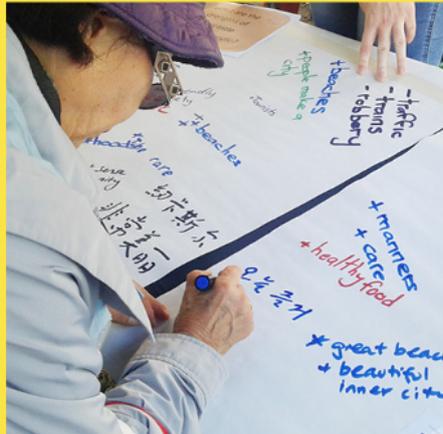


Better Together

Our 2030 plan



Newcastle 2030 Community Strategic Plan Update Community Engagement Outcomes Report - Volume 1

March 2018

Newcastle City Council acknowledges that we are meeting on the traditional country of the Awabakal and Worimi people.

We recognise and respect their cultural heritage, beliefs and continuing relationship with the land, and they are the proud survivors of more than two hundred years of dispossession.

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We recognise and respect their cultural heritage, beliefs and continuing relationship with the land, and they are the proud survivors of more than two hundred years of dispossession.

Council reiterates its commitment to address disadvantages and attain justice for Aboriginal and Torres Strait Island people of this community.

March 2018

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Executive Summary

INTRODUCTION

The Community Strategic Plan (CSP) represents the highest level of strategic planning undertaken by local councils. It is a shared community vision developed to inform policies and actions over the next 10 years. The inaugural Newcastle 2030 CSP was developed in 2009, revised in 2013, and is due for revision by June 2018.

The Local Government Act 1993 (s402) states that Council must demonstrate how community engagement informed the goals, priorities and strategies in the CSP. Council must prepare and implement a Community Engagement Strategy based on social justice principles for engagement with the local community.

A Community Engagement Strategy was developed to guide how the community and stakeholders of Newcastle could be involved in the development of a revised CSP, as required by the Local Government Act 1993. The strategy sets out three phases for community engagement to be undertaken in approximately 12 months, and was approved by Newcastle's elected Council in May 2017. These were:

- Stage 1: Introduction and promotion
- Stage 2: Intensive engagement (four parts)
- Stage 3: Adoption and education

This report sets out the method and findings for the first three parts of stage two of the Community Engagement Strategy. The community engagement covered by this report ran from 2 June 2017 to 15 November 2017.

The final part of stage two of the strategy is public exhibition of the draft revised CSP. This is planned for May 2018. At that time there will be the opportunity for the community to lodge submissions regarding the draft plan.

ENGAGEMENT QUESTIONS

The adopted CSP Community Engagement Strategy sets out the objectives for community engagement and the eight key engagement questions which the community engagement program would endeavour to answer. These were:

1. Has there been a change in the community's awareness of the Newcastle 2030 Community Strategic Plan?
2. Are the core values set out in the existing CSP still relevant and do they represent the values of the Newcastle community?
3. Is the current Vision Statement appropriate or does it need to be modified?
4. What are the strengths of Newcastle and its people?
5. What does the community think are the challenges facing Newcastle?
6. Are the current strategic directions appropriate or do they need to be modified?
7. What does the community think are the opportunities for Newcastle?
8. What are the community's priorities for services and projects?

METHOD

Engagement Activities

Nine distinct engagement activities were used to gather data to answer the eight key engagement questions to inform the development of a revised CSP. The engagement activities were selected to appeal to diverse demographic groups and to increase the participation by sections of the community that were identified in the CSP Community Engagement Strategy as 'hard to engage'.

Two or more of the following engagement activities were used to gather data to answer all but one of the eight key engagement questions.

- Survey #1
- Survey #2
- Community workshops
- Community events
- Online ideas wall
- Service priorities - budget simulator
- 'Your 2030 vision' cards
- Service priorities - dot poster
- Stakeholder organisation workshop event (Not covered by this report. See separate report)

Table 2 in Section 2.1 shows the specific activities used to gather responses for each of the eight questions. Survey #1 replicates many questions from a survey undertaken in 2012 to inform the development of the current CSP and to enable the results to be compared over time.

Participation

Participation in all activities was voluntary and self-selecting. It was not representative or randomised, so a degree of self-selection bias may have resulted. However significant effort was undertaken to create numerous opportunities for people to participate in all wards of Council, and in locations and/or via methods used by people identified in the CSP Community Engagement Strategy as 'hard to engage'.

Participation rates for each engagement activity type are summarised below. It is not possible to ascertain the exact number of individuals that participated in the engagement program as some people may have participated in multiple activities.

Table 1. Participation numbers by activity method

Activity	No. Participants
Survey #1	691 completed surveys
Workshops	115 participants in five workshops
Events questions	Five events attended - Unknown number
Ideas wall	95 individuals posted 179 'Big Ideas' 799 unique users interacted and 2156 'likes' were attributed.
Budget simulator	319 submitted budgets
'Your 2030 vision' cards	209 entries (includes people at workshops)
Service priorities dot poster	Approx. 810 participants (includes people at workshops and events)
Survey #2	907 completed surveys

Confidence levels for all activities can be found in section 2.5, along with other information to guide reading and use of the data in this report. The engagement methods with the largest sample size and therefore the smallest margin of error (for a confidence level of 95%) were the two surveys (with error margins of +/-3.8 and +/-3.3) and the service priorities dot poster which had an error margin of +/-3.5.

Demographic data on gender, age and residential location, was collected where possible. For some activities, such as the ideas wall and budget simulator provision of demographic information was optional. No demographic information was collected from participants that provided responses to the community event questions or for the service priorities dot poster.

The figures in Section 2.4 show the demographic breakdown for respondents and participants in each of the engagement activities when known, and the Australian Bureau of Statistics 2016 Census demographics of the Newcastle Local Government Area (LGA) for comparison.

It should be noted that participation in the various engagement activities undertaken for this project were not limited to the residents and rate payers of Newcastle. Participation from people who lived outside the LGA but regularly visited or worked in Newcastle, was supported and encouraged. Therefore a direct comparison with the 2016 Census figures and the participants is not necessary and the Census figures are provided as a guide only.

Data analysis

Responses to Surveys #1 and #2 were weighted by ward to ensure that the results are evenly distributed across all four wards. No weighting was applied to responses gathered from other activities.

Both qualitative and quantitative data were collected and analysed. A project codeframe was developed to structure the analysis of qualitative contributions. The codeframe can be found

in Appendix 5 - CSP Engagement Project Codeframe. The codeframe consists of a wide range of individual issues which were grouped under 17 major themes. Analysis was undertaken to identify the frequency of issues and themes per key engagement question.

FINDINGS

Findings are presented against the relevant key engagement questions.

1. Has there been a change in the community's awareness of the Newcastle 2030 Community Strategic Plan?

Comparison between data from a single question in Survey #1 and the same question asked in 2012 was used to determine if awareness of the CSP had changed.

There has been a small but statistically significant increase (4%) in awareness of the Newcastle 2030 Community Strategic Plan since 2012.

2. Are the core values set out in the existing CSP still relevant and do they represent the values of the Newcastle community?

Data from two Survey #1 questions, competition card entries and a workshop activity were used to ascertain if the core values in the current CSP are still relevant and representative of the Newcastle community.

A diverse range of topics and issues were identified by respondents. The analysis identified broad values-based themes and emerging issues that could be used to inform development of an updated list of core values. These were (in no particular order):

- Community
- Active lifestyle
- Creativity
- Innovation
- Diversity
- Resilience
- Engaged citizens
- Leadership
- Inclusion
- Environmental sustainability.

The majority of the core values in the existing CSP are still relevant, however, the research identified some alternative or additional values that are strongly held by the community, which are not currently recognised as core values in the 2013 CSP. There is therefore scope to amend the list of values.

3. Is the current Vision Statement appropriate or does it need to be modified?

Three survey questions and competition card entries were analysed to ascertain if the current vision statement was still appropriate or if it requires modification.

The vision statement was found to reflect the hopes for the future of the majority of Survey #1 respondents, however the number of people saying it reflected their hope 'very well' (35%) or 'extremely well' (14%) had declined since 2012. There was an increase in people saying that it 'did not reflect their hope at all' (6%) or only 'slightly well' (12%). Support for the current vision was lowest, and had declined the most, amongst people over 55 years old.

The sections of the Vision Statement that people identified with more strongly were the protection of the natural environment, connected transport networks, and vibrant places.

Participants in Survey #1 were asked what was missing from the current vision. The theme most frequently mentioned in response to this question related to the will or ability of Council to implement the vision and associated governance issues (32%). The next most frequently mentioned themes mentioned as missing from the Vision Statement related to the built environment and public spaces (especially regarding history and heritage) (24%), environmental sustainability (15%) and economy (especially employment opportunities) (14%).

The competition card entries covered a wide range of aspirational statements that when analysed showed strong alignment with the current vision, with one major exception. Namely, that 43 per cent of competition card statements mentioned economic themes including jobs and employment opportunities, business development or industry transitions. These themes or issues are not addressed in the current vision statement.

4. What are the strengths of Newcastle and its people?

Two engagement activities were used to identify the strengths and positive attributions of Newcastle and its people. These were a question in Survey #1 and a question asked at community events.

A diverse range of topics and issues were raised by respondents. Responses differed between the two engagement activities. The four themes most frequently mentioned as strengths of Newcastle and its people were:

- Geography and location (includes beaches, coast and proximity to Sydney and region)
- Quality of life and lifestyle (includes relaxed lifestyle, availability of services and facilities, and ease of getting around)
- Built environment and public spaces (includes parks and heritage buildings/areas)
- Economy (includes revitalisation of Newcastle's CBD, innovation and tourism potential)

The community spirit and friendliness of the people were the most frequently mentioned strength by theme (25%) and issue in Survey #1. However, issues categorised under the community theme were only mentioned by four per cent of event question respondents.

5. What does the community think are the challenges facing Newcastle?

Three engagement activities were used to identify the challenges facing Newcastle. These were a Survey #1 question, a community event question and a community workshop activity.

Numerous topics and issues were identified by respondents, however, the top two themes were common to the three activities. Namely:

- Transport (includes public transport, parking, roads/traffic and cycling/cycleways)
- Built environment and public spaces (includes building and development, heritage and history, public open space and greenspace).

Other frequently mentioned themes were:

- Economy (includes employment, industry restructuring, business and tourism)
- Population size and demographics (includes population growth, retention, immigration and changing social class structures)
- Governance and leadership (includes politics and politicians)
- Environmental sustainability (includes climate change)

6. Are the current strategic directions appropriate or do they need to be modified?

Survey #1 asked a series of questions to determine the level of importance for the strategic directions and objectives in the existing (2013) CSP. Level of importance was ascertained with a five point Likert scale.

All of the existing strategic directions were rated as very important (4) or extremely important (5) by the majority of respondents, however some were more strongly supported than others. The strategic direction rated as the most important was Connected City, with a mean score of 4.43 out of a possible score of 5. The strategic direction with the lowest importance ranking was Liveable and Distinct Environment with a mean score of 4.15 out of a possible score of 5.

Comments relevant to each of the seven strategic directions were collected and collated to identify the specific issues and themes relevant to each. The diverse range of comments were analysed to identify themes.

Results from the 2017 survey were compared with results from the same questions asked in 2012. There was a small but significant increase in the importance ranking for all seven strategic directions since 2012.

A large number of general comments and suggestions were received on the CSP and how 'we could work together towards a smart, liveable and sustainable Newcastle'. The main themes in these comments were:

- Governance and leadership (54%) including citizen engagement and involvement, leadership, governance processes and financial management and budgeting.
- Built environment and open space (31%) including buildings and development, parks, playgrounds and greenspace
- Transport (22%) including, public transport, cycleways and parking
- Economy (16%) including city revitalisation and employment.

New proposed draft strategies

The outcomes of the community engagement were considered by the CSP project manager, along with a range of other data and requirements, to prepare a new set of 52 proposed strategies, organised under seven themes, for potential inclusion in the 2018 revised CSP.

Survey #2 asked respondents to indicate their level of agreement or disagreement with this set of new strategies. A five point Likert scale was used to ascertain the level of agreement with the new strategies being in the CSP.

All 52 proposed strategies were agreed with by the majority of respondents, with a mean score of 4.0 or above (out of a possible score of 5).

The strategies with the **highest** level of agreement with extremely high mean scores were:

- Conduct Council business in an open transparent and accountable manner (4.9)
- Provide quality parkland and recreation facilities that are diverse, accessible and responsive to changing needs. (4.8)

A total of seven other strategies received a mean score of 4.7 (out of five). These are set out below. Five of these were from the Open and Collaborative leadership group.

- Ensure long-term financial sustainability through short, medium and long term financial planning (4.7)
- Provide opportunities for genuine engagement with the community to inform Council's decision-making (4.7)
- Provide clear, consistent, accessible and relevant information to the community (4.7)
- Encourage and support long term planning for Newcastle, including implementation, resourcing, monitoring and reporting (4.7)
- Advocate for public transport improvements (4.7)
- Maximise water efficiency and recycling (4.7)

The three strategies with the **lowest** level of support were:

- Increase collaboration with artists and practitioners in the cultural sector (4.0)
- Build community readiness by engaging the community in risk management processes (4.1)
- Acknowledge and respect local Aboriginal history, cultural heritage and peoples (4.2)

Participants in Survey #2 were also asked what alternative or additional strategies they thought should be included in the revised CSP. A wide range of topics were mentioned in the responses. The most frequently mentioned themes in responses were:

- Transport (21%) including public transport, parking, cycling and footpaths
- Built environment and open space (17%) including buildings and development, parks, open space and heritage
- Economy (13%) including employment opportunities, tourism, Supercars event
- Governance and leadership (13%) including transparent decision making and citizen engagement and involvement.

It should be noted that this survey was in the field in the weeks before the inaugural Newcastle 500 Supercars event which was contentious and receiving extensive media coverage at the time.

7. What does the community think are the opportunities for Newcastle?

Two engagement activities were used to specifically identify what the community think are the opportunities for Newcastle. These were the online ideas wall and a question in Survey #1, which both asked people what their 'big idea' was for Newcastle. Open ended responses from a number of other survey questions and activities (such as the 'Your 2030 vision' cards and budget simulator) could also be analysed to identify potential opportunities if required.

A wide range of ideas were put forward ranging from small location specific projects to region wide long term aspirations. Many ideas related to services and assets provided by Council, however many others would require other organisations' leadership, or partnerships between government, community, institutions and/or the business sector.

The most frequently mentioned themes in the ideas put forward were:

- Transport, including cycling and public transport
- Built environment and public places, including building design, urban form and density, parks and public spaces, heritage
- Economy, including industry restructuring and tourism
- Environmental sustainability, including renewable energy, resource efficiency, waste reduction, street trees and green spaces.

Many of the big ideas provided focused on addressing challenges identified in section 3.5. Examples of these were:

- Improve public transport at a local, regional and intercity scale
- Improve cycleways and cycling safety
- Broaden the economic base away from coal based industry by supporting and growing the tourism industry and innovative businesses
- Continued city and suburban revitalisation with a focus on quality development and activated public spaces and parks
- Improve environmental sustainability and improve energy and resource efficiency, green buildings and green space throughout the city

Other ideas focused on building on the strengths of Newcastle and its people, as shown in section 3.4. These suggested ways to:

- Improve and capitalise on the geographic attributes of the city and the region, especially the beaches and coast
- Strengthen community spirit by creating vibrant and active events, public spaces and community infrastructure

- Strengthen and support equitable, inclusive and friendly communities so that everyone has the opportunity to thrive

8. What are the community's priorities for services and projects?

Two activities were used to gather data to answer this question. These were the service priorities dot poster and the online budget simulator, both of which were configured to gather responses relating to 18 pre-determined Council services.

The budget simulator asked participants to create a budget for the 18 Council services by increasing or decreasing the funding to each service in a mock budget. The service priorities dot poster asked people to indicate what services they wanted more effort or money put towards.

The services that were either allocated increased funding or received the most dot votes are likely to be the community's top priorities. Conversely those that were allocated reduced funding or received low numbers of dot votes may be considered a lower priority. All the services were ranked in order of priority for both activities. A table showing the relative ranking of all services can be found in section 3.8 of this report.

Four of the identified top six priority services were common to both activities. These were:

- Parks and playgrounds
- Cycleways, shared pathways and footpaths
- Environment
- Ocean baths and beaches

Four of the identified six lowest priority services (reduced funding or few dot votes) were also the same for both activities. These were

- Customer service
- Waste collection services
- Community engagement
- Waste diversion.

In the budget simulator activity the majority of services had their budget allocation maintained at the current level, suggesting that participants are satisfied with the current service levels for those activities.

It should be noted that the low priority services identified by the dot poster, should not be interpreted as services that the community wants reduced. The fact that they received a low number of dots could be because people are satisfied with the service as it is now.

It should also be noted that there was considerable confusion or poor understanding regarding some of the service categories which may have biased the results. This is discussed in the report.

Due to the difference in method and finding between the two engagement activities no conclusive priority was identified. This is in part because the service areas used in the two activities were slightly different and because the classes and categories used did not enable respondents to easily indicate their preferences.

Table of Contents

1	Introduction	1
	Regulatory requirements	1
	Objectives.....	2
	Key engagement questions	2
2	Method	3
2.1	Research approach and activities	3
2.2	Engagement methods	3
	Survey # 1	6
	Survey # 2	6
	Community workshops	6
	'Your 2030 vision' cards.....	7
	Online Ideas wall	7
	Services priorities - Budget simulator	8
	Community event	8
	Service priorities dot poster	9
	Stakeholder organisation workshop	9
2.3	Promotion	9
2.4	Respondents	11
	Participation by activity	12
	Demographic breakdown	14
2.5	How to read this report	16
	Analysis method	16
	Project codeframe	16
	Confidence levels	20
3	Findings	21
3.1	Awareness of Community Strategic Plan	21
3.2	Community values	21
3.3	Community vision	23

	Discussion	29
3.4	Strengths and positive attributes of Newcastle.....	30
3.5	Challenges facing Newcastle and its people	34
3.6	Strategic directions	41
	Survey #1	41
	Connected city.....	43
	Protected and enhanced environment	45
	Vibrant and activated public places.....	48
	Caring and inclusive community.....	50
	Liveable and distinctive built environment.....	53
	Smart and innovative city	55
	Open and collaborative leadership.....	59
	Additional ideas	61
	Survey #2	64
	Integrated and accessible transport	65
	Protected environment	67
	Vibrant and active public places.....	69
	Inclusive community	71
	Liveable built environment.....	73
	Diverse and resilient economy	74
	Open and collaborative leadership.....	76
	Other additional or alternative strategies.....	78
3.7	Opportunities for Newcastle	81
	Ideas wall	83
	Survey #1 Big picture ideas.....	85
	Discussion	87
3.8	Service Priorities	87
	Service priorities dot poster.....	90
	Budget simulator	92
	Discussion	98
4	Where to from here	100
	APPENDIX.....	101
	Appendix 1 - CSP review project stages.....	101
	Appendix 2 - Survey #1 Questionnaire	102

Appendix 3 - Survey #2 Questionnaire	110
Appendix 4 - Survey assessment scale methods	122
Appendix 5 - CSP Engagement Project Codeframe	124
Appendix 6 - Workshop questions thematic tables	127
Appendix 7 - Competition card thematic tables.....	134
Appendix 8 - Competition card - entry terms and conditions	137
Appendix 9 - Ideas wall posts thematic tables	138
Appendix 10 - Ideas wall competition terms and conditions	141
Appendix 11 - Survey #1 open question issue tables	142
Appendix 12 - Survey #1 - Graphs ranking importance of existing strategies	178
Appendix 13 - Survey #2 Open questions issue tables.....	182
Appendix 14 - Budget simulator comments, issue tables	189
Appendix 15 - Budget simulator competition terms and conditions	200
Appendix 16 - Communication and promotion activities	202
Appendix 17 - Survey #2 tables of why people disagree with strategies	209
Appendix 18 - Workshop facilitation plan.....	216
Appendix 19 - Service priorities dot poster	217

1 Introduction

The Community Strategic Plan (CSP) represents the highest level of strategic planning undertaken by local councils. It is a shared community vision developed to inform policies and actions over the next 10 years. The inaugural Newcastle 2030 CSP was developed in 2009, revised in 2013, and is due for revision by June 2018.

The CSP will guide Newcastle City Councillors and staff as well as government agencies, the business community, community groups and general community.

A Community Engagement Strategy was developed to sit under the CSP Project Plan and was approved by Newcastle City Council in May 2017. The Community Engagement Strategy for the CSP involves three stages. Details of the stages are shown in Appendix 1 - CSP review project stages. The key stages are:

- Stage one: Introduction and promotion
- Stage two: Intensive engagement - four parts
- Stage three: Adoption and education

This report covers the activities and outcomes from the first three parts of stage two. The findings have been collated to help shape a new vision and set of strategies for a new Newcastle 2030 Plan. This work will also inform Council's future Delivery Program. The revised CSP will go to Newcastle City Council for endorsement in 2018.

Additional reports will be prepared in 2018 outlining the findings of engagement activities for the final part of stage two, the public exhibition of a draft CSP, and a project evaluation to be undertaken in 2018.

Regulatory requirements

The Local Government Act and the *Integrated Planning and Reporting (IP&R) Guidelines for local government in NSW* require that a Community Engagement Strategy be developed and implemented to inform each new version of the CSP.

Council must demonstrate how community engagement informed the goals, priorities and strategies in the CSP.

The Local Government Act 1993 (s402) states that Council must prepare and implement a Community Engagement Strategy based on social justice principles for engagement with the local community.

The Community Engagement Strategy was guided by the following Council policies and frameworks and was consistent with Council's strategies and action plans:

- Social Strategy (2016-2019)
- Disability Inclusion Action Plan (2016-2019)
- Aboriginal Torres Strait Islander Commitment Statement

- Innovate Reconciliation Action Plan (August 2016 - August 2018)
- Multicultural Plan (2016-2019)
- City Engagement Charter (2012)
- City Engagement Policy (2013)
- City Engagement Framework (2013-2018).

Objectives

The Community Engagement Strategy outlined the project objectives, the key questions to be asked of the community and how Council would identify relevant stakeholders as well as the methods used to engage each group.

The project objectives for the CSP community engagement were:

- Develop a CSP that is informed by representative and meaningful community engagement
- Identify community goals in collaboration with stakeholders and the community
- Involve stakeholders in the development and implementation of strategies and actions to address community goals
- Address community service level expectations, capture community priorities and manage community expectations
- Develop an updated CSP which can be easily translated into a more detailed Delivery Program, can be validated as sustainable via the Long Term Financial Plan and enables service level plans to be developed which reflect community expectations
- Increase internal awareness of the CSP and Council's core strategic documents
- Ensure social justice.

Key engagement questions

The objectives of the community engagement research and data collection activities were to address the following key engagement questions:

1. Has there been a change in the community's awareness of the Newcastle 2030 CSP?
2. Are the core values set out in the existing CSP still relevant and representative of the values of the Newcastle community?
3. What are the strengths of Newcastle and its people?
4. What does the community think are the challenges facing Newcastle?
5. Is the current Vision Statement appropriate or does it need to be modified?
6. Are the current strategic directions appropriate or do they need to be modified?
7. What does the community think are the opportunities for Newcastle?
8. What are the community's priorities for services and projects?

