



Willoughby City Council

# Community Engagement Report

Informing the 2028 Community Strategic Plan

1 May 2018

# Our engagement process

In November 2017 Willoughby City Council adopted a community engagement strategy to guide and deliver **Our Future Willoughby 2028**.

The strategy was based on a set of overarching objectives that included increasing Council's engagement with youth, families and businesses.

It also strived to deliver a memorable and innovative engagement campaign that aspired to understand the community in meaningful and creative ways.

**Phase one** of the engagement strategy was about **idea generation**. People who live, work and visit Willoughby City were asked to share with Council what it is they love, what they would like to see improved and what they would like to see created in the future for the area.

More than 2,500 thoughts, ideas and comments were collected through a mix of accessible engagement activities including 15 face-to-face events, online conversations and survey results.

**Phase two** was about **validating** and discussing the broad themes that were generated in phase one. We promoted online conversations and held workshops to encourage people to tell us if the themes being developed were right or if they needed more work.

Over a period of 2 weeks interactive displays were installed at the Chatswood and branch libraries, locals had the opportunity to respond to prompts such as, "Write or draw what a vibrant and prosperous future of Willoughby looks like to you". Over 700 ideas, comments and illustrations were contributed.

**Phase three** took all the data gathered from phases one and two to create a deck of 50 cards based around five main outcomes. Each card contained a single priority. Phase three included a creative and innovative community symposium.

Almost 100 people, from diverse parts of the community showed up to take part in a two-hour workshop about the future needs of their community. Small groups were asked to go through the outcomes cards and discuss. Then they were asked to identify five cards (and goals) they deemed most important and come up with strategies of how these goals might be achieved. The successful event shows the power of gamification to help tackle complex problems of engagement. We took the information from these sessions to review and rewrite the outcomes and priorities.

The final stage, **phase four**, is the 28 Day Exhibition period where the community are invited to review the draft **Our Future Willoughby 2028** and comment. Our focussing question will be, is this the future Willoughby City you would like to see in 2028?

