

# Penrith City Council Community Research

Prepared by: Micromex Research

Date: August 2012

# Background & Methodology

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The Community Strategic Plan identifies the long term aspirations of our communities. It identifies the outcomes that the community would like to see in the City as it grows over the next 20 years. In the current plan, the Penrith communities wanted:

- More local jobs and training
- Better public transport and safer roads
- More housing options
- To protect the environment
- To feel safe and proud of its neighbourhoods

To review the Strategic Plan, Council undertook a program of engagement activities. This included:

- 1) A City-wide survey mailed to all residents of the LGA as well as being available on Council's website. Surveys were also completed at listening posts held at a number of local shopping centres as well as events such as the Seniors Week Concerts.
- 2) Focused consultation with targeted priority groups such as youth, Cultural and Linguistically Diverse (CALD) communities, people with disabilities and Aboriginal communities.



# Section 1

## City-wide Survey

# Background & Methodology

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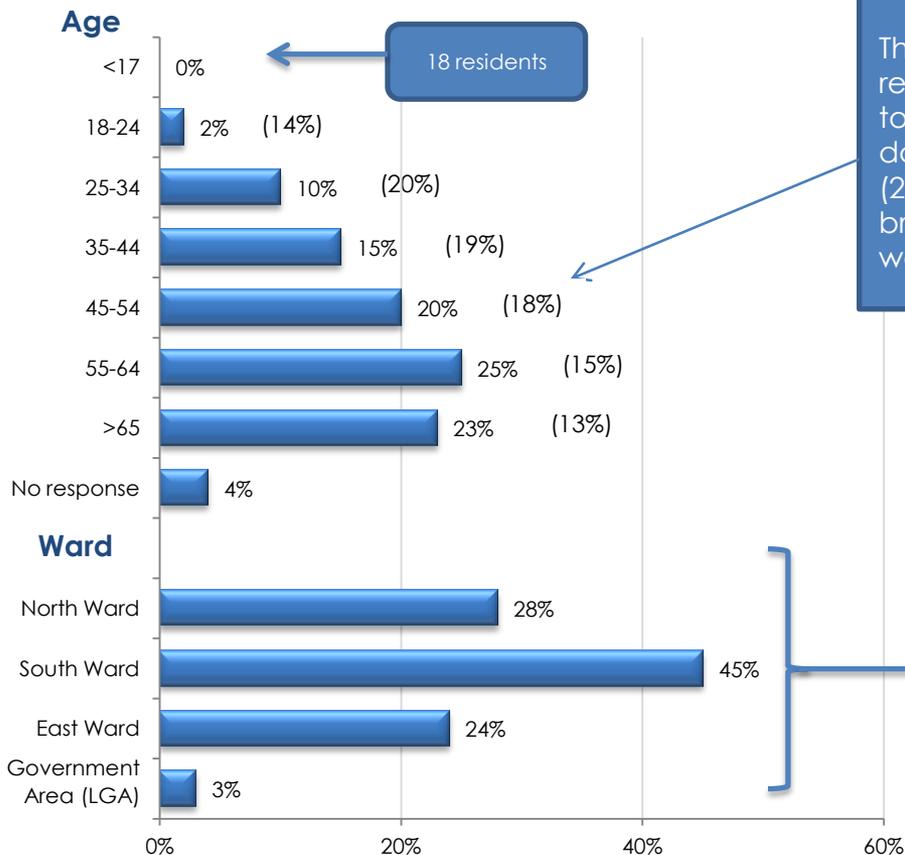
In order to review the Strategic Plan, a City-wide survey was mailed to all residents of the LGA as well as being available on Council's website. Surveys were also completed at listening posts held at a number of local shopping centres as well as events such as the Seniors Week Concerts.

The first five questions in the survey covered the key issues raised during our last consultation and were based on the themes in the current Strategic Plan. The main purpose was to see if there had been any significant changes. The last three questions in the survey were more open and asked residents what they like about living in the Penrith area, what Council should focus on in the next 5 years and what is the biggest challenge facing the Penrith community in the next 20 years.

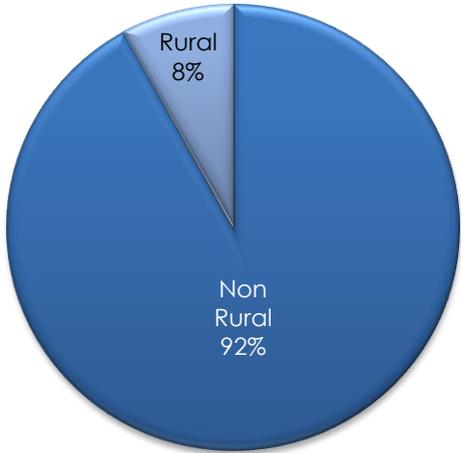
Micromex Research was engaged to review and analyse responses in order to identify the community's priority areas for the revised Strategic Plan and to provide direction to the new Council as it prepares the Delivery Program for 2013 to 2017.

A total of n=4,551 responses was received

# Demographics



This graph details the age breakdown of survey residents, with a review identifying a bias in response towards the older age categories. To counter this, the data was weighted in line with the ABS Census data (2011) so as to more accurately reflect the age breakdown of the Penrith City Council LGA. The weighted percentages are detailed in brackets.



Base: Age n = 4,551, Ward n = 4,289

Base: Rural v non-rural n = 4,551

# Section 1

## Key Findings

# Key Findings

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When reviewing the key outcomes of this research, it is important to note that the structure of the survey questions was dictated by the need to review the current Strategic Plan. Many of the questions were based on key issues raised during our last consultation and observing any significant changes.

## **Improving residents' lifestyles**

The provision of jobs closer to home and better community services were identified by residents as the key areas that would improve their lifestyle.

## **Creating a greener city**

There was no singular preferred action in relation to what should be done 'for a greener city', with the outcomes indicating a belief that a variety of measures need to be undertaken.

## **Creating a more liveable city**

To improve liveability, residents have a strong focus on improving roads and public transport. Footpaths and cycleways are identified as being in the '3<sup>rd</sup> line' of priority for a more liveable city.

## **Creating vibrant, safe and healthy neighbourhoods**

For more vibrant, safe and healthy neighbourhoods, residents' preferred initiative is creating clean and safe public places. Encouraging health and wellbeing in the community is also seen as a key area that Council should be addressing.

# Key Findings

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## **Council planning**

Attitudes around priorities for Council planning were distributed relatively equally across managing population growth, lobbying Government for services and making sure Council finances are sound and sustainable.

## **Key focus areas over the next 5 years**

Roads, public transport and infrastructure are the key nominated areas for Council focus over the next 5 years.

## **Retaining residents in the local area**

A safe, friendly community, with quality services and local employment opportunities is identified as the key to retaining residents.

## **The area's biggest challenge in the next 20 years**

Resident concerns centre on population growth and its subsequent effects.

# Section 1

## The Detailed Response

# What would improve your lifestyle?

- Provide jobs closer to home
- Offer better community services for children, young people, families and older people
- Run more local events and festivals
- Supply more housing options, like houses or apartments, that suit the community
- Other\_\_\_\_\_

