Action 3. Acknowledge the social significant of sex on premises venues Action 8. Improve access to support services and programs for the LGBTIQ+ community across the Oxford Street Precinct
Australian Queer Archives	1	
BlaQ Aboriginal Corporation	1	
Bobby Goldsmith foundation	2	Priority 5: The local community is safe and supported
Darlinghurst Business Partnership		
Darlinghurst Theatre Company - The Eternity Playhouse.	1	
DEFGLIS (Defense LGBTI Information Service)	1	
First Mardi Gras Inc.	1	
Gay and Lesbian Rights Lobby	1	
Holdsworth House Medical Practice	1	Health services
LGBTIQ+ businesses in the area	1	
Merivale	1	Action 5. Encourage businesses in the Oxford Street Precinct to celebrate and support the LGBTIQ+ community and cultures Action 6. Increase LGBTIQ+ cultural and social space across the Oxford Street Precinct Action 7. Increase LGBTIQ+ visibility and identity across the Oxford Street Precinct
NSW government	2	

Organisation	No. of recommendations	Relevant priority or action point
Paddington Library	1	
Planet Dwellers	1	
Pride History Group	1	
Qtopia Sydney	1	Action 1. Recognise significant social, cultural, and historical LGBTIQ+ places and spaces in Heritage Inventories
Queer Screen	2	
Stonewall Hotel	1	
Sydney Gay and Lesbian Mardi Gras	5	Action 2. Celebrate the social and cultural history of the Oxford Street Precinct Action 4. Monitor and map current and emerging LGBTIQ+ businesses and venues Action 6. Increase LGBTIQ+ cultural and social space across the Oxford Street Precinct Action 7. Increase LGBTIQ+ visibility and identity across the Oxford Street Precinct
Sydney Rangers FC	1	
Sydney Sauna	1	
The Ankali Project	1	Action 1. Recognise significant social, cultural, and historical LGBTIQ+ places and spaces in Heritage Inventories Action Points Action 2. Celebrate the social and cultural history of the Oxford Street Precinct Action 4. Monitor and map current and emerging LGBTIQ+ businesses and venues Action 8. Improve access to support services and programs for the LGBTIQ+ community across the Oxford Street Precinct Action 9. Deliver a safe and welcoming environment across the Precinct

Organisation	No. of recommendations	Relevant priority or action point
The Bearded Tit	1	
Trevor Project	1	
357 Sydney	1	

Places of significance

Priority one of the LGBTIQ+ social and cultural place strategy for Oxford Street is to recognise and remember historic LGBTIQ+ places and spaces. To achieve this, the draft strategy proposes working with the community to identify important sites of significance to LGBTIQ+ people. Survey respondents were asked to identify and comment on sites they considered to be significant through the online mapping tool social pinpoint. The information will support the City's heritage planners, historians and archivists in connecting stories to physical locations within the Oxford Street precinct.

19 places of significance were added to the map.