# Our engagement process



**Community Engagement Strategy adopted by council**

November 2017

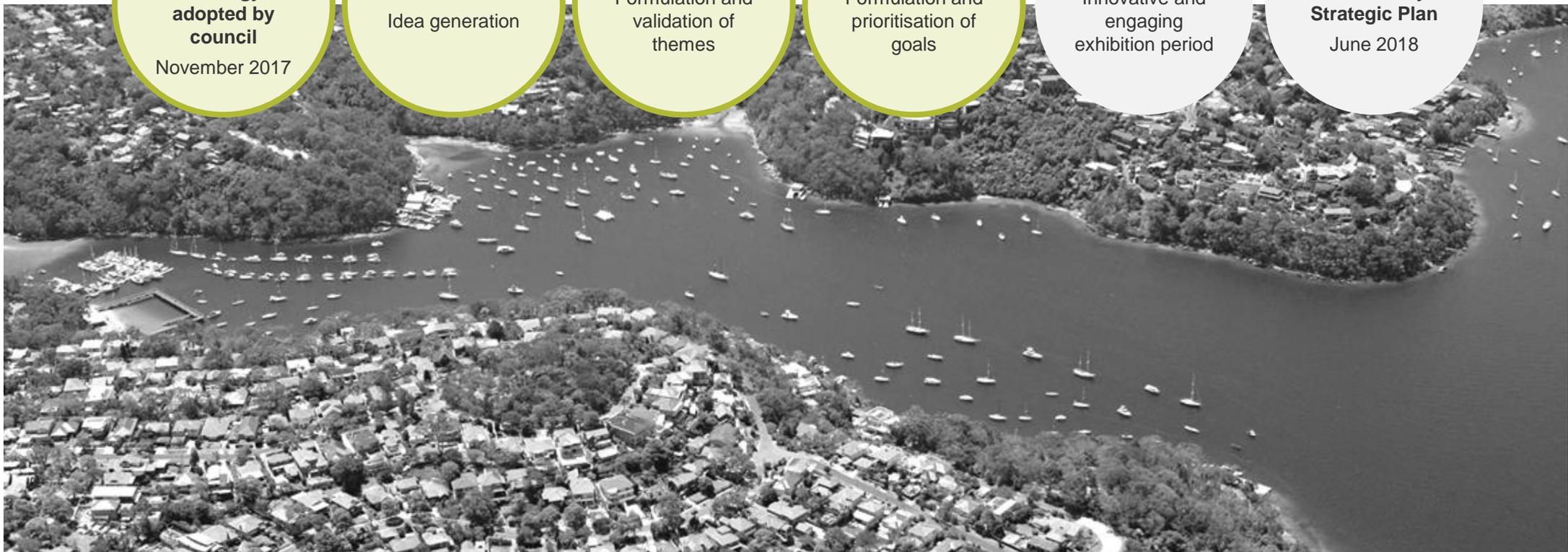
**Phase one**  
Idea generation

**Phase two**  
Formulation and validation of themes

**Phase three**  
Formulation and prioritisation of goals

**Phase four**  
Innovative and engaging exhibition period

**Council adopts Community Strategic Plan**  
June 2018

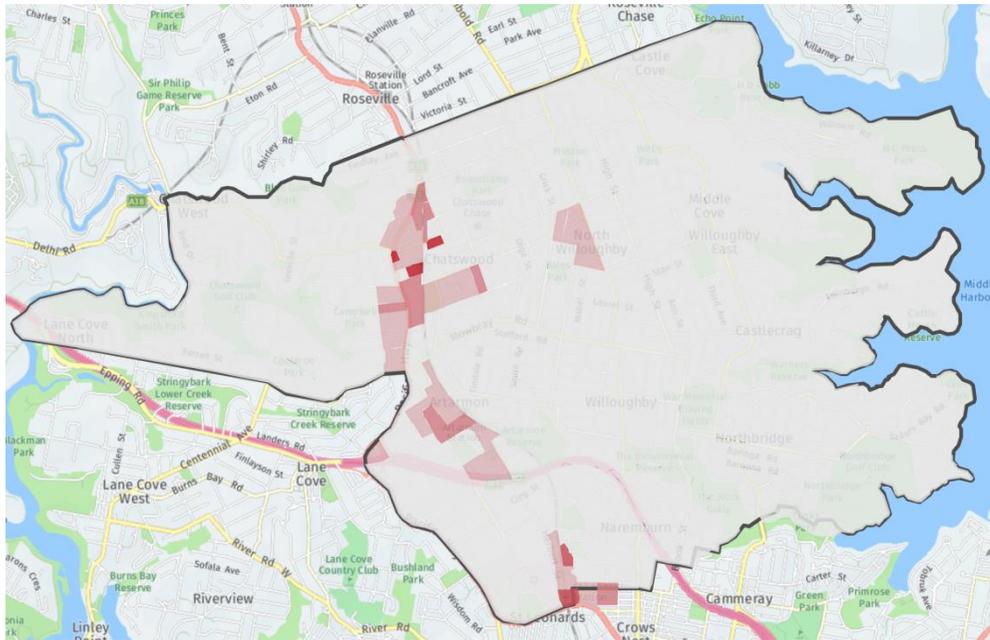


Introduction

# Who we spoke to

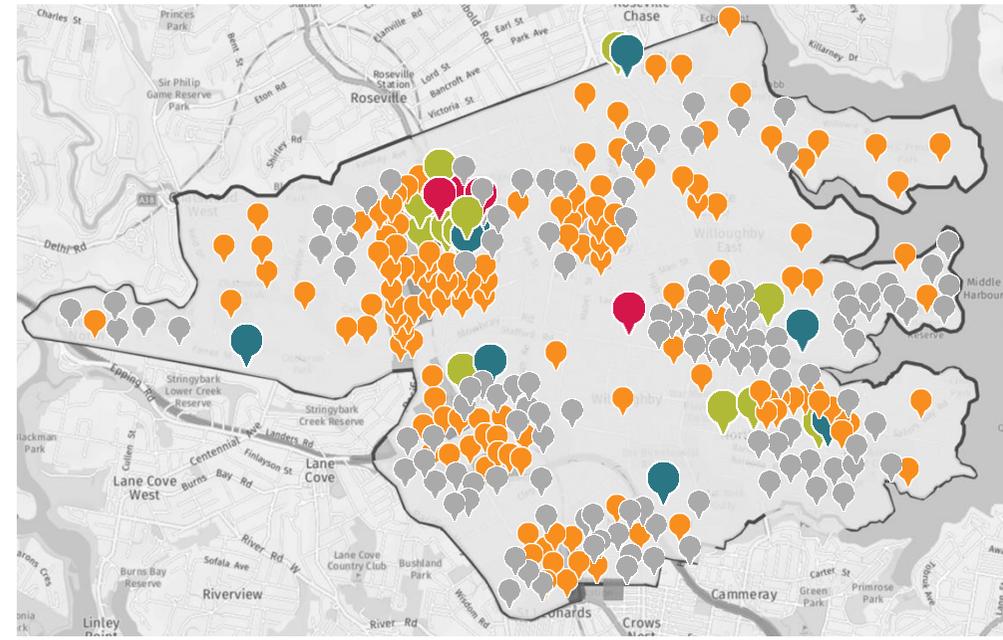
# Where we engaged community members

## Population density



- 0.08 to 77.28 people
- 77.29 to 174.18 people
- 174.19 to 293.29 people
- 293.30 to 639.00 people
- 639.01 to 972.21 people

## Location of our activities



- 216 Rates notice responses
- 132 Have Your Say vision contributions
- 12 Pop-up locations
- 7 Libraries engaged
- 4 Schools and childcare centres engaged

# Where we engaged community members

## Rates notice responses

- **46** from Chatswood and Chatswood West (postcode 2067)
- **35** from Castlecrag, Middle Cove, Willoughby and Willoughby North (postcode 2068)
- **19** from Artarmon (postcode 2064)
- **13** from Crows Nest, Gore Hill, Greenwich, Naremburn, St Leonards and Wollstonecraft (postcode 2065)
- **13** from Castle Cove, Roseville and Roseville Chase (postcode 2069)
- **12** from Northbridge (postcode 2063)
- **4** from Lane Cove, Lane Cove North, Lane Cove West, Linley Point, Longueville, Northwood, Osborne Park and Riverview (postcode 2066)

## Have Your Say vision contributions

- **34** from Castlecrag, Middle Cove, Willoughby and Willoughby North (postcode 2068)
- **24** from Chatswood and Chatswood West (postcode 2067)
- **22** from Artarmon (postcode 2064)
- **16** from Northbridge (postcode 2063)
- **18** from Crows Nest, Gore Hill, Greenwich, Naremburn, St Leonards and Wollstonecraft (postcode 2065)
- **6** from Castle Cove, Roseville and Roseville Chase (postcode 2069)

