

Attachment B

**Engagement Report – Exhibition of the draft
Economic Development Strategy 2025-2035**

Engagement Report – Economic Development Strategy 2025-2035



Contents

Overview	3
Background	3
Summary of engagement phases	3
Purpose of engagement	4
Engagement findings	5
Draft Strategy written submissions	5
Key sentiments from written submissions	5
Opportunities identified within submissions	6
Momentum building project feedback	7
Project specific key findings	8
Engagement activities	16
Overview of engagement undertaken	16
Overview of marketing, media and communications undertaken	17
Appendices	18
Appendix A - Sydney Your Say webpage	18
Appendix B – Sydney Your Say EDM	20
Appendix C – Marketing, Media and Communications	21

Overview

Background

Our proposed Economic Development Strategy 2025-2035 focuses on innovation-led growth that is sustainable, inclusive and provides great local experiences.

We're targeting 200,000 new jobs in our city by 2036 with most of these in the knowledge and innovation intensive industries.

We're investing in public works that support economic growth. This includes a commitment to extend light rail down Broadway and Parramatta Road and to Green Square that will unlock housing, jobs and investment. At the high street level, we're building strong local neighbourhoods that help tell the story of Sydney globally and promote a vibrant street life for our local businesses.

Our strategy focuses on collaboration to build a more sustainable, fairer and more innovative economy for everyone. It seeks to make the Sydney economy stronger and address underlying vulnerabilities to its ongoing success, namely:

- Climate change, which threatens key sectors like tourism but also presents an economic opportunity if Sydney positions itself as a global hub for net zero innovation.
- Rising inequality, and particularly affordability issues, which have the potential to hold back our economy and erode our society's sense of fairness and opportunity.
- Slowing productivity and an uncoordinated approach to innovation that are hindering commercialisation and impacting on Sydney's attractiveness to talent and investment.
- Broader economic headwinds, cost of living pressures and uncertainty which are changing how our city is used, presenting both challenges and opportunities.

Summary of engagement phases

The strategy was informed by ongoing engagement with stakeholders across four phases. The focus of this engagement report is the most recent draft strategy exhibition phase. A separate report was created dedicated to the previous phases of engagement.

Draft strategy exhibition phase: August – September 2024

The strategy consultation was launched as part of the CityTalks: *I choose Sydney – what is driving Sydney's future prosperity?* The draft strategy was available online for feedback and a Sydney Your Say survey page was open between 2 August and 27 September. Briefings were held with key stakeholders and a Committee for Sydney hosted event attracted over 80 attendees. We received a total of 104 submissions via online survey and 14 written submissions, while the Sydney Your Say page was visited 2,129 times and the CityTalk was attended by over 600 people.

Draft strategy development phase: January 2023 – June 2024

The draft Strategy was developed incorporating the feedback from community engagement undertaken on the draft Economic Development Strategy Discussion Paper, from engagement with local business collectives via the Lord Mayor Business Chamber Roundtables and the Business Needs Survey, through extensive data-analysis, and drawing from the expertise and insights of our business advisory panel.

The business advisory panel meets quarterly and includes members highly recognised in relevant professional fields with demonstrated experience, seniority, and knowledge of economic areas. Their areas of expertise cover trade and investment, attracting talent, the innovation economy, green economy and sustainable finance, creative economy, community wealth building, the night-time economy, and the visitor economy. Panel members represent the following organisations:

- Business Sydney
- Property Council of Australia
- Committee for Sydney
- Canva
- Greenhouse Climate Tech Hub (Investible)
- Supply Nation
- Sydney Bridgeclimb
- NSW Indigenous Chamber of Commerce
- Independent Bars Association NSW and YCK Laneway Association
- University of Sydney
- Placemaking NSW
- Four Pillars Gin

Discussion and feedback phase: March – December 2022

To drive community discussion on the future of the economy in the aftermath of the pandemic, in 2022 we developed an Economic Strategy Discussion Paper. We sought public comment and invited feedback from businesses and the community, providing case studies to help spark further ideas. Activities included workshops, interviews, public consultation, surveys, and expert advice.

Engagement on the discussion paper was extensive and included 240 businesses directly engaged or briefed, 998 Sydney Your Say website visits, 362 discussion paper downloads, 31 submissions received, 2 community briefings, and 11 advisory panel briefings.

Key themes from the engagement across industry and community briefings included:

- Build economic resilience
- Transition to a green and circular economy
- Build an innovation economy
- Strengthen our inclusive economy
- Revitalise the city centre

Research phase: June 2019 – February 2022

We engaged with business and community through research studies that were informed by interviews, workshops, and exploration of economic models. The studies identified high-level themes and directions for Sustainable Sydney 2030-2050 Continuing the Vision and economic development strategy discussion paper.

Purpose of engagement

The purpose of the engagement through all phases was to:

- Explain the key aspects of the strategy in simple language.
- Seek input from key stakeholders as well as people who live, work and visit the city.
- Meet the requirements of a statutory public exhibition and the City of Sydney's Community Participation Plan.

Engagement findings

This chapter provides a detailed summary of feedback provided as part of the engagement on the draft Economic Development Strategy 2025-2035 while on public exhibition in August and September 2024.

It includes broader feedback provided by stakeholders in writing on the entire Strategy, as well as more specific feedback provided via Sydney Have Your Say survey on the 8 momentum building projects listed in the Strategy.

Draft Strategy written submissions

During the engagement period on the draft Economic Development Strategy 2025-2035, 14 written submissions were received from across industry, external bodies, government agencies and community members.

Broadly submissions expressed support for the strategy and its key components, providing validating, productive and at times invitational responses to the claims and aspirations of the strategy. They reinforced the positive feedback we received during our direct engagement with industry via our business advisory panel.

Written submissions were received from:

- Transport for NSW (TfNSW)
- Investment NSW
- Destination NSW (DNSW)
- Office of the 24-hour Economy Commissioner
- Social Enterprise Council of NSW/ACT (SECNA)
- Business Events Sydney
- ALTRAC
- University of Technology Sydney (UTS)
- University of Sydney
- Urban Taskforce
- Pyrmont Action
- Hatch, representing landowners in Kings Cross
- Several individual community members

Key sentiments from written submissions

Of the written submissions received, the following key sentiments were commonly expressed:

Alignment with vision and outcomes – submissions demonstrated support for the vision and outcome areas of innovative, sustainable, inclusive and experiential. Submissions from larger organisations – particularly NSW Government agencies and institutions – expressed alignment with their own values and strategy objectives, laying a foundation for partnership and collaboration towards a shared vision. Others, such as those from businesses and business collectives, indicated they were pleased to see a focus on particular outcomes that relate to their field of operation (for example, the experience economy).

Advocacy for place – submissions demonstrated a high degree of support for the place-based approach to economic development and identified elements of the strategy that are particularly applicable and important to precincts and neighbourhoods. This support and advocacy is especially important considering the submissions’ broad representation of the different scales of our economy at which the strategy operates. It was encouraging that government, industry, community groups and precincts, as well as those promoting Sydney internationally were able to see themselves across the levels of action demonstrated by the strategy’s place-based approach.

Endorsement of cross-organisation involvement – submissions demonstrated support for the strategy’s proposed involvement of teams across the City of Sydney to achieve economic outcomes for our communities, such as planning for affordable housing and the cultural strategy linking to our visitor economy. Some submissions also encouraged the City of Sydney to allow the strategy’s vision and outcomes to permeate the organisation’s own outcomes, for example through a sustainable procurement framework.