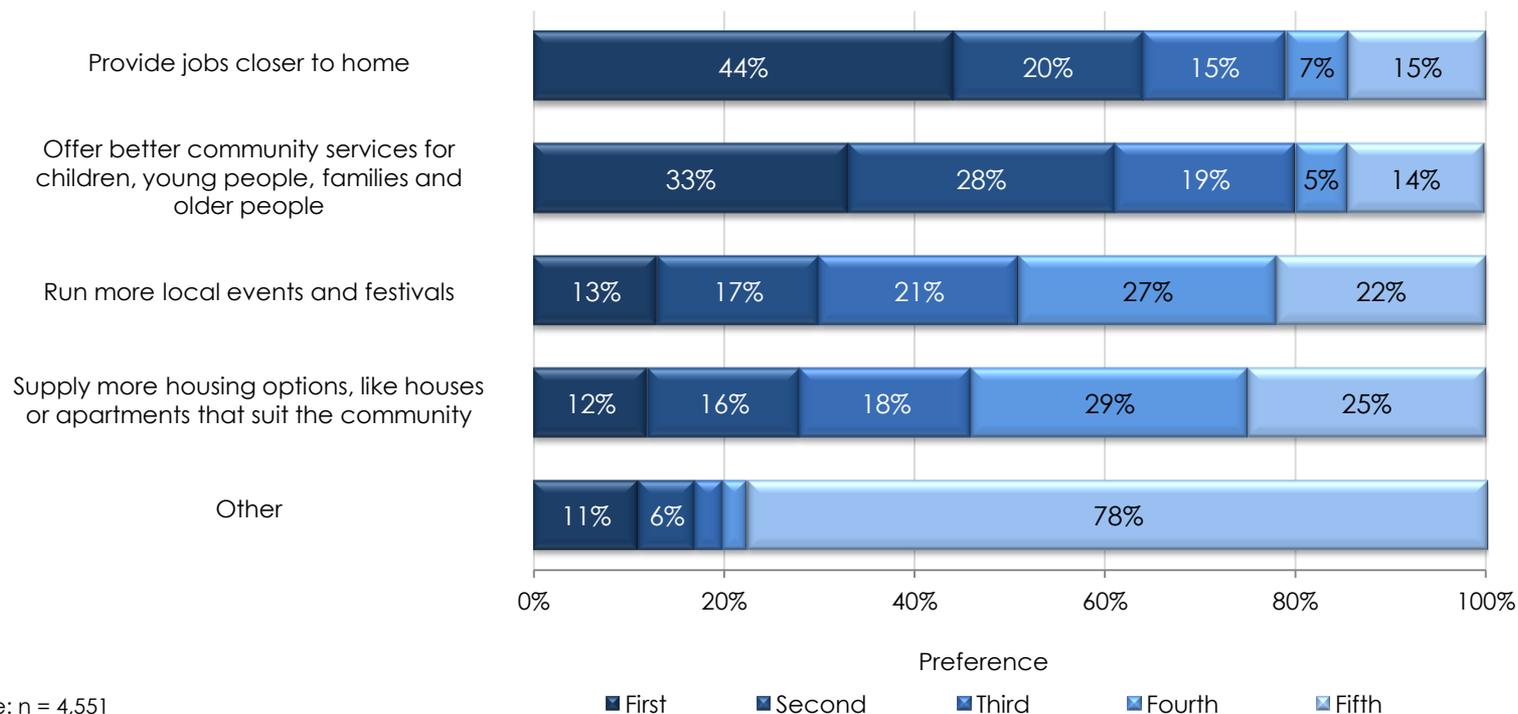
# Improving Residents' Lifestyles

Q. What would improve your lifestyle?

Note: In some cases, residents allotted the same level of preference for more than one option, therefore, each preference total is greater than 100%

## Key Messages

- The provision of jobs closer to home and better community services were identified by residents as the key areas which would improve their lifestyle
- These outcomes reflect a focus on local jobs and improved services



Base: n = 4,551

# Statistically significant differences by age are detailed below

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Q. *What would improve your lifestyle?*

## **Provide jobs closer to home**

- 18-24 year olds were significantly more likely to select this as a first preference than those aged 25-44 and 55+ (55% v 30-45%)
- Those aged 65+ were significantly less likely to select this as a first preference than all other age groups (30% v 40-55%)
- 45-54 year olds were significantly more likely to select this as a first preference than those aged 25-34 (49% v 40%)

## **Offer better community services for children, young people, families and older people**

- Those aged 65+ year olds were significantly more likely to select this as a first preference than were all other age groups (45% v 17-37%)
- 18-24 year olds were significantly less likely to select this as a first preference than those in all other age groups (17% v 29-45%)
- 25-44 and 55-64 year olds were significantly more likely to select this as a first preference than those aged 45-54 (36-37% v 29%)

## **Run more local events and festivals**

- 25-34 year olds were significantly more likely to select this as a first preference than those aged 18-24 and 55+ (16% v 9-11%)
- 25-44 year olds were significantly more likely to select this as a first preference than those aged 55-64 (14-16% v 9%)

## **Supply more housing options, like houses or apartments, that suit the community**

- 18-24 year olds and residents aged 65+ were significantly more likely to select this as a first preference than were all other age groups (18-19% v 8-12%)

➤ No statistically significant differences were identified by ward or rural v non-rural



# For a greener city, what should we do?

- Protect our bushland areas
- Protect our rivers, creeks and waterways
- Protect Penrith's unique scenery and its mix of urban and rural landscapes
- Encourage local food production
- Encourage people to use resources wisely, by reducing waste and saving water and energy
- Other\_\_\_\_\_

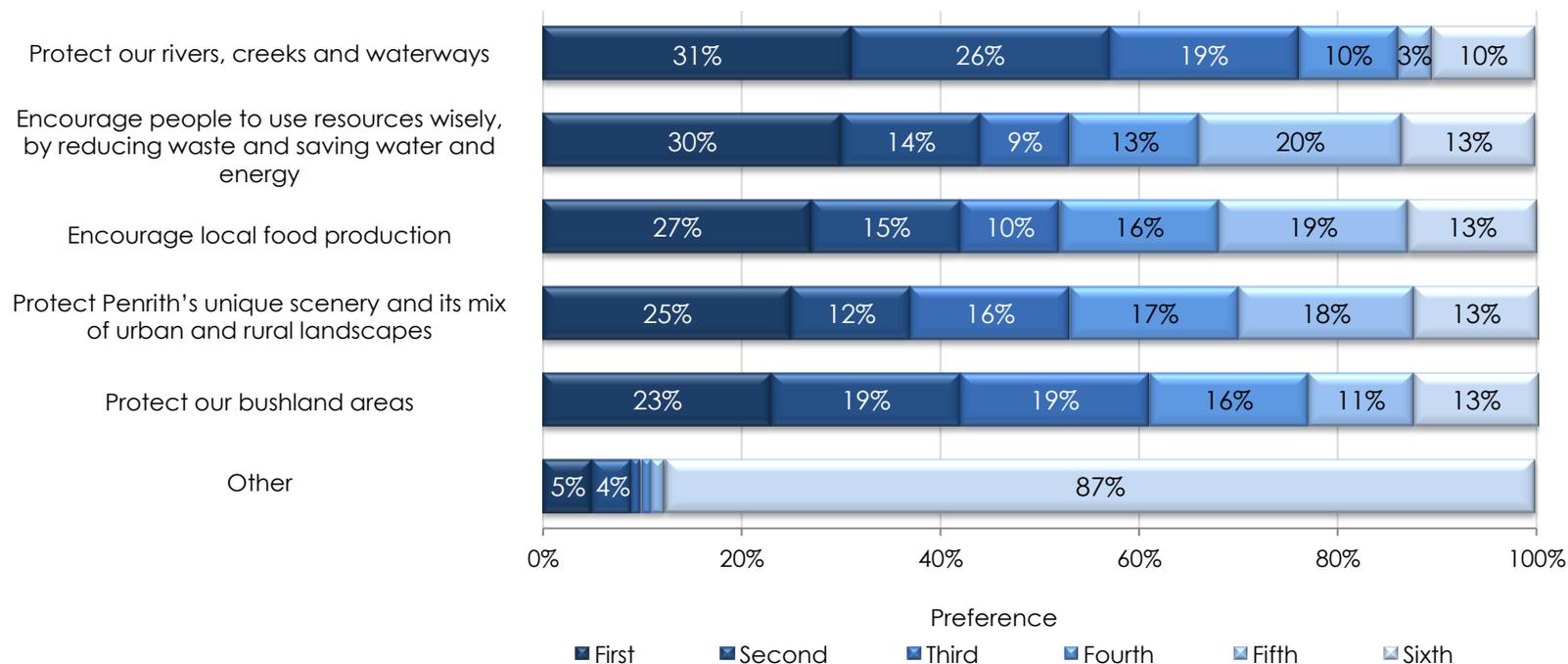
# Creating a Greener City

Q. For a greener city, what should we do?

Note: In some cases, residents allotted the same level of preference for more than one option, therefore, each preference total is greater than 100%

## Key Message

- There was no singular preferred action in relation to what should be done 'for a greener city'. The outcomes indicate a belief that a variety of measures need to be undertaken 'for a greener city'



Base: n = 4,551

# Statistically significant differences by age and ward are detailed below

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Q. For a greener city, what should we do?

## **Protect our bushland areas**

- Those aged 65+ were significantly more likely to select as a first preference than were those aged 25-34 (27% v 20%)

## **Protect our rivers, creeks and waterways**

- Those aged 45+ were significantly more likely to select as a first preference than were those aged 18-34 (34-36% v 25-27%)
- Those living in the south ward were significantly more likely to select as a first preference than were those in the north and east wards (34% v 29%)

## **Protect Penrith's unique scenery and its mix of urban and rural landscapes**

- Those aged 45+ were significantly more likely to select as a first preference than were those aged 18-34 (27-28% v 19-20%)
- 35-44 year olds were significantly more likely to select as a first preference than were those aged 18-24 (26% v 19%)
- Those living in the south ward were significantly more likely to select as a first preference than were those in east ward (27% v 22%)

## **Encourage local food production**

- 35-44 year olds and those aged 65+ were significantly more likely to select as a first preference than were those aged 18-24 (28-32% v 21%)

➤ No statistically significant differences were identified by rural v non-rural



# For a more liveable city, what needs to improve?

- Public transport
- Roads
- Footpaths and cycleways
- Community halls and neighbourhood centres
- City squares and other public meeting places
- Sporting fields, parks, playgrounds and swimming pools
- Other\_\_\_\_\_