## Schools, youth and childcare centres engaged

- Our Lady Mercy College
- Willoughby Girls High School
- Chatswood Youth Centre
- Devonshire Street Childcare Centre

## Pop-up locations

- Willoughby Leisure Centre
- Chatswood Mall
- The Concourse (Family festival)
- Chatswood library
- Northbridge Plaza
- Northbridge library
- Castle Cove library
- Castlecrag Quadrangle
- Artarmon Village
- Naremburn shopping centre
- Zenith theatre
- MOSAIC centre

## Other libraries

- Artarmon library
- Chatswood West library
- Castlecrag library
- Naremburn library

## Who we spoke to

To reduce barriers to participate, many of our engagement activities did not collect demographic information of responders. Age and postcode were collected on the rates notices insert and Have Your Say vision exercise. Comparing this data with 2016 census information available it can be seen that populations over 36 years of age were well represented and there was an even spread of engagement across the Local Council Area. Participants under 35 years were under represented in these two activities.

Engagement activity	Age							Postcode					
	< 18	18-25	26-35	36-45	46-55	56-65	> 65	2068	2067	2064	2063	2065	2069
Rates notice	1	2	4	13	10	14	62	35	46	19	12	13	13
Have Your Say Vision exercise	3	9	13	30	31	24	20	34	24	22	16	18	6
% of population	19%	12%	16%	16%	13%	10%	14%	18%	36%	12%	8%	18%	8%
% of respondents	2%	5%	7%	19%	18%	17%	36%	41%	30%	18%	12%	13%	8%
Under represented													
Well represented													

# Who we spoke to

## Children and young families

**There were 6,303 couples with young children in Willoughby City in 2016, comprising 23% of households.**

Children and young families engaged with our interactive displays set up at the libraries particularly around Baby Bounce, Toddler Time and Children's Story times.

Council staff engaged with Our Lady Mercy College, Willoughby Girls High School, Chatswood Youth Centre and Devonshire Street Childcare Centre to collect contributions from young people in the area.

## Seniors and people living with disability

**In 2016, 18.4% of the population of Willoughby City was aged 60+**

We consulted with seniors and those with a disability:

- Access Advisory Committee presentation
- 76% of rates insert responses were from residents aged 56 and over

## Culturally and linguistically diverse community members

**In 2016, 45% of the population of Willoughby City was born overseas**

**40% of people spoke a language other than English at home including Mandarin, Cantonese, Korean and Japanese**

We consulted with a number of social and cultural groups including:

- Korean Social Group
- Taiwanese Social Group
- Italian Social Group
- Chinese Social Group
- Japanese Social Group
- Malaysia Social Group
- Singapore Social Group
- Society and Culture Social Group
- MOSAIC Volunteers Leaders Meeting
- Access Advisory Members

24 responses from rates notices and 12 comments from the interactive library display were in languages other than English

[profile.id.com.au/willoughby](http://profile.id.com.au/willoughby)

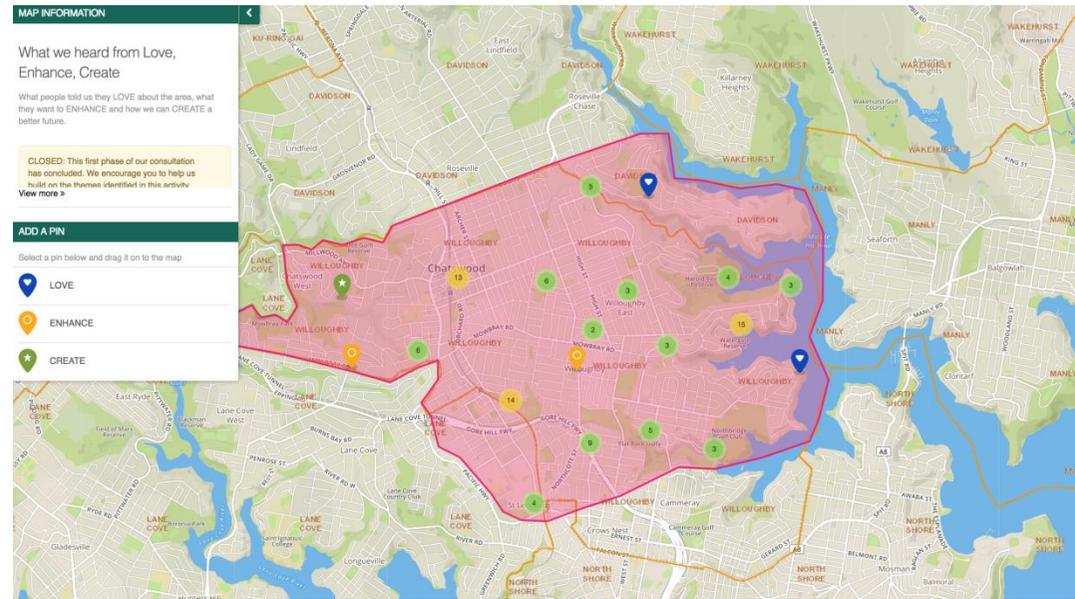
Phase one

## **Idea generation**

What do you love, what would you like to see improved and what would you like to see created in Willoughby City?