Support for infrastructure commitments – submissions applauded our commitment to extending light rail down Broadway and to Green Square, recognising its transformative potential for the precincts and neighbourhoods that would be better linked to each other and the CBD through its delivery. Alongside its transit benefits, the public amenity improvements seen along the George Street light rail corridor were noted as having great potential for the proposed extension.

Interest in methodologies – submissions demonstrated an eagerness to understand the ways we have used evidence to define problems and goals, especially in the place-based context of distinct economic precincts and their unique offers and opportunities. Questions and comments on the designation of economic precincts and observation of specialisation indicated that our communities and government partners are looking to data-driven insights and outcomes.

Support for the momentum building projects – submissions supported the innovative approach to complex, system-wide issues, identifying current and future opportunities and challenges, and suggesting how contributions from specific sectors and activities could support these projects. Particular support was demonstrated for the visitor experience to be considered as vital to Sydney’s economy, as well as the transformation of Broadway to unlock Tech Central, and supporting Indigenous enterprise.

Instances where responses challenged the strategy’s claims and aspirations have helped refine the final strategy to more clearly communicate its rationale and intentions.

Opportunities identified within submissions

Invigoration to collaborate closely – organisations indicated eagerness to participate in working groups, formalise collaborative projects and align strategies and definitions between bodies to ensure we are working with the same assumptions towards the same positive outcomes. Particular opportunities were identified around the momentum building projects, proving that their function – to bring focus to economic outcomes through innovative, project-based partnership and be a ‘call to action’ – was received and responded to as intended.

Willingness to open information-sharing channels – in addition to the support for our evidence-based decision making described above, submissions demonstrated a willingness to contribute to this evidence base by sharing data and information, especially in contexts where useful data collection, leadership and regulation are conducted by external bodies. This indicates a shared pursuit of data-driven ambitions and outcomes, which will ensure that collaborations and partnerships are built on robust opportunities for mutual benefit and progress.

Expressed interest in the business advisory panel – several submitting organisations expressed an interest in sitting on the business advisory panel, demonstrating a high degree of support and engagement with the methods through which the Strategy was produced. Whilst the panel terms of reference are for a 3-year term, we will ensure that interested organisations are made aware of the next opportunity to apply for a seat on the panel.

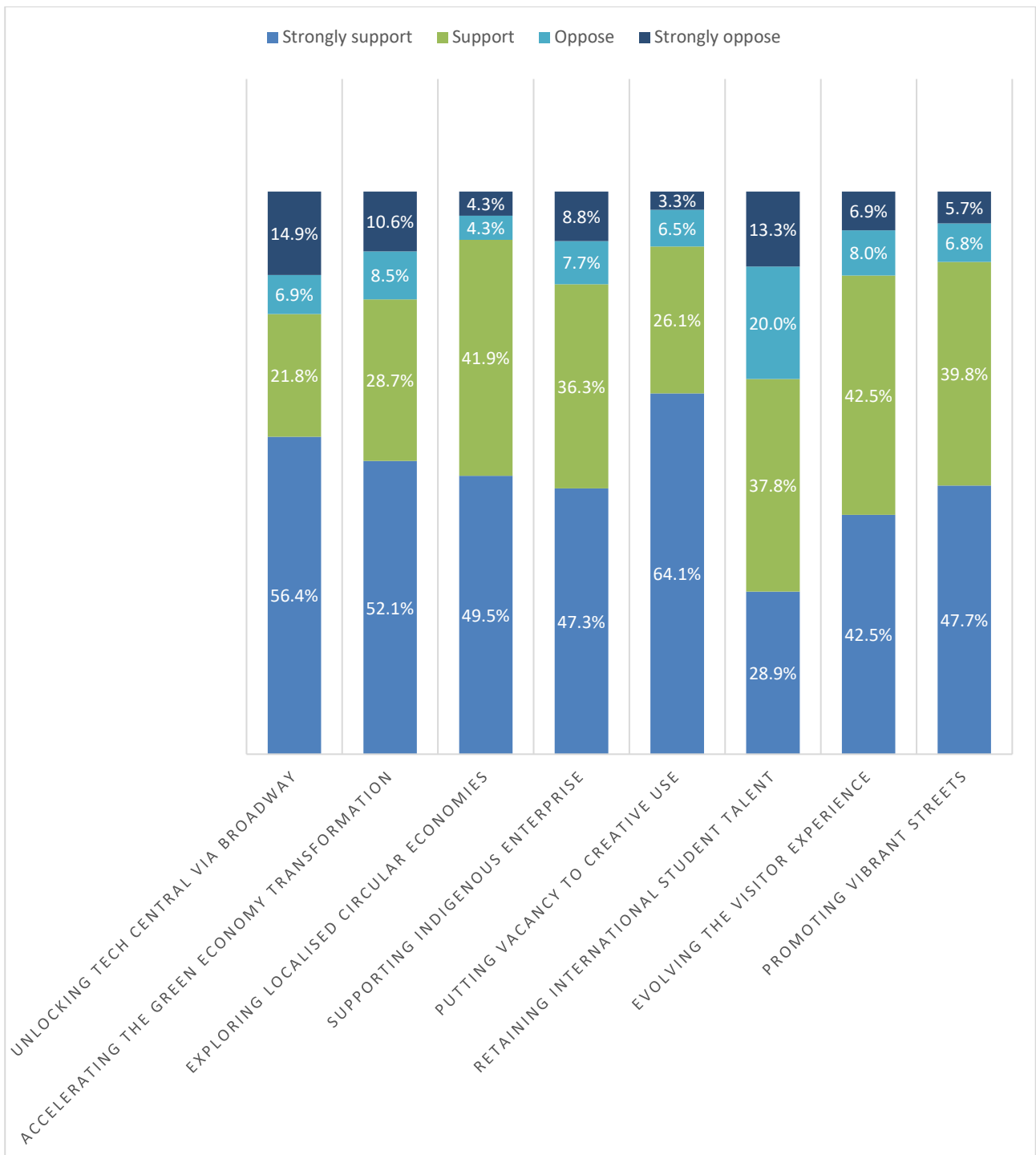
Momentum building project feedback

Through the Sydney Your Say survey, we asked people to indicate their level of support for each of the 8 momentum building projects proposed in the Strategy. The projects proposed in the strategy target specific challenges and opportunities that were identified through community engagement as needing focused attention to unpack, interrogate and explore novel and innovative approaches.

Of all survey responses, 83% of people supported or strongly supported the projects.

