

Statement of Vision and Priorities Engagement Report

November 2016



Overview

Inner West Council engaged broadly during September-November 2016 in the creation of a vision and priorities for the new council.

The community and staff were asked for their vision of the “best inner west” five years into the future, and what they thought the key priority areas should be for Council over the next 12-18 months. Respondents to a phone survey were asked what the key challenges were for the Inner West. Over 1700 people participated across a range of face-to-face and online methods.

Engagement program

Engagement was undertaken from 05/09/16–22/11/2016.

The engagement program consisted of:

- Community forum
- Focus groups
- Community festivals
- Your Say Inner West
- Community satisfaction survey
- Staff survey
- Local Representation Advisory Committee workshop

Promotion

The engagement program was promoted by:

- Media releases
- Social media
- Posters
- Flyer to all businesses and residences in the local government area
- E-newsletters
- Emails to stakeholder groups

See appendix 1 for a complete list of promotion and engagement material.

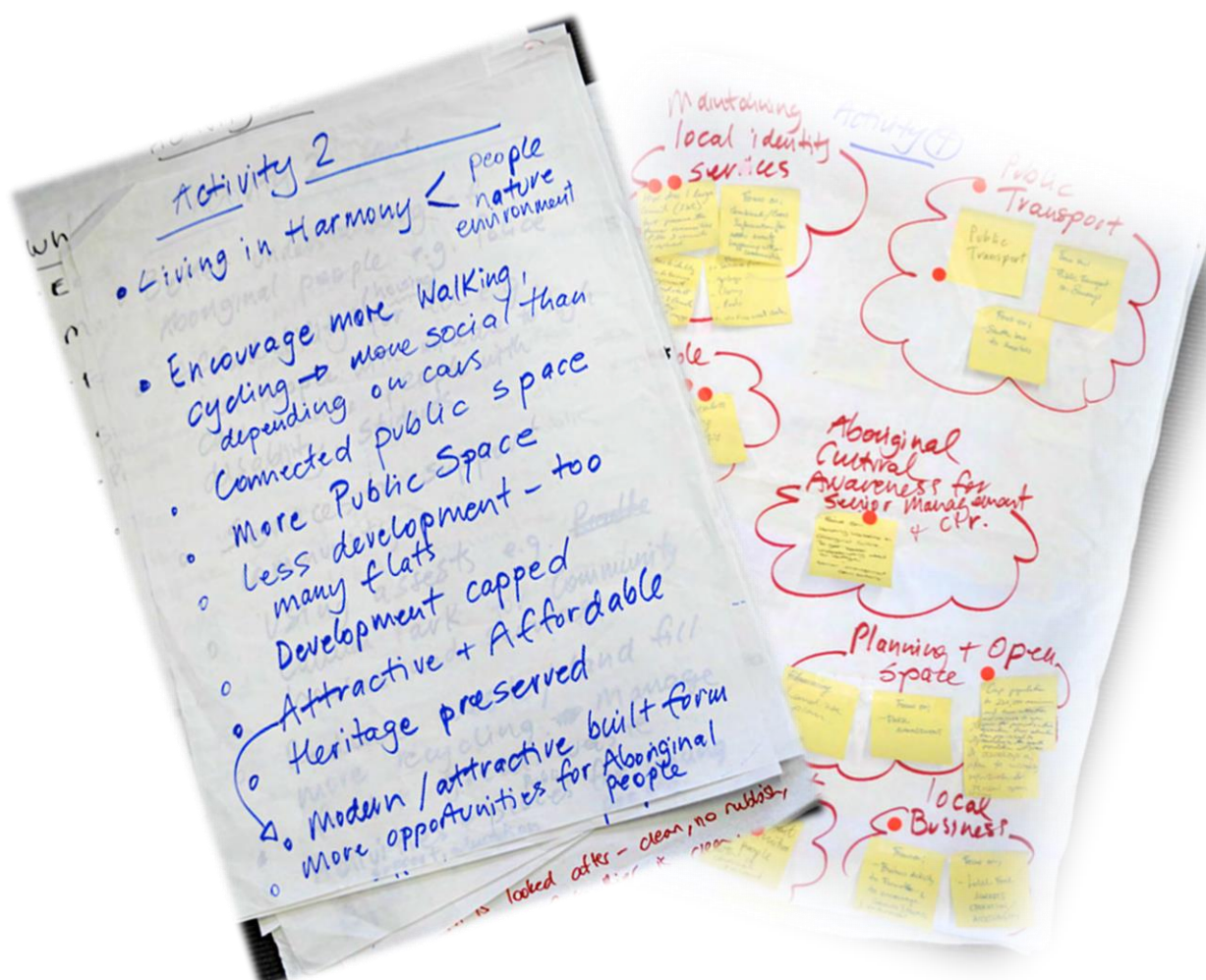
Community Forum

A community forum was held on 05/09/16 at Ashfield Town Hall, attended by over 100 people including 53 members of the former councils’ advisory and consultative committees (invited directly), 17 general members of the community (invited through social media and newspaper advertisements), 10 Local Representation Advisory Committee members, Inner West Council Administrator Richard Pearson, and staff.

Participants heard a presentation about Inner West Council’s community demographic profile, compared with the demographics of who was in the room, and were taken through a series of facilitated exercises at their tables to commence the process of gaining information. Discussion included a future vision for the community, issues and challenges, and priorities for action.



Community forum



Participants' comments were captured and later analysed by subject area. The most frequent subject areas were further analysed to identify recurring themes. An update was published on Council's Your Say Inner West engagement website, and participants notified.

Focus Groups

Focus groups were held with former committee members from Council's Aboriginal and Torres Strait Islander, Youth and Access communities.

Responses from the forum and focus groups were used to develop initial priorities.

Festivals

Face-to-face surveys were undertaken at four Council festivals throughout October:

- Ashfield Taste of Asia 07/10/16
- Summer Hill Neighbourhood Feast 09/10/16
- Marrickville Festival 23/10/16
- Norton Street Festa (Leichhardt) 30/10/16

In total 296 people participated at the festivals.