## Who we spoke to...

- **1,000** people at 15 pop-up stalls
- **2,600** visitors to Have Your Say
- **20,000** rate notice invitations to Have Their Say
- **82** pins dropped on the interactive map
- **250** residents in rates notice contributions
- **92,000** social media users



## What we heard

The community ideas were collected and synthesised into five emerging themes:

- When the community talk about a **green City** they are thinking about sustainable initiatives, long term planning and conservation of bushland, waterways and wildlife
- When the community talk about a **prosperous and vibrant City** they are thinking about supporting retail businesses, boosting small town centers, building a night economy, creating employment opportunities and supporting quality businesses and cultural events
- When the community talk about a **connected and inclusive City** they are thinking about easy, safe and affordable public transport, infrastructure that connects people, events that connect individuals to the wider community, an area that celebrates cultural diversity, a food and dining destinations and being known as a cohesive community who advocates on behalf of it's residents, businesses and workers
- When the community talk about a **liveable City** they are thinking about increasing and maintaining green space, creating safe and secure places, showcasing local and international talent and providing services and facilities that promote health and wellbeing
- When the community talk about an **effective and accountable Council** they are thinking about one who plans for a growing population while maintaining and celebrating its heritage

“This is a great, fun way for me to let Council know about the things I love in Willoughby”

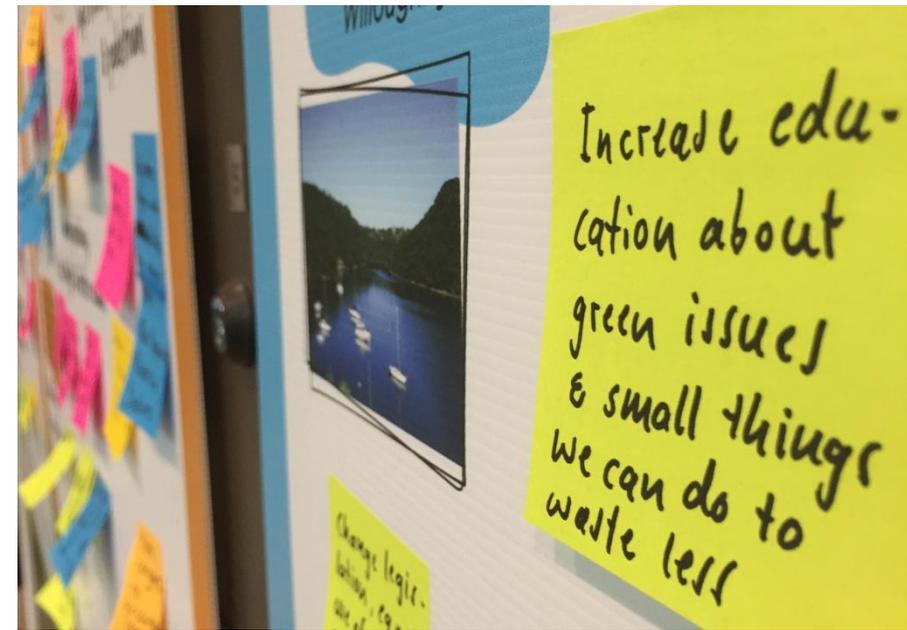
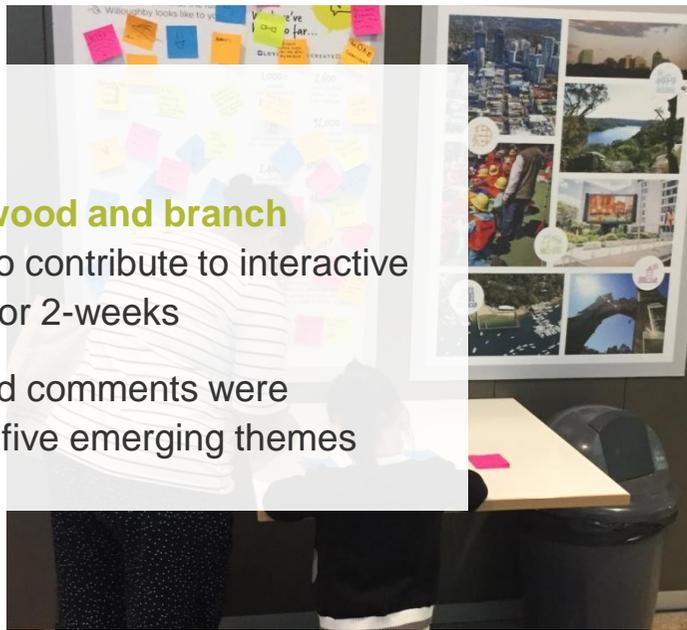
Phase two

## **Formulation and validation of themes**

What does the future of Willoughby  
City look like to you?

## Who we spoke to...

- **Visitors to the Chatswood and branch libraries** were invited to contribute to interactive boards and postcards for 2-weeks
- **700** thoughts, ideas and comments were contributed around the five emerging themes



**A connected & inclusive future for Willoughby**

Write or draw what a connected & inclusive future for Willoughby looks like to you...

**HAVE YOU THOUGHT ABOUT OPEN AIR CINEMA IN THE ARTS QUARTER? YOU COULD PLAY FAMOUS FILMS FROM WORLD CINEMA INC. AUSTRALIA, CHINESE, KOREAN, JAPANESE AND INDIAN CLASSICS. MORE COMMUNAL CULTURAL EVENTS WOULD BE GREAT. VIVID HAS BEEN A HIT SO ANYTHING ELSE LIKE THAT.**

**A prosperous and vibrant future for Willoughby**

Write or draw what a prosperous & vibrant future for Willoughby looks like to you...