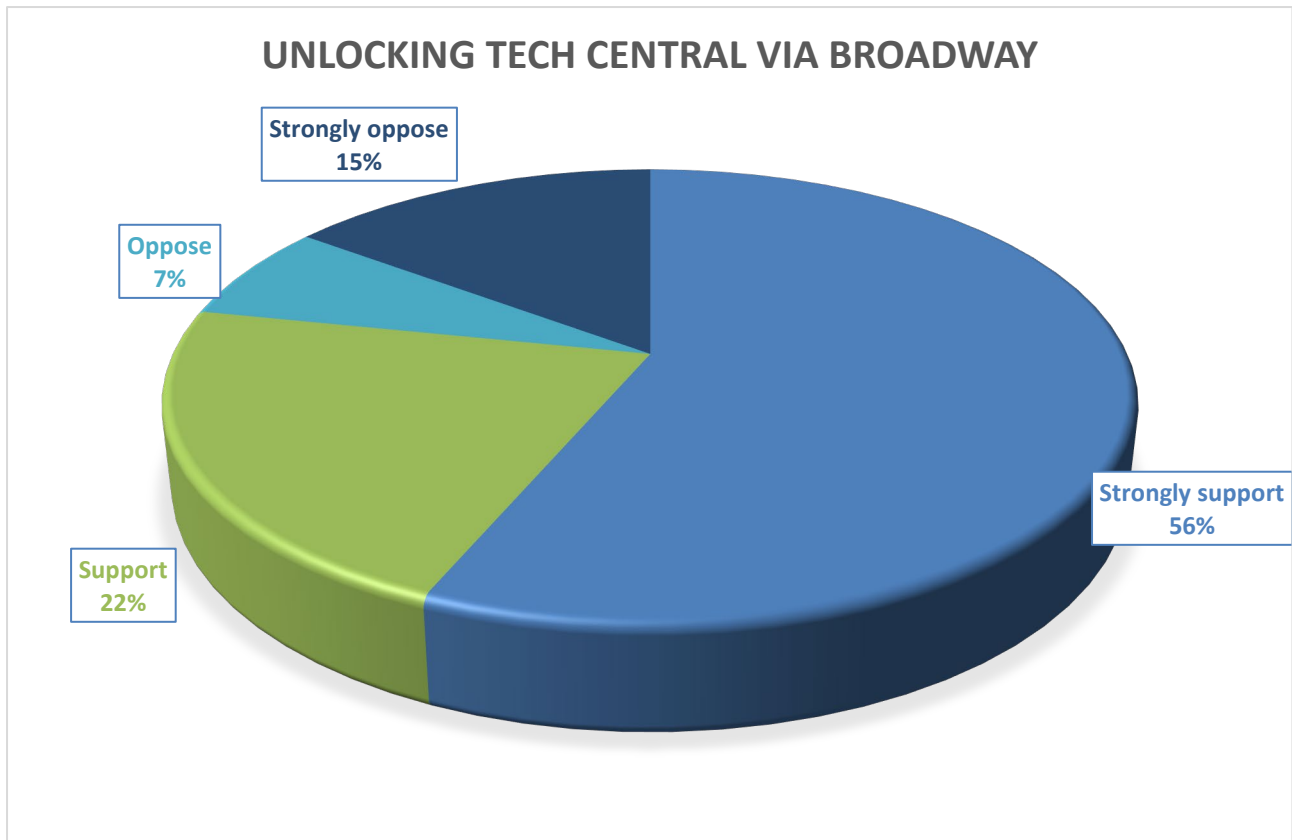
The project with the most support was *Exploring Localised Circular Economies* (91.4% support or strongly support), while the project with the least support was *Retaining International Student Talent* (albeit still receiving high support with 66.7% supporting or strongly supporting). The following section provides a summary of responses for each of the momentum building projects.

Overall level of support for proposed momentum building projects



Project specific key findings

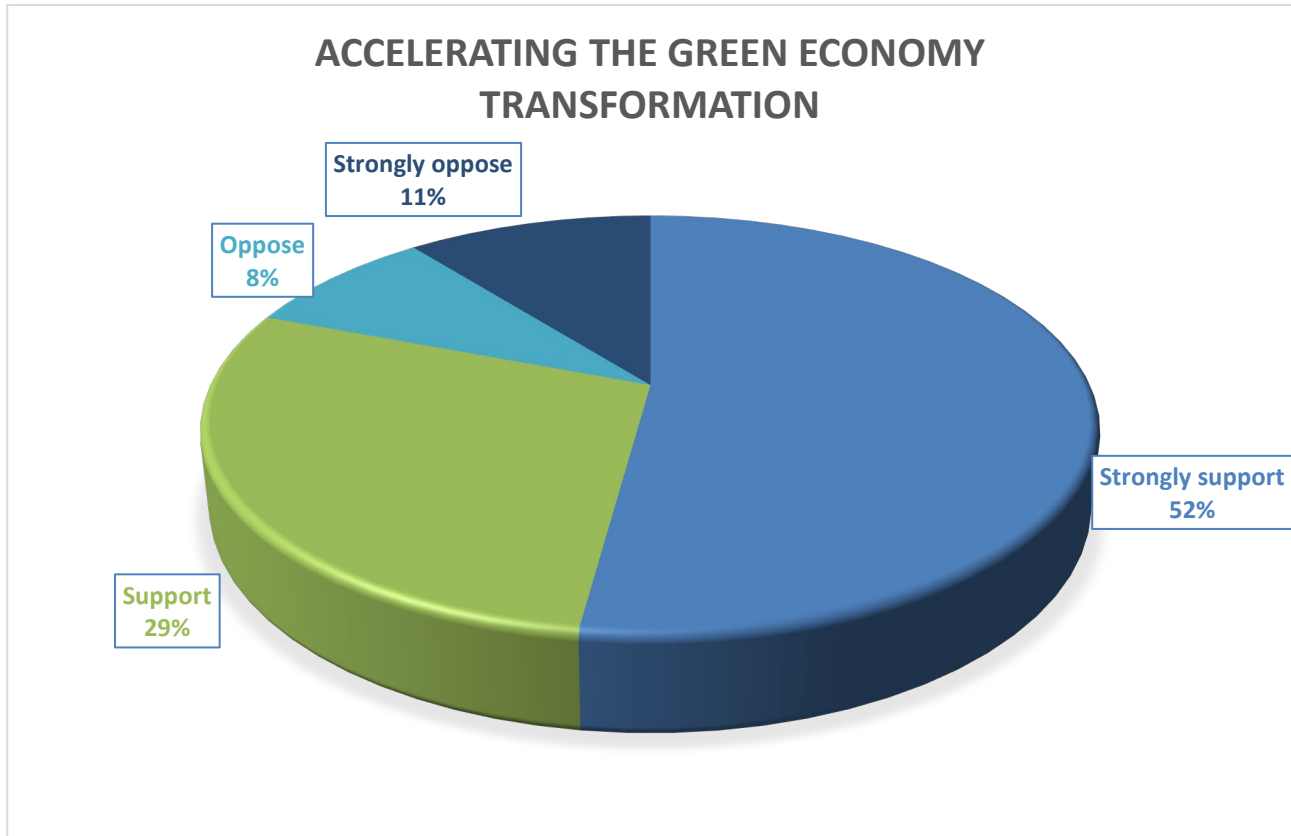
Unlocking Tech Central via Broadway



Key feedback included:

- **Support for Tech Central development:** Many expressed support for enhancing Broadway as a tech corridor, highlighting the importance of improving connectivity, amenity and activation to attract businesses and talent to Tech Central.
- **Transport, Traffic and Accessibility:** Light rail connecting Broadway and Green Square to the city was supported. Some feedback raised concerns that reducing road space for cars to accommodate light rail could exacerbate traffic congestion and potentially make the area less navigable.
- **Urban Design and Green Spaces:** Respondents emphasised the need for well-designed public spaces that enhance walkability and greenery, rather than contributing to a dense, unattractive urban environment. Improving the aesthetic and recreational quality of the area was seen as crucial for community engagement.
- **Need for Comprehensive Planning and Community Involvement:** There was a strong desire for open communication and collaboration with the community to ensure that development meets local needs. Many advocated for a careful evaluation of how the project aligns with broader urban goals and community interests, including the impact of high-rise on the local landscape.
- **Economic Impact on Local Businesses:** Some feedback highlighted the potential benefit to local businesses of increased foot traffic as a result of public domain and light rail works on Broadway and Parramatta Road, however others worried that the light rail may harm businesses during construction.