Marrickville Festival

Your Say Inner West

Community members could view information about the process, a report about the engagement undertaken at the forum, and complete a survey online at Council's online engagement hub, Your Say Inner West. One hundred and twenty-five surveys were completed online.

The festival and online comments were analysed and compared to the draft priorities established from the forum and focus groups engagement.

Community Satisfaction Survey

Council commissioned independent research organisation Micromex to undertake a statistically valid community satisfaction survey during October 2016. The survey was conducted by telephone of residents using random numbers generated from the white pages, with number harvesting, an innovative method used to increase response rates from younger people and those without a landline, used to supplement the random phone calls.

In total 1008 people across the local government area were surveyed, proportionately across the five wards. One of the questions was designed to inform the development of priorities. The question asked was:

'Thinking of Inner West as a whole what you say are the 3 biggest challenges?'

Responses were coded by Micromex and cross-referenced against the priorities identified in the broader community engagement. The results of the representative survey validated the results obtained through the broader community engagement.



Micromex word cloud – key challenges

Verbatim responses for the question were collated and entered into analytical software. This analysis 'counts' the number of times a particular word or phrase

appears and, based on the frequency of that word or phrase, a font size is generated. The larger the font, the more frequently the word or sentiment is mentioned.

Staff engagement

Staff were engaged from 25/10/16 to 04/11/16 through a survey available online or in hard copy for those without computer access. There were 232 responses to the survey, which replicated the questions asked at the festivals and online.

Local Representation Advisory Committee workshop

A workshop was held for Inner West Council's Local Representation Advisory Committee, comprising former councillors from the three former councils on Tuesday 8 November 2016. The members reviewed the process and data obtained from the community and staff, and provided feedback on gaps in the draft vision and priorities.

Aboriginal and Torres Strait Islander focus group follow-up

Members of the Aboriginal and Torres Strait Islander focus group reviewed the draft vision statement and provided feedback which was incorporated into an amended vision. The members also supported the wording of priority three in full – 'Promoting Aboriginal culture-past, present and future.'