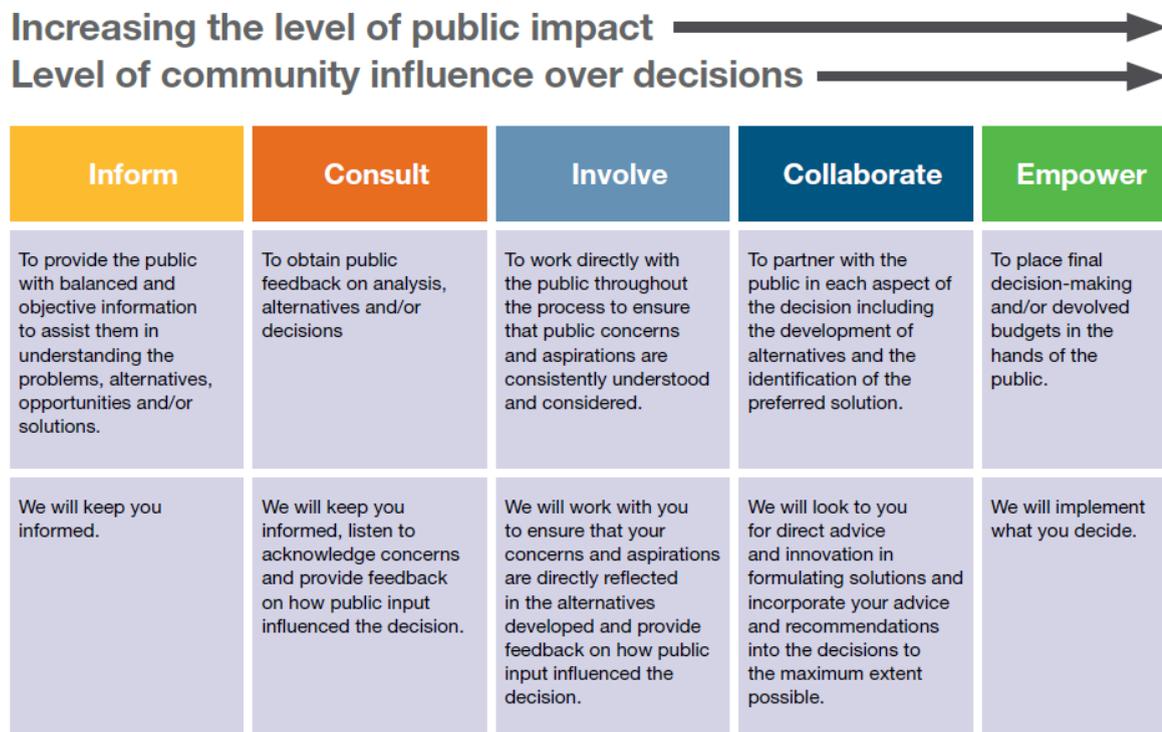
2 Method

2.1 Research approach and activities

Newcastle City Council recognises and abides by best practice principles developed by the International Association for Public Participation (IAP2). The Community Engagement Strategy included opportunities for stakeholders to be informed, consulted, and involved, as defined by the IAP2 spectrum shown in the figure below.

The research and engagement methods were selected and designed to ensure that Council could demonstrate how community engagement informed the goals, priorities and strategies in the CSP, by answering the key engagement questions listed in section 1.2.

Figure 1 Public Participation Spectrum, International Association of Public Participation



2.2 Engagement methods

A range of methods and activities were used to collect both qualitative and quantitative data. The tools and activities used were selected and designed to reach a wide range of people from across all stakeholder groups and sections of the community. Particular emphasis was placed on trying to use activities that were attractive and suitable for 'hard to engage' stakeholders (as defined by the Community Engagement Strategy).

More than one activity was used to gather data for most of the key engagement questions. Table 2 describes the alignment of activity used to collect the primary data to inform each of the key engagement questions. Many of the responses received to engagement activity questions were

relevant to multiple engagement questions and more detailed analysis of all responses could be undertaken to fully 'mine' the data and validate the findings.

A brief description of each of the data collection activities used is set out below.

Table 2 Activities used to gather data for each of the key engagement questions

Key Engagement Question	Methods Used	Activity Questions
1. Has there been a change in the community's awareness of the Newcastle 2030 Community Strategic Plan?	Survey#1	Q1. <i>Are you aware of the Newcastle 2030 Community Strategic Plan?</i>
2. Are the core values set out in the existing CSP still relevant and representative of the values of the Newcastle community?	'Your 2030 vision' cards Survey #1 Survey #2	Various
3. Is the current Vision Statement appropriate or does it need to be modified?	Survey #1 'Your 2030 vision' cards	S #1. Q5 <i>In the vision statement (below) please circle the most important words to you.</i> S #1. Q6. <i>How well does this vision reflect your hopes for Newcastle in the future?</i> S#1. Q7. <i>What, if anything, is missing from the vision?</i> 'Your 2030 vision' cards: In 25 words or less finish the sentence: <i>In 2030 I want Newcastle to ...</i>
4. What are the strengths of Newcastle and its people?	Survey #1 Events	S #1 Q2. <i>What are the strengths of Newcastle and its people?</i> Event Q: <i>What makes it great to live and work in Newcastle?</i>
5. What does the community think are the challenges facing Newcastle?	Survey #1 Community workshop Events	S #1 Q3. <i>What challenges need to be considered so that our city is succeeding in 10 years?</i> Workshop Q2: <i>What changes are likely to affect Newcastle in the next 10 years that might make it hard to live or work here?</i> Event Q: <i>What makes it hard to live or work in Newcastle?</i>

Cont: Key Engagement Question	Methods Used	Activity Questions
<p>6. Are the current strategic directions appropriate or do they need to be modified?</p>	<p>Survey #1 Survey #2</p>	<p>S #1 Q 8 -14 a) Please indicate how important you believe the following objectives are to achieving a [strategic direction], which is</p> <p>b) Tell us your ideas on how we can work together towards ensuring Newcastle is [relevant strategy].</p> <p>S#1 Q15. Are there any additional ideas or comments you would like to provide on the Newcastle 2030 Community Strategic Plan and how we can work together towards a smart, liveable and sustainable Newcastle?</p> <p>S#2 Q1- 8 a) We heard that Newcastle wants [strategic direction heading] Please indicate how strongly you agree or disagree that these strategies [listed below] should be included in the next 2030 Plan.</p> <p>b) If you disagreed with any of the strategies listed above please provide alternative wording or an alternative strategy to achieve the goal of [strategic direction heading] over the next 5-10 years.</p> <p>S#2 Q8.2 Please tell us what additional or alternative strategies you would like to see included in the Newcastle 2030 Plan?</p>
<p>7. What does the community think are the opportunities for Newcastle?</p>	<p>Community workshops Ideas wall Survey #1</p>	<p>Workshop Q1: What would you like to see change in the next 10 years to make it great to live and work here?</p> <p>Ideas wall: What do you think will make Newcastle a great place to live and work in 2030?</p> <p>S#1, Q4. What big picture ideas can you identify that you would like considered over the next 10 years?</p>
<p>8. What are the community's priorities for services and projects?</p>	<p>Budget simulator Service priorities dot poster</p>	<p>Budget simulator: Create your budget. Give us an idea of how you think Council should be allocating its budget in the years ahead.</p> <p>Poster: What should Council put more effort or money towards so that our communities are thriving in 10 years' time?</p>

Survey # 1

Survey #1 was based on a survey designed and deployed to inform the development of the Newcastle CSP in 2012. All questions in the 2012 survey were repeated in the 2017 survey and three additional questions were added at the request of the CSP project manager. The questions in Survey #1 are contained in Appendix 2 - Survey #1 Questionnaire.

Survey #1 was live from 19 June to 31 August 2017. It was distributed to Council's community reference panel Newcastle Voice (n=2335) via email as well as to all the individuals that had registered an interest in the CSP and the organisations identified as stakeholders (n=404). A link to the survey was also included on the Better Together engagement webpage. A communication campaign was undertaken to inform the community of the opportunity to undertake the survey. All Council staff were encouraged to undertake the survey via internal communications.

Survey # 2

Survey #2 was developed specifically to test community support for proposed wording of draft strategies to be included in the revised CSP. The questions in Survey #2 are contained in Appendix 3 - Survey #2 Questionnaire.

Survey #2 was live from 1 November to 15 November 2017 for online responses and from 8 November to 27 November for hard copy responses returned by mail. It was distributed to Newcastle Voice panel members (n=2335) via email and to all the individuals that had registered an interest in the CSP (n=255) as well as the organisations identified as stakeholders (n=311). A link to the survey was also included on the Better Together engagement webpage, distributed via social media and via the Council's community and staff e-newsletter.

Community workshops

Five community workshops were held in June and July 2017. A workshop was held in each of the Council wards to ensure equitable opportunity and access. Workshops were held during working and non-working hours, and on weekdays and a weekend to ensure a range of people could attend. An AUSLAN interpreter and graphic artist were engaged to for two workshops to make them more accessible for people with hearing impairments and or low literacy or English language skills. Childcare was also provided free of charge at the Jesmond workshop. The workshop locations and dates are listed below.

- Merewether, Uniting Church Hall: Monday 19 June (am)
- Jesmond, Jesmond Neighbourhood Centre: Wednesday 21 June (pm)
- Wallsend, Wallsend District Library: Sunday 25 June (pm)
- Newcastle, Newcastle Museum: Wednesday 28 June (pm)
- Newcastle, Newcastle Museum: Wednesday 5 July (pm)

Three activities were undertaken at the workshops including:

- Brainstorming and idea sorting for two questions
- Service priorities dot poster - see below
- 'Your 2030 vision' cards - see below

The workshop facilitation plan is contained in Appendix 18 - Workshop facilitation plan.

'Your 2030 vision' cards

Two skill based competitions were offered, where people were asked to complete the following sentence in 25 words or less, on an entry card and place it into a competition entry box.

"In the year 2030 I want Newcastle to ..."

The first competition was open from 19 June to 21 August, and entry boxes were located at:

- Five workshops - see above
- Four libraries (Stockton, Wallsend, New Lambton, and Hamilton)
- Newcastle Art Gallery
- Civic Digest Café and Bar, in Newcastle CBD.

The second competition used exactly the same skill based activity as the first competition and was open from 1 August to 21 August. This was promoted only in the suburbs of Beresfield and Tarro and entry was only via an entry box in the Beresfield Library or at the Tarro Reserve Playground Opening. Competition entry was limited to adults complying with the terms and conditions of the competition. Council staff were not eligible to enter.

Online Ideas wall

A web based 'ideas wall' was set up to enable people to post their 'big idea' for Newcastle. People were encouraged to contribute ideas 'for people', 'for places' and 'other ideas'. This engagement process was incentivised by offering prizes. All participants could indicate their preferences and priorities by 'liking' ideas posted by others.

The ideas wall was open and promoted to the general public from 29 June to 1 August. The activity was promoted to NCC staff for an additional month.

The activity was promoted via social media and the NCC website. This activity was incentivised and three prizes were offered. Competition entry was limited to adults that complied with the terms and conditions of the competition. Council staff were not eligible to enter.

Service priorities - Budget simulator

People were invited to create a mock Council budget using online budget simulation software. Participants could manipulate the budget allocation for 18 Council services, to either increase (by two set increments), decrease (by two set increments) or maintain funding for each service. They were also able to leave comments as to why they had made changes.

The Newcastle Budget simulator was open from 21 July to 30 August. The general public were invited to participate and it was promoted via social media, NCC websites, an e-newsletter and to NCC staff.

An incentive was offered to participants, with every 30th participant receiving a voucher for the Civic Digest Café and Bar. Competition entry was limited to adults that complied with the terms and conditions of the competition. Council staff were not eligible to enter.

The budget simulator was opened a second time to enable high school students to create budgets as part of a school engagement initiative held between 19 September to 11 October.

Four year 9 or 10 classes undertook the activity from three high schools.

- Callaghan College Wallsend Campus: 19 September
- Hunter School of Performing Arts: 10 & 12 October
- San Clemente High School Mayfield: 11 October

Community event

Engagement stalls were set up at four community events. Visitors to the stalls were asked two engagement questions (see below) and given the opportunity to participate in the service priority dot poster and vision competition card activities.

What makes it hard to live and work in Newcastle?

What makes it great to live and work in Newcastle?

Responses to the questions were written on butchers paper by either a staff member or by the participants themselves. A participant could write more than one response. Incentives, in the form of either project branded merchandise and/or hot drink vouchers were offered to participants of this activity at community events.

Events were selected because the events targeted sections of the community that had been identified as 'hard to reach'. The four events were:

- NAIDOC Family Fun Day: Monday 3 July
- Hunter Homeless Connect Day: Tuesday 1 August
- Wallsend Winter Fair: Sunday 13 August
- Tarro Reserve playground opening: Saturday 19 August

The Hunter Multicultural Expo (24 May) and the marriage equality YESFest event (14 October) was also attended but the formal data collection was not undertaken. These events were primarily used to inform and promote the project and recruit people for the project contact list.

Service priorities dot poster

People were invited to indicate which of either 17 or 18 pre-determined Council services they wanted to put 'more effort or money towards so that our communities are thriving in 10 years time', by placing five 'dot' votes on a large poster displaying the different services. They could place their five sticky dots in any combination they selected. For example they could put up to all five dots on one service or they could put an individual dot on five different services.

Copies of the large poster were used at the workshops, taken to the events (listed above), placed in two libraries (Wallsend and Beresfield) and in the Civic Digest Café, in Newcastle CBD. The estimated number of participants at each location is shown in Table 6. Participants at events were provided a gift of branded merchandise (cup, thermos or drink bottle) if they participated in the activity.

It should be noted that there was no age limit placed on participation in this activity. Not all posters were located in areas where they were supervised by staff. It is understood that some adults shared their dots with children.

Incentives, in the form of either project branded merchandise and/or hot drink vouchers, were offered to participants of this activity at community events.

Stakeholder organisation workshop

An invitation only workshop for representatives of stakeholder organisations was held on 23 November. The method and findings of this activity are covered in a separate report.

2.3 Promotion

A range of communication and promotion strategies were utilised from June 2017 to November 2017 to promote opportunities to contribute to the planning process and to participate in individual activities.

A project logo and branding (Better Together) was developed by Council's Communication and Engagement Unit and used throughout the project.

The different communication methods and channels used were selected to ensure that 'hard to engage' stakeholders and the widest range of general community members and stakeholders would be aware of the project and all the engagement opportunities they could participate in.

Staff were encouraged to participate as stakeholders, residents and visitors to the LGA through internal communications channels.

Project engagement website

A Better Together 2030 Plan project engagement website was set up and linked to Council's website to host engagement activities and project information. This was regularly updated throughout the project and was promoted and linked to all engagement opportunities.

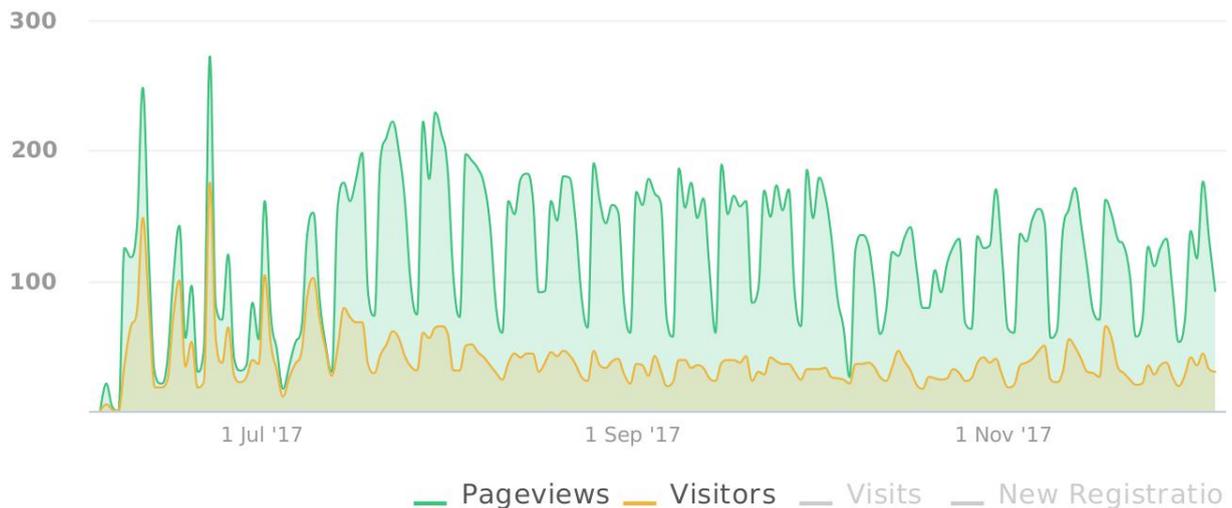
<http://www.newcastle.nsw.gov.au/Community/Get-Involved/Have-Your-Say/2030>

People could register to receive project updates. 103 people registered to be kept informed. There was a total of 19,500 visitors to the project website between 1 June and 30 November 2017. The visitation patterns for this site are shown in Figure 2.

Figure 2. Visitation and page views for Better Together 2030 Plan engagement web site.

Visitors Summary

Newcastle Your Say from 01 Jun'17 to 01 Dec'17



Note: A visitor to the site is a unique user (linked to an individual computer/device). Each visitor can look at multiple pages within the website.

People could access the Better Together 2030 Plan engagement site via Council's website and the Council Have Your Say pages. A large amount of information about the project was also available on the Council Newcastle 2030 web pages.

<http://www.newcastle.nsw.gov.au/Council/Our-Responsibilities/Newcastle-2030>

Targeted communication

Direct invitations were sent to stakeholders to participate in specific engagement opportunities. These were:

- 517 organisations that were identified as stakeholders that worked with or represented sectors of the community that were identified as 'hard to engage'

- 2,347 Newcastle Voice members - Council's community reference panel
- 103 individuals that registered to receive up-dates
- 1,624 subscribers to Council E-News
- All Council staff via the intranet and NovoNews - the weekly staff e-newsletter.

Broad communications

A comprehensive communication strategy was developed to support and enable the CSP revision and engagement project. Appendix 16 - Communication and promotion activities contains a summary of the communication and promotions outputs and effectiveness.

Key messages were developed and the following broad communication methods were used to promote opportunities to participate. These were:

- Council News newsletter (winter and spring editions) sent to all residences in the Newcastle LGA.
- Advertising - print, radio and social media (including a wrap in The Newcastle Herald)
- Media editorial - Newcastle Mirage, Newcastle Herald, Newcastle Weekly, NBN News
- Library displays and activity hubs
- Social media posts (Facebook, Instagram, Twitter, LinkedIn)
- Library computers screensaver and homepage
- Posters and flyers
- Postcards
- Videos and animation – for use in social media and on webpage
- Library bookmarks
- Brochures
- NCC website landing page and strategic planning pages.

Project branded merchandise was distributed at events and offered as a gift to participants. This included thermoses, bags and drink bottles, bookmarks and notepads.

2.4 Respondents

The sampling process for all activities was a self-selecting sample, which is a non-probability sampling technique. While this approach is more cost and time effective than a probability sampling (e.g. random sampling), there may be a degree of self-selection bias in the results. This is especially true among broad community respondents who may choose to complete the survey or activity because they have strong views on the topic one way or the other. Similarly, using a self-selection sampling technique may limit the representativeness of the sample.

To help overcome this, considerable effort was made to create opportunities for people to participate and contribute in all wards of the Newcastle LGA, and in locations used by people

identified as 'hard to engage' (see CSP Engagement Strategy for details). Survey data has also been weighted post-collection to reflect the distribution across the wards of the population (see section 2.1).

Participation by activity

It is not possible to ascertain the exact number of individual people that contributed data to this project, as people may have contributed to multiple activities and for some activities such as the ideas wall, they could have contributed multiple times.

Table 3 below shows the estimated (or exact when known) participants or respondents for each engagement activity.

Table 3. Participation by activity and method

Activity	No. Participants
Survey #1	691 completed responses
Workshops	115 participants
Events questions	Unknown
Ideas wall	95 individuals posted 179 'Big Ideas' 799 unique users interacted and 2156 'likes' were attributed.
Budget simulator	319 submitted budgets
'Your 2030 vision' cards	209 entries (includes people at workshops)
Service priorities dot poster	Approx. 810 participants (includes people at workshops)
Survey #2	907 completed responses
Stakeholder organisation workshop event	NA

A breakdown of participation by activity location is set out in tables below.

Table 4. Attendance at Community Workshops

Workshop	Dates	No. attended
Merewether: Anglican Church Hall Glebe Road	19 June 2017	23
Jesmond: Jesmond Neighbourhood Centre	21 June 2017	25
Newcastle: Newcastle Museum	25 June 2017	12
Wallsend: Wallsend District Library	28 June 2017	30
Newcastle: Newcastle Museum	5 July	25

Table 5. Competition Card entries by location of entry boxes.

Entry Box locations	Dates	No. Entries
Merewether workshop	19 June	85
Jesmond workshop	21 June	
Wallsend workshop	25 June	
Newcastle workshop #1	28 June	
Newcastle workshop #2	5 July	
NAIDOC Family Day	3 July	57
Civic Digest Café and Bar	18 July - 30 August	7
Hunter Homeless Connect Day	1 August	5
Tarro playground event & Beresfield Library	19 August - 30 August	9
Newcastle Art Gallery	12 July - 18 July	10
Library hubs - Stockton Library	12 July - 30 August	4
Library hubs - Mayfield Library	13 July - 30 August	1
Library hubs - City Library	13 July - 30 August	10
Library hubs - New Lambton	13 July - 30 August	7
Library hubs - Wallsend Library	12 July - 30 August	8

Table 6. Participation in service dot poster by location of posters

Service priorities dot poster locations	Dates	Total dots	Estimate people
Merewether workshop	19 June	86	17
Jesmond workshop	21 June	108	22
Wallsend workshop	25 June	58	12
Newcastle workshop #1	28 June	121	24
Newcastle workshop #2	5 July	105	21
NAIDOC Family Day	3 July	593	119

Service priorities dot poster locations	Dates	Total dots	Estimate people
Civic Digest Café and Bar	12 July - 30 August	280	56
Hunter Homeless Connect Day	1 August	575	115
Wallsend Library	12 July - 30 August	232	46
Wallsend Fair	13 August	1407	281
Tarro playground event & Beresfield Library	19 August - 30 August	487	97
TOTAL		4052	810

Table 7. Participation in Budget Simulation activity

Budget simulator	Dates	Responses
General public	21 July - 30 August	252
Callaghan College Year 9 Maths	Tuesday 19 September (9am-11am)	19
Hunter School of Performing Arts Year 10 Maths	Tuesday 10 October (11am - 12pm)	27
Hunter School of Performing Arts Year 9 Maths	Thursday 12 October (12pm to 1pm)	18
San Clemente High School Y10 Commerce	Wednesday 11 October (12 pm to 1 pm)	21

Demographic breakdown

Demographic data was collected for both surveys, however it was not collected for all activities, or for all demographic variables. This was because it was felt that making the provision of personal information mandatory in some situations would significantly reduce the number of willing participants.

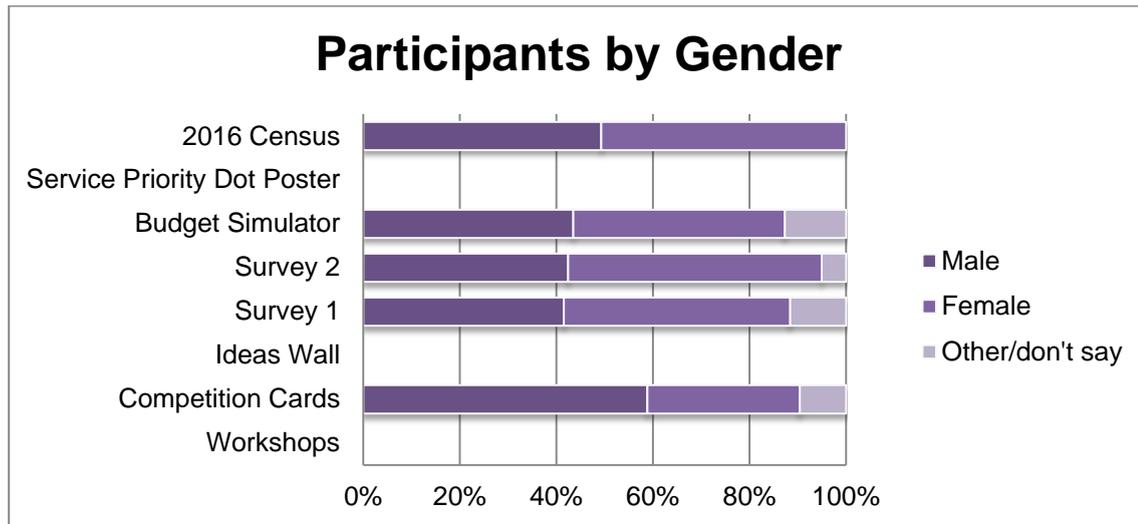
Provision of demographic information was optional for participants of the ideas wall and budget simulator, and many people chose not to provide it. No demographic information was collected from participants at the community events or for the service priorities dot posters.

In the case of workshop participants demographic data was collected for people that registered but not for the people that actually attended, and many people that attended did not register.

The figures below show the demographic breakdown for respondents and participants in each of the engagement activities when known, and the 2016 ABS census demographics of the Newcastle LGA for comparison.

It should be noted that participation in the various engagement activities undertaken for this project was not limited to the residents and rate payers of Newcastle. Participation from people that lived outside the LGA was supported and encouraged. Therefore a direct comparison with the 2016 Census figures is provided as a guide only.