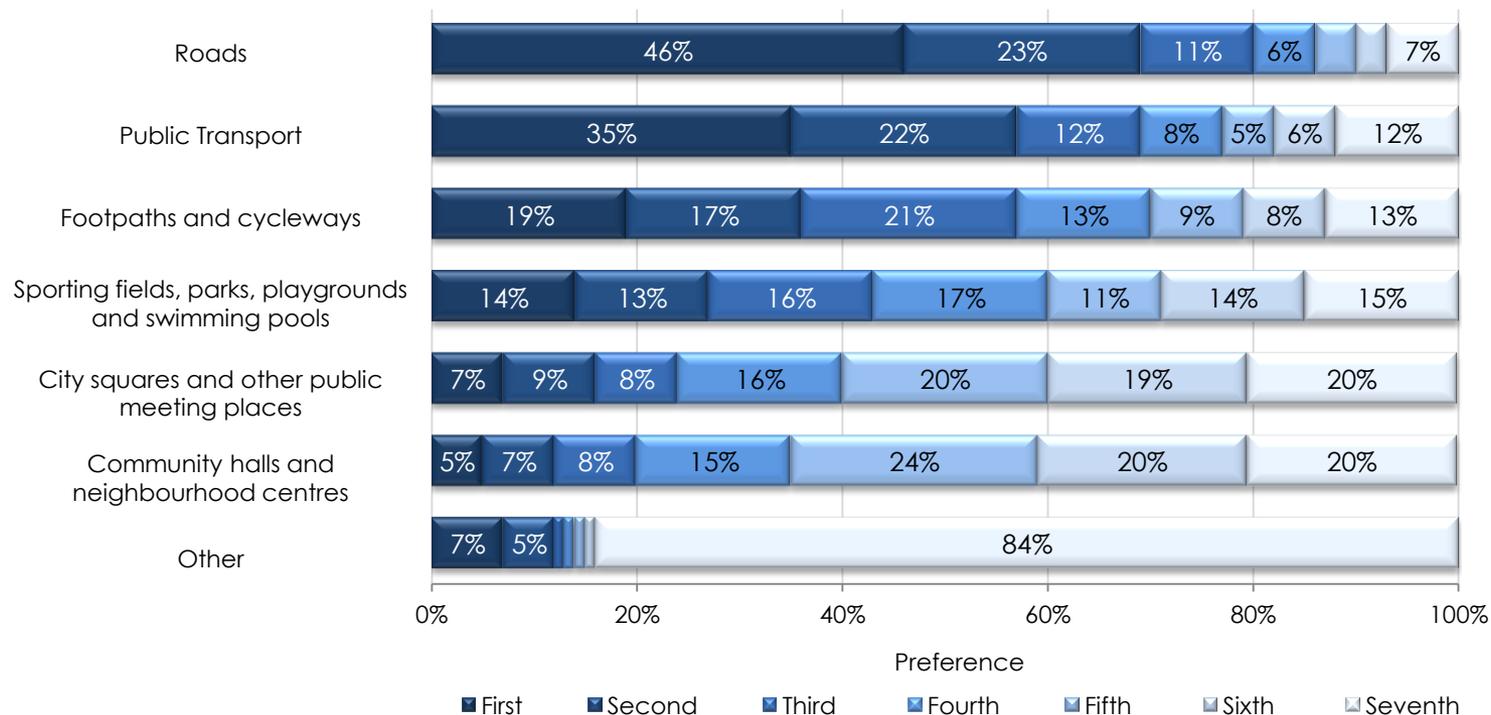
# Creating a More Liveable City

Q. For a more liveable city, what needs to improve?

Note: In some cases, residents allotted the same level of preference for more than one option, therefore, each preference total is greater than 100%

## Key Messages

- To improve liveability, residents have a strong focus on improving roads and public transport
- Footpaths and cycleways are identified as being in the '3<sup>rd</sup> line' of priority for a more liveable city



Base: n = 4,551

# Statistically significant differences by age, ward and rural v non-rural are detailed below

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Q. For a more liveable city, what needs to improve?

## Public transport

- 18-24 year olds were significantly more likely to select this as a first preference than were those aged 25-64 (45% v 26-36%)
- Those aged 65+ were significantly more likely to select this as a first preference than were those aged 25-54 (44% v 26-36%)
- 45-64 year olds were significantly more likely to select this as a first preference than were those aged 25-34 (36% v 26%)

## Roads

- Those living in the in north ward were significantly more likely to select this as a first preference than were those in the south ward (50% v 44%)
- Those living in rural areas were significantly more likely to select this as a first preference than were those in non-rural areas (56% v 46%)

## Footpaths and cycleways

- 18-24 year olds were significantly less likely to select this as a first preference than were those in all other age groups (8% v 20-22%)

## Sporting fields, parks, playgrounds and swimming pools

- 25-44 year olds were significantly more likely to select this as a first preference than were those aged 18-24 and 55+ (18-22% v 10-11%)
- 25-34 year olds were significantly more likely to select this as a first preference than were those aged 45-54 (22% v 13%)
- 45-54 year olds were significantly more likely to select this as a first preference than were those aged 18-24 (13% v 6%)

# Creating a More Liveable City

Q. For a more liveable city, what needs to improve? (Other specified)

## Key Message

- Residents who selected 'other' identified parking as a major area for improvement. Residents believe that more parking needs to be provided and that existing parking facilities require upgrades and improvements

Note: 'Other' responses account in total for only 316 out of 4551 first preference survey responses (7%)



Verbatim Responses

"Provide more all day parking at the railway and hospital"

"Improved upkeep of parks and public places"

"Public transport could be improved by providing more services for more areas"

"Improve and increase parking facilities"

"The parks need to be maintained more regularly as people feel inspired when areas are well maintained"

"More footpaths and cycleways would encourage people to exercise"

"Roads and public transport need major revamps"

"Footpaths and roads need improvement as they are in poor condition"

# For more vibrant, safe and healthy neighbourhoods, what should we do?

- Offer more cultural activities, such as in theatres and galleries
- Help to value and protect the past while building towards the future
- Encourage health and wellbeing in the community
- Improve urban design so that new developments fit in with our neighbourhoods
- Create clean and safe public spaces
- Other\_\_\_\_\_

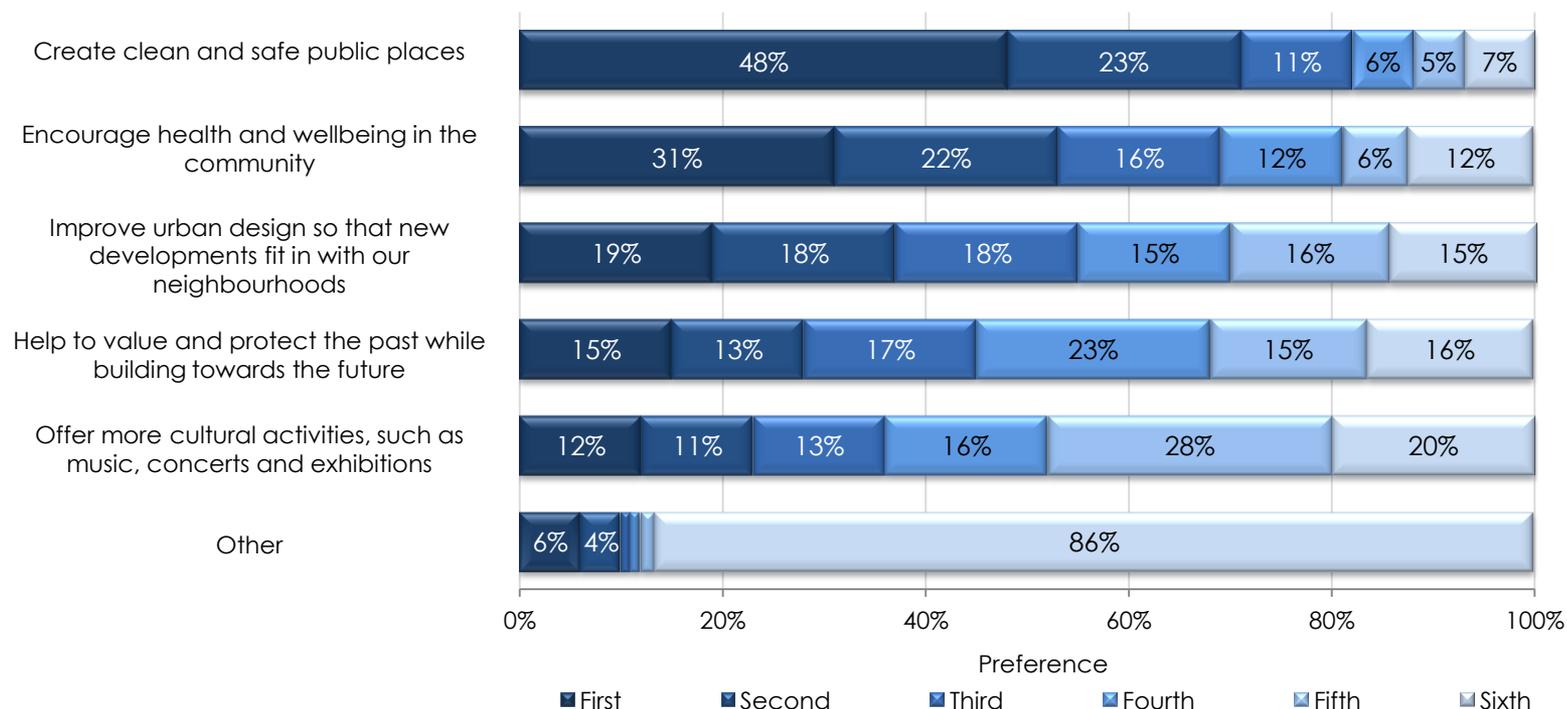
# Creating Vibrant, Safe and Healthy Neighbourhoods