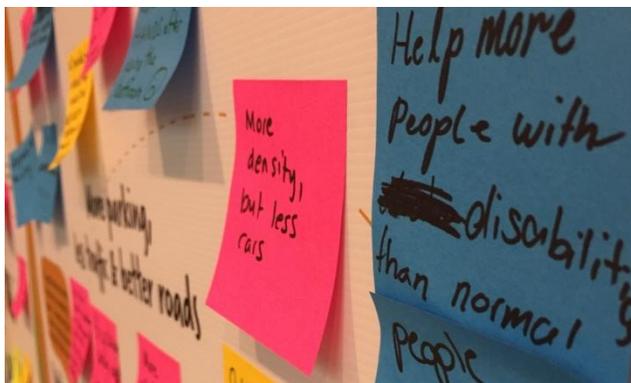
**Set up a small hub area for new/innovative businesses to show front their services/products, get advice from the senior members of the community or experienced**

P10

**A green future for Willoughby**

Write or draw what a green future for Willoughby looks like to you...

**Initiatives like Leichhardt Council e.g. semi-funded change of old light bulbs for energy efficient ones, classes on how to landscape to reduce water runoff etc**



**What is the future we want to build for Willoughby City?**

Write or draw what the future for Willoughby looks like to you...

**A right time economy**

**Leading & advocating on behalf of our community**

**Protect bushland, waterways & wildlife**

**Easy & affordable public transport**

**Vibrant shopping hub**

**Diverse & connected communities**

**Active and connected town centres**

**Vivid night economy**

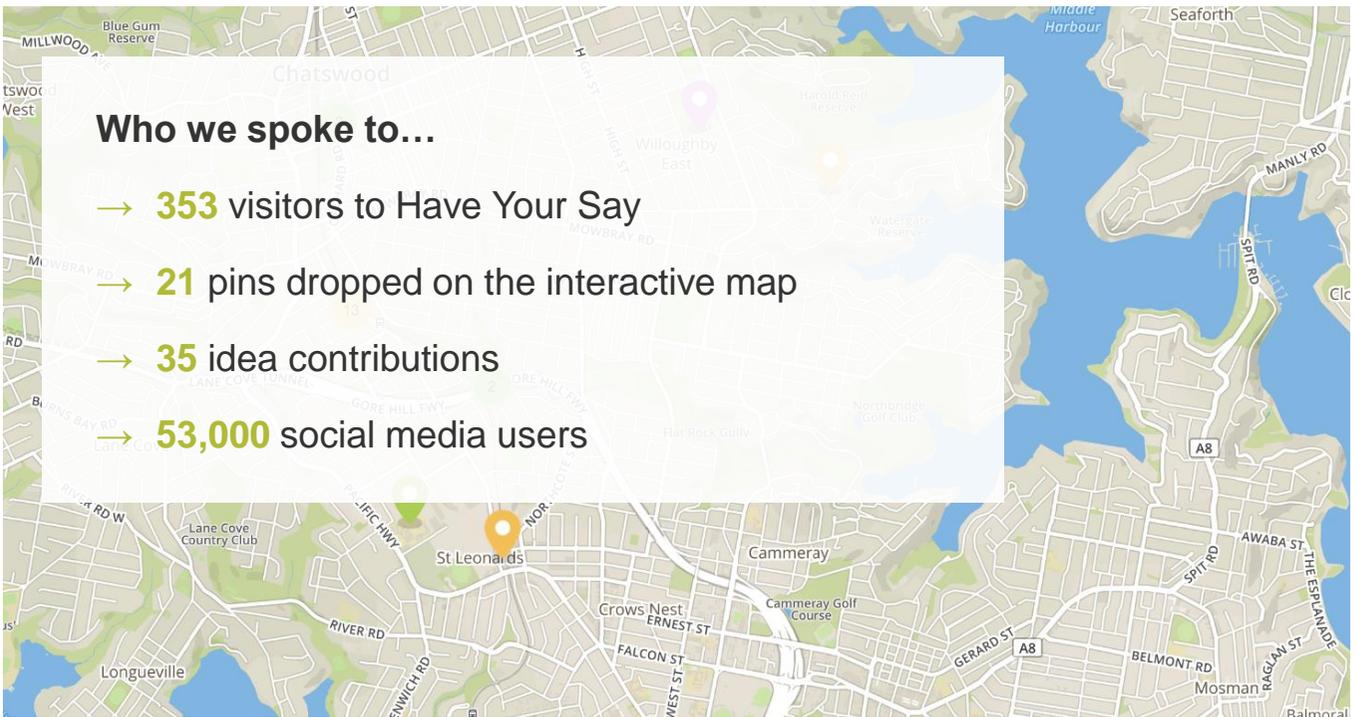
**Safe & secure places**

**What we've heard so far...**

1,000+ people participated in 15 pop-up	2,600 visits to the Have Your Say website
82 ideas dropped on the interactive map	92,000 social media users reached
2,400 messages & ideas captured	5 Emerging themes

**What's next?**

Share the ideas that you've heard for the future of Willoughby City



Home - What is the future we want to build for Willoughby City? - What does a green future Willoughby City look like to you? - What does a green future Willoughby City look like to you?

Home - What is the future we want to build for Willoughby City? - What does a 'connected and inclusive' Willoughby City look like to you? - What does a connected and inclusive Willoughby City look like to you?

### What does a green future Willoughby City look like to you?

# 13

IDEAS

**Green**

When we talk about a **green** future for Willoughby City we are thinking about a sustainable, energy efficient city that is celebrated for our flourishing bushland and waterways. Contribute your ideas below, make sure to browse through other ideas and vote for your favourites!