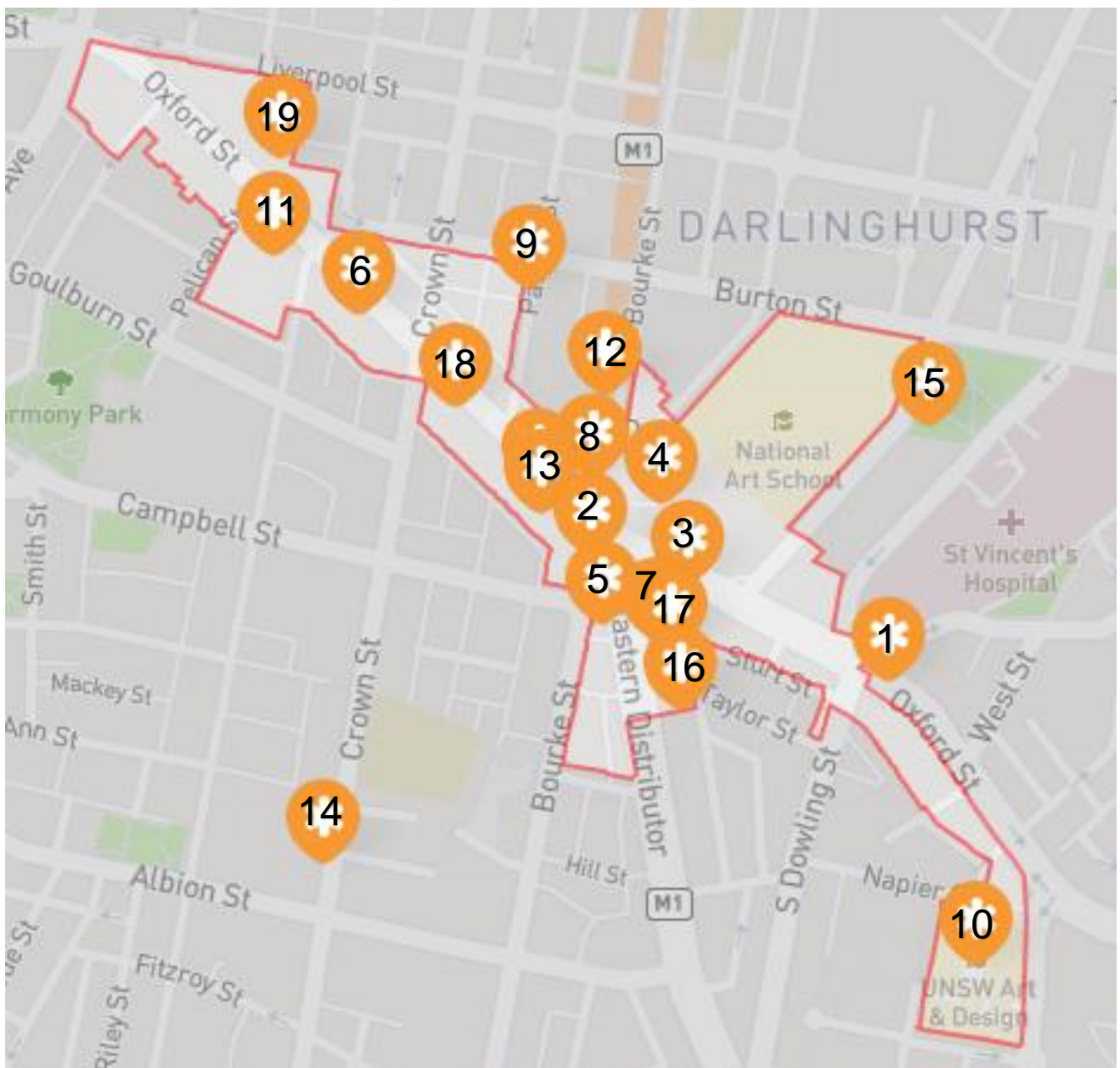
	Place	Comment	Up Votes	Down Votes
1	The Albury Hotel	Now part of St Vincent's Hospital but a central point in the past of the area was The Albury Hotel which must be acknowledged as a historic place where many of the Darlinghurst personalities had their start - and end.	14	0
2	Taylor Square	Taylor Square - the home of the first Mardi Gras	14	0
3	The Bookshop Darlinghurst	Yes! Book stores in themselves are endangered, but this is where locals and visitors to the area will find LGBTIQ+ literature.	14	0
4	Darlinghurst Courthouse forecourt	A key public space that is used for markets on weekends, a meeting place for people and a thoroughfare connecting Darlinghurst with Surry Hills and Taylor Square. Opportunity to make this area more inclusive, open and connected to Taylor Square e.g. through public art, opening up the court house gates and activating the toilets and old police station.	9	0
5	Patterson Lane, Darlinghurst	Barracks bar, then Manacle bar. Predominantly Men only space	9	1
6	The Midnight Shift	The Midnight Shift before becoming The Universal was one of Sydney's longest running Gay bars. It started off as a narrow hole in the wall bar and then expanded next door, taking over a former supermarket. In the 90's we	7	0

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Place	Comment	Up Votes	Down Votes
	used to watch Golden Girls on the big screen on a Friday night.		
7 ARQ Sydney	ARQ Sydney	6	1
8 Oxford Hotel	Oxford Hotel - a long-time gay venue.	5	0
9 The Eternity Playhouse	The Eternity Playhouse, previously the Baptist Tabernacle, where Arthur Stace heard the sermon which set him on the path of chalking "Eternity" onto the footpaths of the city. Now home to Darlinghurst Theatre Company and a central key to the arts community in Darlinghurst and beyond. This is where generations, cultures and ages can meet on common ground to enjoy artistic performance and expression.	4	0
10 School of Art & Design, UNSW	An anchor education institution that is key to the Oxford Street creative landscape.	3	0
11 Oxford Square	Oxford Square - home to the NSW Head Office of Ansett Australia and associated bus hub for Pioneer, Greyhound, etc. in days gone by (Up to 1997) where an enormous number of LGBTIQ+ people were employed and went on to socialise and party in the local area.	3	0
12 former Darlinghurst Police Station at Taylor Square	former police station should be a museum Not large enough for a museum	3	0
13 Stonewall Hotel	Stonewall hotel - historic venue that is key for the LGBT community with important social spaces. Stonewall is a gay bar, with many events weekly, monthly, and annually, including drag shows, trivia, and themed nights.	3	0
14 The Ankali Project	335 Crown St, home to The Ankali Project - supporting people living with or affected by HIV since 1985 via volunteers providing emotional and social support.	0	0
15 Pink Triangle Memorial	Pink Triangle Memorial	0	0
16 The Taxi Club	The Taxi Club	0	0
17 Bodyline Sydney	Bodyline- important space for Queer men to meet and socialise.	0	0
18 135 Oxford Street	135 Oxford Street featured as the video shop where Muriel worked in the iconic Australian movie Muriel's	0	0

Place	Comment	Up Votes	Down Votes
	Wedding. The laundromat across the road where Muriel's friend worked is still a laundromat today.		
19 Sydney Sauna	Sydney Sauna - important place for Queer men to meet and socialise in a safe sex positive space	0	0