Q. For a more vibrant, safe and healthy neighbourhoods, what should we do?

Note: In some cases, residents allotted the same level of preference for more than one option, therefore, each preference total is greater than 100%

## Key Messages

- For more vibrant, safe and healthy neighbourhoods, residents' preferred initiative is creating clean and safe public places
- Encouraging health and well being in the community is also seen as a key area that Council should be addressing



Base: n = 4,551

# Statistically significant differences by age and rural v non-rural are detailed below

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Q. *For a more vibrant, safe and healthy neighbourhoods, what should we do?*

## **Offer more cultural activities, such as in theatres and galleries**

- 18-24 year olds were significantly more likely to select this as a first preference than were those aged 35-44 and 55-64 (17% v 10-11%)
- Those in non-rural areas were significantly more likely to select this as a first preference than were those in rural areas (12% v 7%)

## **Help to value and protect the past while building towards the future**

- Those aged 65+ were significantly more likely to select this as a first preference than were those aged 18-54 (25% v 9-15%)
- 35-64 year olds were significantly more likely to select this as a first preference than were those aged 25-34 (14-19% v 9%)

## **Encourage health and wellbeing in the community**

- Those aged 65+ were significantly more likely to select this as a first preference than were those aged 25-54 (38% v 27-30%)

## **Improve urban design so that new developments fit in with our neighbourhoods**

- Those aged 65+ were significantly more likely to select this as a first preference than were those aged 18-24 (22% v 15%)

## **Create clean and safe public places**

- Those in non-rural areas were significantly more likely to select this as a first preference than were those in rural areas (49% v 41%)
- 25-54 year olds were significantly more likely to select this as a first preference than were those aged 65+ (47-53% v 39%)
- 25-44 year olds were significantly more likely to select this as a first preference than were those aged 55-64 (52-53% v 44%)

➤ No statistically significant differences were identified by ward



# What should the Council plan for in the future?

- Managing population growth
- Managing a changing climate
- Making sure our finances are sound and sustainable
- Lobbying government for services to meet our needs
- Other\_\_\_\_\_

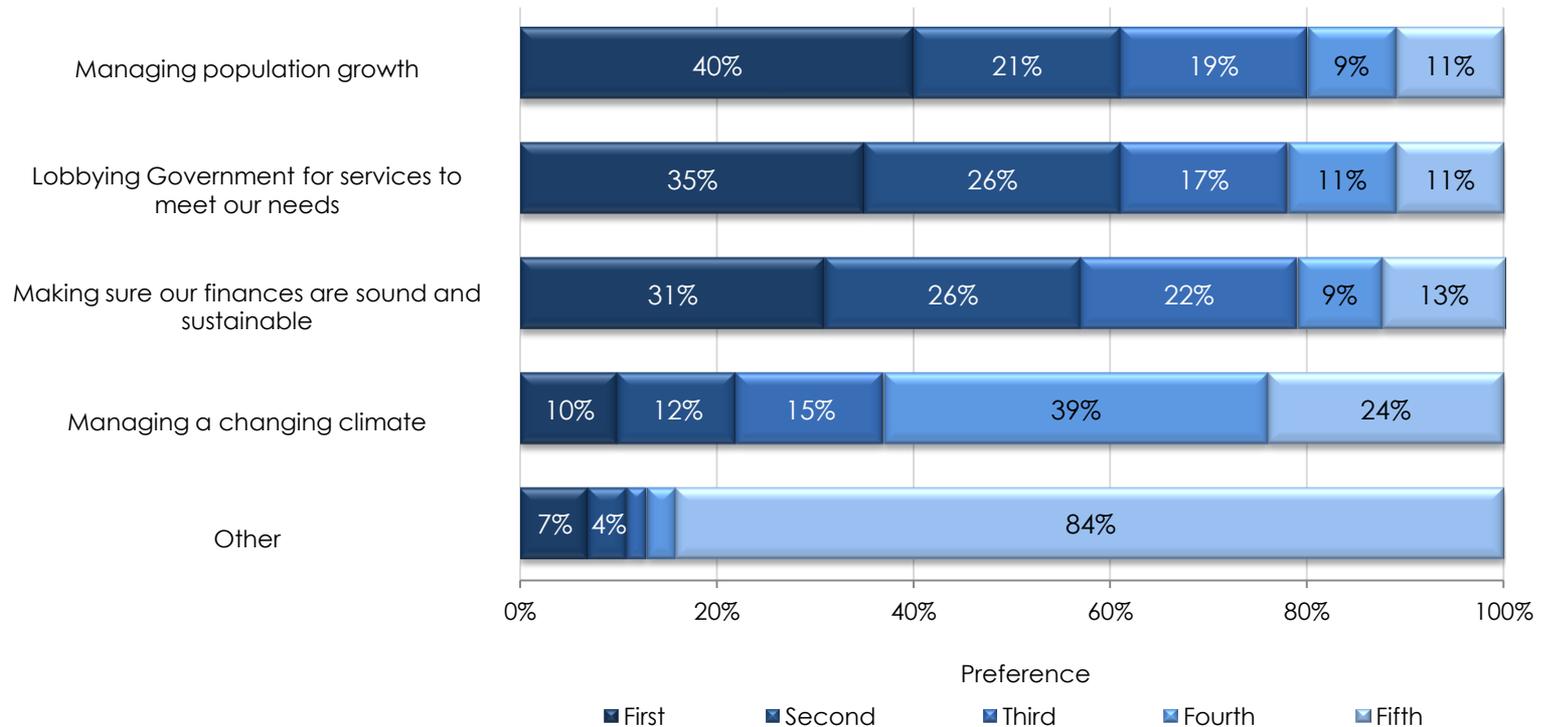
# Council's Future Planning

Q. What should the Council plan for in the future?

Note: In some cases, residents allotted the same level of preference for more than one option, therefore, each preference total is greater than 100%.

## Key Message

- Attitudes around priorities for Council planning were distributed relatively equally across managing population growth, lobbying Government for services and making sure finances are sound and sustainable



Base: n = 4,551

# Statistically significant differences by age, ward and rural v non-rural are detailed below

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Q. *What should the Council plan for in the future?*

## **Managing population growth**

- Those aged 25-44 and 65+ were significantly more likely to select this as a first preference than were those aged 18-24 (40-45% v 32%)

## **Managing a changing climate**

- 18-24 year olds were significantly more likely to select this as a first preference than were those in all other age groups (16% v 8-10%)
- Those in non-rural areas were significantly more likely to select this as a first preference than were those in rural areas (10% v 4%)

## **Making sure our finances are sound and sustainable**

- Those aged 65+ were significantly more likely to select this as a first preference than were those in all other age groups (40% v 28-32%)
- Those in living in the east ward were significantly more likely to select this as a first preference than were those in living in the north ward (34% v 28%)



If the Council only focused on one thing over the next 5 years, what should it be?



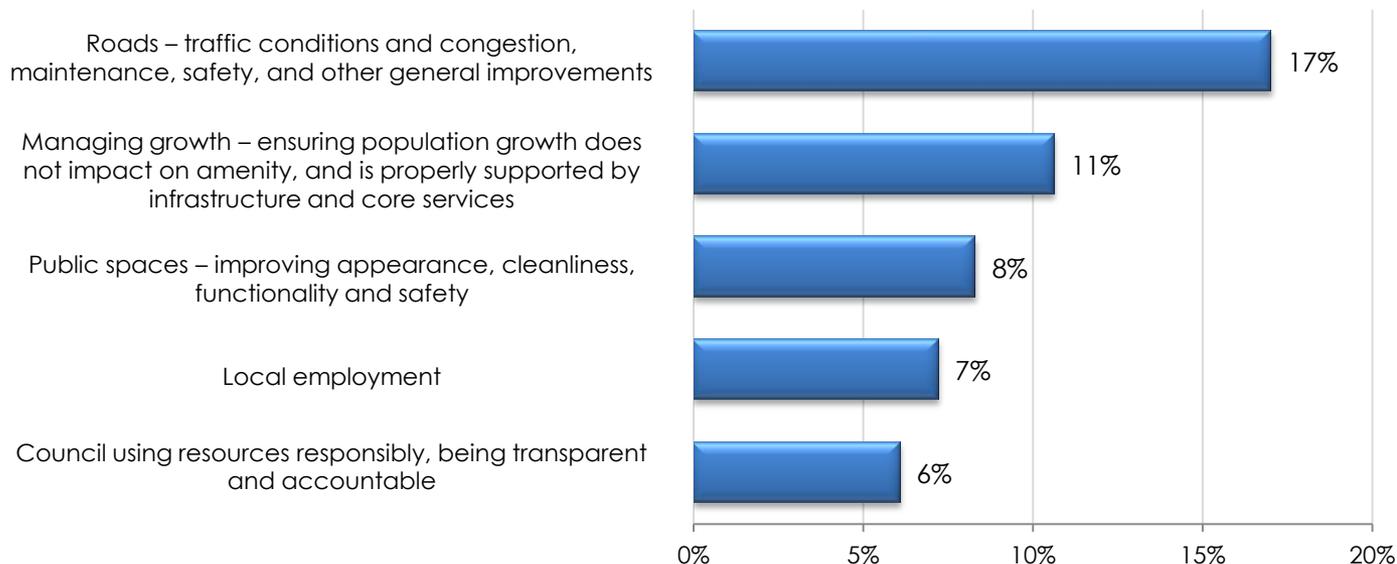
# Key Focus Areas Over the Next 5 Years

Q. If the Council only focused on one thing over the next 5 years, what should it be?

## Key Messages

- **Roads, including traffic congestion, maintenance and safety, was indicated as the top area of focus, with 17% of responses**
- **Other areas of focus include managing population growth, the upkeep of public spaces, local employment and appropriate Council use of resources**

### Top 5 Responses



Base: n = 4,029

What would make you want to stay in the  
Penrith area for the next 20 years?