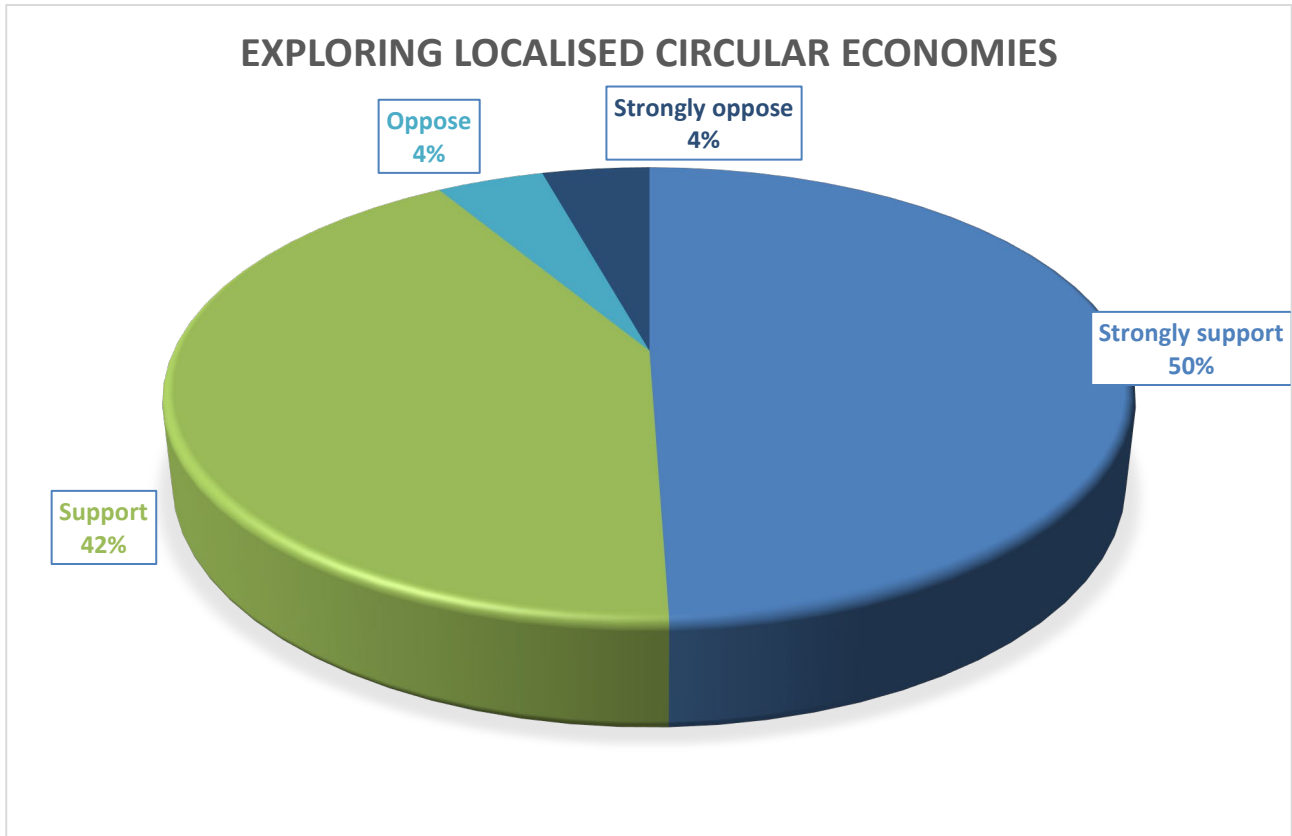
Accelerating the green economy transformation



Key feedback included:

- **Urgency for Transition:** There was a strong consensus on the need for Sydney to transition to a green economy as a moral imperative and to address the climate crisis. Many believed that adopting green technologies is essential for both environmental sustainability and economic relevance.
- **Investment in Innovation and Collaboration:** There was a belief that transitioning to a green economy could lead to job creation and innovation. There was an interest in forming partnerships with countries that have advanced capabilities in green technology to enhance Sydney's sustainability efforts.
- **Community and First Nations Involvement:** Supporters emphasised the importance of including local communities, particularly Aboriginal and Torres Strait Islander knowledge, in the transition process. There was a call for better consultation and engagement with entrepreneurs and small businesses to foster community wealth and ownership opportunities.
- **Economic Concerns and Accountability:** While many backed the green economy, there concerns were noted about the affordability and potential economic impact on local residents. Some suggested that businesses need to be held accountable for reducing waste and promoting sustainability without making the city unaffordable for its inhabitants.
- **Need for Comprehensive Strategies:** Some feedback highlighted the need for clear, actionable strategies that remove bureaucratic barriers, enhance green initiatives, and address existing environmental issues. Some expressed scepticism about the economic viability of certain green projects.

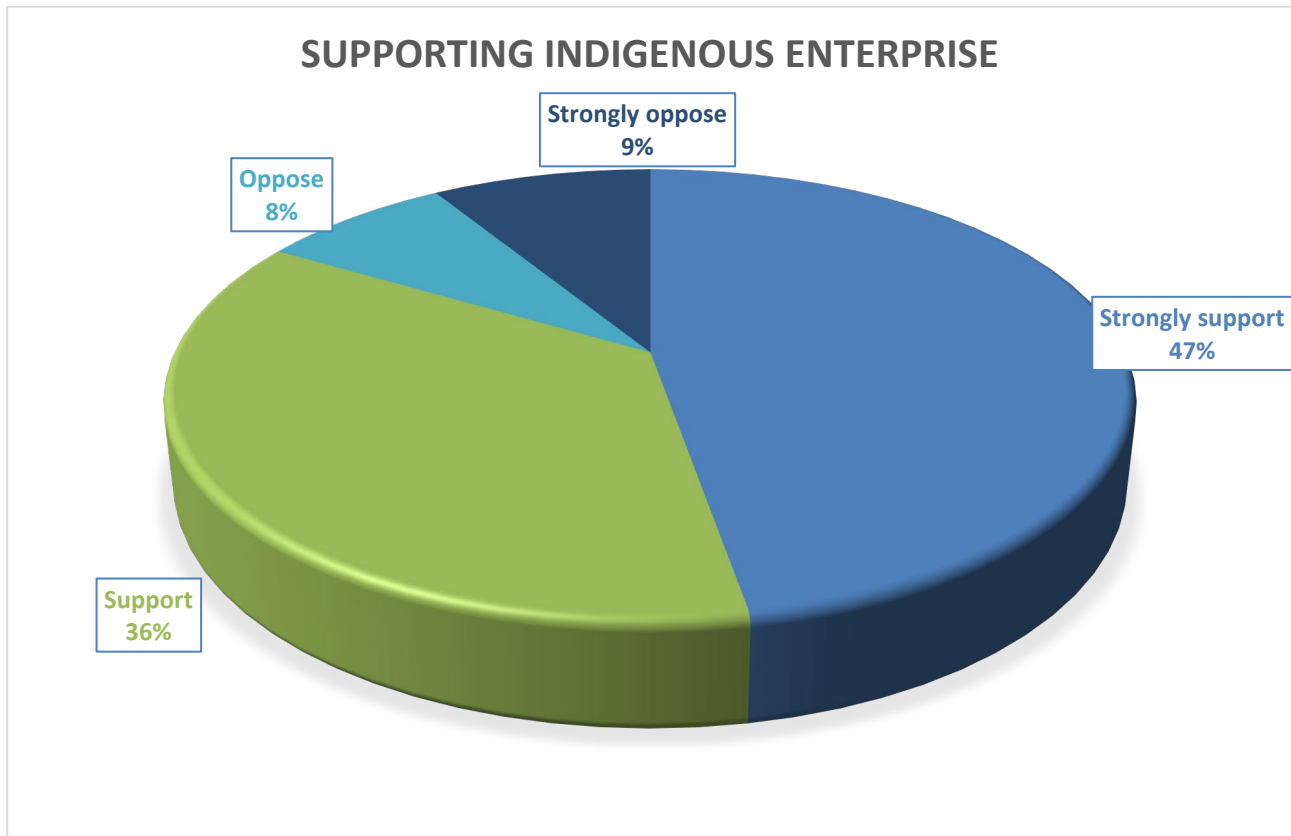
Exploring localised circular economies



Key feedback included:

- Urgency for Circular Economy Practices:** There was a strong call for the City of Sydney to accelerate its efforts in implementing a circular economy. Many believed that effective waste management strategies, including composting and material reuse, are critical to minimising landfill waste and enhancing sustainability.
- Collective Responsibility:** Stakeholders emphasised the need for a collective approach involving local businesses, residents, and community organisations. Proper community involvement was cited as crucial to address issues such as food waste and the improper disposal of commercial waste in residential areas.
- Investment in Innovative Solutions:** There was a recognition that addressing waste management effectively requires investment in new technologies and processes. Some suggested looking to successful models from other cities, such as underground waste management systems.
- Accountability:** There was a push for businesses to take responsibility for their waste management practices. Many advocated for businesses to sort recyclables properly and consider waste disposal costs in their business plans, ensuring that rate payers are not burdened by commercial waste issues.
- Importance of Local Initiatives and Community Support:** There was support for local recycling initiatives and empowering low socio-economic communities to enhance their waste management knowledge. Participants argued that reducing waste had economic benefits for communities and contributes to broader environmental goals, such as lowering emissions and improving air quality.

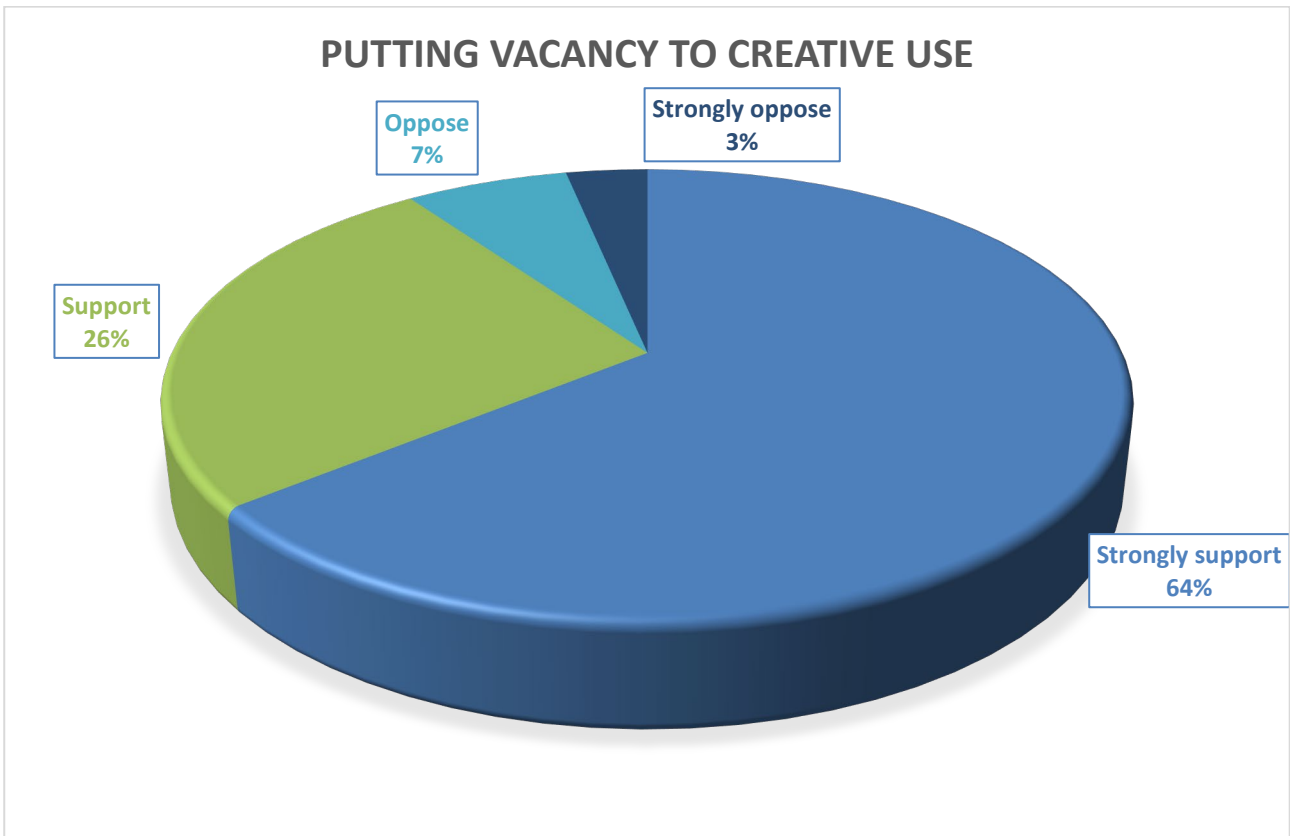
Supporting Indigenous enterprise



Key feedback included:

- **Targeted Support for First Nations Enterprises:** There was a strong consensus on the need for targeted investment and support for First Nations entrepreneurs, including access to low-cost finance and resources that address systemic barriers. This support was seen as essential for fostering economic growth and social impact within communities.
- **Collaboration and Skill Development:** Emphasising collaboration, stakeholders advocated for leveraging the skills of First Nations people while also providing opportunities for skill-building for both First Nations and non-Indigenous populations. Creating partnerships with existing entities was identified as an opportunity to enhance efforts.
- **Visibility and Community Engagement:** The establishment of visible business spaces and community spaces for First Nations enterprises was viewed as crucial. Stakeholders highlighted the importance of meaningful engagement with First Nations communities rather than tokenistic gestures, ensuring that their voices are central to any initiatives.
- **Recognition of Cultural Significance:** Many participants stressed the importance of recognising and valuing First Nations culture as a unique asset that contributes to Australia's identity. This includes understanding historical contexts and addressing past injustices to create more equitable opportunities.
- **Long-term Commitment to Economic Equity:** There was a call for sustained efforts to overcome historic barriers faced by First Nations peoples, with a focus on retaining employment opportunities in urban areas. Support for First Nations enterprises was framed not just as economic development but also to address historical wrongs and promote cultural pride.