Figure 3. Participation by gender compared to 2016 Census



As shown in the figures below there was a very low participation by people under 24 years old and virtually no participation by people under 16 years old. This is partially because the major method of distributing the surveys was via the Newcastle Voice panel, which only people over 16 can join. There is a low representation of people 16 to 25 years old on this panel.

Figure 4. Participation by age compared to 2016 Census

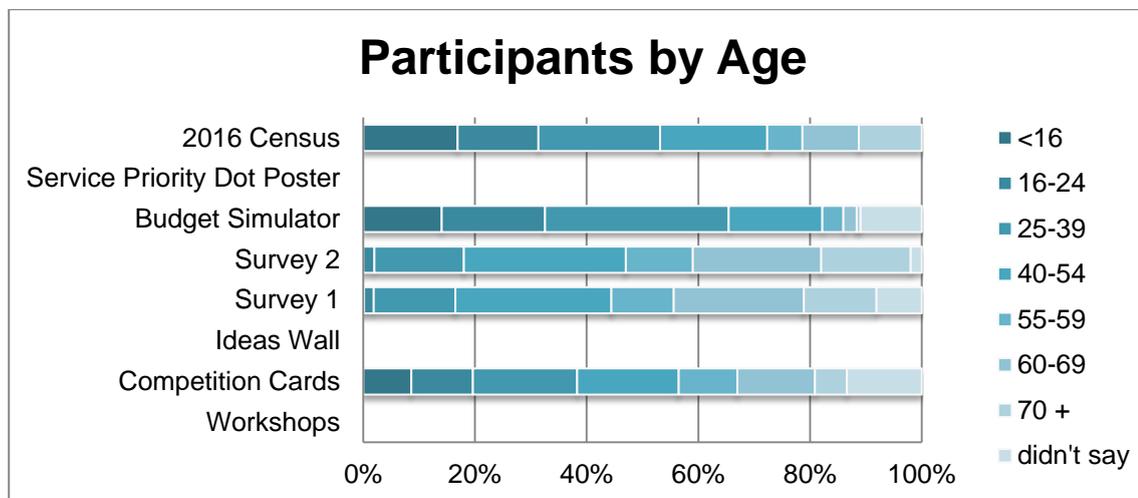
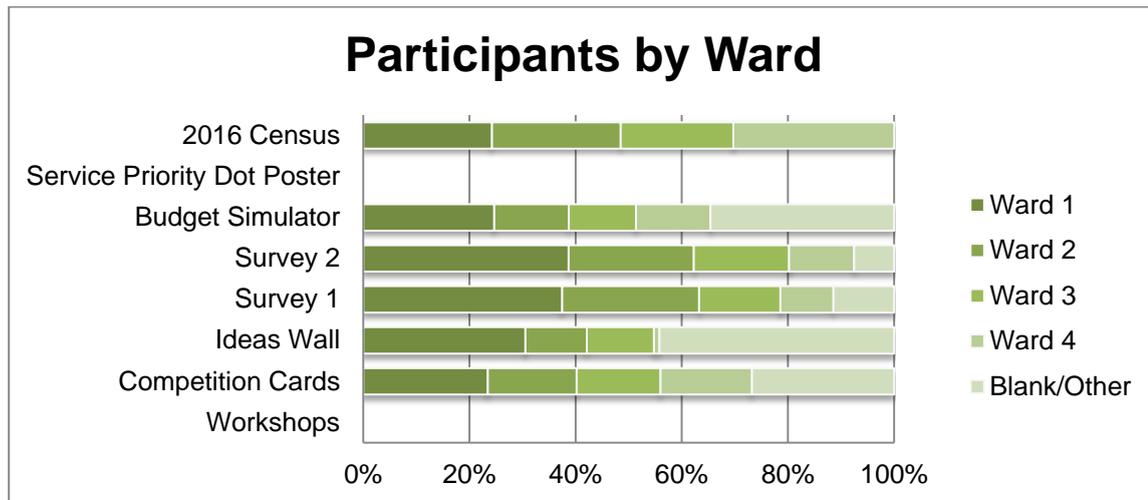


Figure 5. Participation by ward, compared to 2016 Census



2.5 How to read this report

The findings of the engagement activities and social research are set out in Section 3 of this report, and organised into sections focused on each of the eight key engagement questions. Where data from multiple activities or questions was used to inform the answer to a key question these results are shown separately and combined.

Not all results are directly comparable as the results have been collected using different methods. When a direct comparison is possible this is shown.

Analysis method

A mix of qualitative and quantitative analysis methods were used. Quantitative analysis was undertaken using the Sparq survey software and Excel. Qualitative analysis was done in Excel using a thematic codeframe.

Project codeframe

A thematic codeframe was developed for all the open-ended question responses for all activities. A core group of themes was used for all activities with slight modifications or additions to the individual issues or topics within each theme depending on the activity or questions being analysed.

The codeframe was based on previous frameworks used for similar surveys, council administrative structures and language, and the issues people mentioned in responses. The project codeframe is in Appendix 5. The codeframe was applied to:

- Surveys #1 & #2
- Ideas wall
- Budget simulator
- Workshops
- Event questions

All responses are de-identified to ensure the anonymity of respondents, and edited only for grammar and spelling if inserted as verbatim comments into the body of the report.

Analysis of open ended questions

A large number of open ended questions were asked in a number of the engagement activities. In the majority of cases responses to these open questions mentioned multiple topics and issues within the one response. So each response was allocated multiple codes (as per the codeframes). Two different approaches were used in the analysis of the open ended responses. These were:

- **Percentage of respondents that mention the issue:** The total number of times an issue was mentioned in response to a specific question was totalled and then divided by the number of respondents (n) to the specific question. This method gives a figure that represents the percentage of respondents that mentioned that topic or issue, which is why the figures do not add up to 100.
- **Percentage of all issue mentions:** The total number of times an issue was mentioned in all responses to a specific question was totalled. The total number of issues raised (codes attributed) in all responses to the question was also totalled. The number of times a specific code was mentioned was then divided by the total number of issue mentions (codes attributed) for the specific question. This method gives a figure that represents the frequency of the issues being mentioned in all responses. This approach was used most often when responses mentioned a large number of issues and/or when it was known that people may have contributed multiple responses to a question or activity. When this method was used the figures will add up to 100.

Service priorities dot posters

The number of 'dots' allocated to each service were summed to get a total number of dots. This was then divided by five to get an estimate of the number of people that participated in the activity, as each participant was given five 'dots' to allocated to the services they wanted to see more effort or money spent on. Not all people allocated all five dots, and some adults shared their dots with children, meaning the total number of participants is an estimate.

Two service categories were changed after the second workshop (as discussed in Section 3.8). One category was split into two (Community buildings was split from, parks, playgrounds and community buildings) and another was expanded (Art Gallery became Art Gallery and Museum) For the purpose of the initial analysis the categories were analysed both combined and separately.

Surveys

Data handling and analysis was carried out using Sparq software by Newcastle City Council's community engagement team. All quantities analysis of totals, means and percentages was undertaken using this software or Excel.

Weighting

In line with industry standards, weighting has been applied to the survey data-post collection by ward to ensure that the weighted responses are evenly distribution across all Wards. Table 8 shows the actual distribution of respondents for each survey by ward and the weighting factor applied to the final data.

Table 8 Survey participant distributed by ward and weighting

Data set	Ward 1	Ward 2	Ward 3	Ward 4	Other
Survey #1 Unweighted	37%	26%	15%	10%	11%
Survey #2 Unweighted	41%	25%	19%	13%	8%
Weighted	24%	24%	24%	24%	5%

Weighting efficiency Survey #1: 86%

Weighting efficiency Survey #2: 73%

Weighting efficiency describes the impact of weighting on data sets. The closer the weighting efficiency is to 100 per cent, the more closely your weighted data resembles your actual data. Generally, 80 per cent is recommended as a good benchmark. The weighting efficiency for the two surveys is shown below Table 8.

Means

The mean score facilitates data interpretation when comparing multiple strategic objectives. When respondents were presented with a five point scale, with 'Don't know/can't say' as a sixth option, the numeric values for the scales were converted to an overall average (mean) score for each of the questions. This score is calculated only for 'Not at all important' to 'Extremely important' and does not include the 'Don't know/can't say'.

To obtain a score of 5.0 all respondents would have had to answer 'Extremely important'. In interpreting the score, a score of greater than 3.0 indicates that, on balance, respondents agreed that the area was of at least moderate importance. An example of the way this is calculated is provided in Appendix 4.

Surveying attempts to make inferences for the whole of an area's population by talking to a small sub-group (sample) within that population. As the sample only approximates the whole population, it is necessary to take this approximate nature into account when comparing the scores and measures generated by the survey. The margin of error for both surveys is shown in Table 9.

Statistical difference

While the absolute values of scores and measures can change, it is necessary to test these changes statistically to find out whether they simply reflect the approximate nature of the sample or if they indicate a real shift in opinion. Statistically significant changes are those that, at the 95 per cent level of confidence, indicate there has been a real shift in opinion, as opposed to a difference attributable to chance.

Statistically different results are highlighted. In this report statistical tests were conducted between the four wards, gender and age range. To avoid confusion, when there are no differences recorded between the wards, the breakdown by ward is not shown as they are statistically similar to each other.

Note: The statistical testing requires at least 30 participants in each of the applicable demographic groups to provide a response, therefore, when this criterion is not met, the group is omitted from the test. Where response numbers are less than 100 it indicates that the test is not entirely robust.

All numbers were rounded to the nearest whole number for graphs or to one decimal place in tables.

Quantitative responses

In excess of 12,600 open-ended responses were recorded in the two surveys. Responses to open-ended questions were categorised into issues and themes using the project codeframe.

Trend analysis was conducted on the open-ended question responses using either of the two methods outlined above. All responses are treated in confidence to ensure the anonymity of respondents, and edited only for grammar and spelling where included as verbatim comments into the body of the report. Please see Volume 2 for all verbatim responses.

Ideas Wall

The software platform collated the posted ideas and the number of 'likes' attributed to any posted idea. This was then exported into Excel for analysis of the quantitative and qualitative data. The project codeframe was used to code the issues in the 'ideas' posted. The results were then analysed and grouped into themes.

The number of 'likes' attributed to each 'idea' were tallied to identify the most 'popular' ideas. All numbers are rounded to the nearest whole number except for mean scores.

Budget simulator

The budget simulator software platform collected and collated the individual responses. These were then exported to Excel for analysis of both the quantitative data and qualitative responses to open comments.

All numbers are rounded to the nearest whole number except for mean scores.

Confidence levels

The size of the sample (number of people responding or participating) determines how accurately the results are likely to reflect the Newcastle population's views. The smaller the sample size the lower the level of confidence in the results. The higher the confidence level the more likely the results are to accurately reflect the views of the full community. The confidence levels are expressed as the margins of error.

Table 9 shows the margin of error for all results when these could be calculated.

Table 9. Margin of error for each activity sample for 95% confidence level

Activity	Sample size	Margin of Error +/- At 95% confidence level
Survey #1	691	3.8
Survey #2	907	3.3
Ideas wall	NA	NA
'Your 2030 vision' cards	209	7.1
Service priorities poster	810	3.5
Budget simulator	319	5.8
Community workshops	115	10

Confidence level could not be calculated for the ideas wall. For the ideas wall people were able to post multiple ideas and 'like' multiple ideas. We were therefore unable to determine a single accurate number of how many individuals participated in the activity.

3 Findings

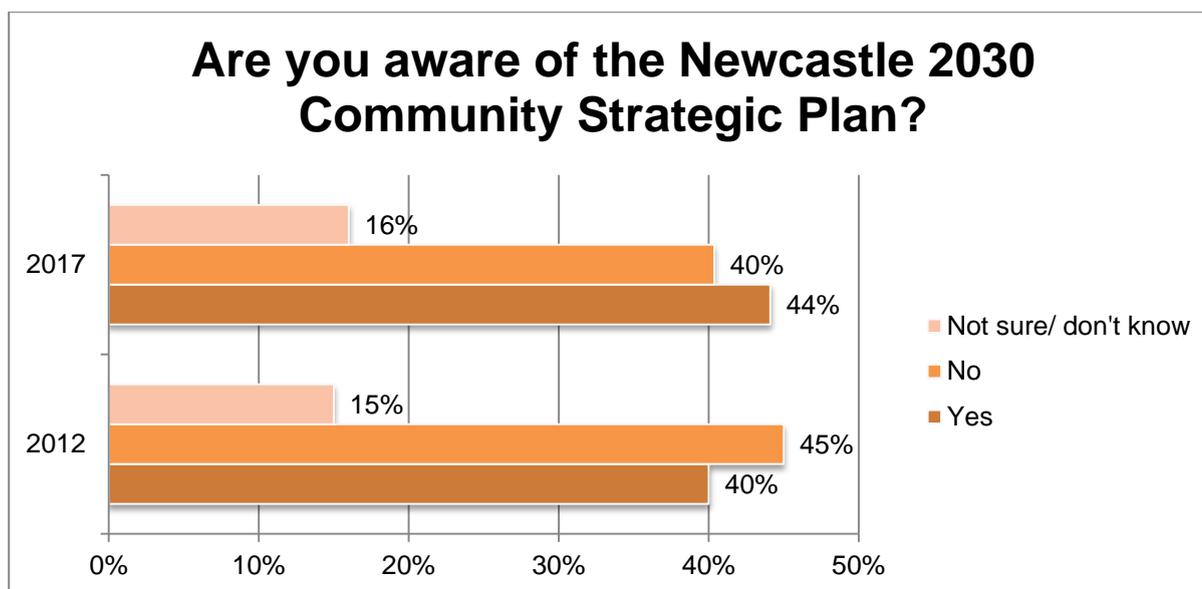
The findings relevant to each of the nine key engagement questions set out in section 1, and the two additional research questions are set out in the sections below.

3.1 Awareness of Community Strategic Plan

Council was seeking to determine the level of awareness of the existing CSP in the community and to determine how well informed responses to questions about the existing CSP might be.

Respondents to Survey#1 were asked 'Are you aware of the Newcastle 2030 Community Strategic Plan?' As shown in Figure 6, 44 per cent of 2107 respondents (n= 691) were aware of the community strategic plan. This was a moderate but statistically significant increase compared to responses to the same question in 2012.

Figure 6. Awareness of Community Strategic Plan 2012 and 2017



Survey #1 (n=691) Margin of error +/- 3.8

Awareness of the community strategic plan was lower the further away from CBD the respondents lived, with the highest awareness in wards 1 and 2 and the lowest amongst people that lived outside the LGA.

3.2 Community values

The participants were not directly asked what their values were in either of the surveys or the other activities. Community values were identified by reviewing and analysing the verbatim comments on a number of questions from a range of activities. The responses analysed came from a randomly selected sub-sample (approx. 15 per cent) of each of the following four engagement activities:

- 'Your 2030 vision' cards: *In the year 2030 I want Newcastle to...*
- Survey #1: Question 2. *What are the strengths of Newcastle and its people?*
- Survey #1: Question 7. *What, if anything, is missing from the Vision?*
- Workshop activity: Brainstorm question *What is changing that will make it great to live and work in Newcastle?*

These engagement activities were selected because the responses to these include a large number of value statements.

The responses were first reviewed and new issues and themes were added to the codeframe (Appendix 5). The issues in the codeframe were then compared to the list of values in the *Newcastle 2030 Community Strategic Plan (2013)* to identify commonalities and differences in issues, language and sentiment. The analysis identified broad values based themes and emerging issues. These were:

- Community
- Active lifestyle
- Creativity
- Innovation
- Diversity
- Resilience
- Engaged citizens
- Leadership
- Inclusion
- Sustainability (environmental).

The four samples were then assessed in detail to identify if any values were expressed more frequently or strongly than others. The list of proposed values was then ranked in order of frequency of occurrence.

Table 10. Values in four activities, ranked by frequency mentioned

Identified values from four engagement activities, ranked by frequency of mention				
Value	Workshop Question	'Your 2030 vision' cards	Survey #1 Strengths	Survey #1 Missing
Active Lifestyle				
Leadership				
Inclusion				
Creativity				
Sustainability (environmental)				
Community				
Diversity				
Engaged Citizens				
Innovation				
Resilience				

Table Key:

1st	2nd	3rd	4th	5th
Most frequently mention				Least frequently mention

Table 10 shows the list of identified community values from each of the four engagement activities, ranked in order of frequency of occurrence. The darker the colour the more frequently the value theme was mentioned.

3.3 Community vision

Three survey questions and the competition card entries were analysed to ascertain if the current Vision Statement in the Newcastle 2030 CSP (2013) still reflected the aspirations of the Newcastle community.

Survey #1 Question 6.

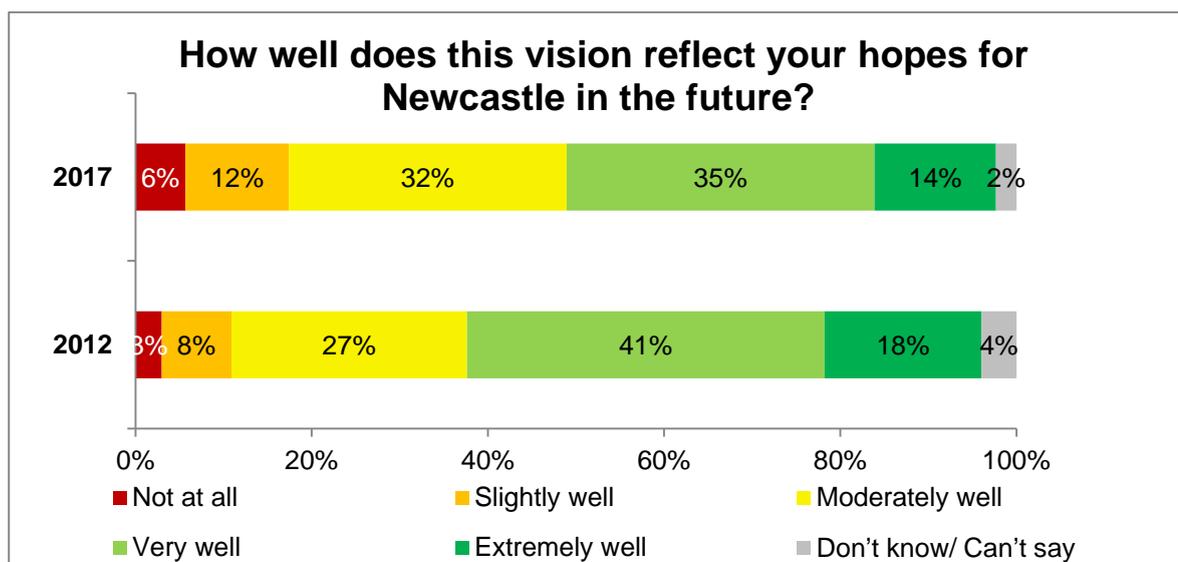
Participants in Survey #1 were shown the text of the current Vision Statement and asked 'How well does this vision reflect your hopes for Newcastle in the future?' This question was also asked in 2012. Responses are set out in Figure 7 below.

Almost half of respondents indicated that the vision reflected their hopes for Newcastle either extremely well or very well. The mean score overall was 3.5 out of 5 as shown in Table 11. This is a reduction from 2012 when the mean score for the same question was 3.6 and 59 per cent of respondents indicated that the vision reflected their hopes for Newcastle either extremely well or very well.

In 2017, 32 per cent of respondents said the vision reflected their hope for Newcastle only slightly or moderately well. This is more than in 2012 when only 27 per cent selected this option. In 2017 six per cent of respondents said the vision did not at all reflect their hopes for Newcastle, double the percentage that did in 2012.

The Vision Statement therefore does not reflect the hope of the 2017 respondents as well as it reflected the hope of the respondents in 2012.

Figure 7. How well the vision reflects hopes for the future: 2012 & 2017



Survey #1 (n=691) Margin of error +/- 3.8

Table 11. Mean scores for how well the vision reflects hopes for the future, 2017 & 2012

Year	Total	Ward 1	Ward 2	Ward 3	Ward 4	16-24 yrs	25-39 yrs	40-54 yrs	55-69 yrs	70+ yrs
2017	3.5	3.5	3.5	3.3	3.4	3.7	3.7	3.5	3.3	3.4
2012	3.6	3.7	3.7	3.8	3.4	3.7	3.7	3.7	3.6	3.6

By Ward

Amongst Newcastle LGA residents there was no statistically significant difference in support for the vision, across the four wards. The strongest support for the vision was among people that lived outside the LGA, with 75 per cent of these respondents rating the vision extremely well or very well, creating a mean score of 4.0. Support for the vision has declined across all three wards since 2012, as shown by the mean scores in Table 11. However it should be noted that the number of responses from Ward 4 was below the number required to reliably test for significance.

By Age

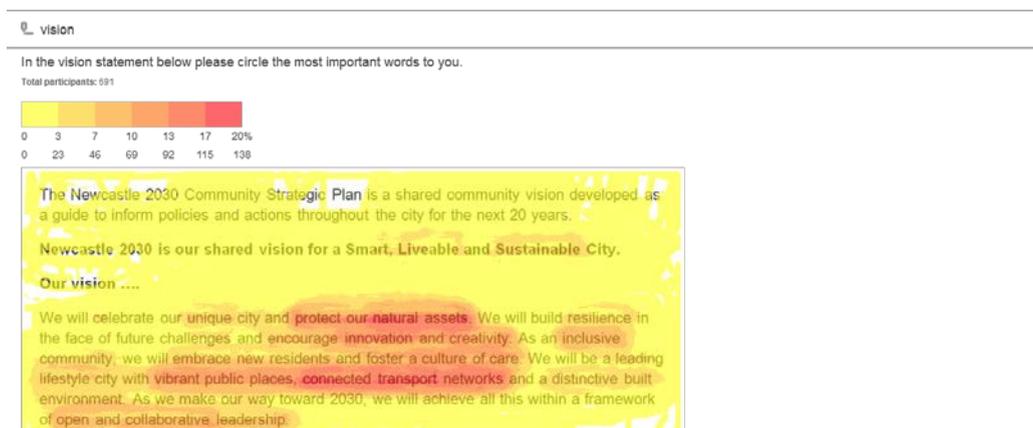
The strongest support for the current vision was in people younger than 54 years old. Support was lowest amongst people aged between 55 and 69 years old. The decline in support for the vision since 2012 was only small in people younger than 55 years old, however there was a significant decline in support in people aged over 55, as shown in Table 11.

Too few responses were received from people under the age of 25 to be enable a reliable test for significance.

Survey #1 Question 5.

Survey #1 participants were also asked to highlight the words in the community strategic plan vision statement which were most important to them. Figure 8 shows the result of this activity. It shows that most of the vision was highlighted, with the phrases *'Protect our natural assets'* and *'connected transport network'* being highlighted by more than 17 per cent of respondents.

Figure 8. Most important words in the vision statement.



Survey #1 Question 7.

Survey #1 participants were asked 'What if anything is missing from the Vision?' 391 comments and suggestions were received from the 691 survey respondents. These responses were analysed into themes and issues which are shown in the codeframe in Appendix 5.

It should be noted that the respondents to this question were not evenly distributed across the wards or in the age ranges. These results have not been weighted.

Many respondents made very specific and comprehensive suggestions on the wording of the Vision Statement. Others made general comments on a diverse range of topics. As shown in Table 12 approximately 16% of respondents to this question did not say that anything was missing from the Vision. Instead they responded by saying that they did not feel that the Vision was being implemented or was consistent with recent Council decisions. The second most frequently mentioned issue related to the specific wording of the Vision (14%). They generally wanted the Vision to be more specific, practical and measurable.

The other most frequently mentioned topics are shown in the Table 12 and Table 13.

Table 12. Top issues of what is missing from Vision

Survey 1# Q 7 Issues re 'What is missing from the vision' by number of comments by specific issue?	Per cent of respondents that mention issue
Stick to, implement the vision and plan	16%
Wording is vague, be specific, motherhood	14%
Heritage & history	9%
Governance and leadership	8%
Employment opportunities & jobs	6%
Buildings & development	5%
Natural environment (air/water/bush/biodiversity)	5%
Environmental sustainability (including climate change)	4%
Fairness, equity & social justice	4%
Citizen engagement and involvement	4%

Survey #1 (n=691) Margin of error +/- 3.8

Note: This table shows percentage of respondents that mention the issue. Figures may not add up to 100.

The issues raised in responses were also grouped into themes. The most commonly mentioned themes were 'leadership and governance' and 'places and spaces'.