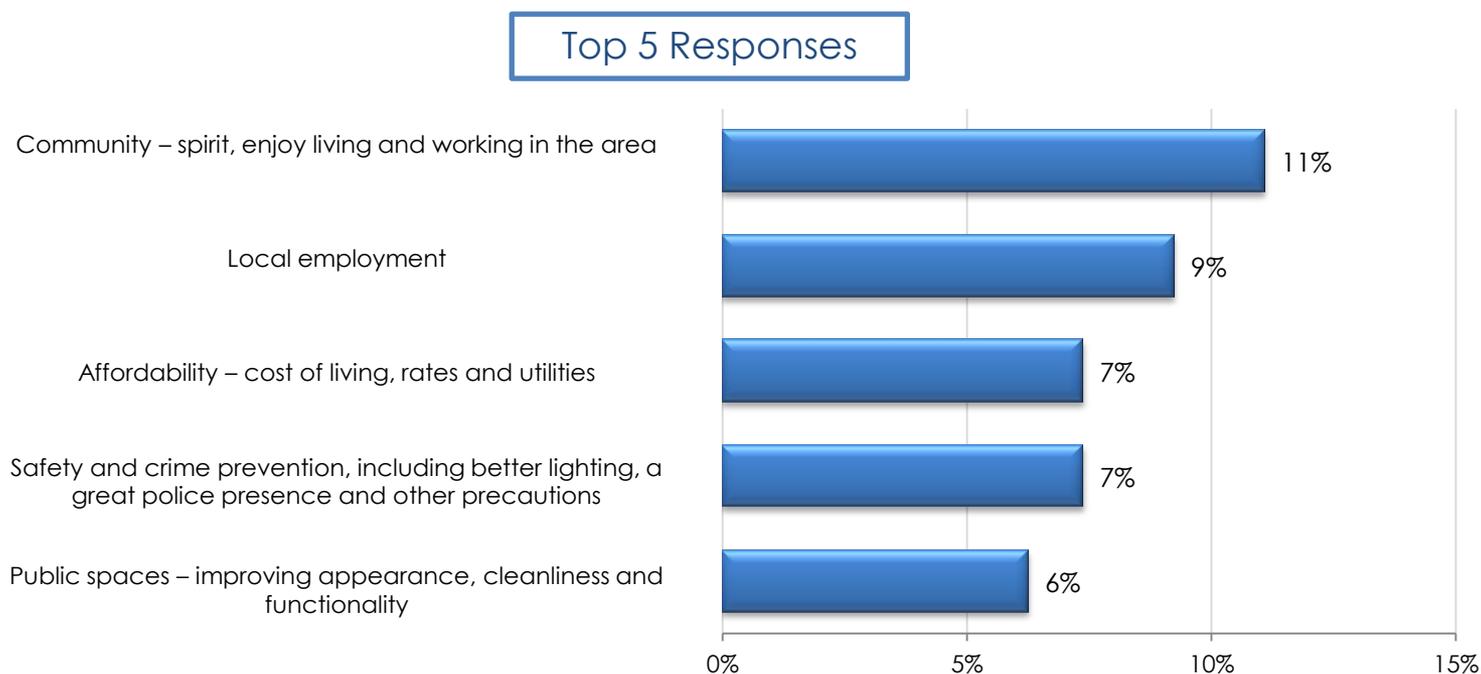


# Retaining Residents in the Local Area

Q. What would make you want to stay in the Penrith area for the next 20 years?

## Key Messages

- The quality of the community itself is identified as the predominant factor that would make residents stay in Penrith for the next 20 years
- The opportunity to live and work locally is seen as a key factor in retaining local residents



Base: n = 3,849

What is the biggest challenge facing the Penrith community in the next 20 years?



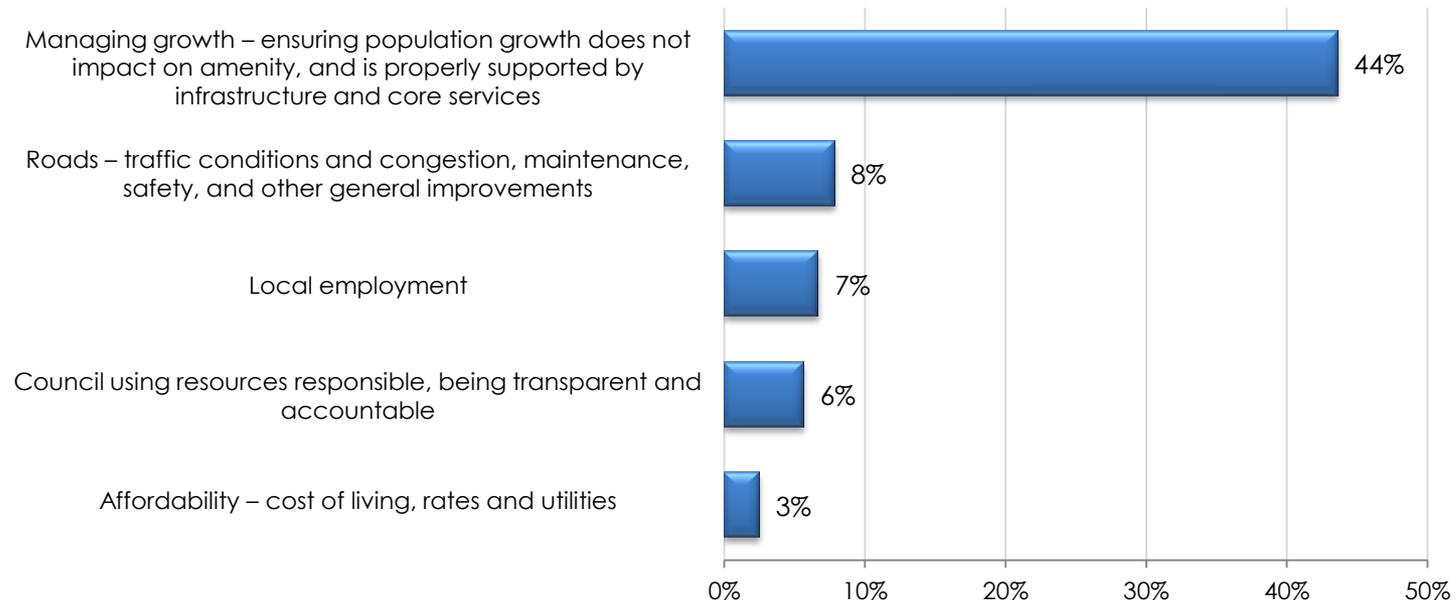
# The Area's Biggest Challenge in the Next 20 Years

Q. What is the biggest challenge facing the Penrith community in the next 20 years?

## Key Message

- Almost half of all residents (44%) believe that managing growth will be the biggest challenge facing the community in the next 20 years

### Top 5 Responses



Base: n = 3,896

# Section 2

## Group Consultation

# Background

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Council's Community Strategic Plan identifies the main priorities and aspirations of our communities, reflecting what they would like to see happen as the City grows over the next 20 years. Targeted engagement was undertaken of priority groups to review the Community Strategic Plan. Building a comprehensive engagement process is vital in preparing a plan that truly represents what the communities would like to see happen in the years ahead.

A key objective of the engagement program was to incorporate the principles of social justice with regard to equity, access and broader community participation, particularly in relation to engaging groups that Council has not actively engaged with in the past. Council was keen to encourage participation from as many people in the City as possible, i.e. residents, visitors and workers, and be inclusive of a variety of age groups, cultural groups, business and community organisations.

# Methodology

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To achieve the project objective of inclusive engagement, Council firstly identified the priority groups in the Penrith area, having regard for the different age groups, cultural backgrounds and the diverse neighbourhoods that make up our City. The priority groups identified included children, seniors, youth, Cultural and Linguistically Diverse (CALD) communities, people with disabilities and Aboriginal communities. Council undertook a range of tailored activities to maximise input from identified priority groups over a six month period.

In addition to the priority group engagement activities, Council also held Community and Business Group Forums. The Community Groups Forum comprised of representatives from:

- Wentworth Area Housing
- Police
- Mulgoa, Wallacia, Llandilo and Berkshire Park Progress Associations
- Emu Plains Lions Club
- Indigenous Community Volunteers
- Lifestart
- National Seniors
- Mission Australia
- Australian Foundation for Disability
- Ageing, Disability and Home Care

With the exception of children and youth activities, where the questions were modified to better suit the audience, the following questions were used across all activities:

- If Council only focused on one thing over the next 5 years, what should it be?
- What would make you want to stay in the Penrith area over the next 20 years?
- What is the biggest challenge facing the Penrith community in the next 20 years?