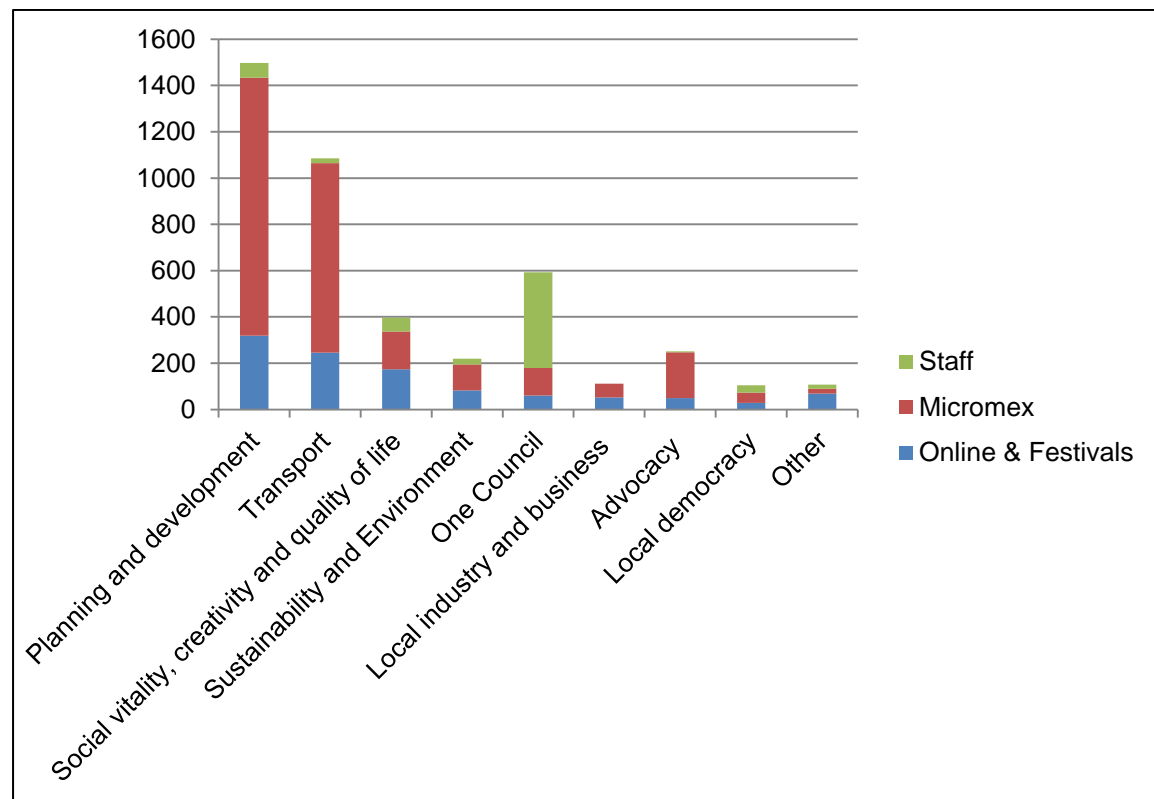
Responses

More than 1700 responses were received and incorporated into the development of the Statement of Vision and Priorities.

A breakdown of responses according to engagement method is as follows:

Source	Participants
Forum	80
Focus groups	25
Festivals	296
Online	125
Staff	232
Community satisfaction survey	1008
Total	1766