Figure 5. Map of places identified by survey respondents as significant to the LGBTIQ+ community



Submissions table

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

Principles	Total	City of Sydney response
Inclusion	15	
Consider and include families, children, people from different identity groups, people from outside the LGBTIQ+ community and the community as a whole in the strategy, in order to build connections and support, eliminate discrimination and prevent segregation.		
Represent all LGBTIQ+ people	8	
First Nations representation	6	
Acknowledge and celebrate the indigenous history of the precinct and ensure First Nations LGBTI Brotherboy and Sistergirl peoples are recognized and consulted in the co-design.		
Increase cultural diversity		
Seek subsidies from local council/government	3	
Acknowledge the role of people who come to Oxford St for Mardi Gras and other events	1	
Ongoing community and stakeholder consultation	1	

Priority 1: recognising historic LGBTIQ+ places and spaces	Total	City of Sydney response
Preserve and promote the history	14	
Comments re-enforcing the importance of acknowledging the significant history of the area, especially the 1978 march and HIV, and preserving it through plaques on significant sites, monuments, and the preservation of heritage sites.		
Support historic plaques to mark significant sites	2	

Priority 1: recognising historic LGBTIQ+ places and spaces	Total	City of Sydney response
acknowledge the full scope of LGBT+ history	1	
concern that the creative precinct will erase the LGBT+ history	1	
Suggestion to audit/map/understand/identify the significant aspects of the whole Eastern Creative Precinct	1	
Protect the heritage and look of the precinct	1	
Support mapping places of significance	1	

Priority 2. reflecting the contemporary LGBTIQ+ community within local businesses and venues	Total	City of Sydney response
Support LGBTIQ+ business	13	
Incentivise, elevate, and support spaces, business and projects led by queer people and related to the LGBTIQ+ community. Suggestions for types of support included help with renovations, flexibility in licensing, affordable rents, and improving the streetscape to encourage foot traffic and improving transport to the area to increase visitation.		
Nightlife	6	
Comments about the importance of nightlife being open late and safe, and one comment expressing concern about anti-social behaviour associated with licensed venues.		
The right business mix is important	2	
Reduce regulations that restrict businesses	2	
Support for the business charter	2	
alcohol free options	1	
attract more business enterprises to the area	1	
Suggest coordinated management for businesses in the precinct	1	

Priority 3. increasing LGBTIQ+ cultural and social spaces	Total	City of Sydney response
Spaces for community to gather	12	
Provide space for community to meet and build relationships, such as cultural spaces (galleries, bookshops, pride centre, spaces for artists and performers) and social spaces (cafes, community spaces) that are genuinely for LGBTIQ+ community members across a range of identity groups.		
LGBTIQ+ museum	8	
Ensuring that spaces/events/installations reflect both men and women. Although lesbians tend to go out less than gay men, recognition and safe spaces for lesbians are also essential	1	
Allow gay only bars to operate as a safe place for gay men. Many bars have become mixed which is good, but many gay men need their own safe place	1	
Having spaces that are safe for gender diverse people and queer women on Oxford St amongst the gay male spaces would be amazing	1	
Ensure inclusivity & accessibility of venues	1	
Daytime options (e.g., a queer pottery space)	1	
Gallery and retail space for queer artists & designers	1	
It is important to have space for a large-scale Gay nightclub	1	
More accessible public spaces	1	
Combination of artistic and hospitality venues that target different price points, not just high end. It needs to include free and low-cost venues.	1	
Onsite area for drag performers to get ready	1	
Repurpose the former electrical substation at Taylor Square into a Wedding Chapel and community space	1	

Priority 4. increasing LGBTIQ+ visibility and identity throughout the Precinct	Total	City of Sydney response
More outdoor spaces and events	12	
Hold more outdoor events to publicly celebrate LGBTIQ+ occasions. Utilise outdoor spaces like Taylor Square, Oxford Street, and the courthouse forecourt for social activities like markets, outdoor dining and entertainment.		
Promote the area as a LGBTIQ+ destination	6	
Promote LGBTIQ+ culture within the precinct with visible monuments, fairy lights, colour, artwork and pride banners. Consider the example of Chicago's Halsted neighbourhood.	4	
support sex on premises and sex workers	2	
ensure that the Sydney Mardi Gras Parade can always be held on Oxford Street.	1	
Concern that LGBTIQ+ culture is segmented (linked to support for outdoor celebrations to create more visibility and understanding)	1	
strongly oppose the change of the rainbow flag to the progress rainbow flag and changing the rainbow crossing	1	
Would love to see LGBTIQ+ visibly more in and around Oxford Street	1	

Priority 5. ensuring the local community is safe and supported.	Total	City of Sydney response
Safety	15	
Consider safety issues such as police attitudes and responses, a safe environment for the homeless, good lighting at night and pedestrian safety.		
Accessible/gender neutral toilets	2	
Provide social, affordable, and accessible housing	2	
Improve access to support services and programs for the LGBTIQ+ community	1	