Table 13. What is missing from Vision by collated theme

Survey 1# Q 7 Themes re 'What is missing from the Vision'	Per cent of respondents that mention issue
Governance and leadership (included action and implementation)	32%
Built environment and public spaces (buildings, development, public space, parks, and heritage)	24%
Planning & strategy (including specific wording)	15%
Environmental sustainability(nature, climate & resources)	15%
Economy (employment & business)	14%
Population (size and demographics)	10%
Social support & community development	8%
Transport (public, roads, cycling, footpaths)	7%
Community & people	5%
Quality of life & lifestyle	4%
Health/ healthy	3%
Innovation & technology (Smart City)	3%
Culture and arts	3%
Infrastructure	2%
Safety	2%
Education/University	1%
Cost of living	1%
Geography (climate & location)	1%
Other	24%

Survey #1 (n=691) Margin of error +/- 3.8

Note: This table shows percentage of respondents that mention the issue. Figures may not add up to 100.

The 'leadership and governance' theme incorporated the comments relating to the implementation of the vision, community engagement and active citizenship. It also included a small number of comments relating to the relationship with State government and financial management of Council.

The 'Built environment and public space' themes included all comments relating to heritage issues, including celebrating and recognising Aboriginal heritage and protection of heritage buildings and streetscapes. This theme also included comments about revitalisation and development of the CBD areas, public open space, parks, and the scale and quality of development.

Examples of the comments provided are in the box below.

Survey #1 verbatim comments" - Q.7 What is missing from the Vision

It's just that it is in sharp contrast to quite a lot of what I see happening.

A pledge that the council is going to stick to it.

*The words are great - but can we follow through?
Preserving the wonderful heritage and rich history of Newcastle*

An acknowledgement of our rich Aboriginal cultural heritage and history.

It should mention fostering equality for all residents.

Newcastle has already undergone major change and has already reinvented itself. Please remove the reference to "building resilience"! Add something along the lines of 'creating a place where we are all proud to belong and where we can all contribute, and are responsible for the growth, innovation and creativity of our unique city

*Transition to more sustainable lifestyle - less waste, renewable energy
Be at the forefront in sustainable energy capture and use; decrease reliance on coal activity.*

*What about something about creating more jobs and economically viable city
Just fancy words without any real meaning!*

Its all just a bit fluffy, it really doesn't say anything. Its smoke & mirrors

The next most commonly mentioned themes were 'planning/strategy', 'environmental sustainability' and 'economy'. In the case of the comments that mentioned planning and strategy almost all these comments related to the specific wording of the vision statement such as the examples in the box above.

The environmental sustainability theme covered a wide range of environmental sustainability issues, including protection of the natural environment, climate change, renewable energy, pollution, waste and resource efficiency.

The economy theme covered issues such as full employment, job creation, keeping and attracting business and tourism.

'Your 2030 vision' cards

The 209 competition card entries were analysed to see if entrant's aspirations for Newcastle reflected the current vision, were compatible with the Vision or whether people felt there were

gaps in the Vision. A wide range of responses were received and many responses contained multiple issues or topics. All entries were coded by issue and also grouped into themes. The total number of issues mentioned in all 209 responses was 649. The current Vision Statement for Newcastle as set out in the Newcastle 2030 Plan (2013) was broken down into 11 themes.

Table 14 shows the themes identified in the 'Your 2030 vision' cards (in order of frequency mentioned) and the corresponding themes from the Newcastle 2030 (2013) Vision Statement. All but two of the themes in the 2013 Newcastle 2030 vision, closely correlated with the themes mentioned in competition entries. The two themes in the existing vision that did not line up well with the competition entries were 'celebrate unique city' and 'build resilience'.

Table 14. Alignment of Competition card entries themes to current Newcastle 2030 Vision.

Themes in Competition Entries	% of responses mention	Similar themes in current Vision
Economy	44%	-
Built environment and public spaces	39%	vibrant places, distinctive built environment
Transport	34%	connected transport
Social support /community development	34%	foster culture of care
Environmental sustainability	30%	protect natural assets
Culture and arts	19%	encourage innovation and creativity
Community & people	19%	inclusive community
Quality of life, lifestyle	17%	leading lifestyle city
Population (size and demographics)*	17%	embrace new residents
Education	9%	-
Innovation & Smart City	8%	encourage innovation and creativity
Safety	8%	-
Governance and leadership	8%	open and collaborative leadership
Geography (climate and location)	7%	-
Health	6%	-
Cost of living	5%	-
Infrastructure	5%	-
Planning & strategy	4%	-
-	Not aligned	celebrate unique city
-	Not aligned	build resilience

'Your 2030 vision' cards (n=209) Margin of error +/- 7.1

Note: This table shows percentage of respondents that mention the issue. Figures may not add up to 100.

The most notable result of the analysis of the competition card entries against the current vision, was that the strong support for employment and economic prosperity in the competition entries, is not clearly evident in the current Vision Statement. This was consistent with the findings for Survey #1 question 7, which asked 'what is missing from the Vision'. A total of 14 per cent of respondents to that question said that economic and employment issues were missing from the vision.

It should be noted that although over 16 per cent of the responses mentioned issues relating to the population of the city, only a few of these related to population growth or new residents. The majority of these comments related to the needs or values of specific demographic groups within the existing population, most notably children and youth, Aboriginal people, and families.

Examples of the competition entries are shown below.

Competition card entries - In 2030 I want Newcastle to...

I want Newcastle to be economically growing and providing skilled jobs.

I hope in the future that there will be more fulltime jobs in the area with better working conditions, and more places to attend, like parks etc

I want Newcastle to be a growing economy in NSW and providing a range of skilled jobs for university graduates.

Be affordable to live in (rents reasonable). Have job opportunities. Have top rate schools across the board.

Be a massive tourist destination.

Be a city my family can be proud of, full of opportunities and wonder

Have good cheap public transport, great recycling initiatives, lots of green spaces and great environmental education programs.

Be more diverse in culture, LGBT, opinion and frankly in general, less hate and more acceptance

Less coal facilities and more environmentally friendly parks and playgrounds. More jobs on better things and decreased poverty rates.

Discussion

There was generally good support for most elements of the current Vision Statement. There were however three main areas where issues raised by the community were not clearly evident in the current Vision Statement. These were:

- Broad environmental sustainability: This could be addressed by strengthening and extending the wording in relation to environmental sustainability, rather than limit it to protecting natural assets
- Economic prosperity and jobs: This could be addressed by making clearer wording regarding employment and a prosperous economy
- Pride in the history and heritage of the city: This could be addressed by clearer wording regarding heritage (Aboriginal and historic).

3.4 Strengths and positive attributes of Newcastle

Two engagement activities were used to identify the strengths and positive attributes of the Newcastle. These were:

- Survey #1 Question 2 *What are the strengths of Newcastle and its people?*
- Event question *'What makes it great to live and work in Newcastle?'*

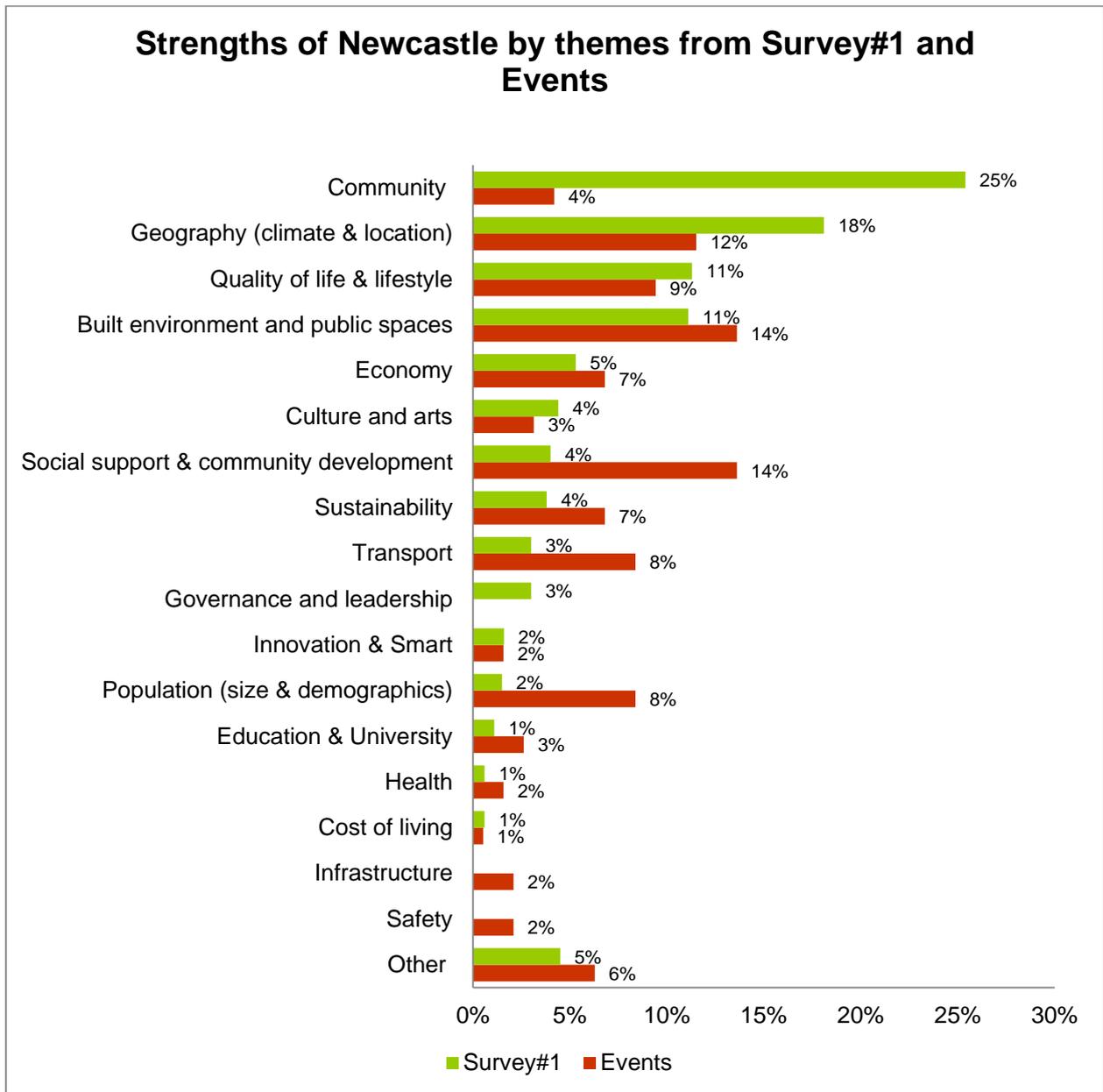
A total of 592 responses were collected to question two in Survey #1. A total of 117 responses were collected from people attending the four community events, who were asked 'What makes it great to live and work in Newcastle?' Responses from both activities were coded by issue or topic and then grouped into themes using the project codeframe.

As shown in Figure 10 and Figure 9, the different engagement activities generated different responses. This is likely to be because the question was different between the two activities and the demographics of people responding to the community event activity were different from those doing the survey.

Four themes emerged from both the survey and event data when the individual issues and attributes were grouped into themes as shown in Figure 9. The four most consistently mentioned themes across the two activities and the issues, topics or attributes that they encompassed are:

- Geography and location (18% Survey #1 & 12 % Events)
 - Beaches, coast and harbour
 - Climate
 - Proximity to Hunter Valley, Port Stephens and Lake Macquarie
 - Distance to Sydney.
- Quality of life and lifestyle (11% Survey #1 & 9% Events)
 - Relaxed or active lifestyle
 - Availability to services and facilities (has everything you need)
 - Easy to get around
 - Best of the city and a country town.
- Built environment and public spaces (11% Survey #1 & 14% Events)
 - Parks and public spaces
 - Heritage buildings.
- Economy (5% Survey#1 & 7% Events)
 - Revitalisation of CBD
 - Innovative and resilient business
 - Tourism potential.

Figure 9. Strengths and things that make Newcastle great by theme by.



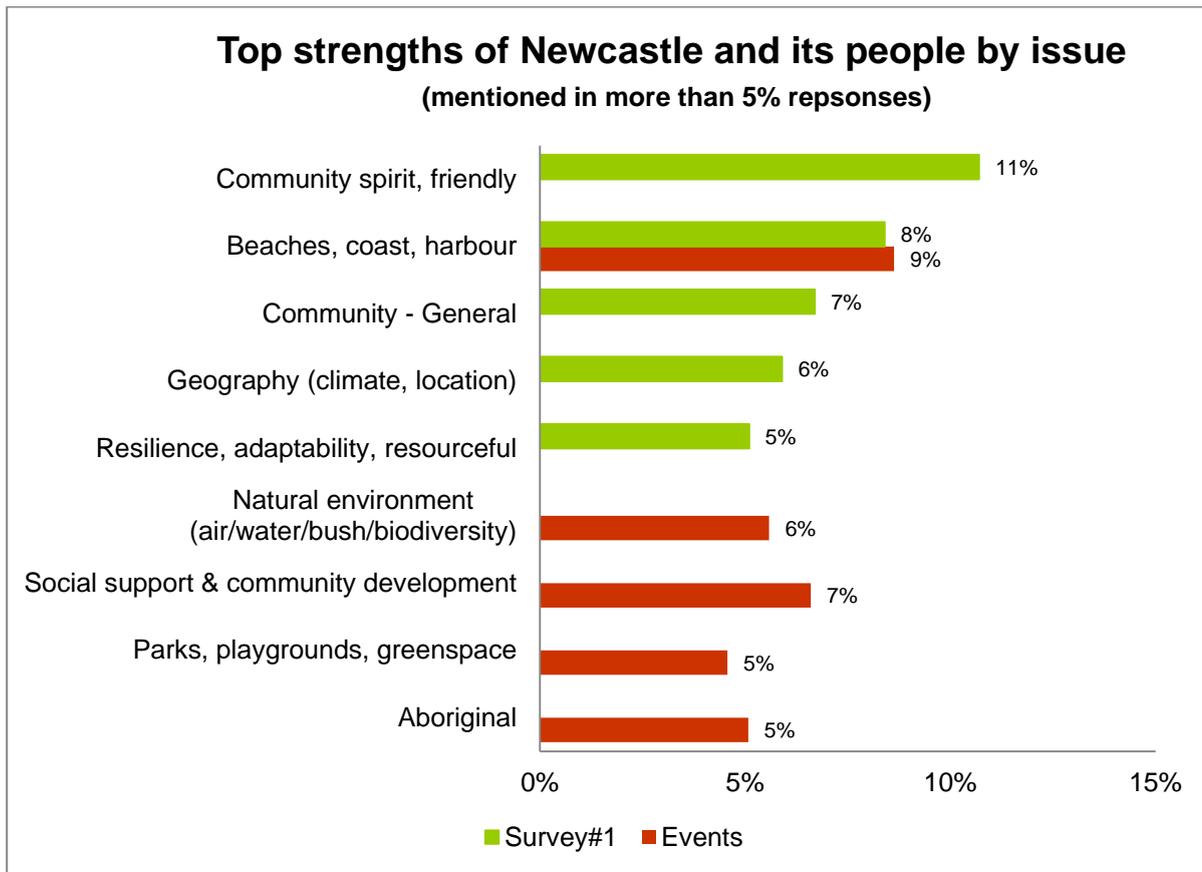
Survey #1 (n=691) Margin of error +/- 3.8

Community events (n=?)

Note: This figure shows percentage of all issue mentions not per cent of respondents.

A very diverse range of issues, topics and attributes were provided by respondents. 76 different issues were coded for the survey responses and 59 different issues were coded for responses to the event questions. As shown in Figure 10 only nine of the issues or attributes were mentioned by more than five per cent of respondents to either activity. Only one topic was mentioned by more than five percent of respondents from both activities. This was the beaches, coast and harbour of the city.

Figure 10. Strengths and things that make Newcastle great by issue by frequency mention in open comments



Survey #1 (n=691) Margin of error +/- 3.8

Community events (n=?)

Note: This figure shows percentage of all issue mentions not per cent of respondents.

Survey #1 Q2.

Survey #1 respondents were asked in question 2 'What are the strengths of Newcastle and its people?'

As shown in Figure 9 a quarter of the issues raised in survey responses to this question (n=592 responses) mentioned that the strengths of Newcastle were either specific or general attributes of its people and community. Within this theme the most commonly mentioned strengths related to: community spirit, friendliness of people (11%), a sense of community and pride in the city and its people (7%) and the resilience of the people and the city (5%).

A total of 18 per cent of responses mentioned attributes of the geography or climate of Newcastle. Within this theme the most frequently mentioned issues (as shown in Figure 10) were the beaches, coast and river; the mild climate, and proximity to surrounding areas, such as the Hunter Valley, national parks, and Lake Macquarie and Port Stephens.

Quality of life and lifestyle issues were mentioned in 11 per cent of responses. Within this theme the most commonly mentioned issues were the size/scale of the city (4%), general quality of life and lifestyle (3.5%); and the available facilities and services (2%).

The built environment and public spaces of Newcastle were also mentioned as strengths in 11 per cent of responses. The most frequently mentioned issues within this theme were the beauty and aesthetic quality of the city and the beaches, and the history and heritage of the built environment.

The resilience of the people and city was mentioned by 5 per cent of participants. These comments were often linked to the community spirit and helpfulness of people, and many reference the ability of the city to reinvent itself after BHP left and recovery from the 1989 earthquake.

Examples of the kinds of responses received from the survey responses are listed below.

Survey #1 Verbatim comments - Q2 Strengths of Newcastle and its people

It has a large country feel, it's blessed with beautiful seascapes and hillsides, and its people have artistic talent and a level of can-do-ness.

Adaptable, resilient, hard-working

They are resilient. They are friendly and helpful when someone needs help. They share the burden when someone has a lot of difficulties in life.

It's demographic diversity. It's easy proximity to just about everything. It is still affordable.

"People oriented" city. History and heritage.

Human scale, walkability of many parts and suburbs. The people are friendly and approachable.

The beauty of the coast, the airport linking us to other cities and the university are Newcastle's major strengths. The people are creative and innovative and are extremely passionate about belonging here

Beautiful scenic views and people wanting the city to improve

The question about the strengths of Newcastle was not asked in the 2012 survey, so we are unable to compare the responses.

Community events

At the four community events people were asked; *'What makes it great to live and work in Newcastle?'* As mentioned above a very wide range of issues and topics were raised at the community events. The topics or attribute mentioned by five percent or more of people are shown in Figure 10.

The most frequently mentioned issues and attributes after beaches, harbour and coast (9%), were 'social support and community development' (7%) and 'natural environment' (6%).

The strong representation for 'social support and community development' in this sample may be the result of data being collected at the Hunter Homeless Connect Day, an event where social and community service providers promote their services. Within this theme the most frequently mentioned issues were 'social support and community development', 'fairness and equity' and 'housing and homelessness'.

As shown in Figure 9 sustainability issues were mentioned by seven per cent of event participants. This included issues relating to the natural environment such as water quality, green space and bushland.

Aboriginal people and cultural heritage were mentioned in five per cent of comments. The high representation of this issue could be a result of the nature of the community events attended, two of which (NAIDOC Family Fun Day and Hunter Homeless Connect Day) had a higher proportion of Aboriginal people in attendance, than are found in the general Newcastle population.

Examples of the kinds of responses received from the community events are listed below.

Event Verbatim comments - What makes it great to live or work in Newcastle?

*We're lucky, Newcastle is pretty safe and it's pretty
Convenience, close to shops, cycling and great coffee
It's not Sydney
Central to everything
Beaches & lake
Improved transport and revitalisation is good
Easy going - quieter than other major cities
Lots of green spaces*

3.5 Challenges facing Newcastle and its people

Three engagement activities were used to identify the challenges facing Newcastle and its people. These were:

- Survey #1: Question 3. *'What challenges need to be considered so that our city is succeeding in 10 years?'*
- Community workshop question: *'What may change in the next 10 years to make it HARD to live and work here?'*
- Event question: *'What makes it hard to live and work in Newcastle?'*

Of the 762 people that completed Survey #1, 631 left responses to the question. A total of 297 responses were received from the participants of the five workshops, and 163 responses were received from the four community events. Many responses raised multiple issues, these responses were all coded by issue using the project codeframe and then grouped into themes.

A diverse range of topics and attributes were provided by respondents. As shown in Figure 12 and Figure 11 the different engagement activities generated a range of different responses in relation to what might be the challenges facing Newcastle and its people. The differences between the three data sets is likely to be caused by:

- The questions being slightly different
- The demographics of people participating or responding being diverse.

For all three activities, the individual issues raised in responses were reviewed and collated into themes. As shown in Figure 11 the top two themes were common to all three engagement activities. These were challenges relating to transport and the built environment and public spaces. Transport was the most frequently mentioned issue by the three sets of respondents. The individual activity results are set out below. The issues within these two themes most frequently mentioned were:

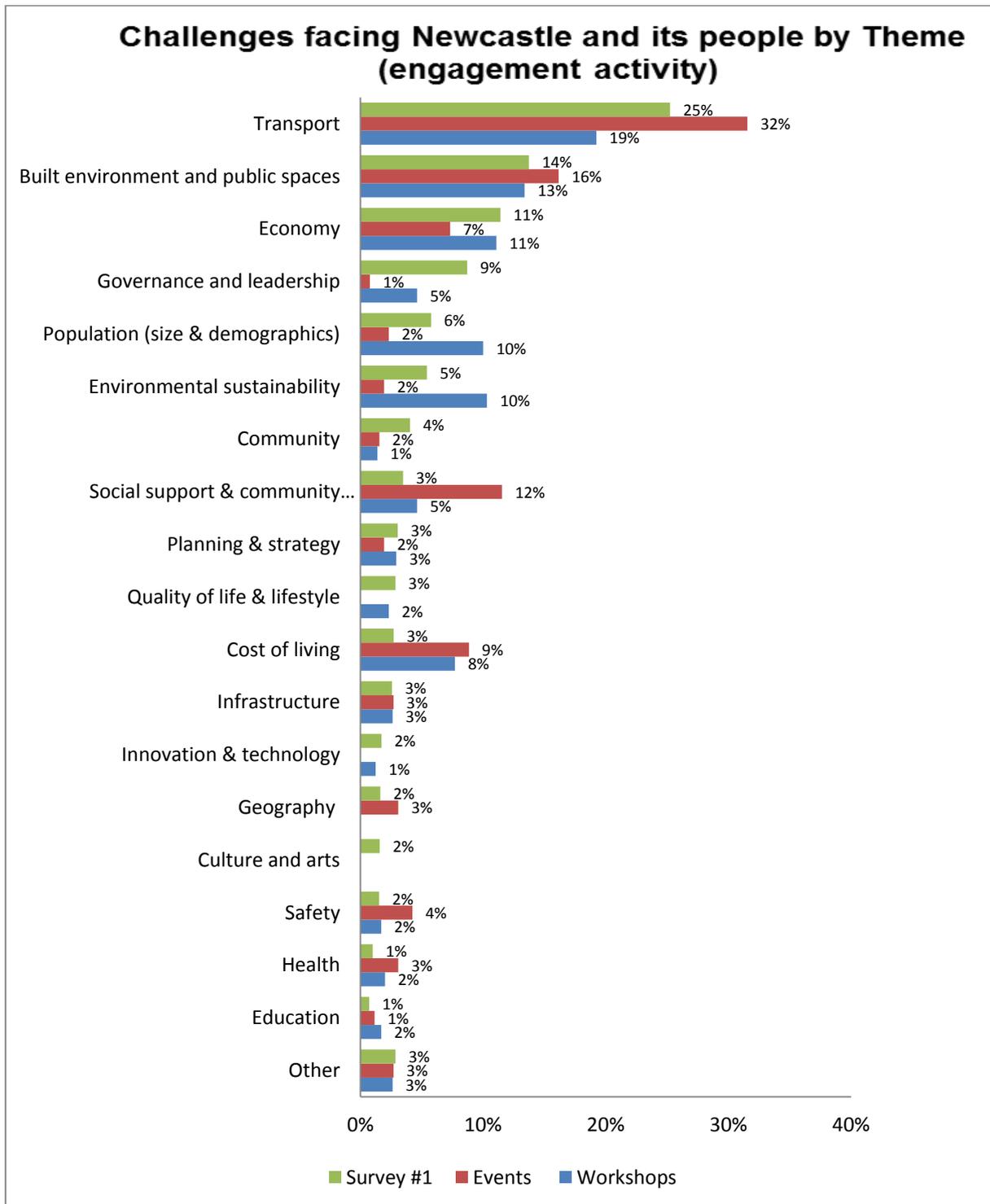
- Transport
 - Public transport
 - Parking
 - Roads and traffic
 - Cycling and cycleways.
- Built environment and public spaces
 - Buildings and development
 - Heritage and history
 - Public open space and greenspace.