Comment analysis by source



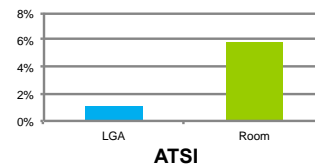
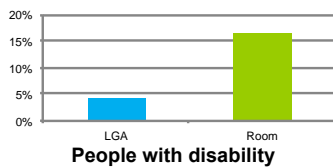
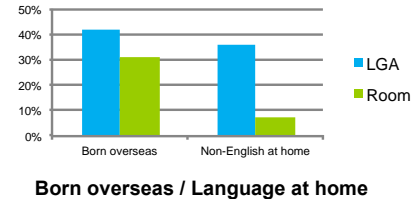
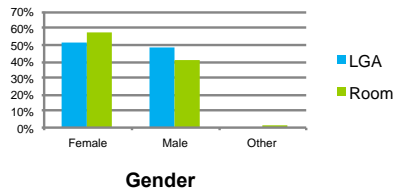
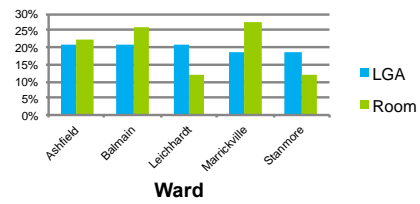
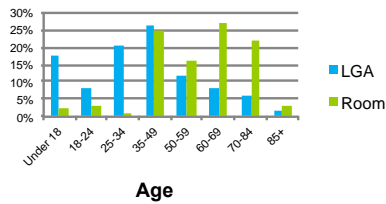
Demographic analysis

The community was asked to provide demographic data to enable Council to compare responses to the Inner West community profile (according to the Census 2011 which is the most recent data available). These questions were not compulsory and were not answered by every person so the following analysis and graphs are based on those respondents who answered the questions.

The comparison shows that the engagement was largely successful in reaching respondents generally aligned with the community profile.

At the community forum, the demographics skewed towards an older population with lower representation from people below 35. People who spoke a language other than English at home were also underrepresented.

Forum participants

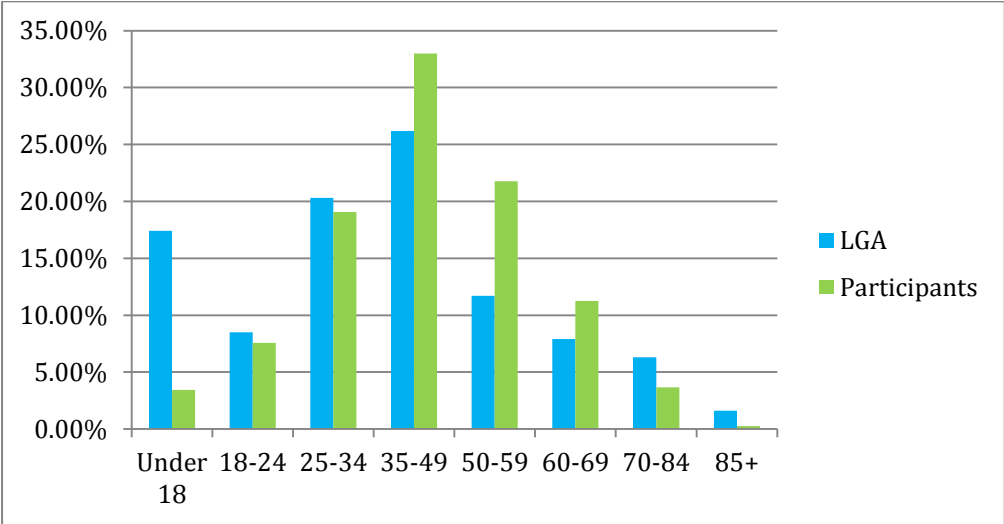


In the broader community engagement that followed, the engagement successfully reached a good proportion of 18-34 year olds – an age group that is often underrepresented in engagement activities. Under-18s were surveyed at the festivals but trend lower than the population overall. The 35-69 year olds participated at higher rates than their proportion in the general population while the over 70s were slightly lower.