### What does a connected and inclusive Willoughby City look like to you?

# 08

IDEAS

**Connected & Inclusive**

When we talk about a **connected and inclusive** future for Willoughby City we are thinking about integrated transport, future technologies and connected communities that celebrate heritage and diversity. Contribute your ideas below, make sure to browse through other ideas and vote for your favourites!

Search for ideas SORT: TIME VOTES RANDOM

Search for ideas SORT: TIME VOTES RANDOM

- |                                                                                                                                                  |                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                     |
|--------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Sign In / Register</b><br/>to add your idea</p>                                                                                            | <p>6 DAYS AGO <b>SHARE</b></p> <p><b>Traffic control in aged care locations</b></p> <p>Install "slow down" contours on roads and install "Quiet Please" signs within a 100m radius around aged care facilities such as retirement villages</p> <p><b>doutan</b><br/>0 Votes</p> | <p>31 DAYS AGO <b>SHARE</b></p> <p><b>More communal vegetable gardens</b></p> <p><b>Metale</b><br/>2 Votes</p>                                                                    | <p>1 DAY AGO <b>SHARE</b></p> <p><b>Maintain "green corridors" throughout the Willoughby LGA so wildlife is not isolated by inevitable increasing development</b></p> <p><b>spivingston</b><br/>0 Votes</p>                                                                                                                                                         |
| <p>28 DAYS AGO <b>SHARE</b></p> <p><b>Quiet suburbs with plenty of trees, birds and walking tracks</b></p> <p><b>sarah.craig</b><br/>7 Votes</p> | <p>27 DAYS AGO <b>SHARE</b></p> <p><b>Collectively working towards producing less waste</b></p> <p><b>Mai</b><br/>4 Votes</p>                                                                                                                                                   | <p>24 DAYS AGO <b>SHARE</b></p> <p><b>a recycling guide</b><br/>so everyone knows exactly what can be recycled in the Willoughby area!</p> <p><b>Anna Thieben</b><br/>2 Votes</p> | <p>22 DAYS AGO <b>SHARE</b></p> <p><b>Green roofs for all new constructions</b></p> <p>Any new construction with a flat area over a certain size should be mandated to be a green space, bus shelters, car ports, extensions, homes etc. A green space like this has many benefits, such as: Absorbing rain water, which can...</p> <p><b>Jamek</b><br/>3 Votes</p> |

- |                                                                                                                                                  |                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                        |
|--------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Sign In / Register</b><br/>to add your idea</p>                                                                                            | <p>1 DAY AGO <b>SHARE</b></p> <p><b>Replace planned West harbor road tunnel and Northern Beaches link with turn up and go Metro from Dee Why to Chatswood via French's Forest,</b><br/><small>This would link to Parramatta via existing Chatswood to Espino.</small></p> <p><b>KenWilson</b><br/>0 Votes</p> | <p>25 DAYS AGO <b>SHARE</b></p> <p><b>Make Chatswood into a big Mall. Get cars out of central Chatswood.</b><br/><small>Extend mall down to Chatswood Chase</small></p> <p><b>peterchona</b><br/>4 Votes</p> | <p>27 DAYS AGO <b>SHARE</b></p> <p><b>Public transport options to get to wherever I need to go</b></p> <p><b>Rohan</b><br/>2 Votes</p>                                                                                                                                                                                                 |
| <p>28 DAYS AGO <b>SHARE</b></p> <p><b>Safe places to walk and ride, easy access to work and school</b></p> <p><b>sarah.craig</b><br/>2 Votes</p> | <p>28 DAYS AGO <b>SHARE</b></p> <p><b>A city where everyone feels welcome and valued</b></p> <p><b>sarah.craig</b><br/>2 Votes</p>                                                                                                                                                                            | <p>27 DAYS AGO <b>SHARE</b></p> <p><b>A convenient and integrated transport system to take cars off roads</b></p> <p><b>Mai</b><br/>4 Votes</p>                                                              | <p>20 DAYS AGO <b>SHARE</b></p> <p><b>Extend the Frank Channon walk from Chatswood to Artarmon</b><br/><small>The Frank Channon walk currently ends in Nelson street. Once the metro is completed the walkway could be extended through to Mowbray rd, perhaps even to Greenway station.</small></p> <p><b>Belinda</b><br/>0 Votes</p> |

**Willoughby City Council**  
March 8 at 5:33pm · 🌐

What does the future of Willoughby look like to you?  
We've received over 2,500 comments so far, and we need your help to build on the great ideas we've heard from the community:  
<http://ow.ly/3R0C30iOT0E>



**Willoughby City Council** Local Business [Learn More](#)

👍 Like    💬 Comment    ➦ Share

- 👍 🗣️ 📄 112    Chronological ▾
- 1 Share
- View 7 more comments
- Joy Stephen** Not the beautiful place it once was.  
Like · Reply · 2w
- Jacquie Parker Balance-** Not every park need stadium floodlights! There are other users and wildlife to consider.  
Like · Reply · 2w
- Write a comment...    😊 📷 GIF 🗨️



# What we heard

The information collected was used to inform a deck of 50 cards based around five main themes. Each card contained a single priority.