Commonly mentioned issues covered in these two themes are shown in Figure 12 and examples are shown below in the verbatim comments from each activity. Fourteen of the 17 themes (not including 'other') had responses from all three activities, as shown in Figure 11, indicating a degree of consistency.

After transport and built environment and public spaces, the next most frequently mentioned themes and the issues they encompass were:

- Economy
 - Employment opportunities and options
 - Industry restructuring
 - Business
 - Tourism.
- Population size and demographic
 - Population growth
 - Population retention
 - Immigration
 - Changing social class structures.
- Governance and leadership
 - Politics and politicians.
- Environmental sustainability
 - Climate change.

Figure 11. Challenges and things that make Newcastle hard by theme by frequency mention



Survey #1 (n=691) Margin of error +/- 3.8

Community events (n=?)

Community workshops (n=115) Margin of error +/- 10

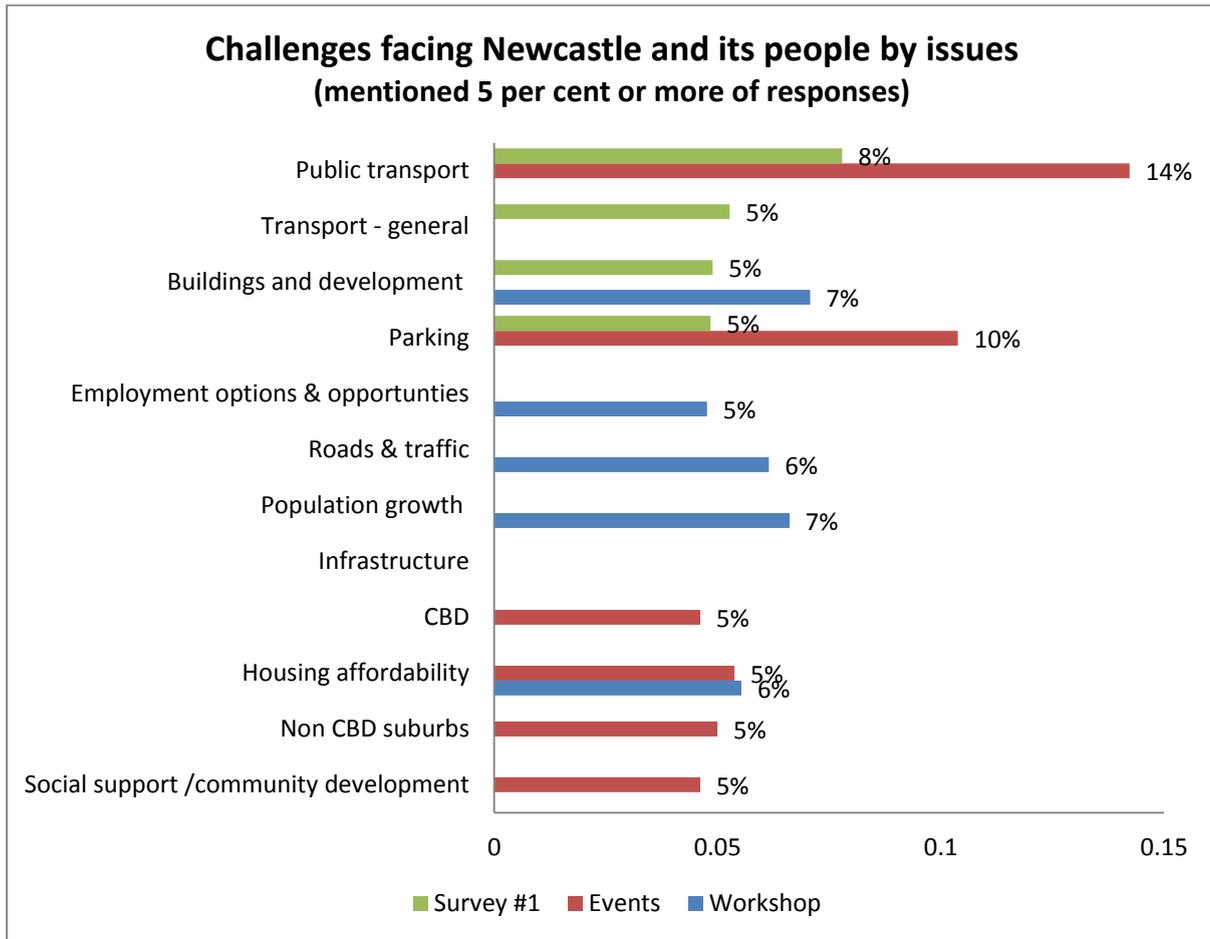
Note: This figure shows percentage of all issue mentions not per cent of respondents.

As shown in Figure 12, only 12 issues were mentioned by more than six per cent of respondents from each of the activities. Three of these topics were mentioned by five per cent or more of respondents from two or more activities.

These are:

- Public transport
- Buildings and development
- Parking
- Housing affordability

Figure 12. Challenges by issue mentions in five per cent or more of comments



Survey #1 (n=691) Margin of error +/- 3.8
 Community events (n=?)
 Community workshops (n=115) Margin of error +/- 10

Survey #1

Survey participants were asked 'What challenges need to be considered so that our city is succeeding in 10 years?' A total of 57 different issues were raised in the 631 responses to this question.

Transport issues were the most commonly mentioned in Survey #1 responses to this question.

Within the transport theme the top issues were:

- Public transport (8%)

- Parking (5%).

All other issues in this theme were mentioned by less than five per cent of respondents.

The 'built environment and public spaces' was the second most frequently mentioned theme for Survey #1 respondents. Within this theme the top issues were:

- Buildings and development (5%)
- The CBD specifically (2%).

All other issues in this theme were mentioned by less than five per cent of respondents.

The third most frequently mentioned theme was 'economy'. The most frequently mentioned issue in this theme was:

- Employment opportunities and job availability (4%).

All other issues were mentioned by less than five per cent of respondents.

Examples of the types of responses received are included below.

Survey #1 verbatim comments

Q3. What challenges need to be considered so that our city is succeeding in 10 years?

That high rise do not become ghettos and places of stress as they age

House prices, public transport, reliance on coal

Better transport strategy - improved road and rail system. More parking in city. More employment opportunities for all age groups - young and old

Preserving liveable character & heritage values.

*We need to create employment opportunities for tertiary educated people to stay and work in Newcastle.
Public transport needs to be better planned and utilized*

Ageing population, improvement in access to cultural activities, access to affordable dining, space for artists and artisans

Put politics aside to work together.

This question was not asked in the 2012 survey, so we are unable to identify any changes over time.

Workshops

Participants at the five workshops were asked 'What may change in the next 10 years to make it HARD to live and work here?' Each person was asked to put forward three responses to this question. A total of 297 responses covering 40 different issues were provided by 115 workshop participants.

Issues raised were grouped into themes. As mentioned above and shown in Figure 11 the themes with the most issues raised by workshop participants were transport (19%), the built environment and development (13%) , and economy (11%).

Within each of these themes the most frequently mentioned issues (in order) were:

- Transport (19%)
 - Public transport
 - Transport general
 - Parking.
- Economy (13%)
 - Employment opportunities and options
 - Industry restructuring.

Issues mentioned more frequently by workshop participants than by survey or event participants related to the topics of:

- Environmental sustainability (10%)
 - climate change
 - renewable energy.
- Population and demographics (10%)
 - Population growth or change.
- Cost of living (8%)
 - Housing affordability.

Examples of responses from workshop participants are shown below.

Workshop verbatim comments

What may change in the next 10 years to make it hard to live and work here?

Congestion if public transport fails to improve

Light rail, parking, transport

Cost of housing increasing dramatically - even in outer suburbs

Energy supply - need for cheap renewable energy

The Hunter economy changing from a dependency on natural resources to a resilient & inclusive economy based on the service industry.

Lack of jobs. Particularly entry level jobs

Diminishing diversity in industry/manufacturing

Loss of public open space - with increased housing density access to open space is even more critical.

Overcrowded city & region causing loss of natural resources, unnatural use of land, and pressures on housing and the people in it

Need to integrate with newcomers!! Make Newcastle 'Friendly' Safe people capital.

Events

At the NAIDOC Family Fun Day, Homeless Connect Day and Wallsend Winter Fair community events people were asked 'What makes it hard to live and work in Newcastle?' A total of 163 responses covering 32 different issues were generated. Some people gave multiple responses.

Issues raised were grouped into themes. As mentioned above and shown in Figure 11, the themes with the most issues raised by workshop participants, and the most frequently mentioned issue in each of these theme were:

- Transport (32%)
 - Public transport
 - Parking.
- Built environment and public spaces (16%)
 - CBD
 - Non CBD suburbs.
- Social support and community development (12%)

The fact that social support and community development was a prominent topic in responses from event attendees may have been influenced by the nature of the events attended.

Themes raised by event participants more than participants in the other activities include:

- Social and community development (12%)
- Cost of living (9%)
- Safety (4%).

Examples of responses from event participants are shown below.

Events verbatim comments - What makes it hard to live and work in Newcastle?

Need public transport in western suburbs

Need men's services & support

2 lane highway up Minmi Road - it's getting very congested

Rent - no houses available or too expensive

Losing heritage feel of large country town

Lack of housing options

Parking

3.6 Strategic directions

The 2013 Newcastle 2030 CSP contains seven strategic directions. Under these seven strategic directions sit 23 objectives. The two surveys were the engagement activities used to answer the key engagement question 'Are the current strategic directions appropriate or do they need to be modified?'

Survey #1 asked a series of questions to identify the level of support for the existing strategic directions and objectives. The findings of this survey are set out below.

Following review of the findings of Survey #1, the outcomes of the other engagement activities, and the work of the CSP project manager between June to September 2017, a new set of 52 proposed strategies sitting under seven revised strategic directions were developed.

A second survey (Survey #2) was prepared to enable the community to indicate their level of agreement or disagreement with the proposed strategies. The findings of Survey #2 are also set out below.

Survey #1

Questions 8 - 14 of Survey #1 asked respondents to rate the importance of the 23 existing objectives under the seven strategic directions in the Newcastle 2030 Community Strategic Plan (2013). A total of 672 people completed the survey in 2017, however not all people answered all questions. The same questions were asked in a similar survey in 2012.

The level of support for all seven strategic directions has increased since 2012, as indicated by the higher mean scores shown in Table 15.

All seven strategic directions received mean scores above 4, indicating that they are important to the respondents. The strategic direction with the highest level of support (and highest mean score) was 'Connected city' with a mean score of 4.4 out of a possible score of five. The strategic direction with the lowest mean score was 'Liveable and distinctive built environment' with a score of 4.2.

The detailed breakdown of results for each of the seven strategic directions can be found in the tables in Appendix 12. These include the breakdown of results for each objective for both 2012 and 2017.

The following section provides a breakdown of mean scores for each of the 23 objectives in the 2013 Newcastle 2030 CSP. All objectives were considered important and received mean scores between 4 and 4.7.

The most important objective out of the 23 objectives was 'Effective and integrated public transport', with a mean score of 4.7. The least important objectives were 'A built environment that maintains and enhances our sense of identity' and 'Greater diversity of quality housing for current and future community needs', which both had a mean score of 4.

Table 15. Mean scores for importance of existing strategic directions for 2017 and 2012

Seven strategic directions and 23 objectives	2012 Average Mean Score	2017 Average Mean Score	Change
CONNECTED CITY	4.3	4.4	↑
<ul style="list-style-type: none"> • Effective and integrated public transport • Linked networks of cycle and pedestrian paths • A transport network that encourages energy and resource efficiency 			
PROTECTED AND ENHANCED ENVIRONMENT	4.2	4.4	↑
<ul style="list-style-type: none"> • Greater efficiency in the use of resources • Our unique natural environment is maintained, enhanced and connected • Environmental and climate change risks and impacts are understood and managed 			
VIBRANT AND ACTIVATED PUBLIC PLACES	4.2	4.4	↑
<ul style="list-style-type: none"> • Public places that provide for diverse activity and strengthen our social connections • Culture, heritage and place are valued, shared and celebrated • Safe and activated places that are used by people day and night 			
CARING AND INCLUSIVE COMMUNITY	4.2	4.3	↑
<ul style="list-style-type: none"> • A welcoming community that cares and looks after each other • Active and healthy communities with physical, mental and spiritual wellbeing • A creative, culturally rich and vibrant community 			
LIVEABLE AND DISTINCTIVE BUILT ENVIRONMENT	4.0	4.2	↑
<ul style="list-style-type: none"> • A built environment that maintains and enhances our sense of identity • Mixed-use urban villages supported by integrated transport networks • Greater diversity of quality housing for current and future community needs • Best practice energy and water efficient buildings and infrastructure 			
SMART AND INNOVATIVE CITY	4.2	4.2	↑
<ul style="list-style-type: none"> • A vibrant diverse and resilient green economy built on educational excellence and research • A culture that supports and encourages innovation and creativity at all levels • A thriving city that attracts people to live, work, invest and visit 			
OPEN AND COLLABORATIVE LEADERSHIP	4.3	4.4	↑
<ul style="list-style-type: none"> • Integrated, sustainable long-term planning for Newcastle and the region • Considered decision making based on collaborative, transparent and accountable leadership • Active citizen engagement in local planning and decision-making processes and a shared responsibility for achieving our goals • The City of Newcastle: A local government organisation of excellence 			

Connected city

All three 'Connected city' objectives were considered important by the majority of respondents as shown by the mean scores in Table 16 below. The objective of 'Effective and integrated public transport' was rated the highest overall and the highest in this group with a mean score of 4.7.

Table 16. Importance of Connected City Objective by mean score

Connected City	Mean
Effective and integrated public transport	4.7
Linked networks of cycle and pedestrian transport	4.4
A transport network that encourages energy and resource efficiency	4.3

Effective and integrated public transport

Women rated 'Effective and integrated public transport' as more important (mean 4.8) than men, did (4.7) and were significantly more likely to rate it as extremely important (83%) than men (72%).

There was not a statistically significant difference in the rate of 'Effective and integrated public transport' between respondents from the four council wards.

People aged 55-59 rated 'Effective and Integrated Transport' as highest with a mean of 4.8. This was significantly higher than people over 70 rated it (mean 4.6). The sample size for all other age groups was too small to undertake a reliable significance test.

Linked networks of cycle and pedestrian transport

Women rated 'Linked networks of cycle and pedestrian transport' as more important (mean 4.4) than men rated this objective (mean 4.2), and women were more likely to rate it as extremely important (61%) than men (52%).

People from Wards 1 and 2, rated this objective as significantly more important (mean of 4.5) than people from Ward 3 (4.2) and Ward 4 (4.1) or from people living outside of the Newcastle LGA (4.3).

People aged between 25 and 69 rated this objective as more important than people over 70 years old. The sample size for all other age groups was too small to undertake a reliable significance test.

A transport network that encourages energy and resource efficiency

Women rated 'A transport network that encourages energy and resource efficiency' as significantly more important (mean 4.4) than men did (4.1) and were significantly more likely to rate it as extremely important (60%) than men (49%).

There was no statistically significant difference in the rate of 'A transport network that encourages energy and resource efficiency' between respondents from the four council wards

or by age group, however the sample size for under 25 year olds and people from ward four was insufficient to reliably identify a significant difference.

Transport comments

All survey respondents were invited to 'Tell us your ideas on how we can work together towards ensuring Newcastle is well-connected and has convenient transport networks'. A total of 66 per cent (457) of respondents left a comment in relation to this strategic direction. These comments were coded using the project codeframe (see Appendix 5).

The issues mentioned in more than 10 per cent of responses, are shown in Table 17. Public transport was the most commonly mentioned issue in the responses, with 67 per cent of responses mentioning 'public transport' options or issues. The next most commonly mentioned issues were 'cycling and cycleways' (33%) and 'parking' (17%). The full list of issues and the verbatims are shown in volume 2 of this report.

Table 17. Top issues mentioned in comments regarding transport

Top issues in 10% or more of comments	Frequency as per cent
Public transport	67%
Cycling & cycleways	33%
Parking	17%
Roads, cars, traffic	13%
Safety	12%
Footpaths, walking	11%
Governance and leadership	11%

Survey #1 (n=691) Margin of error +/- 3.8

Note: This table shows percentage of respondents that mention the issue. Figures may not add up to 100.

Among the comments that mentioned public transport, closing of the CBD rail line, the light rail route and integrated transport were the most commonly mentioned topics.

The comments regarding cycling were generally very supportive of more cycleways, as long as they were safe. The availability and cost of parking was generally considered an issue only in the CBD area. Other comments related to specific locations, transport routes and the politics of transport decision making around in Newcastle. Examples of comments are set out above.

Survey #1 verbatim comments

Q 8b. Tell us your ideas on how we can work together towards ensuring Newcastle is well connected and has convenient transport networks.

All modes of public transport need to work together. Timetables need to allow movement between modes of transport. Buses need to travel to where people want to go, rather than following old traditional routes.

Survey #1 verbatim comments (Continued)

More reliable public transport - more frequent and on time.

Put the light rail along the existing rail corridor

Bike paths separate from the road not as a part of the road.

Cycling and walking infrastructure is key.

Adequate free parking around outer CBD. More off road cycle ways for better safety.

Better transparency over decisions made that impact on transport, i.e. closure of rail corridor which has adversely impacted transport.

Protected and enhanced environment

All three 'Protected and Enhanced Environment' objectives were considered important by the majority of respondents as shown by the mean scores in Table 18 below. The objective of 'Our unique natural environment is maintained, enhanced and connected' was rated the most important in this group with a mean score of 4.6.

Table 18. Importance of Protected and Enhanced Environment by mean score

Protected and enhanced environment	Mean
Greater efficiency in the use of resources	4.3
Our unique natural environment is maintained, enhanced and connected	4.6
Environmental and climate change risks and impacts are understood and managed	4.3

Greater efficiency in the use of resources

Women rated 'Greater efficiency in the use of resources' as significantly more important (mean 4.5) than men did (4.1) and were significantly more likely to rate it as extremely important (58%) than men (38%).

People from Ward 1 rated this objective as more important (4.4) than people from Ward 2 (4.2). The sample size for Ward 4 and the area outside of Newcastle LGA was below the number required to reliably test for significance.

There was no statistically significant difference between the responses of people from different age groups, however the sample size for under 25 year olds was insufficient to reliably identify a significant difference.

Our unique natural environment is maintained, enhanced and connected

Women rated 'Our unique natural environment is maintained, enhanced and connected' as significantly more important (mean 4.7) than men did (4.4) and were significantly more likely to rate it as extremely important (78%) than men (56%).

People from Ward 1 rated this objective as significantly more important (4.7) than respondents from Wards 2 and 3. The sample size for Ward 4 and the area outside of Newcastle LGA was below the number required to reliably test for significance.

No valid significant differences were identified between age groups due to the small sample size for some groups.

Environmental and climate change risks and impacts are understood and managed

Women rated 'Environmental and climate change risks and impacts are understood and managed' as significantly more important (mean 4.5) than men did (mean 4.0) and were significantly more likely to rate it as extremely important (63%) than men (44%).

People from Ward 1 rated this objective as more important (4.4) than people from other Newcastle Wards.

People aged 25-39 rated this objective as more important (4.5) than people 55-69 years (4.2), however the sample size for those aged under 25 year olds was insufficient to reliably identify a significant difference.

Environment Comments

All survey respondents were invited to "Tell us your ideas on how we can work together towards ensuring that Newcastle's unique natural environment is understood, maintained and protected". A total of 43 per cent (298) of all survey respondents left a comment in relation to the environment. These comments were coded using the codeframe (see Appendix 5).

Table 19 below shows the issues mentioned by more than 10 per cent of responses. The most frequently mentioned issues were:

- Natural environment and ecology (35%)
- Governance and leadership (28%)
- Public open space and parks (25%).

The high number of comments that mentioned governance and leadership issues included many comments regarding the impact of construction of the Supercars 500 infrastructure on parks and trees. This was a topical issue in the media and community at the time the survey was being undertaken.

Examples of the comments made are listed below. The full list of issues and the verbatims are shown in volume two.

Table 19. Top issues mentioned comments regarding the environment.

Survey #1 Issues in 10% or more comments	Frequency as per cent
Natural environment (air, water, bushland,biodiversity)	35%
Governance and leadership	28%
Greenspace, open space, parks & playgrounds	25%
Buildings & development	19%
Street trees, landscaping	18%
Sustainability (environmental)	16%
Beaches, coast and/or harbour	16%
Supercars	14%
Waste management	13%
Pollution	12%
Education & university	11%
Citizen engagement, passion and involvement	10%

Survey #1 (n=691) Margin of error +/- 3.8

Note: This table shows percentage of respondents that mention the issue. Figures may not add up to 100.

Survey #1 Verbatim comments

Q 9b. Tell us your ideas on how we can work together towards ensuring that Newcastle's unique natural environment is understood, maintained and protected.

Planting of natives and more green spaces

Ensure all developments comply with environmental control plans. Maintain & improve waterways, parks, forest areas & promote more wild spaces with management in partnership with indigenous traditional owners

Protect our natural assets, curtail the encroachment of development into the reserves that currently remain. High-density with shared public spaces and facilities would be better than sprawl.

We need to provide wildlife corridors and to have more areas like Blackbutt Reserve - not just for people but for wildlife. We need to protect the native animals and their distinct habitats. More needs to be done to ensure that as units are built, gardens with native plants suitable for birds in our area are planted. Not non-native species.

The current environment is being trashed by Council. Our beautiful foreshore park is losing trees and gaining 2 hectares of concrete. What for, a 3 day race that will disrupt the city, cause local businesses to lose money and keep all the genuine visitors, who come to enjoy our beaches, away.

Greater reliance on renewable energy.

Vibrant and activated public places

All three 'Vibrant and Activated Public Places' objectives were considered important by the majority of respondents as shown by the mean scores in Table 20 below. The objective of 'Safe and activated places that are used by people day and night' was rated the most important in this group with a mean score of 4.6.

Table 20. Importance of Vibrant and Active Places objectives as mean score

Vibrant and activated public places	Mean
Public places that provide for diverse activity and strengthen our social connections	4.3
Culture, heritage and place are valued, shared and celebrated	4.3
Safe and activated places that are used by people day and night	4.6

Public places that provide for diverse activity and strengthen our social connections

Women rated 'Public places that provide for diverse activity and strengthen our social connections' as more important (4.4) than men did (4.2) and were significantly more likely to rate this objective as extremely important (56%) than men did (40%).

Respondents from Wards 1 and 2 rated this objective as more important (both 4.4) than respondents from Ward 3 (4.2). Ward 4 rated this lowest (4.1) however the sample size for Ward 4 was insufficient to identify if this was a significant difference to the other wards.

Respondents aged 25-39 rated this objective more highly (4.4) than people aged 55-69 (4.2). The sample size for people under 25 was insufficient to identify a significant difference.

Culture, heritage and place are valued, shared and celebrated

Women rated 'Culture, heritage and place are valued, shared and celebrated' as more important (4.4) than men did (4.0), and were significantly more likely to rate this objective as extremely important (55%) than men (37%).

Respondents from ward one rated this objective as more important than respondents from the other three wards, however the sample size for ward four was insufficient to identify if this was a significant difference to the other wards.

There was no identified significant differences in the importance rating for this objective between respondents from different age ranges, however the sample size for under 25 year olds was insufficient to reliably identify a significant difference.

Safe and activated places that are used by people day and night

Women rated 'Safe and activated places that are used by people day and night,' as more important (4.6) than men did (4.5).

Respondents from ward one rated this objective as more important (4.6) than respondents from other wards, however the sample size for Ward 4 was insufficient to identify if this was a significant difference to the other wards.

Respondents aged 25-39 rated this as significantly more important than people in age ranges 40 - 69, however the sample size for under 25 year olds was insufficient to reliably identify a significant difference.

Open Comments

All survey respondents were invited to 'Tell us your ideas on how we can work together towards ensuring Newcastle is a city of great public places and neighbourhoods promoting people's health, happiness and wellbeing'. A total of 47 per cent (324) of all survey respondents left a comment in relation to this.

These comments were coded using the codeframe (see Appendix5). Table 21 below shows the issues mentioned by more than 10 per cent of responses. The most frequently mentioned issues related to safety (23%). The most commonly mentioned topics relating to safety were lighting, footpath trip hazards and alcohol related. Examples are included in the verbatims below.

The next two most commonly mentioned issues related to events, festivals and space activation, and the use of parks, open space and playgrounds. These two themes were closely linked.