# Targeted Activities

The priority groups identified included children, seniors, youth, CALD communities, people with disabilities and Aboriginal communities. Various engagement activities were undertaken in order to encourage participation from the priority groups and Community Groups Forum. These included:

Group	Targeted Activities
Children	Children at 4 child care centres created art works about their favourite places in Penrith. Each child used different mediums and resources (i.e. paint, photographs, craft materials) to present their artwork. The Children's Centres that participated were Glenmore Park OOSH; Ridge-ee-Didge, Oxley Park; Blue Emu, Emu Heights and Rainbow Cottage, Cambridge Park
Youth	'Vox' pops ('voice of the people') to record a 5 minute DVD of what they liked about living in Penrith, as well as future improvements for the Penrith area
Seniors	During Seniors Week, listening posts were held at the Penrith and St Marys concerts
Aboriginal community	Attending two Aboriginal Youth Groups (Cranebrook and Kingswood Park) and meeting with the women's group (Koori Cuppa Time)
CALD groups	Attending the Maltese Community monthly meeting at Llandilo and meeting at Penrith with representative from the Dutch, Chinese, Nepalese and Greek communities
People with a Disability	Meetings with people with a disability at Penrith and St Marys
Business	Gen YQ Business Networking Meeting and Business Forum
Community	Council held a Community Groups Forum that included 25 representatives from local progress associations, Police, Senior Citizens, Lions Clubs, and other community group representatives

# Key Findings

# Key Findings

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## **Key focus areas over the next 5 years**

The Community Groups Forum believed that planning for population growth and public infrastructure, such as roads, transport, parking and community facilities should be the key areas of focus in the next 5 years.

The focus of the priority groups varied, but predominantly included short term public infrastructure improvements that currently impact on each group.

## **Retaining residents in the local area**

The groups indicated many different areas that would keep them in the area, these include:

- Improved community, social and cultural services and facilities
- The provision of increased housing
- Maintaining the visual appeal of the natural and built environments
- Building a sense of community
- Increased employment opportunities
- Maintaining the lifestyle the area creates

## **The area's biggest challenge in the next 20 years**

The concerns of the Community Group Forum and the Seniors Group centre on population growth and its subsequent effects, which is consistent with the City-wide survey response.

The priority groups identified economic growth in businesses employment opportunities. Public infrastructure improvements was also identified as a challenge facing Penrith.

# Key Findings

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## **Living in the Penrith Area**

Penrith youth groups, including the Aboriginal sporting groups, identified the sense of community, as well as access to sport and recreational areas as the best thing about living in the Penrith area.

## **Improvements to the Penrith Area**

Youth groups identified improvements to public transport and infrastructure, including sport and recreation areas, as key areas of focus to improve the Penrith area.

## **Protecting the Environment**

Maintaining public areas as well as retaining green areas are key activities that the Aboriginal sporting groups believe Council should be undertaking to protect the environment.

## **Aboriginal Youth Education and Employment**

Aboriginal youth believe that an increase in education and training in schools would increase their employment opportunities.

## **Places children identify as important**

The places that children deem important are outdoor areas that facilitate recreational activities. Other areas deemed important are cultural and community facilities such as Penrith City Council Library, the Joan Sutherland Centre and the Penrith Regional Art Galley.

# The Detailed Response

If Council only focused on one thing over the next 5 years, what should it be?

# Key Focus Areas Over the Next 5 Years

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Q. If the Council only focused on one thing over the next 5 years, what should it be?

## Key Message

- The Community Groups Forum believe Council's key focus should be planning for population growth, including infrastructure, public transport, parking, roads and community facilities

### Community Groups Forum (n=25)

#### Key comment

- Planning for population growth (infrastructure, public transport, parking, roads, community facilities, etc.)
- Affordable community facilities
- Better education programs for the Aboriginal communities
- Council support and communication with community and volunteer groups
- Diverse entertainment options
- Establish a sense of community pride
- Improved, alternative and affordable public transport systems (light rail, shuttle buses, trains)
- Maintenance of public spaces and reduction of graffiti
- More accessible and diverse housing (CBD housing, shop top housing)
- More sustainable business practices
- Multi-purpose community facilities (youth use after hours/seniors during the day)
- Provide services that better suit and connect with the community
- Provision of education, training and employment to address skill shortages
- Reducing homelessness and poverty
- Retain balance between rural and city
- Youth services' that support and recreation options

# Key Focus Areas Over the Next 5 Years

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Q. If the Council only focused on one thing over the next 5 years, what should it be?

## Key Message

- The Seniors Group believe Council's key focus should be on improving community services utilised by the elderly, such as health services, transport, aged care and housing. The Seniors Group also believe Council should focusing on value for money, managing it's finances and general maintenance of public areas

### Seniors Group (n=67)

#### Key comment

- Better community services especially for older people (health, transport, aged care, housing)
- Value for money, sustainable finances
- General maintenance of local roads & footpaths including road safety
  
- A better sense of community, more community involvement
- Affordable child care & preschool
- Better public transport & infrastructure
- Improved parking
- Keep the area clean and tidy, including graffiti removal
- Maintain parks and sport fields
- Make Penrith a more multicultural city
- Managing population growth
- Managing urban sprawl
- More council interaction with the general public, more people to have a say on local issues
- More local jobs
- The environment and climate change issues

# Key Focus Areas Over the Next 5 Years

Q. If the Council only focused on one thing over the next 5 years, what should it be?

## Key Message

- The priorities of the groups are varied but predominantly focus on short term public infrastructure improvements currently impacting each group

<p><b>CALD Communities</b> <b>Maltese, Dutch, Chinese, Nepalese and Greek communities</b> <b>(n=40)</b></p> <ul style="list-style-type: none"> <li>• Better roadway drainage (Llandilo)</li> <li>• Managing Council's finances</li> <li>• More street lighting to stop illegal dumping (Llandilo)</li> <li>• Parking</li> <li>• Public transport</li> <li>• Repair local roads (Llandilo)</li> </ul>	<p><b>GenYQ Networking Meeting and Business Groups Forum</b> <b>(n=21)</b></p> <ul style="list-style-type: none"> <li>• Attractive, accessible and safe pathways linking the city to different areas of Penrith</li> <li>• Improve pedestrian accessibility within the CBD at key intersections</li> <li>• Improve the turnaround time for development applications</li> <li>• Improved parking, especially on the southern side of the train station to cater for business employees</li> <li>• Improved traffic management</li> <li>• Synchronise traffic lights to improve traffic flow</li> </ul>
<p><b>People with Disabilities Forum (n=7)</b></p> <ul style="list-style-type: none"> <li>• Ensure that pedestrian crossings match up with exits</li> <li>• Increase scrambled crossings (good for wheelchairs but not guide dogs)</li> <li>• Linked shared pathways and pathway improvements</li> <li>• Provide more bus shelters with seating</li> <li>• Provide more tactile indicators throughout the city</li> <li>• Traffic lights – pedestrian walk signals not long enough (not enough time to cross)</li> </ul>	<p><b>Aboriginal Women's Group - (Koori Cuppa Time) (n=7)</b></p> <ul style="list-style-type: none"> <li>• Advocate to the State Government for improved transport</li> <li>• Increasing tourism to the city, consider Eco tourism tours throughout the city of native plants/flowers and food</li> <li>• Managing illegal dumpers (e.g. outside residential public housing units)</li> <li>• More activities for primary school aged children during holidays</li> <li>• Upgrading the Nepean River area</li> </ul>

What would make you want to stay in the  
Penrith area for the next 20 years?

# Retaining Residents in the Local Area

Q. What would make you want to stay in the Penrith area for the next 20 years?

## Key Message

- **Improved community, social and cultural services and facilities are identified by the Community Groups Forum as key in retaining them in the Penrith area**
- **Residents also wish for improved public transport and availability of housing options**

### Community Groups Forum (n=25)

#### Key Comments

- Aged care facilities & services
- Housing options that meet the needs of Penrith's changing demographic structure
- Improved social opportunities to meet new people, especially for older people
- More community & cultural activities
- More public transport that provides greater coverage, quality and convenience (including rural areas)
- Retaining Penrith's rural and urban mix
- Safety and crime prevention
- Vibrancy and entertainment options (including night time)
  
- Better health and hospital services
- Community hubs
- Cultural diversity and celebration
- Developing Penrith as a new business and industrial hub
- Diversity in recreational opportunities
- Education and job opportunities (particularly for young people)
- Family connections
- Improved facilities on outskirts
- Improved movement around the city
- Improved parking (commuters & CBD)
- Improved services for people with disabilities
- Maintain pride in Penrith through visual improvements
- Making community facilities affordable
- Promote tourism (river, museums, history, cultural assets, indigenous communities and culture)
- Public housing distribution and options
- Sense of community (community cohesiveness, neighbours coming together)
- Support and opportunities for youth

# Retaining Residents in the Local Area

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Q. What would make you want to stay in the Penrith area for the next 20 years?