Priority 5. ensuring the local community is safe and supported.	Total	City of Sydney response
Emphasis on current trends related to sexual health	1	
Consider a LGBTIQ+ community wellbeing strategy	1	
Plans of management will assist with health promotion and outreach	1	
The area should retain its edge and character with a strong community to keep each other safe and sort of self-police the area	1	

Other comments	Total	City of Sydney response
Support for the strategy	12	
Comments expressing general support for the strategy		
Transport to and around the precinct	12	
Suggestions to improve transport around the precinct with wider footpaths, safe and pleasant pedestrian areas, and good lighting. Requests to improve transport for people who visit from outside the area, including requests for better public transport and parking that is available and affordable.		
Clean and beautify the streets	9	
Taylor Square is an important site	4	
Consider the needs of the next generation	3	
Don't support the strategy	2	
Request an apology from Council for the wrongdoings of the past	1	
Avoid pushing traffic onto side streets	1	
No high-rise buildings	1	
Deliver it quickly	1	
As a community we've got to become more giving in ourselves. Ideas are great making them happen is another thing all together.	1	

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Other comments	Total	City of Sydney response
Concern that it is temporary until World Pride	1	
Determine whether Oxford Street is still a significant place for the LGBTIQ+ community	1	
Don't kill our gay cultural it's our home or safe place	1	
Identity politics is not a planning objective	1	
Increase investment opportunities in the precinct	1	
Increase residential density	1	
Need to step out of our "safety zone" and embrace the world	1	
Keep the budget and times frames in place	1	
Oxford Street has great significance to the gay male community, but somewhat less to other groups within the wider LGBTIQ+ community	1	
Emphasis on quick administrative processes that have short and long term goals and results	1	
Support the cute fancy colourful costumes worn at the Mardi Gras	1	
Sustainable practice	1	
Thanks to those people who have made the effort to contribute	1	
That vibrant environment, but safe and inclusive (again, gender, sexuality and age) would be an amazing draw card locally, nationally, and internationally for the City of Sydney.	1	

Engagement activities

Overview of engagement undertaken

Sydney Your Say webpage

A [Sydney Your Say webpage](#) was created. The page included the draft strategy and online survey. There were 916 unique pageviews of the Sydney Your Say page and 268 downloads of the draft strategy.

Online feedback form via Survey Monkey

The community and stakeholders were able to give feedback using an online feedback form. A link to the feedback form was provided on the Sydney Your Say website. 167 submissions were received via survey.

Sydney Your Say e-news

The consultation was included in the Sydney Your Say May 2022 e-newsletter (7300 subscribers).

Notification email

An email was sent to 96 key stakeholders, including Sydney WorldPride 2023, Sydney Gay and Lesbian Mardi Gras, Qtopia, Pride History group, Twenty10, ACON, Positive Life, BlaQ Aboriginal Corporation, the Sydney Gay & Lesbian Business Association, Surry Hills Creative Precinct, The Book Shop, Darlo Darlings, Darlinghurst Business Partnership, the Gender Centre, and Building Pride inviting them to give feedback on the proposal. (Appendix A)

Community information sessions

2 online community briefing sessions were held on 11 & 16 May 2022 and were attended by 10 residents and stakeholders. Their feedback has been incorporated into the key findings of this report.

Stakeholder meetings

The project team held one-to-one meetings with ACON and Sydney World Pride to brief them on the draft strategy and seek feedback. The feedback has been incorporated into the key findings of this report.

Darlinghurst Business Partnership presentation

The project team attended a meeting of the Darlinghurst Business Partnership on 27 May to present the draft strategy and seek feedback from the membership. The feedback has been incorporated into the key findings of this report.

Other activities

Twenty10 gay & lesbian counselling service shared the survey with young people through their networks.

Marketing and communications

The following marketing and communications activities were undertaken to support the consultation. Activities reached a range of audience segments through social media promotion and existing City of Sydney channels.

COS News Story

A [City of Sydney news story](#) was published on 2 May 2022. The page was viewed 615 times. The top referral sources were LinkedIn (organic post - 34.96%), Facebook (organic post - 16.42%), Email marketing (13.98%) and Google organic search (10%). (Appendix B)

COS News Email Newsletter

The story was distributed through the [City of Sydney News e-news](#) on 3 May 2022. (16,000+ active subscribers) (Appendix C)

Social media activity

The consultation was promoted across Facebook, Twitter, LinkedIn and Instagram to prompt people to have their say on the draft strategy and to promote the lunchtime information session. (Appendix D)

Media releases

Two separate Oxford Street media releases were distributed on 4 April 2022, one with the draft strategy as the lead story, and one including the draft strategy a part of story on the new planning controls.

The strategy was covered in 13 media articles during April 2022, including articles in the Sydney Morning Herald, the Star Observer and the Australian Arts review.

Appendix

Appendix A: Stakeholder notification email



Have your say on the LGBTIQA+ social and cultural place strategy for Oxford Street

Thank you for your interest in our draft LGBTIQA+ social and cultural place strategy for Oxford Street. The strategy contains priorities and actions that will recognise significant places and strengthen LGBTIQA+ identity and culture in the area.