On the whole the comments were very positive and supportive of the work being done to activate public places and neighbourhoods, offering many suggestions for new projects and activities, with one notable exception. Approximately 11 per cent of responses were expressing concerns and dissatisfaction linked to the Supercars event and the impact of the Supercars event on the East End neighbourhood and the foreshore park lands. They generally felt that the Supercars event was inconsistent with the objective of this strategic direction.

Table 21. Issues mentioned in 10% or more of verbatim comments regarding, public places and neighbourhoods.

Issues in 10% or more of comments	Frequency as per cent
Safety	23%
Activation, Events and Festivals	15%
Parks, Playgrounds, Greenspace	15%
Heritage & History	13%
Dissatisfied /Supercars	11%
Culture & Arts	10%

Survey #1 (n=691) Margin of error +/- 3.8

Note: This table shows percentage of respondents that mention the issue. Figures may not add up to 100.

Examples of the comments made are listed below. The full list of issues and the verbatims are shown in Volume 2.

Survey #1 Verbatim comments

Q10b. Tell us your ideas on how we can work together towards ensuring Newcastle is a city of great public places and neighbourhoods promoting people's health, happiness and wellbeing.

Maintain safe and clean environments with adequate lighting, signposting and access options, including public transport or some form of park and ride.

First, spaces have to be safe - appropriately lit at night and well-paved or smooth walkways - no trip hazards. Create some evening-time safe public spaces for young people that preclude drinking: well lit physical spaces for wall climbing, Parkour course, Public gym equipment, Basketball court.

Where is the heritage of our local tribes prominently on display to locals and visitors. It can become a huge draw card, while respecting our forebears of this part of the coast.

Keep on with the Bathers Way project. Well lit gathering places with desirable locations (Restaurants, small bars, cultural centres) joined to public transport networks.

Encourage people to utilise local centres in the evenings with street stalls, buskers etc.

More public art and art installations - especially those that are inclusive of the Aboriginal community and ethnic communities. Interactive public installations/games (large scale chess, coits, etc). More outdoor gym areas. Bolster free cultural events / talks for the community.

Again you have shown no regard for culture and heritage. How can you even pretend to care about these issues when you and Supercars are digging up roads through our heritage area right now? How will this impact on the oldest homes in Newcastle? Idea - get rid of Supercars if you want to be taken seriously about heritage.

Caring and inclusive community

All three 'Caring and Inclusive Community' objectives were considered equally important by the majority of respondents as shown by the mean scores in Table 22 below.

Table 22. Importance rating of Caring and Inclusive Community objectives as mean score

Caring and inclusive community	Mean
A welcoming community that cares and looks after each other	4.3
Active and healthy communities with physical, mental and spiritual wellbeing	4.3
A creative, culturally rich and vibrant community	4.3

A welcoming community that cares and looks after each other

Women rated 'A welcoming community that cares and looks after each other' as more important (4.5) than men did (4.2), with women more likely to rate this objective as extremely important (60%) than men (40%) did.

There was no significant difference in the importance rating for this objective based on which ward respondents lived in, however the sample size for Ward 4 was insufficient to reliably identify a significant difference.

People aged 25-39 rated this objective as more important (4.5) than people aged 55-69 (4.3), however the sample size for under 25 year olds was insufficient to reliably identify a significant difference.

Active and healthy communities with physical, mental and spiritual wellbeing

Women rated 'Active and healthy communities with physical, mental and spiritual wellbeing' as more important (4.5) than men did (4.0), with women more likely to rate this objective as extremely important (61%) than men (36%).

There was no significant difference in the importance rating for this objective based on which ward respondents lived in, however the sample size for ward four was insufficient to reliably identify a significant difference.

There was no significant difference in the importance rating for this objective based on age of respondents, however the sample size for under 25 year olds was insufficient to reliably identify a significant difference.

A creative, culturally rich and vibrant community

Women rated 'A creative, culturally rich and vibrant community' as more important (4.4) than men did (4.0).

Respondents from Ward 1 rated this objective as more important (4.4) than respondents from all other wards. Wards 2 and 3 rated it significantly lower (4.2 and 4.1) than Ward 1. The sample size for Ward 4 was insufficient to identify if this was a significant difference between wards.

There were no significant differences in the importance rating for this objective based on age of respondents, however, the sample size for under 25 year olds was insufficient to reliably identify a significant difference.

Open comments

All survey respondents were invited to 'Tell us your ideas on how we can work together towards ensuring Newcastle is a thriving community where diversity is embraced and everyone is valued and has the opportunity to contribute and belong'. A total of 39 per cent (268) of all survey respondents left a comment in relation to this.

These comments were coded using the codeframe (see Appendix 5). Table 23 below shows the issues mentioned by 10 per cent or more of people that left comments.

Table 23. Top issues mentioned in comments regarding thriving and inclusive community

Issues in 10% or more of comments	Frequency as per cent
Culturally and linguistically diverse community	24%
Cohesive and/or collaborative community	21%
Activation, Events and Festivals	19%
Community spirit ,friendly and pride	18%
Social support /community development	10%

Survey #1 (n=691) Margin of error +/- 3.8

Note: This table shows percentage of respondents that mention the issue. Figures may not add up to 100.

The most commonly mentioned topic related to culturally and linguistically diverse people and communities, in particular the benefits and challenges associated with recent immigrant communities and refugees. Comments ranged from those that were very supportive of recent arrivals and increasing the cultural diversity of Newcastle, to those that were wanting to maintain a homogeneous culture of the city. Many of the comments and suggestions relating to cultural diversity also mentioned issues relating to maintaining or improving community cohesion and collaboration within and between different sections of the community. Examples of comments are below. A range of events, festivals, and community activities were also suggested as ways of achieving a thriving community. Examples are in the verbatim comments below.

Survey #1 Verbatim comments

Q11b. Tell us your ideas on how we can work together towards ensuring Newcastle is a thriving community where diversity is embraced and everyone is valued and has the opportunity to contribute and belong.

Build low cost housing for the disadvantaged

Reducing density of community housing in specific locations, promotion of multicultural events

Lobby for Newcastle to be a special city of access for migrant groups

Encourage ethnic communities to embrace and respect the Australian way of life.

Encourage refugee resettlement here. Ensure a mix of high and low income housing within every suburb.

Don't bring half of Sydney up here who aren't interested in mixing in with the way our city already is. Don't bring people up here who change the way we are and do not assimilate.

*Encourage the formation of community groups gardening Dig parks Men sheds Tai Chi exercise groups
Dance clubs*

Design spaces where communities can come together in various ways eg: to cook together, to create, to debate ideas, etc. These should have minimal fees to book space or be available outdoor spaces.

Community grants for organisers would be a positive step.

Liveable and distinctive built environment

All four 'Liveable and Distinctive Built Environment' objectives were considered important by the majority of respondents as shown by the mean scores in Table 24 below. The objective of 'Best practice energy and water efficient buildings and infrastructure' was rated the most important in this group with a mean score of 4.4.

Table 24. Importance of liveable and distinctive built environment objectives as mean score

Liveable and distinctive built environment	Mean
A built environment that maintains and enhances our sense of identity	4.0
Mixed-use urban villages supported by integrated transport networks	4.3
Greater diversity of quality housing for current and future community needs	4.0
Best practice energy and water efficient buildings and infrastructure	4.4

A built environment that maintains and enhances our sense of identity

Women rated 'A built environment that maintains and enhances our sense of identity' as more important (4.1) than men did (3.8), with women more likely to rate this objective as extremely important (36%) than men (22%) did.

There was no significant differences in the overall importance rating for this objective based on the ward respondents lived in, however Ward 1 residents were more likely to rate it as extremely important. The sample size for Ward 4 was insufficient to reliably identify a significant difference.

There was no significant difference in the importance rating for this objective based on age of respondents, however the sample size for under 25 year olds was insufficient to reliably identify a significant difference.

Mixed-use urban villages supported by integrated transport networks

There were not significant differences in the importance placed on the objective 'Mixed-use urban villages supported by integrated transport networks', where the sample size was large enough to reliably identify significant differences.

Greater diversity of quality housing for current and future community needs

There were not significant differences in the importance placed on the objective 'Greater diversity of quality housing for current and future community needs', where the sample size was large enough to reliably identify significant differences.

Best practice energy and water efficient buildings and infrastructure

Women rated 'Best practice energy and water efficient buildings and infrastructure' as more important (4.5) than men did (4.2), with women more likely to rate this objective as extremely important (64%) than men (50%).

Respondents from Ward 1 rated this objective as more important (4.5) than people from Ward 4 did (4.2). The sample size for ward four was insufficient to reliably identify a significant difference.

There was no significant difference in the importance rating for this objective based on age of respondents, however, the sample size for under 25 year olds was insufficient to reliably identify a significant difference.

Open comments

All survey respondents were invited to 'Tell us your ideas on how we can work together towards ensuring Newcastle is an attractive city that is built around people and reflects our sense of identity' 38 per cent (265) of all survey respondents left a comment in relation to this.

These comments were coded using the code frame (see Appendix 5). Table 25 below shows the issues mentioned by 10 per cent or more of people who left comments. The full assessment of comments is in Volume Two of this report.

Table 25. Top issues mentioned in comments regarding built environment

Issues in 10% or more of comments	Frequency as per cent
Buildings & development	45%
Energy	13%
Heritage & history	13%
Aesthetics & clean street	12%
Housing affordability	11%
Parks, playgrounds, green space	10%

Survey #1 (n=691) Margin of error +/- 3.8

Note: This table shows percentage of respondents that mention the issue. Figures may not add up to 100.

The most frequently mentioned issue (45%) in this section related to the buildings and developments. Within this section most frequently mentioned topic was the scale, quality and density of high and medium density development, and the necessary infrastructure to support high density communities with open space, community services and transport options. Some people were very supportive of increasing residential density and apartments across the LGA, however many people were concerned with the poor quality of apartment design, poor aesthetics, poor energy efficiency buildings, and small rooms.

Energy efficiency and resource sustainability in building design was mentioned by 13 per cent of people. As was the celebration and protection of historic buildings, street scapes and neighbourhoods. These topics were often closely associated with the increased development across the city.

An issued that emerged as more prominent in 2017 than in the 2012 study (Newcastle Voice Newcastle 2030 Report Dec 2012) was housing affordability. This was mentioned in 11 per cent of comments in 2017 but housing affordability was only mentioned in 3.5 per cent in 2012.

Examples of comments are listed below.

Survey #1 Verbatim comments

Q12b: Tell us your ideas on how we can work together towards ensuring Newcastle is an attractive city that is built around people and reflects our sense of identity?

Council to be actively evaluating building development plans so that permission to build is based not only on unit numbers per block size but also on visual and social amenity. I think developers are building the ghettos of the future.

Quality buildings to last and maintenance of those we have.

Encourage selective development of high rise in Newcastle West, move away from boxy "same same" low rise buildings.

Engage local architects for major developments, not just those from Sydney and Melbourne. Ensure new housing developments include space for residents to connect, grow food, park bikes etc.

Don't turn it into a concrete jungle.

More people need to be living in the city centre. This includes a range of housing options, not just top-end apartments. The western suburbs need to be included in this objective. These suburbs need to be liveable as well.

Encouragement for renewable energy installations and conversions

High quality, energy efficient architecture

Encourage a respect for the past and preserve the architecture

Newcastle has a beautiful Victorian CBD which is being whittled away by neglect and lax planning laws. Height limits of new buildings and planning permission should attempt to reverse this trend.

Affordable homes in the inner city not just an area for the elite

More lower cost housing, less glamorous apartment buildings. Student accommodation. More solar panels in public buildings

Need to provide suitable accommodation that is affordable for everyone and that has not only transport networks but areas for recreation and sport/play plus native wildlife corridors

Smart and innovative city

All three 'Smart and innovative city' objectives were considered important by the majority of respondents as shown by the mean scores in Table 26 below. The objective of 'A thriving city that attracts people to live, work, invest and visit' was rated the most important in this group with a mean score of 4.4.

Table 26. Importance of Smart and Innovative City objectives as mean scores

Smart and innovative city	Mean
A vibrant diverse and resilient green economy built on educational excellence and research	4.1
A culture that supports and encourages innovation and creativity at all levels	4.3
A thriving city that attracts people to live, work, invest and visit	4.4

A vibrant diverse and resilient green economy built on educational excellence and research

Women rated 'A vibrant diverse and resilient green economy built on educational excellence and research' as more important (4.3) than men did (3.9), with women more likely to rate this objective as extremely important (51%) than men (33%).

Respondents from Ward 1 rated this objective as more important (4.2) than people from Ward 4 did (4.0). The sample size for Ward 4 was insufficient to reliably identify a significant difference.

There was no significant difference in the importance rating for this objective based on age of respondents, where the sample size was sufficient to reliably identify a difference.

A culture that supports and encourages innovation and creativity at all levels

Women rated 'A culture that supports and encourages innovation and creativity at all levels' as more important (4.4) than men did (4.1), with women more likely to rate this objective as extremely important (53%) than men (39%).

Respondents from Ward 1 rated this objective as more important (4.4) than people from Ward Three did (4.2). The sample size for Ward 4 was insufficient to reliably identify a significant difference.

Respondents in the age range 25-39 rated this objective as more important (4.5) than people aged over 39 (4.2 and 4.3). There was insufficient sample size for people under 25 and over 70 to reliably identify a significant difference.

A thriving city that attracts people to live, work, invest and visit

There were not significant differences in the importance placed on the objective 'A thriving city that attracts people to live, work, invest and visit' for either ward or gender, where the sample size was large enough to reliably identify significant differences.

Respondents in the age range 25-39 rated this objective as more important (4.6) than people aged 40-54 (4.4) and 55-69 (4.3). There was insufficient sample size for people under 25 and over 70 to reliably identify a significant difference.

Open comments

All survey respondents were invited to 'Tell us your ideas on how we can work together towards enhancing Newcastle's reputation as a leader in smart innovations with a healthy, diverse and resilient economy.' A total of 35 per cent (242) of all survey respondents left a comment in relation to this.

These comments were coded using the code frame (see Appendix 5). Table 27 below shows the issues mentioned by 10 per cent or more of people who left comments. The full assessment of comments is in Volume Two.

Table 27. Top issues mentioned in comments regarding innovation

Issues in 10% or more comments	Frequency as per cent
Education and university	18%
Buildings & development	13%
Innovation and smart city	12%
Business and industry	10%
Employment options and opportunities	10%
Vague wording, non-specific	10%
Other - relevant	12%

Survey #1 (n=691) Margin of error +/- 3.8

Note: This table shows percentage of respondents that mention the issue. Figures may not add up to 100.

A wide range of comments were received on this theme. Many were very focused on specific aspects of the theme, while others were wide ranging. There was a mix of positive and negative comments. The most frequently mentioned issues related to the education system and educational opportunities (18%). They generally felt that access to a modernised and skills focused education system were key to achieving an innovative and resilient economy.

The second most frequently mentioned issue (13%) related to landuse, the built environment and development. There were mixed views on the scale and location of development that would achieve the objective. Some specific examples of the types of development were provided in the comments.

Many of the 12 per cent of comments that specifically mentioned technology and technological innovation were sceptical of its benefits, however some were very supportive.

There was a large number of comments that expressed confusion or lack of clarity about this objective (10%). The comments that were coded as 'other' also showed that this topic was understood in many different ways by different people.

About five per cent of these comment expressed the view that the Supercars Event was inconsistent with the city being smart, healthy or innovative.

Examples of the comments are below.

Survey #1 Verbatims comments

Q13b: Tell us your ideas on how we can work together towards ensuring Newcastle's reputation as a leader in smart innovations with a healthy, diverse and resilient economy.

Again we need to invest in education we need a vibrant TAFE and University. We need to support STEM initiatives through engineering and science. We need to encourage cutting edge innovation to set up in our region. We need to encourage these industries to go into our schools and inspire young people and to give them a reason to want to achieve.

Ensure there is equal opportunity for all our children no matter where they live and what school they go to. Encourage more diverse learning methods in our schools and interactions between schools and university. Bring back TAFE with more creative courses available as well as skills based courses.

Encourage new technology industries by way of subsidised appropriately zoned land

Where financially viable, push for new buildings and housing developments to feature smart and sustainable technologies. Support events that showcase innovation and creativity through the university, the Lunatics Society and other groups.

Support urban farming and schemes for turning food waste into mulch Fast track construction of the hub where innovators can meet to share ideas and access businesses that can assist them. Develop policies around the use of the data which smart city generates to ensure it is used for the common good - not just to enrich private companies.

NCC has not articulated the benefit of this concept very well. What use is free WiFi in the city when access to it is an expensive exercise for the majority of ratepayers who live beyond Beaumont Street.

Green economy? Expensive and ultimately useless experiments. Its convenient for many involved in government to forget that without the coal industry this town has little to make money from except its service industries

A bit dubious about this disruptive innovative stuff. We need to have specific targets that have criteria, rather than adjectival phrases pushing textbook ideas. There's a lot of smoke and mirrors around the gig economy.

I think we need to encourage more new age energy technology industries to Newcastle, our history has been with coal but time to build on that history and embrace the new technology to generate jobs and encourage the world to visit for work or play.

A green city is not the ultimate. A fully functioning smart city with hi-tech commercial activity leading development of the smart city concept will allow greening to take place if developments investment includes contributions to greening.

What is a green economy ???

Does 'thriving' mean like Sydney? No thanks.

This section has little if any meaning in reality. Buzz words with little relevance to anything except other buzz words.

Piffle, piffle and waffle.

Use innovation to construct a purpose built racetrack for everyone to enjoy that does not rip through the heart of a residential area.

Open and collaborative leadership

All four open and collaborative leadership objectives were considered important by the majority of respondents as shown by the mean scores in Table 28 below. The objectives of 'Considered decision making based on collaborative, transparent and accountable leadership' and 'Integrated, sustainable long-term planning for Newcastle and the region' were rated the most important in this group with mean scores of 4.6.

Table 28. Importance of Open and Collaborative Leadership objectives as mean scores

Open and collaborative leadership	Mean
Integrated, sustainable long-term planning for Newcastle and the region	4.6
Considered decision making based on collaborative, transparent and accountable leadership	4.6
Active citizen engagement in local planning and decision-making processes and a shared responsibility for achieving our goals	4.4
The City of Newcastle: A local government organisation of excellence	4.3

Integrated, sustainable long-term planning for Newcastle and the region

Women rated the objective 'Integrated, sustainable long-term planning for Newcastle and the region' as more important (4.6) than men did (4.4).

Respondents from Ward 1 rated this objective as more important (4.6) than people from Ward 2 (4.5) and Ward 3 (4.5) and Ward 4 (4.4). The sample size for Ward 4 was insufficient to reliably identify if the difference was significant.

There was no significant difference in the importance rating for this objective based on age of respondents, where the sample size was sufficient to reliably identify a significant difference.

Considered decision making based on collaborative, transparent and accountable leadership

Women rated the objective 'Considered decision making based on collaborative, transparent and accountable leadership' as more important (4.6) than men did (4.4), with women more likely to rate this objective as extremely important (66%) than men (56%).

Respondents from Ward 1, 2 and 3 rated this objective as more important (4.6) than people from Ward 4 (4.4) however the sample size for Ward 4 was insufficient to reliably identify if the difference was significant.

There was no significant difference in the importance rating for this objective based on age of respondents, where the sample size was sufficient to reliably identify a significant difference.

Active citizen engagement in local planning and decision-making processes and a shared responsibility for achieving our goals

Women rated the objective 'Active citizen engagement in local planning and decision-making processes and a shared responsibility for achieving our goals' as more important (4.5) than men did (4.1), with women more likely to rate this objective as extremely important (64%) than men (42%).

There was no significant difference in the importance rating for this objective based on ward or on age of respondents, where the sample size was sufficient to reliably identify a significant difference.

The City of Newcastle: A local government organisation of excellence

There was no significant difference in the importance rating for this objective based gender, ward or on the age of respondents, where the sample size was sufficient to reliably identify a significant difference.

All survey respondents were invited to 'Tell us your ideas on how we can work together towards ensuring Newcastle has a strong local democracy with an actively engaged community and effective partnerships'. A total of 41 per cent (274) of all survey respondents left a comment in relation to this.

These comments were coded using the codeframe (see Appendix 5). Table 29 below shows the issues mentioned by 10 per cent or more of people that left comments. The full assessment of comments is in Volume 2.

Table 29. Top issues mentioned in comments regarding democracy and engagement

Issues in 10% or more of comments	Frequency as per cent
Citizen engagement and involvement	39%
Governance and leadership	27%
Politics and politicians	16%
Supercars	10%

Survey #1 (n=691) Margin of error +/- 3.8 Note:

This table shows percentage of respondents that mention the issue. Figures may not add up to 100.

Open Comments

The majority of comments in this section suggested that there was considerable distrust and disillusionment with the leadership and governance of the city.

39 per cent of comments relating to this topic were supportive of increased community involvement and engagement in decision making. Many comments reflected the belief that government was not responsive to the will of the people at either a local or state level. Some comments make specific suggestions on how to improve and enable community involvement in decision making.

The decision making process surrounding the Supercars event was specifically mentioned by 10 per cent of respondents as an example of what they do not like about current government decision making processes. Other specific examples related to the decision making around transport and the rail line.

The next most frequently mentioned issues in relation to this topic were 'governance and leadership' (27%) and 'politics and politicians' (16%). These topics were often closely linked to the issues of citizen engagement and community involvement mentioned above.

Examples of a range of comments relating to governance, citizen engagement and community involvement in decision making are included below.

Survey #1 Verbatims Comments

Q14b: Tell us your ideas on how we can work together towards ensuring Newcastle has a strong local democracy with an actively engaged community and effective partnerships.

It is important that citizen engagement is not just lip service. Also that shared responsibility is not a token phrase that shifts responsibility to the private sector and citizens that should be the responsibility of government.

Improve council business case process to prioritise based on community feedback and expectations. Balance out pure economic factors. Consider LONG TERM in economic assumptions - too many short term decisions lacking sufficient detail. Triple/quadruple bottom line reporting in annual report. Proper sustainability KPIs

The people should be able to be heard. It's their city as much as it is the council's. The council can't just say "oh, give us your ideas and we will take it into consideration" and then not. They need to actually listen and demonstrate that they have heard. All ages should be heard as well. Not just those that are seen as "more experienced." A voice for all cultures and religions too.

More online participation (like this). Neighbourhood/city working groups for projects formed of residents, reflecting the societal profile.

Use vibrant active engagement measure to attract community into planning. Go to the community, don't expect them to turn-up to boring meetings. Councillors that actually works together. Managers and CEO that are in-touch with the community and their staff.

Don't want to get to a position where Newcastle is run by a small group of influential lobby groups. Vocal minorities are scary. Employ ethicists.

Prove there is an active culture stopping corruption at all levels

Listen to the people not the political parties

Additional ideas

All respondents were asked 'Are there any additional ideas or comments you would like to provide on the Newcastle 2030 Community Strategic Plan and how we can work together

towards a smart, liveable and sustainable Newcastle?' A total of 44 per cent (297) of all survey respondents left a comment.