## Key Message

- Family and the community are identified by the Seniors Group as key to retaining them in the Penrith area
- The Seniors Group also identify that the location and lifestyle as key to retaining them in the Penrith area

### Seniors Group (n=67)

#### Key Comments

- The people, community & family
- Lifestyle and location
  
- Better retirement options
- Community safety
- Employment
- Good health services
- Improved roads and parking
- Managing growth
- More community services for older people
- More housing affordable
- More self contained aged housing
- Shopping facilities
- Spacious country feel

# Retaining Residents in the Local Area

Q. What would make you want to stay in the Penrith area for the next 20 years?

## Key Message

- The provision of increased housing options, whilst maintaining the visual appeal of the natural and built environment, is seen as a key factor in retaining residents in the Penrith region
- Residents also wish for a sense of community and local employment opportunities

### **CALD Communities**

**Maltese, Dutch, Chinese, Nepalese and Greek communities (n=40)**

- Country feel
- More housing options (allow children to stay close to family)
- Proximity to mountains and Sydney (we have everything that is needed)
- The river, mountain and lakes

### **GenYQ Networking Meeting and Business Groups Forum (n=21)**

- Continue the Great River Walk along River Road
- Ensure a mix of housing opportunities
- Local jobs for current and future population
- Preserve, protect and maintain our heritage buildings and areas

### **People with Disabilities Forum (n=7)**

- Diverse community
- Feeling safe and comfortable in the city (currently feel this way)
- Increase in over 55's housing options
- Increase the vibrancy of the city at night (cafés, etc. open late)

### **Aboriginal Women's Group - (Koori Cuppa Time) (n=7)**

- Proximity to Sydney but not in the 'city', has all major infrastructure needed, e.g. hospital, university
- Sense of community
- Visual look of the city with a country feel, proximity to the mountains

What is the biggest challenge facing the Penrith community in the next 20 years?

# The Area's Biggest Challenge in the Next 20 Years

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Q. What is the biggest challenge facing the Penrith community in the next 20 years?

## Key Message

- **The Community Groups Forum expressed concerns centred on population growth and its subsequent effects. Population growth is viewed as having a direct effect on roads, housing and infrastructure provision. This is consistent with the concerns of the total population sample**

### **Community Groups Forum (n=25)**

#### **Key Comments**

- Affordable & diverse housing options
- Employment & education opportunities
- Planning ahead for the growing population (transport, housing, jobs, services)
- Planning for our aging population
- Services to connect communities (community hub supported by Council)
- Transport planning (infrastructure, public transport services, alternate transport options )
  
- Accessible and inclusive recreation opportunities
- Addressing homelessness (Project 40?)
- Affordable youth activities and services
- Cultural, business, entertainment and housing opportunities within the CBD to create a vibrant community
- Establishing a sense of pride in the city
- Increasing the pensioner rebate on rates
- Maintaining the semi-rural/community feel of Penrith by improving urban design
- Managing Council's finances and resources
- Overdevelopment of the region
- Promoting community and cultural events
- Roads and transport infrastructure linking the CBD with outer suburbs
- Utilising the Nepean River (entertainment, vibrancy, tourism)

# The Area's Biggest Challenge in the Next 20 Years

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Q. What is the biggest challenge facing the Penrith community in the next 20 years?

## Key Message

- **The Seniors Groups Forum expressed concerns about population growth and its subsequent effects. Population growth is viewed as having a direct effect on roads, housing and infrastructure provision. This is consistent with the concerns of the total population sample**

### **Community Groups Forum (n=67)**

#### **Key Comments**

- Managing population growth
- Affordable housing
- Climate change
- Containing the urban sprawl and increased housing density
- Community safety
- Council having enough resources to meet the needs of the community
- Managing local traffic and parking
- Educational opportunities for children
- Encouraging a sense of community
- Floods
- Getting other levels of Government to partner with Council to provide community services and facilities
- Health services for an ageing population
- Local jobs
- Looking after the environment
- Maintain Penrith's history
- Planning to allow for good and sustainable growth to build on the excellent base that we now have
- Reducing graffiti
- Violence and homelessness

# The Area's Biggest Challenge in the Next 20 Years

Q. What is the biggest challenge facing the Penrith community in the next 20 years?

## Key Message

- **Economic growth in businesses and employment, as well as public infrastructure improvements, are seen as the biggest challenges facing the Penrith community in the next 20 years**

<p><b>CALD Communities</b> <i>Maltese, Dutch, Chinese, Nepalese and Greek communities</i> <b>(n=40)</b></p> <ul style="list-style-type: none"> <li>• Encouraging businesses to the city</li> <li>• Managing development – maintain the views and open spaces</li> <li>• Schools and education</li> <li>• Services and housing for an ageing community</li> <li>• Youth services</li> </ul>	<p><b>GenYQ Networking Meeting and Business Groups Forum</b> <b>(n=21)</b></p> <ul style="list-style-type: none"> <li>• Connecting Penrith and the City of Sydney</li> <li>• Disassociate Penrith from the 'western' stigma</li> <li>• Lack of local jobs</li> <li>• Promote change to ensure Penrith becomes a more vibrant city</li> </ul>
<p><b>People with Disabilities Forum (n=7)</b></p> <ul style="list-style-type: none"> <li>• Encourage relationships between educational establishments and local employers</li> <li>• Jobs in the city for people of all abilities</li> <li>• Lack of public transport to the lakes scheme</li> <li>• Maintain and increase 'green patches' throughout the city</li> <li>• Maintaining a sense of community</li> <li>• Parking – consider parking outside of the city and a shuttle bus into city</li> <li>• Provide activities, services and accommodation for an ageing community</li> <li>• Underutilisation of the free shuttle bus service</li> </ul>	<p><b>Aboriginal Women's Group - (Koori Cuppa Time) (n=7)</b></p> <ul style="list-style-type: none"> <li>• Availability and access to internet services</li> <li>• Community transport costs – provision of a community shopping bus</li> <li>• Consider parking on outskirts and a shuttle bus into the city</li> <li>• Inequality in the community - divide between rich and poor</li> <li>• Managing traffic</li> <li>• Parking in the city and security of car parks</li> <li>• Protecting open space from overdevelopment</li> <li>• Safety in the Penrith CBD at night</li> </ul>

# Aboriginal Youth Sporting Groups

# Living In the Penrith Region

Q. What do you like about living in Penrith?

## Key Message

- Key reasons why members of the Aboriginal Youth Group enjoy living in the Penrith include sport and recreational facilities, the shopping plaza and the community

### Aboriginal Youth Sporting Group – Cranebrook (n=13)

- Local shops
- Sense of community
- Skate parks
- Sports

### Aboriginal Youth Sporting Group – Kingswood Park (n=24)

- Plaza
- Sense of community
- Skate parks
- Sports

Q. Is there anything Council could do to make Penrith better?

## Key Message

- Provision and/or improvements to public infrastructure, including sports fields and public spaces are seen as areas that would improve the Penrith region

### Aboriginal Youth Sporting Group – Cranebrook (n=13)

- Better graffiti removal
- Better street lighting
- Many parks but with no sports' facilities, e.g. football or soccer goal posts or line marking
- More play equipment in parks
- Need more bins/litter removal in public areas
- Provide more public toilets in parks
- Train station car park upgrade

### Aboriginal Youth Sporting Group – Kingswood Park (n=24)

- Build a skate park in Kingswood Park
- Construct another Don Bosco Youth Centre or similar (e.g. Luna Park)
- Mow public areas more frequently
- More play equipment in parks
- More sports' facilities, e.g. football or soccer goal posts or line marking
- Need more bins/litter removal

# Living In the Penrith Region

Q. Are there things Council could do to help you get around Penrith easier?

## Key Message

- **Advocating for improved bus services to help respondents get around Penrith with greater ease**

### Aboriginal Youth Sporting Group – Cranebrook (n=13)

- Advocate for better bus services (night, day and weekends)

### Aboriginal Youth Sporting Group – Kingswood Park (n=24)

- Advocate for better bus services
- Better/more shared pathways

Q. What do you think should be done to protect the environment now and in the future?

## Key Message

- **Maintaining clean public spaces and retaining green areas are seen as actions Council should be undertaking to protect the environment**

### Aboriginal Youth Sporting Group – Cranebrook (n=13)

- Cleaner river
- Install more bins so less litter/remove rubbish more regularly
- Retain bushland, don't overdevelop, e.g. ADI

### Aboriginal Youth Sporting Group – Kingswood Park (n=24)

- Keep gutters and drains clean
- Less litter in public spaces
- Retain existing trees and plant more trees (protect animals and bushland)

Q. Are there things Council could do to improve local education and job opportunities for young people?

## Key Message

- **Increased education and training is seen as a Council activity that would increase the employment opportunities of aboriginal youth**

### Aboriginal Youth Sporting Group – Cranebrook (n=13)

- More information within high schools regarding apprenticeships

### Aboriginal Youth Sporting Group – Kingswood Park (n=24)

- More local jobs
- Training for young people

# Youth Engagement Group

# Living in the Penrith Region

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Q. What do you like about living in Penrith?