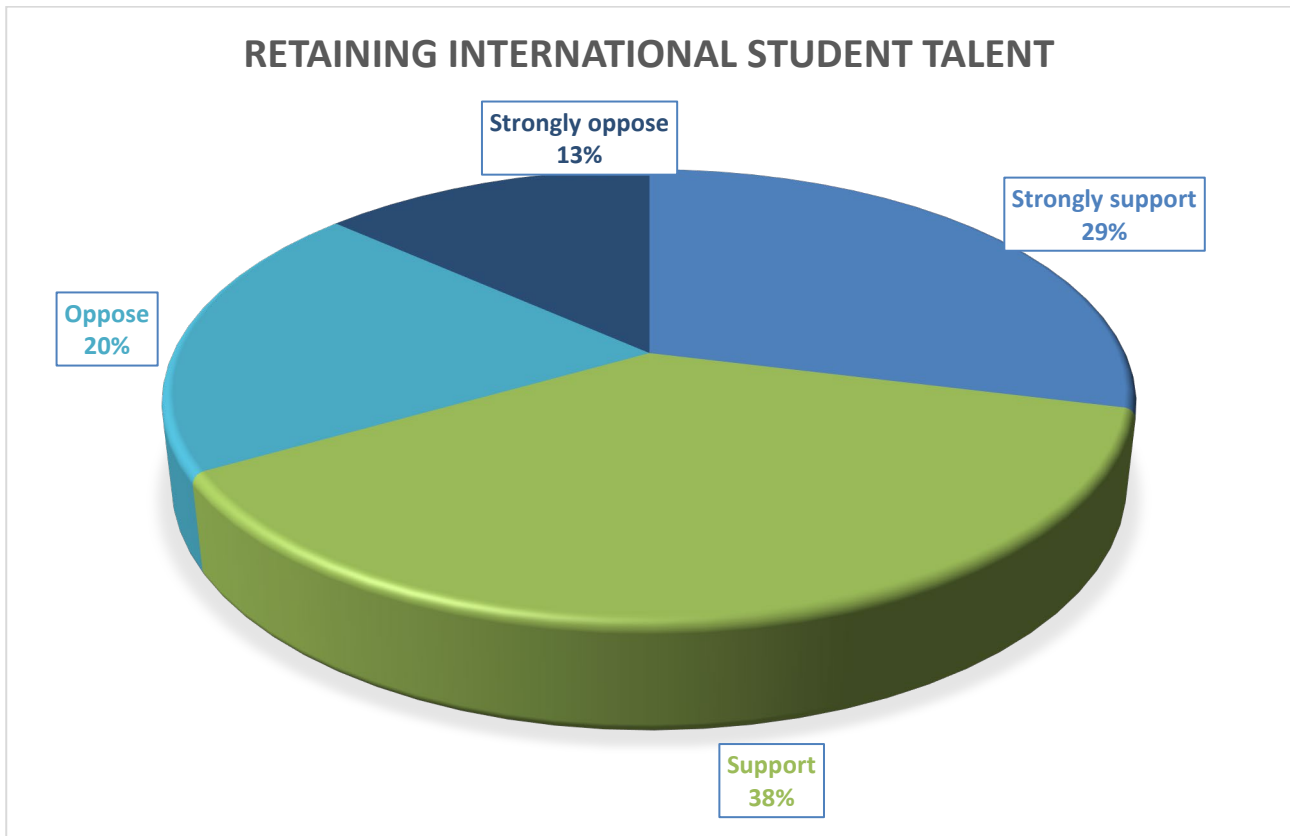
Putting vacancy to creative use



Key feedback included:

- **Support for Creative and Social Enterprises:** There was strong support for activating vacant commercial spaces for creative and social enterprises, allowing them to host community events, pop-up stores, and coworking spaces.
- **Addressing Vacancy and Rental Issues:** Many stakeholders advocated for penalties for property owners who leave spaces vacant for extended periods. Suggestions include fines or increased rates for long-term vacancies to encourage owners to utilise their properties and reduce the visual impact of empty storefronts.
- **Balancing Housing Needs:** While promoting creative use of spaces, there was an acknowledgment of the pressing need for housing in Sydney. Some suggested that converting unused commercial spaces into residential units could alleviate housing shortages while simultaneously revitalising neighbourhoods.
- **Community and Cultural Vitality:** A vibrant arts and creative scene was viewed as essential for attracting talent and enhancing the liveability of the city. Many voices emphasised the role of creatives in community cohesion and economic revitalisation, highlighting the importance of supporting artistic endeavours.
- **Caution Against Impacts:** Some raised concern about the potential for gentrification, where artists and creatives might inadvertently drive-up property values and displace local communities. Stakeholders called for a focus on building sustainable cultural communities rather than facilitating short-term profit for landlords.

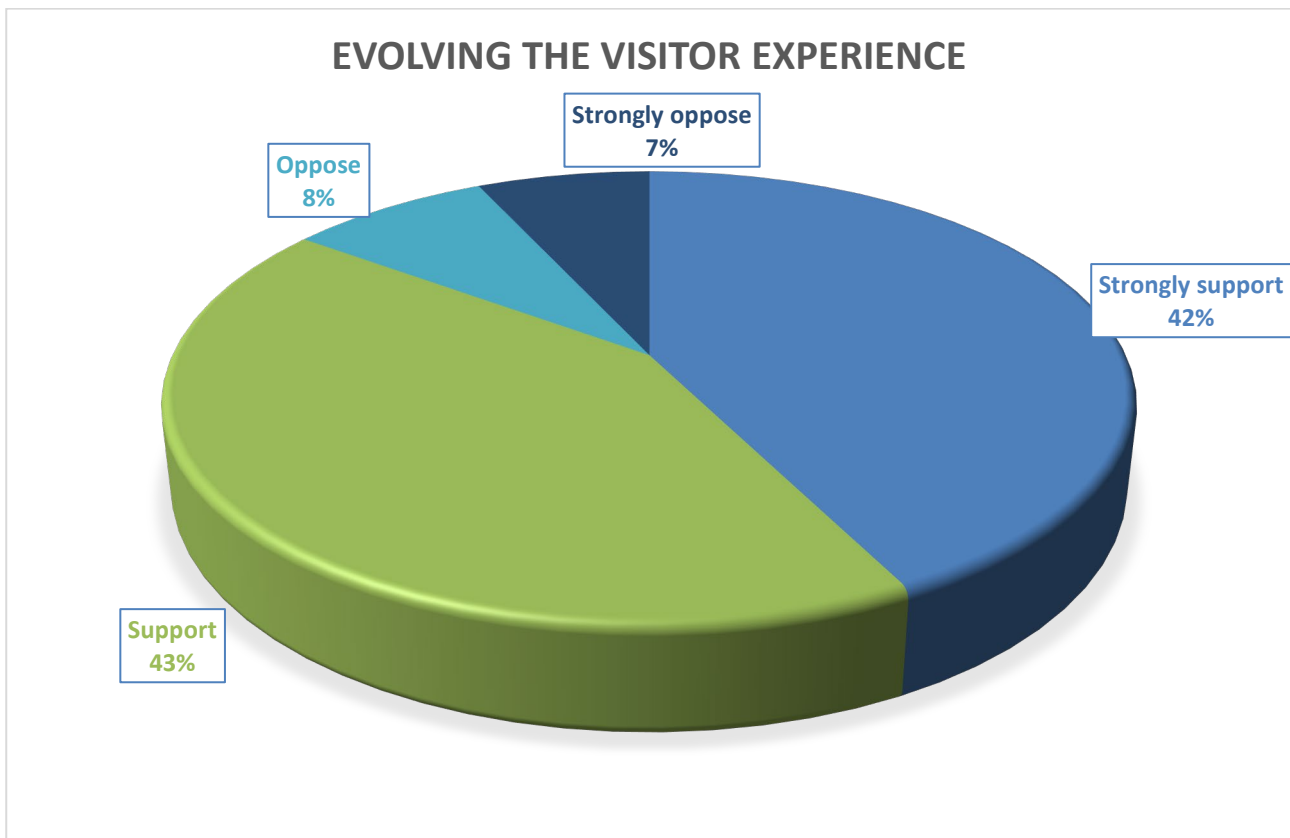
Retaining international student talent



Key feedback included:

- **Valuing international contributions:** Retaining skilled international graduates was seen as beneficial. Feedback noted there are greater opportunities to embrace the contributions students make while also supporting local students and the needs of local community
- **Economic Contribution:** Supporters argued that international students contribute positively to the economy, filling roles in key skills gap sectors as well as industries like hospitality.
- **Integration Challenges:** There were calls for better integration of international students into the local community.
- **Local Talent Development:** Some felt that the focus should shift toward supporting local students rather than prioritising international students, especially given the ongoing struggles of local graduates to find employment.
- **Housing Concerns:** There were concerns raised about international students contributing to the housing crisis in Sydney, particularly through schemes that prioritise overseas students, reducing affordable housing for locals and essential workers.