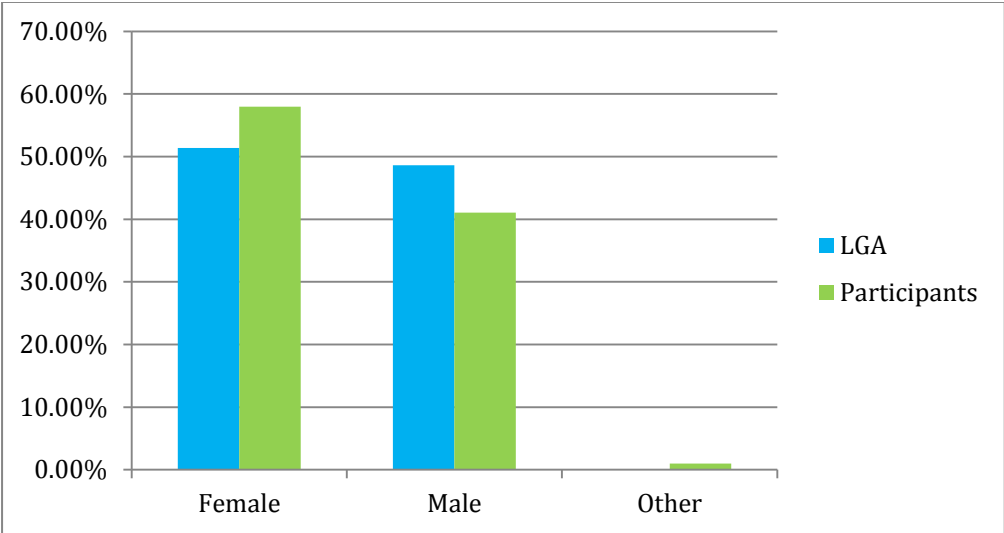
Aboriginal and Torres Strait Islander peoples were well represented, and in terms of gender, slightly more females than males participated when compared with the general population. The engagement reached significant numbers of people who were born overseas and who speak a language other than English at home, although not as many as the general community profile. Engagement at events was more culturally diverse than online which highlights the importance of using a range of methods to reach people.

In terms of place of residence, Marrickville ward was over-represented and Balmain underrepresented, due to high engagement at Marrickville Festival, and the fact that no festival was held in Balmain during the engagement period. Additionally, visitors to the LGA contributed, mainly through the engagement at events.