## Prosperous and vibrant

Build and support a night economy

Create diverse employment opportunities

Attract visitors and promote local and destination based tourism

Promote local and unique businesses

Create memorable food destinations

Activate local spaces in creative ways

Support accessible retail and shopping options

Lead and support creative and innovative economies

## Green

Respect bushland and nature

Embrace new technology for green living

Create more green spaces

Reduce carbon

Share resources to lower our impact on the environment

Encourage reuse and recycling

Reduce waste

Protect wildlife

## Connected and inclusive

Be an events lead city

Enhance an integrated transport experience

Provide accessible digital services and internet

Embrace new technologies to help us get around

Reduce our parking and traffic congestion

Respect and celebrate our heritage

Embrace and celebrate diversity

Create family friendly community places that connect people

## Liveable

Promote a healthy lifestyle and active community

Create great places to live

Promote accessible relevant services

Embrace cultural diversity through shared ways

Foster feelings of safety, security and cleanliness

Create recreation spaces for all

Be bike and pedestrian friendly

Support vibrant villages

## Effective and accountable

Promote representative and diverse citizen participation in decision making

Be open and transparent in the way we do business

Respond to changing community needs

Lead conversations promoting innovation in our city

Promote equitable, accessible services and product to the whole community

Align actions to deliver on what matters most to our community

Plan the city to balance growing population and quality of living

Promote inclusiveness and a sense of connected community

Phase three

## **Formulation and prioritisation of goals**

What are the goals and aspirations  
Willoughby City should strive  
towards? How might we achieve  
these goals?

## Community symposium

Invitations were sent to people across the local community, asking them to come along for a morning of fun and games (and a free lunch). We even asked them to bring a friend.

Almost **100 people**, from diverse parts of the local community showed up to take part in a two-hour workshop about the future needs of their community.

In the day's first activity small groups were asked to go through the cards and discuss the issues raised. Participants were also given wildcards to add goals if they deemed any to be missing. Then they had a placemat holder into which they placed **the five cards (and goals) they deemed most important**.

These were then stuck on the wall.

In the day's second activity, participants were given a postcard to fill out regarding one of their five goals.

**If we want to achieve our goal to.... Then it would be great to see...**

In the day's final activity, each participant was given a number of dots and asked to wander around the room 'voting' for the ideas they liked best by placing a red sticker on them.

The result was a collection of almost 200 ideas, with a clear sense of which ones were valued most highly by a genuine cross-section of the community.

The days activities were recreated with 40 staff in two workshops the following week.

It truly was a team effort that resulted in Council participating in robust, meaningful and useful discussions about the development of our Community Strategic Plan





Phase three

# **Formulating our vision**

What does Willoughby City want  
to be know for?

# Aspirations for Willoughby City

Community members were asked to describe their 2028 vision via the Have Your Say website. 131 submissions were received. A synthesis of the thoughts, ideas and suggestions can be seen below. Most comments mirror feedback already captured during the consultation process, these comments are reflected in the CSP community priorities. A city that values diversity, celebrates success and is liveable are three distinct ideas taken from this engagement activity that have been incorporated into the community vision for the exhibition period.

## A CITY THAT VALUES DIVERSITY

“A community where differences are valued”

“An environment in which a diverse community enjoys high social capital and shows respect for landscape, enterprise and history”

“A culturally rich city”

“A dynamic city with a strong cultural identity and local economy”

“For the indigenous culture within Willoughby to be highlighted and featured”

## A CITY THAT IS PROUD OF ITS ACHIEVEMENTS

“A place where.. people are proud and happy to live and work”

”A leading city”

“A central hub of retail, business, entertainment and living villages, an international business and transport hub”

“Willoughby City is known as a the best of inner city living — a great place to raise a family”

”A technologically modern city with a strong community feel that has been a leader in green initiatives”

## A CITY THAT BALANCES GROWTH AND THE ENVIRONMENT

“Balancing responsible development that is in the best interests of the community with the protection and promotion of our beautiful green and harbour spaces!”

“Maintaining its unique mix of close proximity to the Sydney CBD with public transport links, a vibrant Chatswood CBD and retaining the natural beauty of the Lane Cove National Park and other green zones“

“Willoughby needs to balance the protection of heritage and green spaces vs the demand for accommodation”

## A COUNCIL WHO LISTENS TO RESIDENTS

“A council that is always very conscious of the voice of the residents“

“A city where I can live, play, educate and grow old peacefully with my family”

## A CITY THAT CONNECTS AND SUPPORTS PEOPLE

“A community where children, adults and the elderly thrive. We are connected to the world but grounded in family, faith and community spirit”

“A thriving meeting place”

“Open, sustainable and supported community with abundant opportunities”

“A vibrant multicultural community that welcomes and looks after all who live, work, shop and play here”

”A city that brings the community together”

“A strong community where people know and help each other”

# Aspirations for Willoughby City

To articulate the 2028 vision for Willoughby City the Councillors were asked, *what do we want to be known for?* A representation of their conversation can be seen on this page.



Phase three

## **Identifying challenges and opportunities**

What are the future challenges we need to acknowledge or overcome?

# What are the future challenges we need to acknowledge or overcome?

Five focus groups were run with council staff and external stakeholders to identify the future challenges and opportunities that face Willoughby City over the next 10 years. A synthesised representation of the conversations can be seen below.