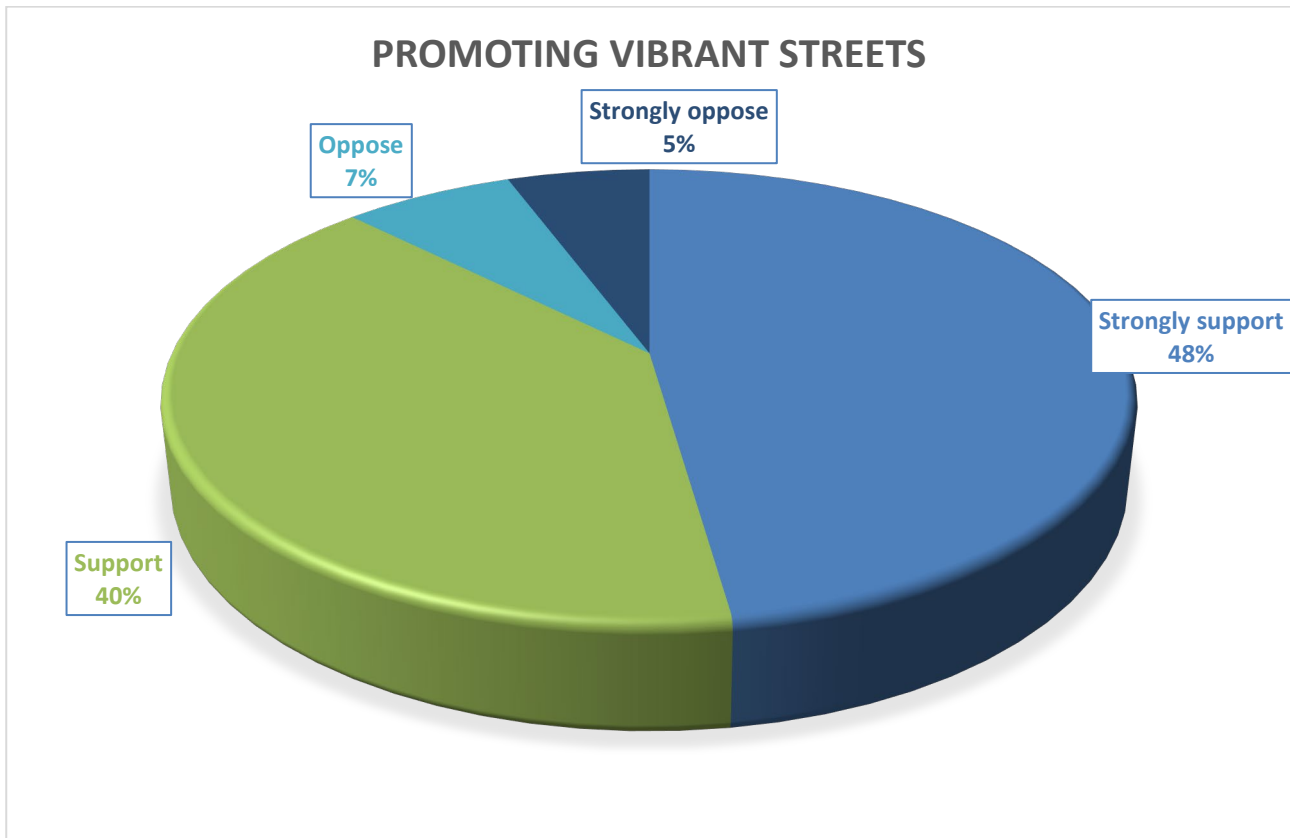
Evolving the visitor experience



Key feedback included:

- **Diverse Offerings and Experiences:** Feedback expressed a desire for more engaging and diverse attractions that reflect local culture and history, moving beyond traditional sightseeing and the icons. There was a sense that Sydney lacks unique experiences compared to other major cities.
- **Public Transport and Accessibility:** Improved public transport was seen as essential for supporting tourism while minimising traffic congestion and the strain on local residents. There were calls for better access to tourist areas, particularly for those traveling from outside the city.
- **Sustainable Tourism Management:** Some advocated for measures to manage the environmental and infrastructural impacts of tourism, while others highlighted the need for better regulation of short-term rentals to protect local housing availability.
- **Balanced Tourism Approach:** While tourism was recognised as vital for the economy, there were calls for a greater focus on the role of local businesses. Support for socially and environmentally responsible tourism was emphasised.
- **Local Needs vs. Tourist Demands:** Many responses expressed frustration over the prioritisation of tourism at the expense of local needs, such as affordable housing and public amenities.

Promoting vibrant streets



Key feedback included:

- **Community Involvement:** Many respondents emphasised the importance of involving local communities in planning and decision-making, particularly for street activations and events, to address residents' concerns effectively.
- **Streamlined Processes for Local Businesses:** There was a desire to see improved and simplified processes for local businesses to enhance street vibrancy, with some responses expressing frustration with slow bureaucratic processes, particularly regarding permits for outdoor seating and events.
- **Environmental and Aesthetic Improvements:** Many respondents advocated for more green spaces, improved street aesthetics, and better maintenance of public areas to enhance the overall experience for residents and visitors alike.
- **Accessibility and Inclusivity:** There was concern raised about accessibility, particularly regarding transportation, parking, and the ability to reach essential services without undue hardship.
- **Urban Planning and Traffic Management:** Feedback was provided that better urban planning that prioritised pedestrians and cyclists was required to reduce reliance on cars and addressing traffic flow issues caused by current infrastructure decisions.

Engagement activities

Overview of engagement undertaken

Sydney Your Say webpage

A Sydney Your Say webpage (<https://www.cityofsydney.nsw.gov.au/vision-setting/sydney-forward-economy>) was created to facilitate this consultation. The page included a link to the survey, the strategy and an accessible easy read version of the strategy.

Online feedback form via Survey Monkey

Stakeholders were able to have their say using an online feedback form. A link to the feedback form was provided on the Sydney Your Say website.

Sydney Your Say e-news

The consultation was included in the Sydney Your Say e-newsletters in August and September 2024 which was sent to 6,621 subscribers.

Stakeholder emails

Emails were sent to key stakeholders inviting organisations to make a submission and receive a briefing, including to numerous NSW government departments, peak bodies, universities, panel member organisations, and other groups such as Unions NSW.

City Talk

A CityTalk was hosted on 1 August 2024 to commence the public exhibition period, with over 600 attending. The CityTalk included a keynote from Animal Logic co-founder Zareh Nalbandian, a presentation from SXSW Sydney Head of Conference Programming Fenella Kernebone, a panel discussion with a diversity of speakers from across the four outcome areas of the Strategy, a presentation of groundbreaking innovations being developed within the City of Sydney, and a performance from Sara Mansour, Founder and Artistic Director, Bankstown Poetry Slam.

Committee for Sydney event

The Committee for Sydney hosted (at Greenhouse Climate Tech Hub) an event "Place-based strategies - local leadership and economic development" on 17 September 2024. Presentations were made by the City of Sydney on the economic development strategy and Parramatta City Council on their long-term city plan, with a panel discussion following. The event was attended by over 80 people.