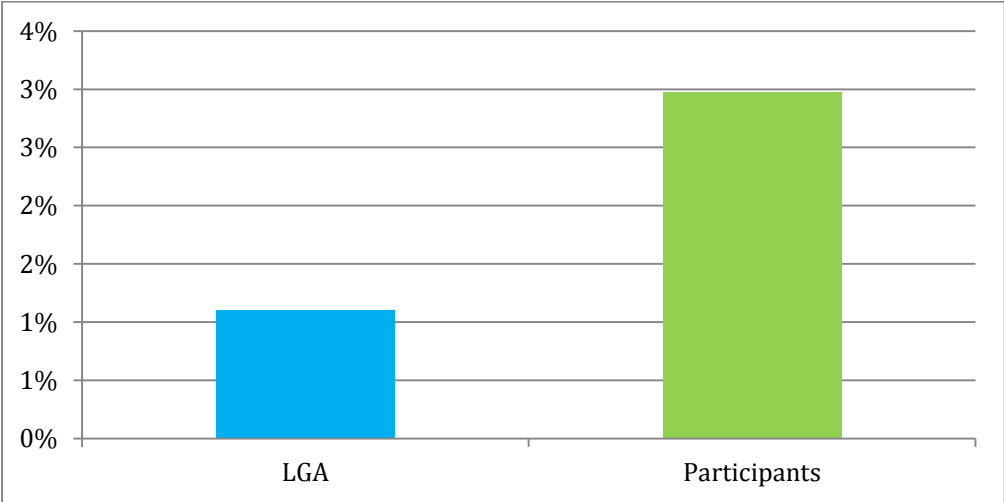
Festivals and online participants



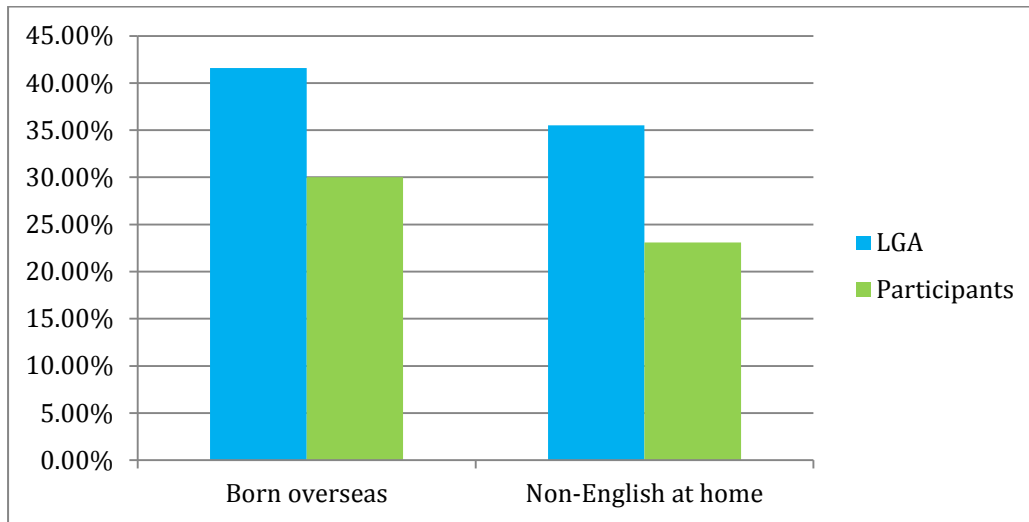
Age



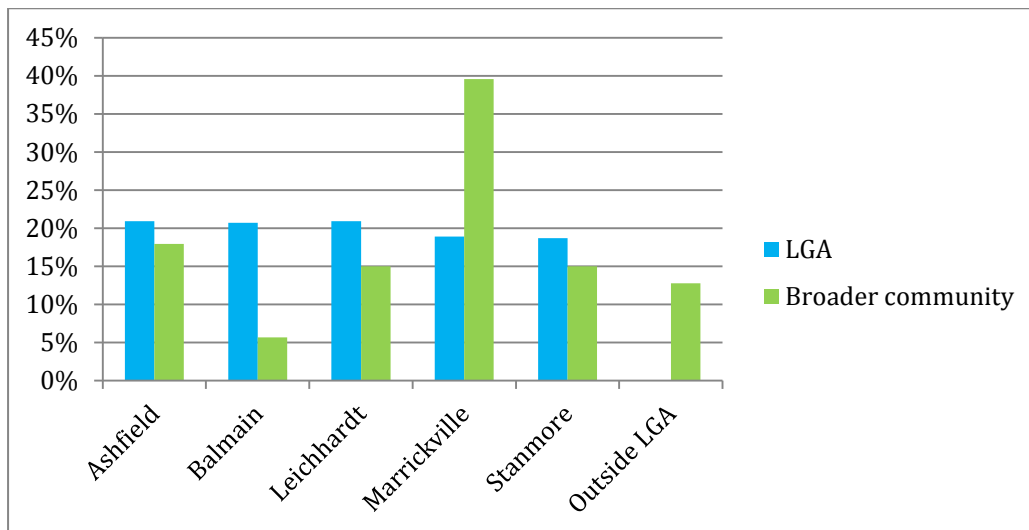
Gender



Aboriginal and/or Torres Strait Islander



Born overseas / language at home



Wards

Appendix 1 Promotion for Statement of Vision and Priorities engagement

Method		Audience	Date
Email	Invitation to Forum 1 - Statement of Vision and Priorities	Former committee members	16/8/16
Event	Committees thank you event - verbal invitation to forum 1	Former committee members	18/8/16
Online	Invitation to community forum opens at www.yoursayinnerwest.com.au (YSIW)	General community	24/8/16
Print media	News feature in Inner West Courier council column re forum 1	General community	30/8/16
Event	Community Forum 1 – Statement of Vision and Priorities	LRAC, former committee members and general community members 81 attendees	5/9/16
Event	Focus group	Former Aboriginal and Torres Strait Islander Committee members	12/9/16
Event	Focus group	Former Access Committee members	13/9/16
Event	Focus group	Former youth Committee members	15/9/16
Flyer	<i>Get Involved</i> flyer - information and link for online engagement and face to face engagement at Forum 2, Marrickville Festival and Norton St Festa	Distributed to all households and businesses in LGA	Started 5/10/16 - Completed 18/10/16
Event	Ashfield Taste of Asia – face to face survey	General community	7/10/16
Flyer	<i>Get Involved</i> flyer - information and link for online engagement and face to face engagement at Forum 2, Marrickville Festival and Norton Street Festa	Distributed to all libraries, aquatic centres, childcare centres	Completed by 7/10/16
Online	Online engagement project pages opened at www.yoursayinnerwest.com.au	General community	7/10/16 – 30/10/16
E-news	Your Say Inner West e-newsletter – information and links	YSIW members - 2485	7/10/16
Event	Summer Hill Neighbourhood Feast - face to face survey	General community	9/10/16