## Key Message

- The Youth Engagement Group identified the sense of community as the primary reason that they enjoy living in the Penrith area

### Youth Engagement Group (n=42)

#### Key comment

- Sense of community
- Aqua golf
- Plaza/shopping centre
- Safe environment
- Skate park
- The diverse youth services on offer

Q. Is there anything Council could do to make Penrith better?

## Key Message

- Improved public transport is seen as a key action Council could take to improve the local area
- Respondents also believe that the provision of more social and recreational activities would make Penrith a better place to live

### Youth Engagement Group (n=42)

#### Key comments

- Better bus services – increase frequency, running to timetable, free shuttle buses
- More social and recreation activities (skate park, youth centres)
- Educational guidance (options for a career path)
- Focus on the positive youth stories
- Improved roads
- Increased community/public events
- Legal graffiti wall
- More street lighting in public spaces
- Upgrade car parks

# Children's Engagement Groups

# Places of Importance

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The engagement with children for reviewing the Community Strategic Plan involved an art activity based on the favourite places identified in Council's Children's Strategy 2009.

81 children across the 4 Children's Centres participated in the art activity. In addition 8 children completed art works at the launch of the Children's Strategy in March 2012. The Children's Centres which participated were Glenmore Park OOSH; Ridge-ee-Didge, Oxley Park; Blue Emu, Emu Heights and Rainbow Cottage, Cambridge Park. Children at these centres were asked to express what is important to them through art. Any art media could be used to best express their ideas (i.e. drawing, painting, canvas, photos, collages, posters). The art activity could be individual or presented as a class group.

Children and/or class groups chose what is important to them, focusing on the following places:

- Kid friendly parks
- Places to ride their bike or scooter
- Natural places (river, lakes)
- Swimming pools
- Important places (libraries, schools, children's centres)

## Key Messages

- **The areas identified by the children as important predominantly included outdoor areas that facilitate recreational activities such as bike riding, walking, swimming and family picnics**
- **Other areas identified by children as being important include cultural and community facilities such as Penrith City Council Library, Joan Sutherland Centre and the Penrith Regional Art Galley**

# Ridge-ee-Didge Children's Centre, Oxley Park

## ***Under my Umbrella***

Focusing on the natural environment and local community, the children were asked what colours they could see in the outdoor environment around them. The children responded with descriptions such as: "Green like the grass", "The blue key" and "The sun is yellow". So using these colours the children painted the canvas using blue, green and yellow.

After the canvas was dry we decided the first art work would depict our response on more shelters so we can still have picnics in the rain.

Using small umbrellas the children popped each umbrella up to different heights then threaded them through the canvas to create a very attractive design.

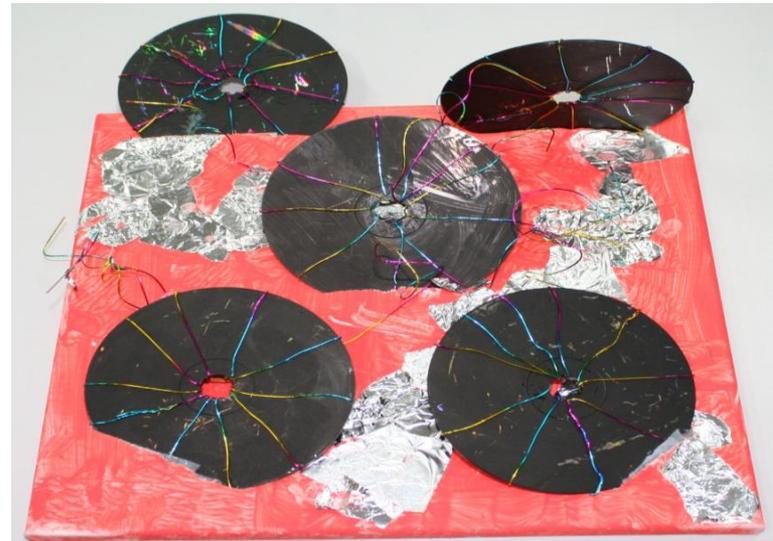


## ***Follow the Path***

This artwork shows the children's interest in riding bikes with friends and family in the community, as well as the extra pathways through different environments, taking in the beautiful outside world without having to endanger the natural environment.

The children painted the canvas red to represent the earth then glued down foil to show the pathways.

Painting recycled CD's and sticking them down really shows the children's love and enthusiasm for riding bikes.



# Ridge-ee-Didge Children's Centre, Oxley Park

## **Feeling at peace in the bush**

Using blue paint to represent the sky, the children painted the canvas. While this was drying the children collected natural pieces such as bark and leaves from the yard to make our bush art. While searching for the right pieces of nature the children named the experience a 'natural hunt'. While on this hunt, important conversation arose, such as:

- Looking after our environment
- Throwing our rubbish in the bin
- Sticking to paths while walking or riding our bikes
- Not breaking trees
- Picking up leaves and bark from the ground so our trees don't get sad
- Feeling proud of our environment

Upon collection of the natural treasures, the children created a bush scene to link with our enjoyment of community picnic areas, nice bike rides and a place to walk.

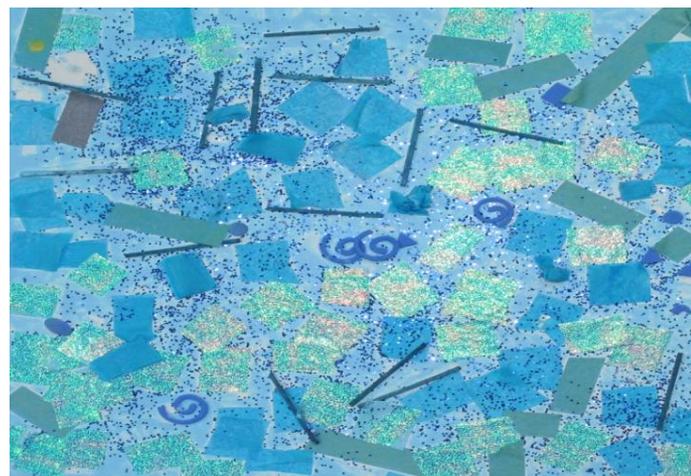


## **Watching water**

To make the water masterpiece, the children decided, as a group, that blue really was a perfect colour. The children searched high and low for different blue materials, focussing on texture and appearance in order to get the best water effects.

The children's favourite piece of materials was the blue glitter paper which shows the water "twinkling in the sun", as well as the blue foam swirls showing fast moving water "like when it floods at the river".

For this art work the children painted the canvas blue and then create a collage effect by sticking down different material over the canvas to create our love of water design.



# Blue Emu Children's Centre, Emu Heights

The artwork produced by the children of Blue Emu Children's Centre had a strong focus on the outdoor environment.

## **Jake - aged 3**

Jake utilised watercolour pencils to demonstrate the sky and grass.



## **Jack - aged 5**

Jack utilised oil paints to illustrate a person walking along a road with a bridge and tree.



## **Juliette - aged 4**

Juliette sketched trees around her house and her family



# Rainbow Cottage Children's Centre , Cambridge Park

The Rainbow Cottage Children's Centre took the children to visit their favourite place in the City. The children had cameras and were asked to photograph the most child friendly place, which they later painted onto canvas.

## **Taylor - aged 8**

Taylor selected the Joan Sutherland Centre to visit because she loves watching concerts and listening to music. Whilst doing her artwork, she described it as her sitting in the audience watching people perform.



## **Paige - aged 6**

Paige photographed and painted the park on River Road. She explained that she loves playing in the park with her family. Paige enjoyed showing and talking her peers through all the adventures she has had in the park. Her painting reflects the park, with views of the River, trees and flowers.



## **Lachlan - aged 5**

Lachlan had a great time visiting his local park. He played with and interacted with his peers. Lachlan reflected this in his artwork, painting the sky, trees, his friends and a rainbow.



# Rainbow Cottage Children's Centre & Glenmore Park OHSC

## Rainbow Cottage Children's Centre

Children from the OOSH service were asked to create a canvas art of places they like visiting with their families. It represents places such as the Nepean River, Werrington Lakes, NAIDOC day celebrations, the Regatta Centre, Jordan Springs park and local shops.



## Glenmore Park OHSC

The children at Glenmore Park OSHC compiled a photograph collage of the natural environment around Glenmore Loch. The Loch was important to the children as they spent time with family and friends at the Loch. They also liked the wildlife that was attracted to the Loch.



# Verbatim Responses

## Penrith Regional Art Gallery

"There is lots of pictures inside and it's fun to go here"

## Local park in Cambridge Gardens

"I can play there with my sisters and climb on the equipment"

## Local park

"I like to ride my bike at the park"

## Local pool

"My family goes to the pools"

## Park on River Road

"I love to play in the park with my family"

## Joan Sutherland Centre

"I love watching concerts and listening to music, just like  
Reece Mastin"



## Penrith City Council Library

"I can come here with my family and  
borrow books"

## Jamisontown Park

"I like the swings, the slide and I have fun  
with my sister"

## River

"Me, Dad and Connor go to the river to  
look at the water"

## Clean outdoor areas

"We need one of these (recycling bins) so we can throw  
away paper too"

# micromex research

The logo features the word "micromex" in a bold, black, lowercase sans-serif font. A stylized compass rose is superimposed over the letter "o". The compass rose has a white center with black lines extending outwards. One of the lines, pointing towards the top-left, is colored red. Below "micromex", the word "research" is written in a smaller, grey, lowercase sans-serif font.

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