We invite you to have your say on the main priorities and actions in the draft strategy, and to share your insights into how the vision of the strategy can be achieved.

Complete our survey or register for an online information session to find out more about the draft strategy and share your feedback.

Information sessions, online via Zoom
Wednesday 11 May, 12:30pm to 1:15pm
Monday 16 May, 12:30pm to 1:15pm

[Register](#) for an information session.

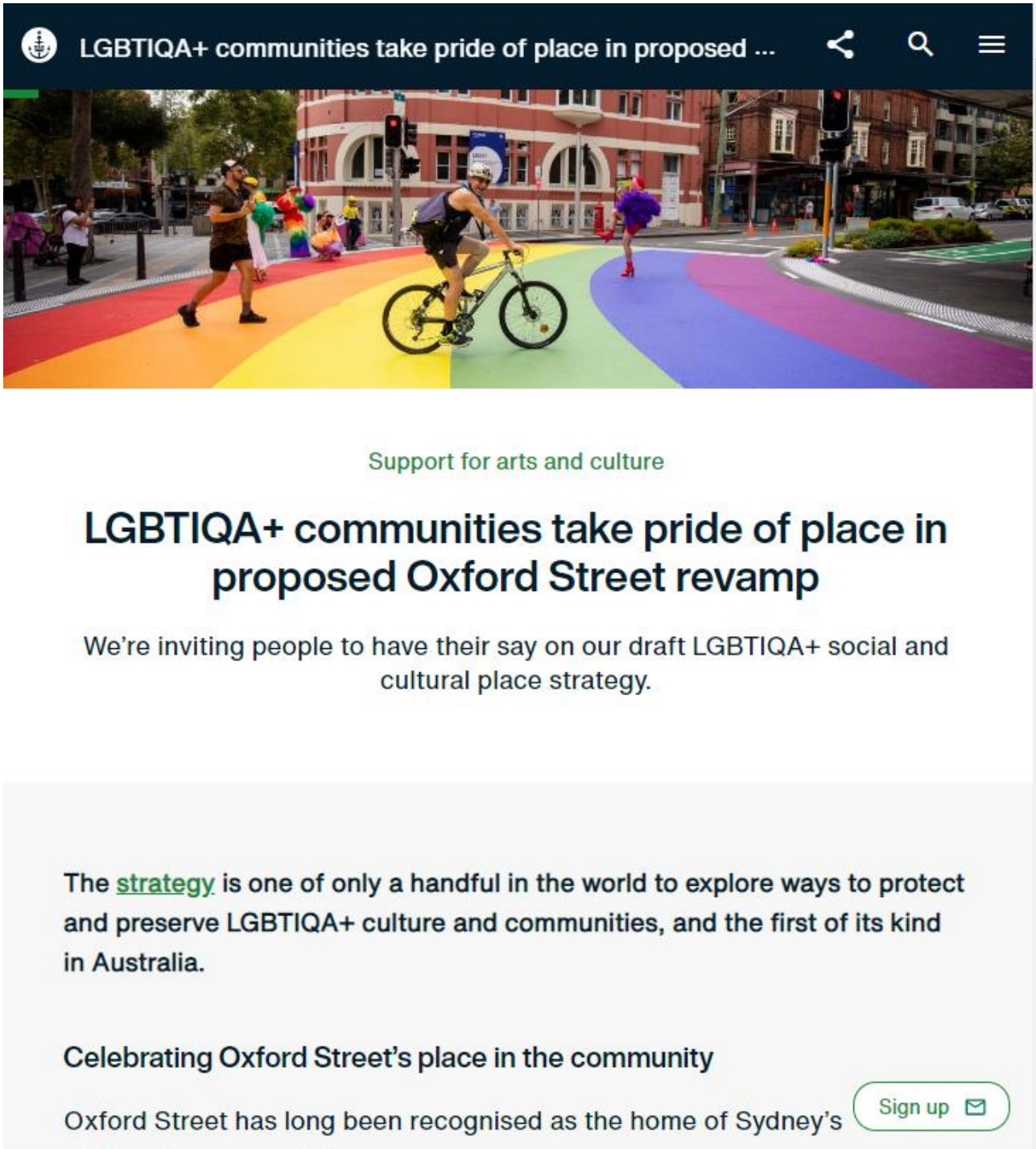
[Complete our survey](#)

[View the draft strategy](#) and have your say by Tuesday 24 May.

If you need help registering to attend the information session, or would like to send your feedback by email, contact sydneyoursay@cityofsydney.nsw.gov.au or call Leonie Hancock, senior community engagement coordinator on 02 9265 9333.

The City of Sydney acknowledges the Gadigal of the Eora nation as the Traditional Custodians of our local area.

Appendix B: City of Sydney news story



LGBTIQ+ communities take pride of place in proposed ...

Support for arts and culture


LGBTIQ+ communities take pride of place in proposed Oxford Street revamp

We're inviting people to have their say on our draft LGBTIQ+ social and cultural place strategy.