## A city that is green

A growing and aging population will lead to greater demand for housing, energy and water as well as an increase in waste generated

There is limited availability of new green spaces within the Willoughby City area

An increase in demand for land may potentially lead to a loss of existing green space, we must pay close attention to protecting bushland on private property

Climate change will impact our City, specifically in terms of changing climate, water management, building design, urban planning, transport, health and wellbeing

We must manage changes to the way waste will be disposed and the processing of recyclables

## A city that is connected and inclusive

Cultural diversity in the City is growing rapidly, increasing demand for multicultural services

An aging population will lead to a greater demand for related facilities and services including support for social isolation

Council facilities and services are difficult to access via public transport, walking and cycling

Council needs to improve communication and feedback channels for diverse communities, working families and older residents

## A city that is liveable

An aging population will lead to a greater demand for related facilities and services specifically in terms of accessibility

A growing population will lead to greater demand for recreation activities and the land dedicate to these activities

There is a need to maintaining and enhance Council's aging facilities, with a particular focus on technological capabilities

There is a need for the provision of diverse housing choices, including affordable housing in the Willoughby City area

An increasing number of young families moving to the areas is placing pressure on existing schools and class sizes

# What are the future challenges we need to acknowledge or overcome?

Five focus groups were run with council staff and external stakeholders to identify the future challenges and opportunities that face Willoughby City over the next 10 years. A synthesised representation of the conversations can be seen below.

## **A city that is prosperous and vibrant**

There is limited available commercial space in the area affecting the attraction and expansion of businesses

There is competition from other precincts such as North Sydney and Macquarie Park that must be considered when positioning Chatswood as the retail heart of the northern suburbs

Changing consumer behaviour such as online shopping is leading to traditional local businesses becoming economically unsustainable

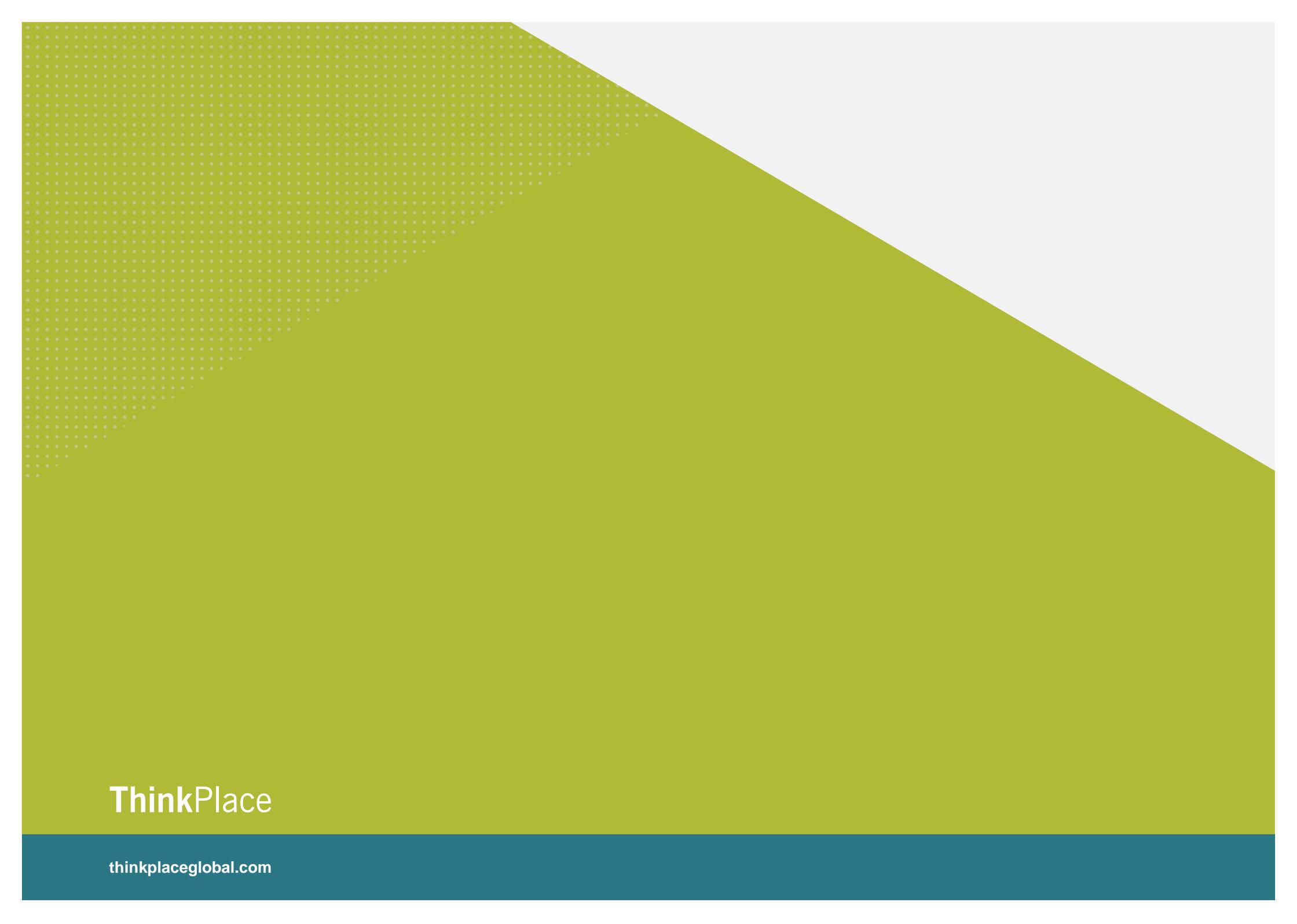
A growing migrant population will continue to increase the areas economic prosperity

## **A city that is effective and accountable**

Ability to influence the state government on key projects that are outside our responsibility or capacity

Managing financial sustainability while meeting the community's expectations on service and advances in technology

Delivering Council communications and services in multiple languages



ThinkPlace

[thinkplaceglobal.com](http://thinkplaceglobal.com)