Online	IPads with online engagement at YSIW placed at council aquatic centres	Aquatic Centre customers	9/10/16
E-news	Council e-newsletter – info and links to YSIW project pages	Subscribers	13/10/16 27/10/16
Online	Website home pages, IWC plus legacy sites for Ashfield, Marrickville, Leichhardt – info and links to YSIW project pages	General community	13/10/16 – 30/10/16
Print media	News Feature in Inner West Courier council column re engagements on YSIW	General community	18/10/16
Poster	<i>Get Involved</i> poster distributed with information and link for online engagements	Community noticeboards, community facilities, libraries, customer service centres	19/10/16
Email	Emailed information and links for YSIW project pages	Former council committee members –approx. 450	Mid Oct
Email	Emailed information and links for YSIW project pages	<p>Former Marrickville based CALD Groups</p> <ul style="list-style-type: none"> • Multicultural interagency members – 122 predominately service providers (Greek, Italian, Vietnamese, Arabic, Turkish, Sierra Leone) • Inner West Multicultural Youth Alliance – 313 recipients • Children and families Interagency – approx. 260 (a number of CALD workers to forward to community members). • Tom Foster – a number of CALD senior groups. 	Mid Oct
Email	Emailed information and links for YSIW project pages	<p>Former Ashfield based CALD groups</p> <ul style="list-style-type: none"> • West Region Chinese Association • Australian Chinese Happy Choir • Yoppy's Dance (Indonesian) 	Mid October

		<ul style="list-style-type: none"> • Indonesian Welfare Association • Ashfield Japanese Playgroup • Ekushe Academy Australia (Bangladeshi) • CASS Care (Chinese/Korean) • Resourceful Australian Indian Network (RAIN) 	
Email	Emailed information and links for YSIW project pages	<p>Former Leichhardt –based CALD groups</p> <ul style="list-style-type: none"> • Multi-cultural Coordinators Forum (Human Rights Commission) • Inner West Youth Alliance 	Mid October
Social media	IWC Twitter post – <i>Help us develop a statement of vision and priorities</i>	General community – 509 impressions	18/10/16
Event	Marrickville Festival – face to face survey	General community - 180 completed	23/10/16
Email	Emailed information and link for staff survey – Statement of Vision and Priorities	Council staff	24/10/16
E-news	Council arts e-newsletter – Artpost	Artists and creative community and workers	26/10/16
E-news	Council e-newsletter – info and links to YSIW project pages	General community	27/10/16
Social media	IWC Twitter post - <i>Still time to help us develop a statement of vision and priorities</i>	General community – 319 impressions	27/10/16
E-news	Staff e-newsletter - link for staff survey re Statement of Vision and Priorities	Council staff	28/10/16
Event	Norton Street Festa - face to face survey	General community	30/10/16

Media coverage examples

Inner West Courier - 11 Oct



Statement of Vision and Priorities

Help Council develop a Statement of Vision and Priorities. Tell us what you would like to see in the future Inner West local government area and how Council should prioritise its work.

Visit www.yoursayinnerwest.com.au no later than 30 October 2016.

Council Column - Inner West Courier
30 August

Council Column
Inner West Courier
18 and 25 October



ified. Comments



Public Engagement Forum

Contribute to the development of Inner West Council's Statement of Vision and Priorities. Monday 5 September, 6.15pm at Ashfield Town Hall Civic Centre, 260 Liverpool Road Ashfield. RSVP at www.yoursayinnerwest.com.au by Thursday 1 September. For enquiries contact 9335 2022.

tee, Library or

Street, Leichhardt,

rcial tenancies and

of charge at

IT

th
ce Ratio

WS

Review of alcohol restrictions (former Ashfield LGA only)



Council is auditing alcohol restrictions in public places in the former Ashfield Council area. The restrictions prohibit alcohol consumption in streets, parks and other public places. See the proposed locations and provide feedback at yoursayinnerwest.com.au no later than 23 September.