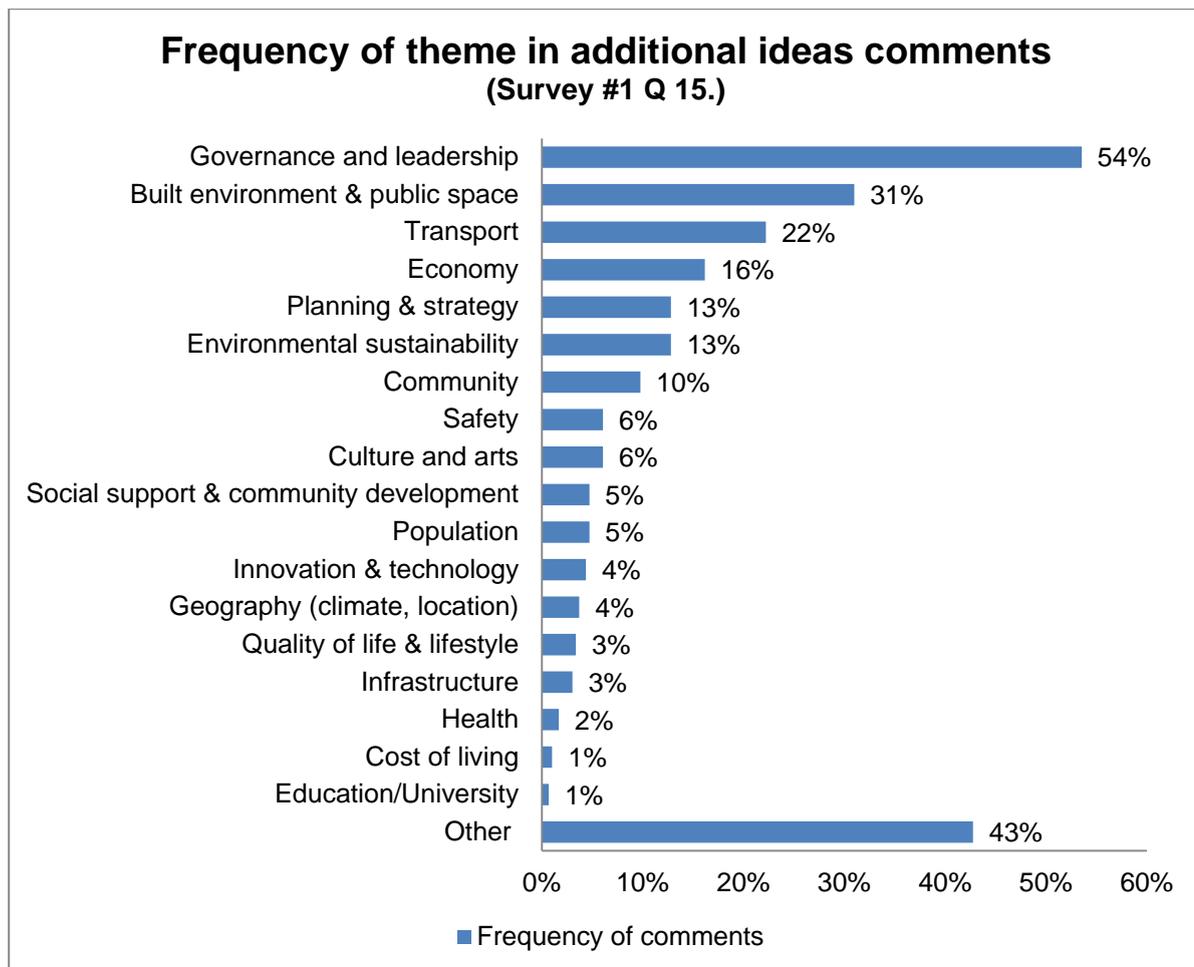
Most comments contained multiple issues and topics. These comments were coded using the code frame (see Appendix 5). Figure 13 below, shows the main themes mentioned in response to this question and the proportion of people that mentioned them

A wide range of issues, ideas and opinions were canvased in general comments. As shown in Figure 13 the theme most frequently mentioned in these comments related to :

- Governance and leadership (54%)
- Built environment and public spaces (31%)
- Transport (22%)

Many were supportive of the plan and the planning process; others were sceptical of whether the plan would be implemented. Many people raised ideas or issues similar to those expressed in the comments relating to the seven strategic directions.

Figure 13. Frequency of themes mentioned in general comments



Survey #1 (n=691) Margin of error +/- 3.8

Note: This table shows percentage of respondents that mention the issue. Figures may not add up to 100.

Within the governance and leadership theme the comments included issues such as citizen engagement and involvement (18%), leadership and governance processes and mechanisms (11%) and financial management and budgeting (6%).

Within the theme of built environment and public space, the most frequently mentioned issues were the built environment and development (12%) and parks, public space, green space and playgrounds (6%).

Table 30 below shows the issues mentioned by 10 per cent or more of people that left comments. The full assessment of comments is in Volume Two.

Table 30. Top issues mentioned in open comments on Survey #1

Issues in 10% or more of comments	Frequency as per cent
Citizen engagement and involvement	18%
Built environment and development	12%
Governance and leadership	11%
Other - relevant	10%

Survey #1 (n=691) Margin of error +/- 3.8

Note: This table shows percentage of respondents that mention the issue. Figures may not add up to 100.

Comments that raised issues to do with governance and leadership covered many of the same issues raised in the earlier section of the survey. Many people wanted increased community input into decision making and improved accountability and transparency in government decision making. A number offered specific suggestions on how government could be more responsive to local communities.

Examples of comments and additional ideas are provided in the box below.

Survey #1 verbatim comments

Q15. Are there any additional ideas or comments you would like to provide on the Newcastle 2030 Community Strategic Plan and how we can work together towards a smart, livable and sustainable Newcastle?

Listen to the community and have a think about the suburbs for a change. We don't wake up thinking about going into town everyday so why is everything focused on town?

The plan is great. Newcastle needs long term and authentic planning to prepare ourselves for the future and this is a great step in the right direction. Keep engaging us but also let us know how much influence our decisions will have over your process. We need to know that before we input data.

Due diligence, appropriate cost planning and community consultation before embarking on developments which make issues of public health and wellbeing of residents as well as the beauty, sustainability and amenity of our city subservient to private profit would be a good starting point. Integrity, maturity and foresight in those who have the responsibility of representing our community, would also be a bonus.

Verbatim continued

Create satellite Council offices with a place based approach to services delivery. This would reduce the travel time to work for many staff as well as allowing the communities of Newcastle to have local teams in their areas

*Set up consultation group for each Ward consisting of people actually living and paying taxes in the city.
Put a nominal cost on each item of proposed change.*

Macquarie St in Sydney has too much influence on the outcomes for this area and will continue to do so until the city has complete autonomy

Sell off some assets and do some important public works with the proceeds. The council doesn't need to own property, other than those required for governing and maintaining the city.

Ensure the zoning above the Newcastle heavy rail line is such that it can be used as an independent transport path in the future. The future growth of the city (traffic and parking) need further detailed consideration from experts.

Community gardens, fruit trees in public parks and outdoor areas

Keep the development going!

Please consider the sense of place and architecture. Development can occur without creating a city of eyesores. No one wants another Marketown or Palais KFC.

Very commendable plan it would be fabulous to see this implemented.

Newcastle is not alone in facing a huge increase to its older population. This section is also much healthier than in the past and will require transport not only to medical facilities, shopping centres, etc. but also to recreation areas such as beaches and parks.

Do not get too reliant on technology and surveillance or too far away from service by people and community policing by real people held to account for their actions. Technology is now as dangerous and dehumanising as it is useful and efficient.

Stop spending so much time thinking up slogans and catch phrases. Make a plan like when Canberra was planned. Have a vote on the best plan than stick to it.

A 2030 vision is a ridiculous futuristic waste. Local action, local result, local vision. Local initiatives, not dominated by Sydney, then we may have a chance of a future that doesn't make us look like every other over-developed city.

Survey #2

Following a review of the findings of the first survey and the other engagement activities the CSP project manager developed a revised set of seven strategic directions with 52 proposed strategies sitting underneath them. These replace the objectives in the 2013 Newcastle 2030 plan.

In November 2017 a second survey was launched to asked respondents to indicate their level of agreement or disagreement with the 52 proposed strategies, grouped under the seven revised strategic directions.

All 52 proposed strategies were agreed with by the majority of respondents. All strategies were either 'somewhat' or 'strongly' agreed with by more than 70 per cent of respondents. All strategies received a mean score of four or more from a possible score of five.

The strategies with the **highest** level of agreement with a mean score of 4.8 and 4.9 were:

- 'Conduct Council business in an open transparent and accountable manner' (4.9)
- 'Provide quality parkland and recreation facilities that are diverse, accessible and responsive to changing needs'. (4.8)

A total of seven other strategies received a mean score of 4.7 (out of five). These are set out below. Five of these were from the Open and Collaborative leadership group.

- 'Ensure long-term financial sustainability through short, medium and long term financial planning' (4.7)
- Provide opportunities for genuine engagement with the community to inform Council's decision-making (4.7)
- Provide clear, consistent, accessible and relevant information to the community(4.7)
- Encourage and support long term planning for Newcastle, including implementation, resourcing, monitoring and reporting (4.7)
- Advocate for public transport improvements (4.7)
- Maximise water efficiency and recycling (4.7)

The three strategies with the **lowest** level of support are listed below.

- Increase collaboration with artists and practitioners in the cultural sector (4.0)
- Build community readiness by engaging the community in risk management processes (4.1)
- Acknowledge and respect local Aboriginal history, cultural heritage and peoples (4.2)

Mean scores for all strategies can be found in the following sections.

Integrated and accessible transport

Participants were asked 'We heard that Newcastle wants integrated and accessible transport. The following list of draft strategies aim to achieve integrated and accessible transport for Newcastle over the next 5 - 10 years. Please indicate how strongly you agree or disagree that these strategies should be included in the next 2030 Newcastle Plan.'

As shown in

Figure 14 and Table 31, below, all seven proposed strategies in this category received high levels of agreement. The strategy 'Advocate for public transport' received the highest level of agreement with 90 per cent of respondents either somewhat agreeing or strongly agreeing.

The proposed strategy with the lowest level of agreement in this category was 'Support implementation of the regional transport strategy' which still had 78 per cent of respondents either somewhat agreeing or strongly agreeing.

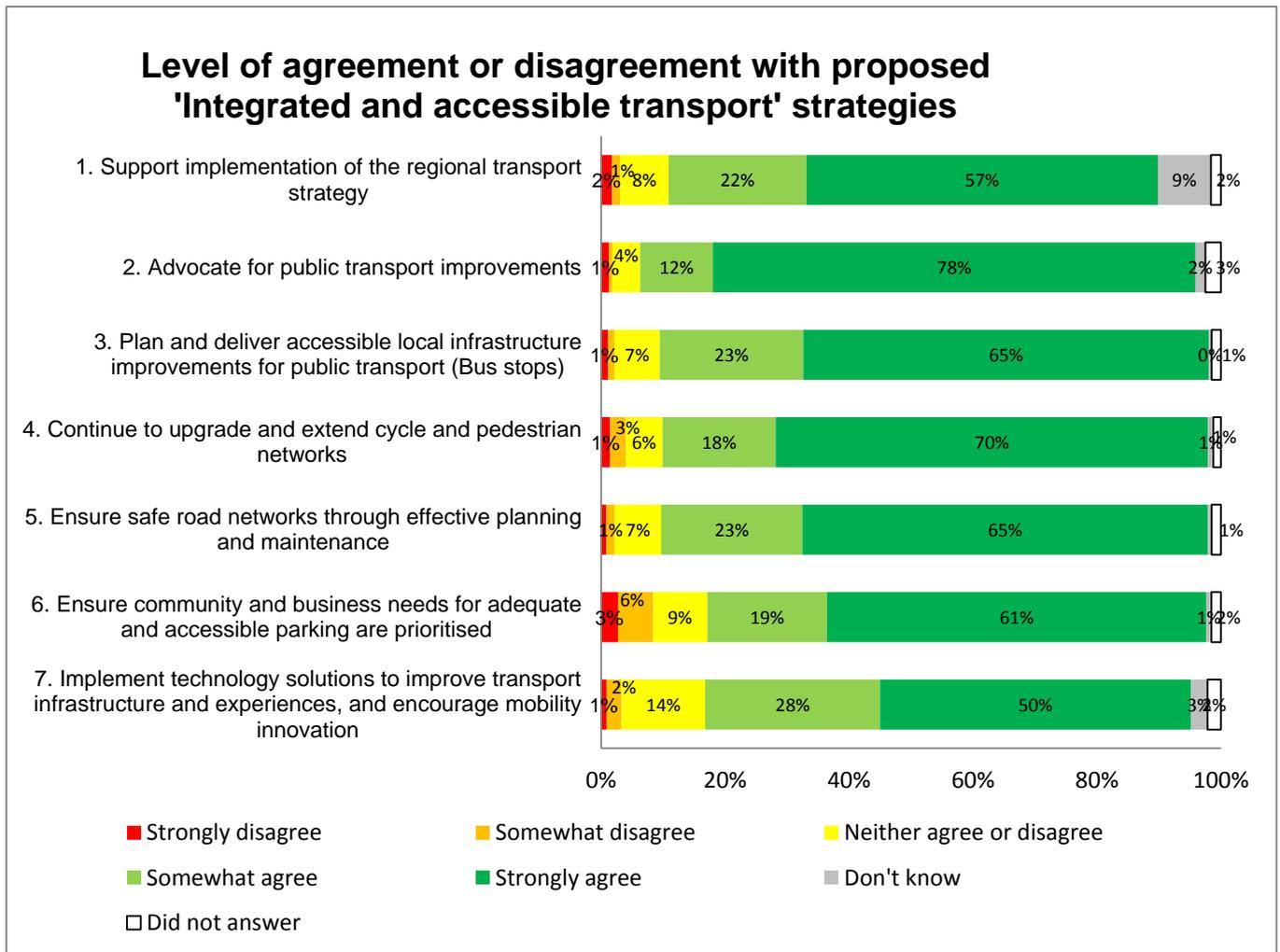
Only those people that said they somewhat disagree or strongly disagree were invited to leave an alternative or idea. A total of 169 comments were received relating to the seven transport strategies. These were reviewed to identify the following reasons for disagreeing with the strategy. A wide range of issues were mentioned. The main reasons for disagreement are shown in the tables in Appendix 17. For transport strategies the most common reasons for disagreement were:

- Disagreed with the premise of the strategy
- Disagreed with the detail of the strategy

Table 31. Mean scores for proposed transport strategies Survey #2

	Proposed Transport Strategy	Mean score
1	Support implementation of the regional transport strategy	4.5
2	Advocate for public transport improvements	4.7
3	Plan and deliver accessible local infrastructure improvements for public transport (Bus stops)	4.5
4	Continue to upgrade and extend cycle and pedestrian networks	4.6
5	Ensure safe road networks through effective planning and maintenance	4.5
6	Ensure community and business needs for adequate and accessible parking are prioritised	4.3
7	Implement technology solutions to improve transport infrastructure and experiences, and encourage mobility innovation	4.3

Figure 14. Level of agreement with proposed Integrated and accessible transport strategies



Survey #1 (n=691) Margin of error +/- 3.8

Protected environment

Participants were asked 'We heard that Newcastle wants a protected environment. The following list of draft strategies aim to achieve protected environment for Newcastle over the next 5 - 10 years. Please indicate how strongly you agree or disagree that these strategies should be included in the next 2030 Newcastle Plan.'

As shown in

Figure 15 and Table 32 all eight of the proposed strategies in this category received high levels of agreement. The strategy with the highest level of agreement was 'Improve waste minimisation and recycling practices in homes, work places, development sites and public places', with 92 per cent of respondents selecting either somewhat agreeing or strongly agreeing (4.7 mean score).

The proposed strategy with the lowest level of agreement in this category was 'Build community readiness by engaging the community in risk management processes' which still had 73 per cent of respondents selecting either somewhat agree or strongly agree (4.1 mean score).

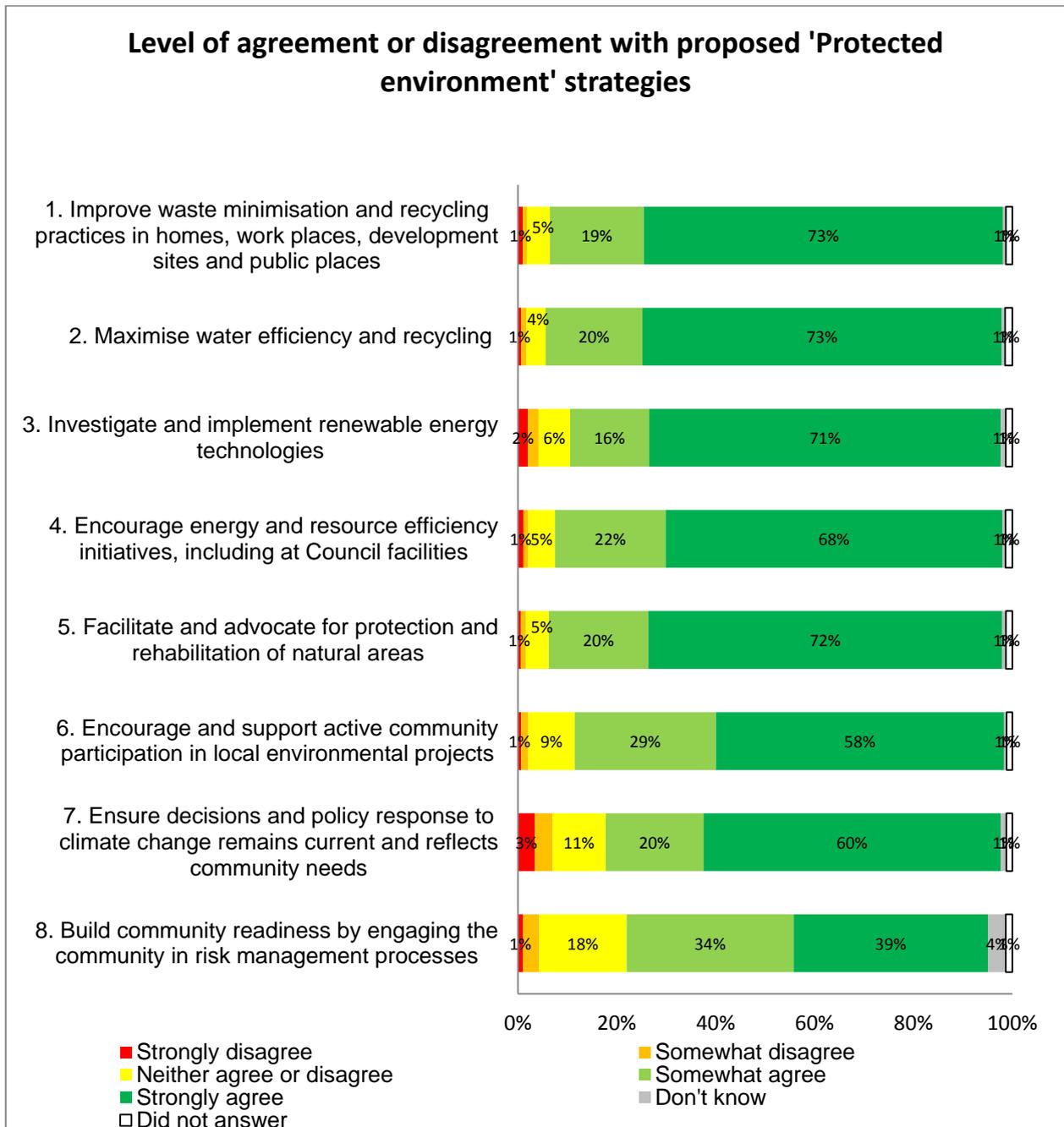
Table 32. Mean scores Proposed Environment Strategies Survey #2

	Proposed Environment Strategies	Mean score
1	Improve waste minimisation and recycling practices in homes, work places, development sites and public places	4.6
2	Maximise water efficiency and recycling	4.7
3	Investigate and implement renewable energy technologies	4.6
4	Encourage energy and resource efficiency initiatives, including at Council facilities	4.6
5	Facilitate and advocate for protection and rehabilitation of natural areas	4.6
6	Encourage and support active community participation in local environmental projects	4.4
7	Ensure decisions and policy response to climate change remains current and reflects community needs	4.3
8	Build community readiness by engaging the community in risk management processes	4.1

Only those people that said they somewhat disagree or strongly disagree were invited to leave a suggested alternative or idea. Only 66 comments were received relating to the seven environment strategies. These were reviewed to identify the reasons for disagreeing with the strategy. A wide range of issues were mentioned. The main reasons for disagreement are shown in the tables in Appendix 17. For environment strategies the most common reasons for disagreement were:

- Disagreed with the premise of the strategy
- Disagreed with the detail of the strategy
- Don't think Council can achieve it (Strategy 3 & 5 only)

Figure 15. Level of agreement for proposed 'Protected environment' strategies



Survey #1 (n=691) Margin of error +/- 3.8

Vibrant and active public places

Participants were asked 'We heard that Newcastle wants vibrant and active public places. The following list of draft strategies aim to achieve vibrant and active public places for Newcastle over the next 5 - 10 years. Please indicate how strongly you agree or disagree that these strategies should be included in the next 2030 Newcastle Plan.'

As shown in Table 33 and

Figure 16, all seven of the proposed strategies in this category received high levels of agreement. The strategy with the highest level of agreement with a mean score of 4.8 was 'Provide quality parkland and recreation facilities that are diverse, accessible and responsive to changing needs'.

The proposed strategy with the lowest level of agreement in this category was 'Increase collaboration with artists and practitioners in the cultural sector' with a mean score of 4.0. This was the lowest mean score of all strategies in Survey #2.

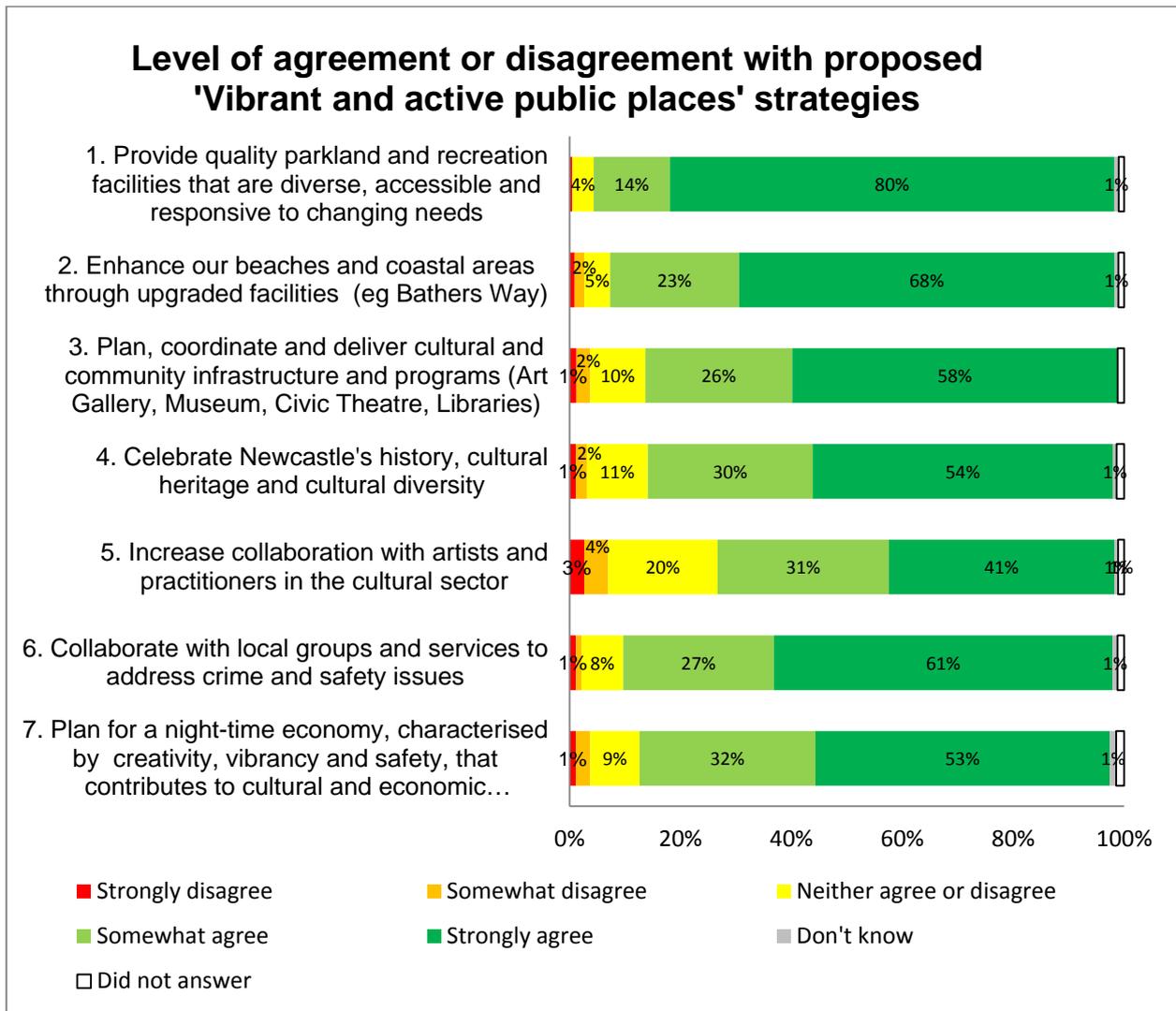
Only those people who said they somewhat disagree or strongly disagree were invited to leave a suggested alternative or idea. A total of 138 comments were received relating to the seven public places strategies. These were reviewed to identify the reasons for disagreeing with the strategy. A wide range of issues were mentioned. The main reasons for disagreement are shown in the tables in Appendix 17. For public places strategies the most common reason for disagreement were:

- Disagreed with the premise of the strategy
- Disagreed with the detail of the strategy
- Don't think Council can achieve it (Strategy 1, 2 & 6)

Table 33. Mean scores Built Environment Strategies Survey #2

Proposed Built Environment Strategies		Mean scores
1	Provide quality parkland and recreation facilities that are diverse, accessible and responsive to changing needs	4.8
2	Enhance our beaches and coastal areas through upgraded facilities (eg Bathers Way)	4.6
3	Plan, coordinate and deliver cultural and community infrastructure and programs (Art Gallery, Museum, Civic Theatre, Libraries)	4.4
4	Celebrate Newcastle's history, cultural heritage and cultural diversity	4.4
5	Increase collaboration with artists and practitioners in the cultural sector	4.0
6	Collaborate with local groups and services to address crime and safety issues	4.5
7	Plan for a night-time economy, characterised by creativity, vibrancy and safety, that contributes to cultural and economic revitalisation	4.4

Figure 16. Level of agreement with proposed 'Vibrant and activity public places' strategies



Survey #1 (n=691) Margin of error +/- 3.8

Inclusive community

Participants were asked 'We heard that Newcastle wants an inclusive community. The following list of draft strategies aim to achieve an inclusive community for Newcastle over the next 5 - 10 years. Please indicate how strongly you agree or disagree that these strategies should be included in the next 2030 Newcastle Plan.'