The **strategy** is one of only a handful in the world to explore ways to protect and preserve LGBTIQ+ culture and communities, and the first of its kind in Australia.

Celebrating Oxford Street's place in the community

Oxford Street has long been recognised as the home of Sydney's

[Sign up](#) 

Appendix C: City of Sydney enews story



LGBTIQ+ communities take pride of place in proposed Oxford Street revamp

We're inviting people to have their say on our draft LGBTIQ+ social and cultural place strategy.

Appendix D: Social media promotion



Instagram


Engagement report - LGBTIQ+ social and cultural place strategy for Oxford Street

City of Sydney May 5 · 🌐

We're inviting people to have their say on our draft LGBTIQ+ social and cultural place strategy. It's one of only a handful in the world to explore ways to protect and preserve LGBTIQ+ culture and communities, and the first of its kind in Australia.

The draft strategy reflects the importance of the Oxford Street precinct and local LGBTIQ+ communities to Australia's past and future. It aims to promote inclusive businesses, fund new public artworks and support establishing a pride museum around the famed retail and entertainment strip.

Click through to find out more. Consultation closes 24 May.



NEWS.CITYOFSYDNEY.NSW.GOV.AU
LGBTIQ+ communities take pride of place in proposed Oxford Street revamp | City of Sydney - News

Boost this post to get more reach for City of Sydney. [Boost post](#)

👍 103 13 Comments 2 Shares

Like Share

City of Sydney limited who can comment on this post.

Most relevant

Author
City of Sydney
To find out more, join us at one of our free online lunchtime briefing sessions. They are on 11 or 16 May. Register <https://cityofsydney/5eb63b>

Facebook


City of Sydney 40,992 followers 2mo · 🌐

We're inviting people to have their say on our draft LGBTIQ+ social and cultural place strategy. It's one of only a handful in the world to explore ways to protect and preserve LGBTIQ+ culture and communities, and the first of its kind in Australia.

The draft strategy reflects the importance of the Oxford Street precinct and local LGBTIQ+ communities to Australia's past and future. It aims to promote inclusive businesses, fund new public artworks and support establishing a pride museum around the famed retail and entertainment strip.

Click through to find out more. Consultation closes 24 May.

#sydney #haveyoursay #oxfordstreet #lgbtiq



LGBTIQ+ communities take pride of place in proposed Oxford Street revamp | City of Sydney - News

news.cityofsydney.nsw.gov.au · 3 min read

Lara Woltski and 155 others 4 comments · 9 shares

Reactions

Like Comment Share Send

Add a comment...

LinkedIn

← **Thread**

City of Sydney @cityofsydney

🌈 We're inviting people to have their say on our draft LGBTIQ+ social and cultural place strategy. It's one of only a handful in the world to explore ways to protect and preserve LGBTIQ+ culture and communities, and the first of its kind in Australia.



news.cityofsydney.nsw.gov.au
LGBTIQ+ communities take pride of place in proposed Oxford Street revamp | ...
The City of Sydney is inviting people to have their say on their draft LGBTIQ+ social and cultural place strategy.

11:02 AM · May 5, 2022 · Twitter Web App

||| View Tweet analytics

7 Retweets 1 Quote Tweet 19 Likes

Twitter

City of Sydney @cityofsydney

To find out more about our draft LGBTIQ+ strategy for Oxford Street, join us at one of our free online lunchtime briefing sessions. They are on 11 or 16 May. Register 🙋



whatson.cityofsydney.nsw.gov.au
LGBTIQ+ place strategy online information session | City o...
Find out more about the City of Sydney's draft LGBTIQ+ social and cultural place strategy at this free lunchtime ...

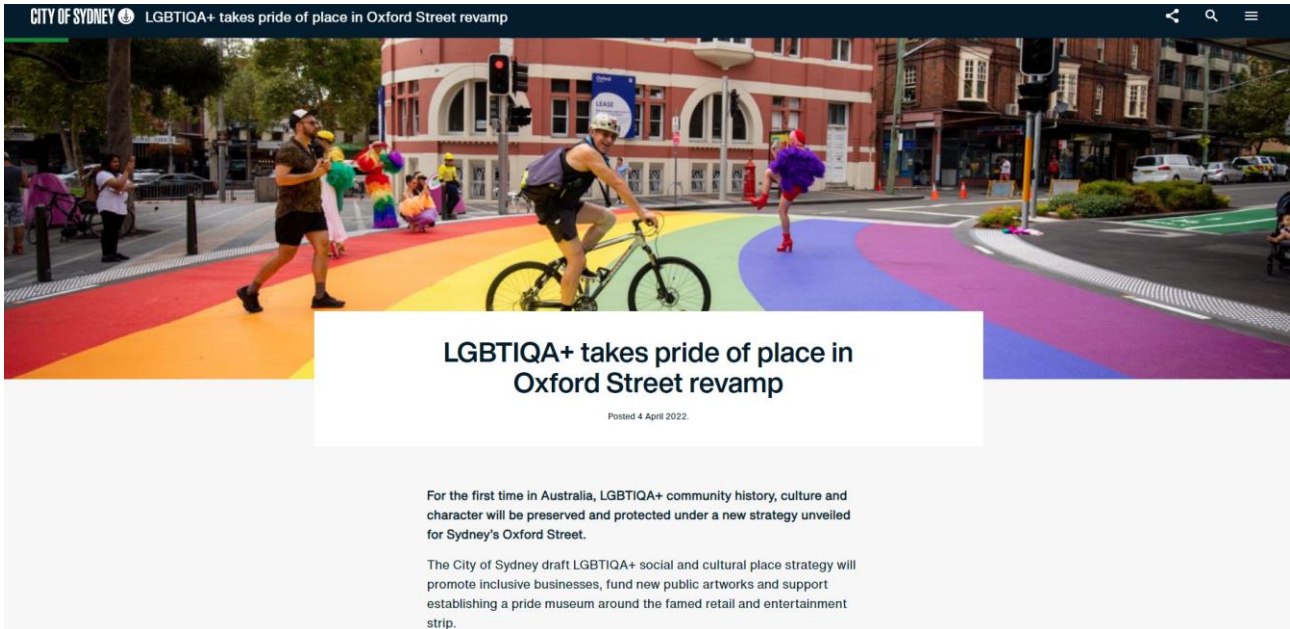
11:02 AM · May 5, 2022 · Twitter Web App