Draft Parking Strategy for the Riverside Precinct

Promotional material examples - Flyer

How to have your say

your say
Inner West

Get involved!

At a community event

- Marrickville Festival, Marrickville and Illawarra Roads on Sunday 23 October 10am – 5pm
- Norton Street Festa, Norton Street, Leichhardt on Sunday 30 October 10am – 5pm

At the **Stronger Communities Fund Major Projects Program FORUM**

Learn more about the parks, facilities and assets that will benefit from the Stronger Communities Fund Major Projects Program and then let Council know your priorities.

Wednesday 12 October from 6.00pm-8.00pm at the Centurion Lounge, Leichhardt Oval Stadium, Mary Street, Lilyfield. Register to attend at www.yoursayinnerwest.com.au

Online

At www.yoursayinnerwest.com.au
Feedback opens for both projects on Friday 7 October and closes on Sunday 30 October

 **INNER WEST COUNCIL**

Project 1

Help Council to develop a Statement of Vision and Priorities for the Inner West Council

- The Vision will guide Council's direction over the next couple of years and will feed into the development of a new longer term Community Strategic Plan in 2017
- The Priorities will determine what Council focuses on in the next 12-18 months

Project 2

The Stronger Communities Fund Major Projects Program - let Council know your funding priorities

The NSW Government has allocated a \$15M Stronger Communities Fund to Inner West Council. With one million dollars set aside for the Inner West Stronger Communities Grants Program, \$14M is earmarked for major projects such as parks, footpaths, stormwater and community facilities that will be delivered over the next three years.

Should Council focus on Transport Infrastructure, Community Facilities or Recreation and Sustainability?

Help Council develop a Statement of Vision and Priorities

The **Vision** will guide Council's direction over the next couple of years and will feed into the development of a new longer term Community Strategic plan in 2017

The **Priorities** will determine what Council focuses on in the next 12 – 18 months

Council will adopt a Statement of Vision and Priorities by 31 December 2016. This will be developed with input from the community.

Council has begun gathering the community's input through:

- A community engagement forum held on 5 September 2016 at Ashfield Town Hall
- Focus groups with members of the Aboriginal & Torres Strait Islander, Youth and Access communities
- Festivals and events held throughout October at Ashfield, Summer Hill, Leichhardt and Marrickville

Council would like to hear from the broader community about what they would like to see in the future Inner West local government area and how Council should prioritise its work.

Your contribution is valuable to this work.



Have your say

- Fill in a hardcopy feedback form here today
- Online at www.yoursayinnerwest.com.au

Closing date is Sunday October 30

What happens next?

Your input, along with information gathered from forum attendees and focus groups will be used to develop a Statement of Vision and Priorities. This will be considered by the Local Representation Advisory Committee and then Council at forthcoming meetings.

Keep informed at www.yoursayinnerwest.com.au

Posters

Get involved!

Project 1

Help Council to develop a Statement of Vision and Priorities for the Inner West Council

- **The Vision** will guide Council's direction over the next couple of years and will feed into the development of a new longer term Community Strategic Plan in 2017
- **The Priorities** will determine what Council focuses on in the next 12 - 18 months



Project 2

The Stronger Communities Fund Major Projects Program - let Council know your funding priorities

The NSW Government has allocated a **\$15M** Stronger Communities Fund to Inner West Council. With **\$1 million** set aside for the Inner West Stronger Communities Grants Program, **\$14M** is earmarked for major projects such as parks, footpaths, stormwater and community facilities that will be delivered over the next three years.

Should Council focus on -

- Transport Infrastructure,
- Community Facilities or
- Recreation and Sustainability?



Have your say

Online at www.yoursayinnerwest.com.au

Closing date is Sunday October 30