Panel engagement and video interviews

The business advisory panel was regularly engaged in the development and promotion of the Strategy. Several members actively supported the Strategy's promotion by providing recorded videos explaining elements of the Strategy in their own words, this included Eamon Waterford – CEO Committee for Sydney, Creel Price – CEO Greenhouse Climate Tech Hub, Kate Russell – CEO Supply Nation, and Matt Jones – co-founder 4 Pillars Gin (and chair of our advisory panel).

Overview of marketing, media and communications undertaken

Marketing focused on driving awareness, storytelling the key areas of focus and encouraging consultation submissions.

Primary channels included content and edm marketing, along with organic social media. Screen shots of key outputs are included in the appendices of this report.

Further reiterating the collaborative approach of how this strategy was developed, we partnered with select business advisory panel members to help tell the story. A suite of 4 piece-to-camera videos were created and included across news content, embedded on the Sydney Your Say page and a short-form integrated into our LinkedIn post.

These served as an engaging way to bring the story off the page, and for it to be told through the eyes of representatives of key sectors.

All four videos (plus the short-form social cut) had 269 views in total. Videos can be viewed here: <https://www.youtube.com/playlist?list=PLsDp4QpCqUQiJvIYjMgSbhZ2Q2rZd6n2M>

A media release was also issued, and extensive stakeholder engagement included suggested email copy which could be shared with their respective membership bases.

Appendices

Appendix A - Sydney Your Say webpage

Vision setting

Your say on our new economic development strategy

Under review

Contributions to this consultation are closed for evaluation and review. The project team will report back on key outcomes.

PUBLIC CONSULTATION PERIOD
2 August 2024 to 27 September 2024

Why we're doing this

We've developed a new economic development strategy that outlines our plans to ensure sustainable and inclusive economic growth in our area for the next 10 years.

The focus of the strategy is on the economic activity that occurs within the 26km² that make up the City of Sydney [local area](#). This area generates more than \$142 billion in economic output each year, representing 6% of Australia's gross regional product.

This local economy has impact and influence well beyond its boundaries, and it has recovered strongly from major economic impacts caused by the pandemic.

The strategy was informed by feedback received from our community on [the discussion paper in late 2022](#).

Have your say

[Take our survey](#)

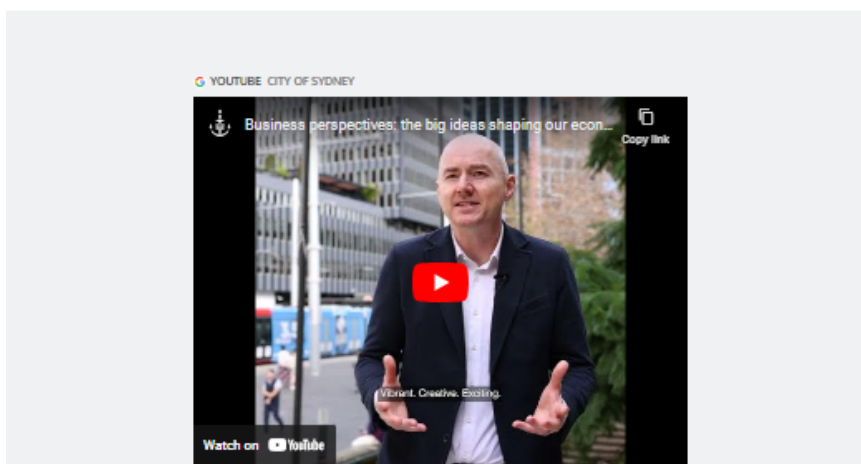
Craig Ryan

SENIOR PROJECT MANAGER, CITY ENGAGEMENT

[02 9265 9333](tel:0292659333)

sydneyyoursay@cityofsydney...

COPY EMAIL ADDRESS



What we're doing

Our proposed economic development strategy will focus on innovation-led growth that is sustainable, inclusive and provides great local experiences.



We're targeting 200,000 new jobs in our city by 2036 with most of these in the knowledge and innovation intensive industries.

We're investing in public works that support economic growth. This includes a new light rail corridor along Parramatta Road to Green Square that will unlock housing, jobs and investment. At the high street level, we're building strong local neighbourhoods that help tell the story of Sydney to the world.


Our strategy focuses on collaboration to build a more sustainable, fairer and more innovative economy for everyone. It seeks to make the Sydney economy stronger and address underlying vulnerabilities to its ongoing success, including:

- Climate change, which threatens key sectors like tourism but also presents an economic opportunity if Sydney positions itself as a global hub for net zero innovation.
- Rising inequality, and particularly affordability issues, have the potential to hold back our economy and erode our society's sense of fairness and opportunity.
- Slowing productivity and an uncoordinated approach to innovation that are leading to lower levels of research commercialisation and impacting Sydney's attractiveness to talent and investment.
- Broader economic headwinds and uncertainty in how our city is used in the post-pandemic world, presenting both challenges and new opportunities to evolve and grow our city.

Let us know your ideas for how we can continue to support our city economy.

 **Economic development strategy 2025–2035 (draft)** 

PDF - 21.26 MB - Last modified 22 August 2024

 **Easy Read version**

PDF - 2.72 MB - Last modified 12 August 2024

Next steps

We'll consider all feedback and report the results to Council before the strategy is finalised and endorsed.

How you can give feedback

Consultation closes at 5pm on Friday 27 September 2024.

1 Complete our feedback form

[Online form](#)

2 Email or post your feedback

You can give your feedback by email to sydneyyoursay@cityofsydney.nsw.gov.au or post to:

Craig Ryan
Senior Project Manager
City Engagement
City of Sydney
GPO Box 1591
Sydney NSW 2001

Appendix B – Sydney Your Say EDM

Sydney Your Say

CITY OF SYDNEY 



Our new economic development strategy

It outlines our plans to ensure sustainable and inclusive growth in the local area for the next 10 years.

Review the strategy and provide your feedback by Friday 27 September.

[Read more](#)

Appendix C – Marketing, Media and Communications

City of Sydney News article

<https://news.cityofsydney.nsw.gov.au/articles/sydneys-bold-vision-to-lead-australias-economic-future>



We're planning for a Sydney that leads Australia's economic future with a bold 10-year vision. This strategy is set to support 200,000 new jobs, extend light rail transport connections and boost investment in the green tech and Indigenous businesses that will drive our growth.

A city shaped by collaboration

Our new economic development strategy 2025-2035 is the result of a unique collaboration with key business leaders. We've worked closely with our business advisory panel, which includes representatives from the Committee for Sydney, Business Sydney, Property Council of Australia, Four Pillars Gin, University of Sydney, Supply Nation, Carwa and Greenhouse.

Hear Matt Jones, co-founder of Four Pillars Gin and chair of the business advisory panel, explain how we can grow Sydney as a place people want to live, work, play, visit and invest in. Matt has led the panel of all walks of business that have shaped this place-based strategy that brings focus to growing our creative, innovation and tourism sectors.

YOUTUBE: CITY OF SYDNEY



Social post #1 – focused on consultation engagement



Social post #2 – focus on storytelling / awareness

<https://www.linkedin.com/feed/update/urn:li:activity:7231530027010379776>

Video performance		
1,679 Total views		
Post performance		
2,555 Impressions	186 Engagements	7.28% Engagement rate
146 Clicks	5.71% Click-through rate	37 Reactions
1 Comment	2 Reposts	