||| View Tweet analytics

3 Retweets 2 Likes

Twitter

Appendix E: media releases

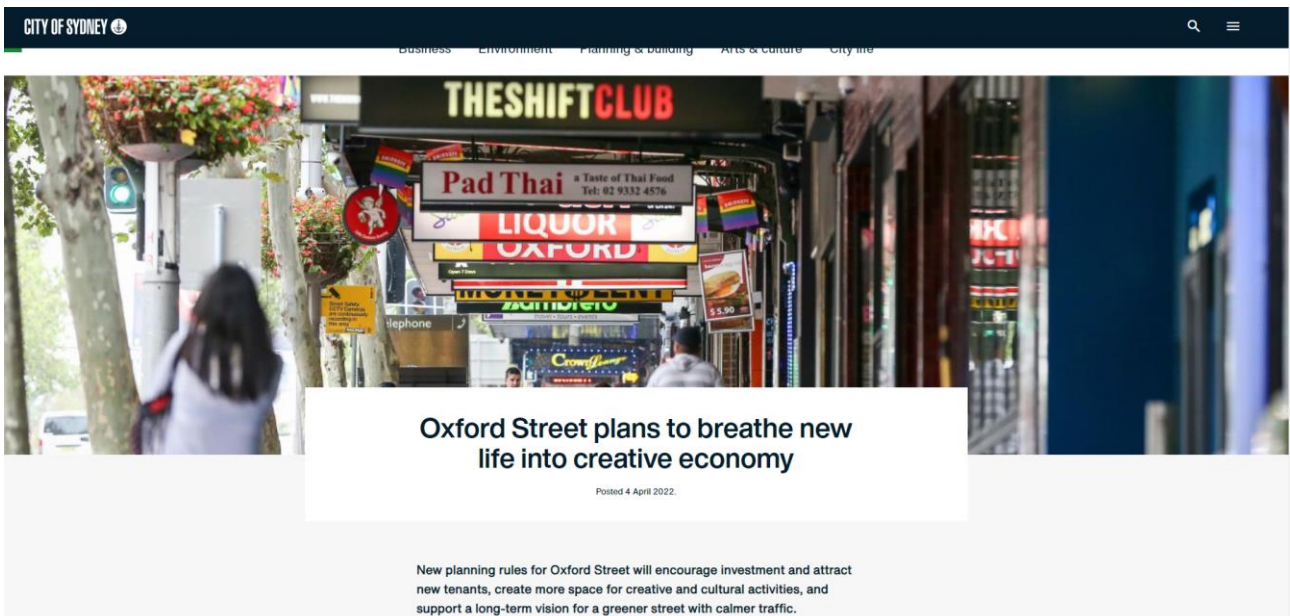


LGBTIQ+ takes pride of place in Oxford Street revamp

Posted 4 April 2022.

For the first time in Australia, LGBTIQ+ community history, culture and character will be preserved and protected under a new strategy unveiled for Sydney's Oxford Street.

The City of Sydney draft LGBTIQ+ social and cultural place strategy will promote inclusive businesses, fund new public artworks and support establishing a pride museum around the famed retail and entertainment strip.



Oxford Street plans to breathe new life into creative economy

Posted 4 April 2022.

New planning rules for Oxford Street will encourage investment and attract new tenants, create more space for creative and cultural activities, and support a long-term vision for a greener street with calmer traffic.

Appendix F: media coverage

[All coverage](#)

[Inclusive businesses, public artworks and a pride museum: City of Sydney pushes ahead with Oxford Street revamp](#) **City Hub Sydney**

Friday 8 April 2022, 7:52pm AEST

The City of Sydney has unveiled a draft LGBTIQ+ social and cultural place strategy for Oxford Street this week after a fraught public cons... By PATRICK MCKENZIE The City of Sydney unveiled a draft LGBTIQ+ social and cultural place strategy...

[VIEW ONLINE](#)

The LGBTIQA+ Community Takes Pride Of Place In Oxford St Revamp

Frooty by Staff Writers

Thursday 7 April 2022, 5:08pm AEST

Queer news, entertainment and lifestyle media. Print and online.

[VIEW ONLINE](#)

City of Sydney to prioritise and protect Oxford Street's LGBTIQA+ identity

Australasian Leisure Management

Wednesday 6 April 2022, 2:33am AEST

Again Faster ABOUT Again Faster is a Brisbane based, Australian owned supplier of strength and conditioning and functional fitness equipment. With nearly 10 years experience in the Australian market, we are... Fitness / Recreation AUSTRALIAN WATERSLIDES AND LEISURE A leading...

[VIEW ONLINE](#)

Grassroots campaign pushes City of Sydney to save Oxford Street's LGBT identity

City Hub Sydney

Tuesday 5 April 2022, 6:03pm AEST

The City of Sydney has moved one step closer to protecting the LGBTIQI cultural and historical identity of Oxford Street. On Monday, April 4, By DOUGLAS MAGALETTI The City of Sydney has moved one step closer to protecting Oxford Street's...

[VIEW ONLINE](#)

Grassroots Campaign Pushes City Of Sydney To Save Oxford Street's LGBT Identity

Star Observer by Douglas Magaletti

Tuesday 5 April 2022, 3:34pm AEST

The City of Sydney has released a framework to recognise the importance of Oxford Street to the LGBTIQI community. It will also identify places of LGBTIQI significance while strengthening the street's LGBTIQI cultural identity.

[VIEW ONLINE](#)

Creating new cultural and creative precincts and making more space for the arts in Sydney

Australian Arts Review

Tuesday 5 April 2022, 10:52am AEST

Australia's National Art School (NAS) and neighbouring Taylor Square could be transformed into a major cultural and creative precinct under bold new plans outlined by the City of Sydney. Lord Mayor Clover Moore said the concept

[VIEW ONLINE](#)

SYNDICATION

[Australian Arts Review](#), [Mirage News](#), [National Tribune](#)

City of Sydney unveil new planning controls for Oxford St

Australian Property Journal by Hannah Page

Monday 4 April 2022, 7:41pm AEST

THE City of Sydney's proposed changes to Oxford Street are set to protect the LGBT culture of the iconic strip, while bringing in opportunities for new invest

[VIEW ONLINE](#)

Oxford Street plans to breathe new life into creative economy

Sydney Times by City Reporter

Monday 4 April 2022, 5:49pm AEST

Oxford Street plans to breathe new life into creative economy New planning rules for Oxford Street will encourage investment and attract new tenants, create more space for creative and cultural activities, and support a long-term vision for a greener...

[VIEW ONLINE](#)

SYNDICATION

[Mirage News](#), [National Tribune](#), [Sydney Times](#)

Oxford St vision to celebrate queer identity, history

The Sydney Morning Herald by Natassia Chrysanthos Urban Culture

Reporter

Monday 4 April 2022, 12:10am AEST - Page 5

Night-time traders on Sydney's Oxford Street could have to adopt diversity and inclusion standards for welcoming Indigenous and LGBTQI+ patrons under plans to retain the strip's queer identity during a phase of redevelopment. The City of Sydney is also suggesting...

[VIEW PDF](#) [VIEW TEXT](#)

Oxford Street through the years

The Sydney Morning Herald

Sunday 3 April 2022, 4:20pm AEST

Plans are afoot to help ensure Sydney's iconic Oxford Street retains its queer identity during a phase of redevelopment.

[VIEW ONLINE](#)

SYNDICATION

[Brisbane Times](#), [The Age](#), [The Sydney Morning Herald](#), [WA Today](#)

'We need more rainbows': charter aims to protect queer culture in Oxford Street development

The Sydney Morning Herald by Natassia Chrysanthos

Sunday 3 April 2022, 1:27pm AEST

The City of Sydney has suggested businesses adopt a charter that would outline employment targets for LGBTIQ+ workers, diversity training and requirements for gender-neutral bathrooms.

[VIEW ONLINE](#)

SYNDICATION

[Brisbane Times](#), [The Age](#), [The Sydney Morning Herald](#), [WA Today](#)

Oxford Street Planning To Continue After Unsuccessful Deferral Motion

Star Observer

Saturday 2 April 2022, 7:06pm AEDT

A motion that would defer planning proposals on Oxford Street until cultural and social consultation could be completed was rejected at a City of Sydney council meeting last month.

[VIEW ONLINE](#)

City of Sydney to go ahead with Oxford Street planning after failed deferral motion

City Hub Sydney

Saturday 2 April 2022, 5:10pm AEDT

A motion that would defer planning changes on Oxford Street until community consultation is complete was rejected at a March council meeting. By SHARLOTTE THOU A motion that would defer planning proposals on Oxford Street until cultural and social consultation...

[VIEW ONLINE](#)