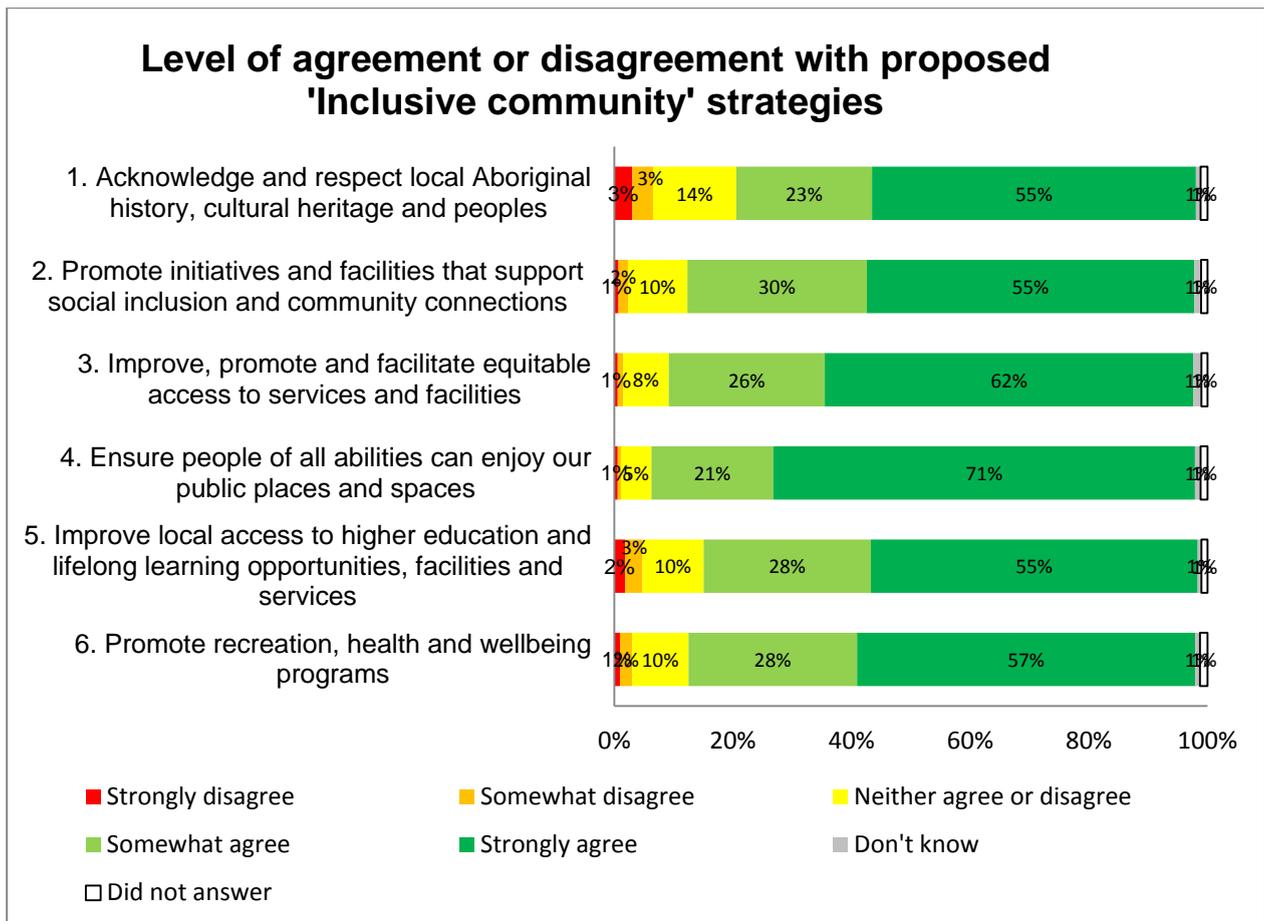
As shown in Table 34 and Figure 17, all six of the proposed strategies in this category received high levels of agreement. The strategy with the highest level of agreement (mean score of 4.6) was 'Ensure people of all abilities can enjoy our public places and spaces', with 92 per cent of respondents either somewhat agreeing or strongly agreeing.

The proposed strategy with the lowest level of agreement in this category was 'Acknowledge and respect local Aboriginal history, cultural heritage and peoples' with a mean score of 4.2.

Table 34. Mean scores Inclusive Community Strategies Survey #2

Proposed Inclusive Community Strategies		Mean Score
1	Acknowledge and respect local Aboriginal history, cultural heritage and peoples	4.2
2	Promote initiatives and facilities that support social inclusion and community connections	4.4
3	Improve, promote and facilitate equitable access to services and facilities	4.5
4	Ensure people of all abilities can enjoy our public places and spaces	4.6
5	Improve local access to higher education and lifelong learning opportunities, facilities and services	4.3
6	Promote recreation, health and wellbeing programs	4.4

Figure 17. Level of agreement with 'Inclusive community' strategies



Survey #1 (n=691) Margin of error +/- 3.8

Only those people who said they somewhat disagree or strongly disagree were invited to leave a suggested alternative or idea. A total of 122 comments were received relating to the six inclusive community strategies. These were reviewed to identify the reasons for disagreeing with the

strategy. A wide range of issues were mentioned. The main reasons for disagreement are shown in the tables in Appendix 17. For inclusive community strategies the most common reason for disagreement were:

- Disagreed with the premise of the strategy
- Don't think Council can achieve it (Strategies 2, 3, & 4).

Liveable built environment

Participants were asked 'We heard that Newcastle wants a liveable built environment. The following list of draft strategies aim to achieve a liveable built environment for Newcastle over the next 5 - 10 years. 'Please indicate how strongly you agree or disagree that these strategies should be included in the next 2030 Newcastle Plan.'

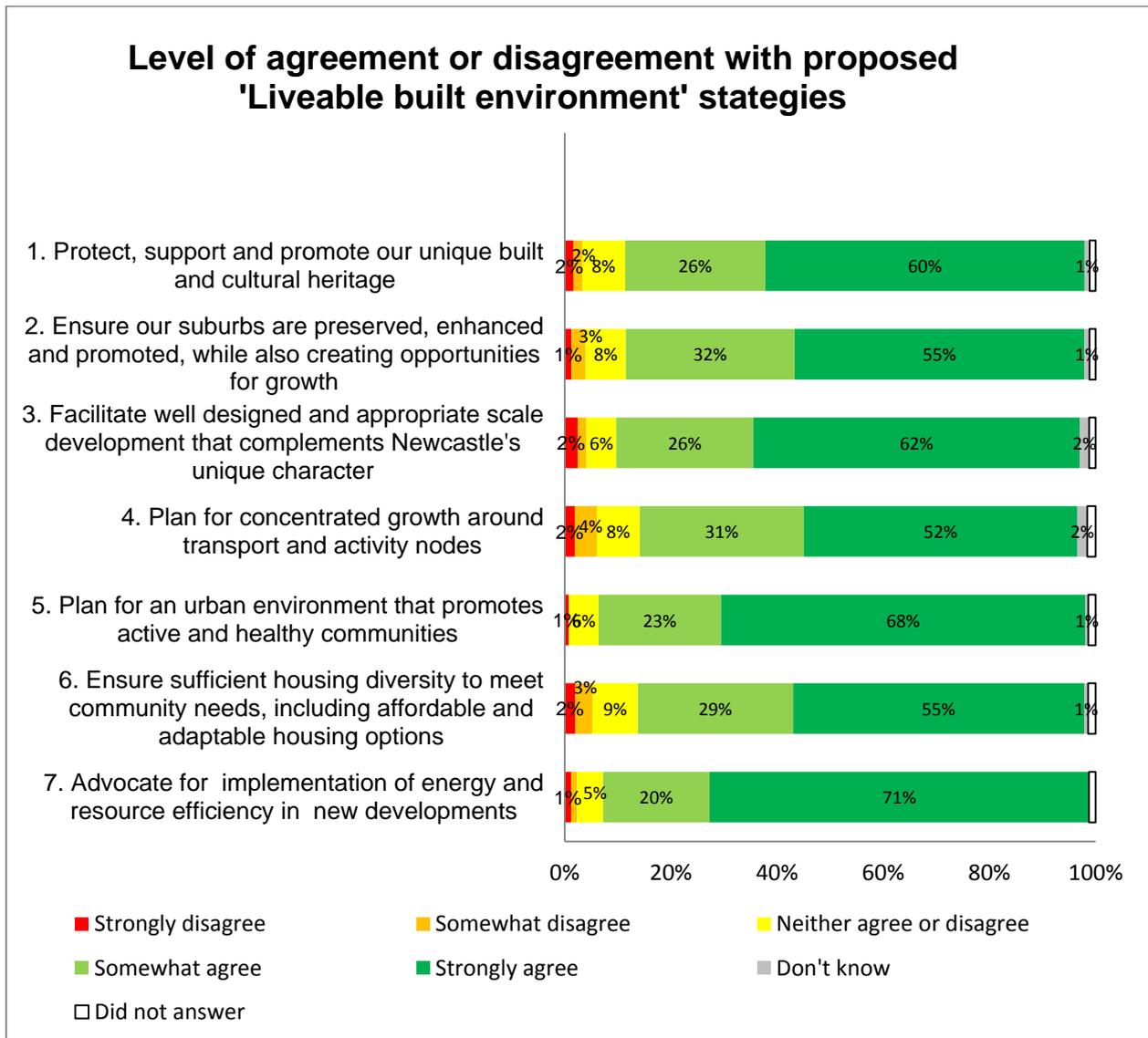
As shown in Table 35 and Figure 18 all six of the proposed strategies in this category received high levels of agreement. The strategies with the highest level of agreement were 'Advocate for implementation of energy and resource efficiency in 'new developments'', and 'Plan for an urban environment that promotes active and healthy communities' both with a mean score of 4.6.

The proposed strategies with the lowest level of agreement in this category was 'Ensure sufficient housing diversity to meet community needs, including affordable and adaptable housing options' and 'Plan for concentrated growth around transport and activity nodes' which both still had a mean score of 4.3.

Table 35. Mean scores Built Environment strategies Survey #2

	Proposed liveable built environment strategies	Mean Score
1	Protect, support and promote our unique built and cultural heritage	4.4
2	Ensure our suburbs are preserved, enhanced and promoted, while also creating opportunities for growth	4.4
3	Facilitate well designed and appropriate scale development that complements Newcastle's unique character	4.5
4	Plan for concentrated growth around transport and activity nodes	4.3
5	Plan for an urban environment that promotes active and healthy communities	4.6
6	Ensure sufficient housing diversity to meet community needs, including affordable and adaptable housing options	4.3
7	Advocate for implementation of energy and resource efficiency in new developments	4.6

Figure 18. Level of agreement with proposed 'Liveable built environment' strategies



Survey #1 (n=691) Margin of error +/- 3.8

Only those people who said they somewhat disagree or strongly disagree were invited to leave a suggested alternative or idea. A total of 218 comments were received relating to the seven built environment strategies. These were reviewed to identify the reasons for disagreeing with the strategy. A wide range of issues were mentioned. The main reasons for disagreement are shown in the tables in Appendix 17. For built environment strategies the most common reasons for disagreement were:

- Disagree with the detail of the strategy
- Disagreed with the premise of the strategy.

Diverse and resilient economy

Participants were asked 'We heard that Newcastle wants a diverse and resilient economy. The following list of draft strategies aim to achieve a diverse and resilient economy for Newcastle

over the next 5 - 10 years. Please indicate how strongly you agree or disagree that these strategies should be included in the next 2030 Newcastle Plan.'

As shown in Table 36 and Figure 19, all six of the proposed strategies in this category received high levels of agreement. The strategy with the highest level of agreement (mean score 4.6) was 'Attract new business and employment opportunities', with 91 per cent of respondents either somewhat agree or strongly agree.

The proposed strategy with the lowest level of agreement in this category was 'Facilitate events and festivals that attract visitors and support the local economy' which still had a mean score of 4.3, and 83 per cent of respondents selecting either somewhat agreeing or strongly agreeing.

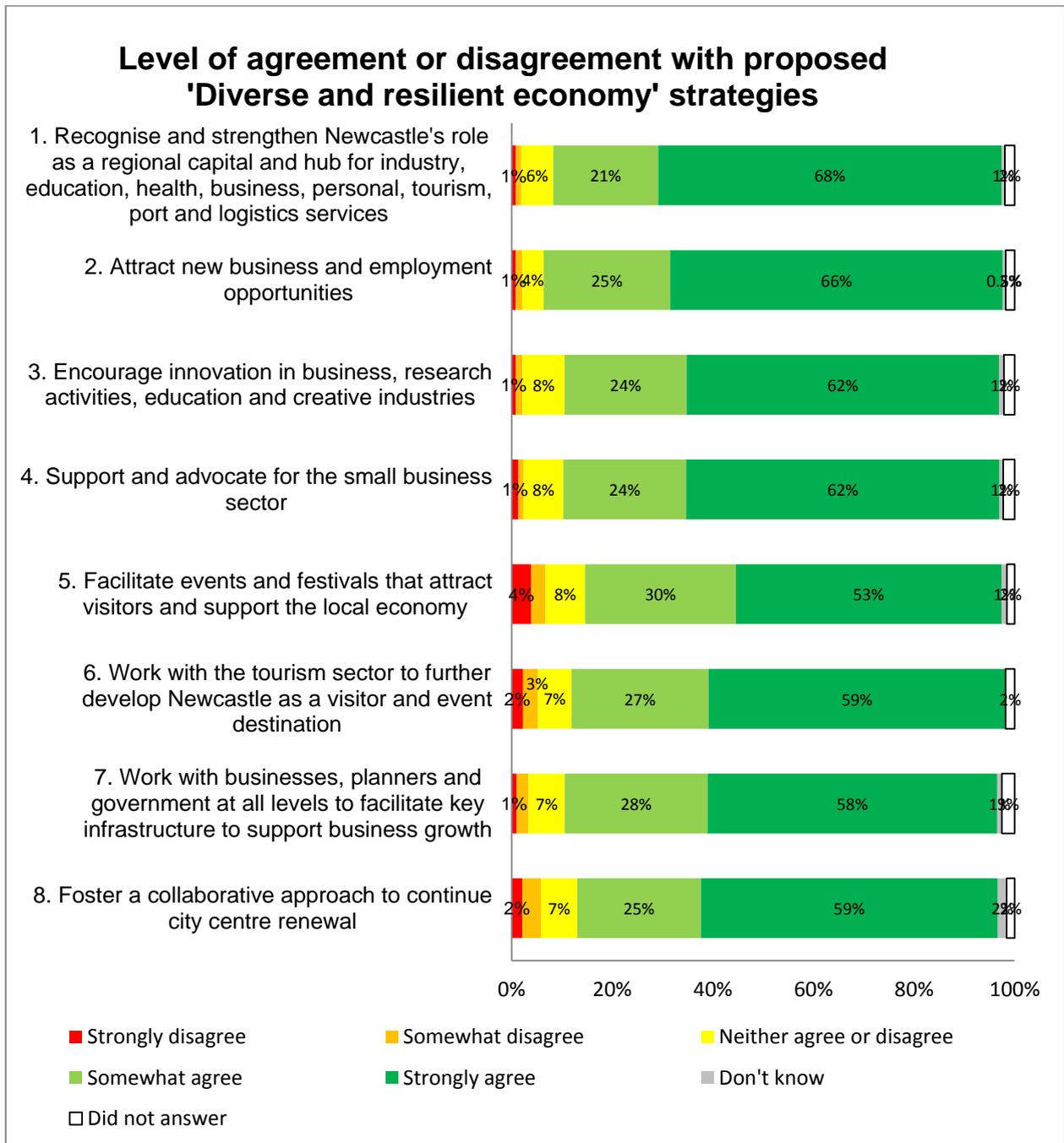
Only those people who said they somewhat disagree or strongly disagree were invited to leave a suggested alternative or idea. A total of 326 comments were received relating to the eight economic strategies (the largest number of comments for all Survey #2 questions). These were reviewed to identify the reasons for disagreeing with the strategy. A wide range of issues were mentioned. The main reasons for disagreement are shown in the tables in Appendix 17. For economic strategies the most common reasons for disagreement were:

- Disagree with the detail of the strategy
- Disagreed with the premise of the strategy
- Don't think it's Council's job (Strategy 3 only).

Table 36. Mean scores Resilient Economy strategies Survey #2

Proposed resilient economy strategies		Mean Score
1	Recognise and strengthen Newcastle's role as a regional capital and hub for industry, education, health, business, personal, tourism, port and logistics services	4.6
2	Attract new business and employment opportunities	4.6
3	Encourage innovation in business, research activities, education and creative industries	4.5
4	Support and advocate for the small business sector	4.5
5	Facilitate events and festivals that attract visitors and support the local economy	4.3
6	Work with the tourism sector to further develop Newcastle as a visitor and event destination	4.4
7	Work with businesses, planners and government at all levels to facilitate key infrastructure to support business growth	4.4
8	Foster a collaborative approach to continue city centre renewal	4.4

Figure 19. Level of agreement with proposed 'Diverse and resilient economy' strategies



Survey #1 (n=691) Margin of error +/- 3.8

Open and collaborative leadership

Participants were asked 'We heard that Newcastle wants open and collaborative leadership. The following list of draft strategies aim to achieve an open and collaborative leadership for Newcastle over the next 5 - 10 years. Please indicate how strongly you agree or disagree that these strategies should be included in the next 2030 Newcastle Plan.'

As shown in Table 37 and Figure 20, all nine of the proposed strategies in this category received high levels of agreement. The strategy with the highest level of agreement for this group and for all the Survey#2 strategies was 'Conduct Council business in an open, transparent and accountable manner', with a mean score of 4.9 and 94 per cent of respondents either somewhat agreeing or strongly agreeing.

All of the other proposed strategies in this group scored highly with at least a mean score of 4.6 or above.

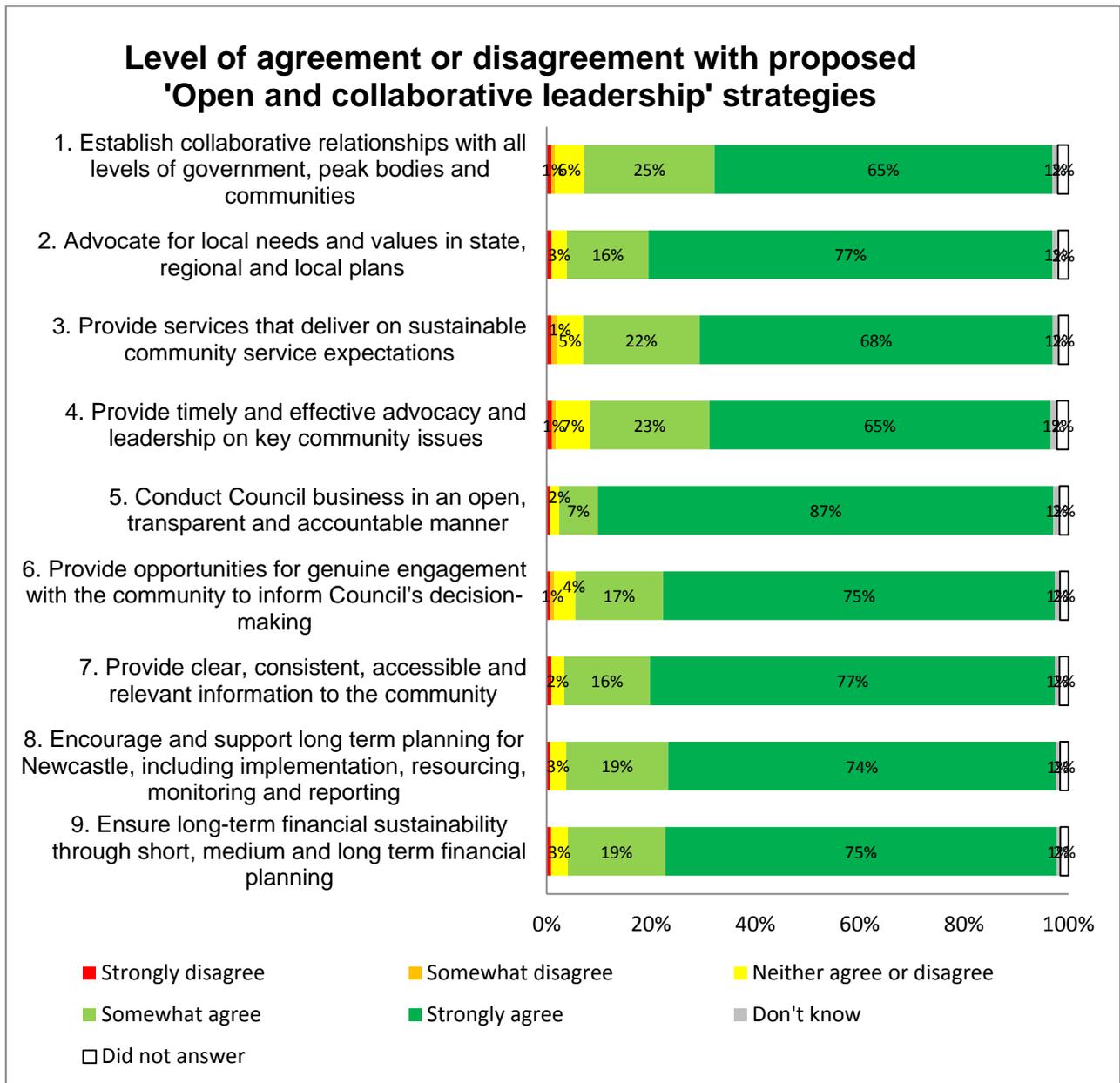
Only those people who said they somewhat disagree or strongly disagree were invited to leave a suggested alternative or idea. A total of 140 comments were received relating to the nine leadership and governance strategies. These were reviewed to identify the reasons for disagreeing with the strategy. A wide range of issues were mentioned. The main reasons for disagreement are shown in the tables in Appendix 17. For leadership and governance, the most common reason for disagreement were:

- Don't think Council can achieve it (Strategy 2, 6 &7)
- Disagreed with the premise of the strategy.

Table 37. Mean scores proposed collaborative leadership strategies Survey #2

	Proposed collaborative leadership strategies	Mean Score
1	Establish collaborative relationships with all levels of government, peak bodies and communities	4.6
2	Advocate for local needs and values in state, regional and local plans	4.7
3	Provide services that deliver on sustainable community service expectations	4.6
4	Provide timely and effective advocacy and leadership on key community issues	4.6
5	Conduct Council business in an open, transparent and accountable manner	4.9
6	Provide opportunities for genuine engagement with the community to inform Council's decision-making	4.7
7	Provide clear, consistent, accessible and relevant information to the community	4.7
8	Encourage and support long term planning for Newcastle, including implementation, resourcing, monitoring and reporting	4.7
9	Ensure long-term financial sustainability through short, medium and long term financial planning	4.7

Figure 20. Level of agreement with proposed 'Open and collaborative leadership' strategies



Survey #1 (n=691) Margin of error +/- 3.8

Other additional or alternative strategies

At the end of the survey participants were asked 'What alternative or additional strategies do you think should be included in the Newcastle 2030 plan?' A total of 279 of the 907 total survey respondents left a response.

These comments were coded by issues and then grouped into themes. A wide range of topics were mentioned in the responses, corresponding to 77 different issues on the project codeframe. Many of the responses suggested specific projects for specific locations rather than city wide strategies. Figure 22 shows the issues mentioned by more than 10 people.

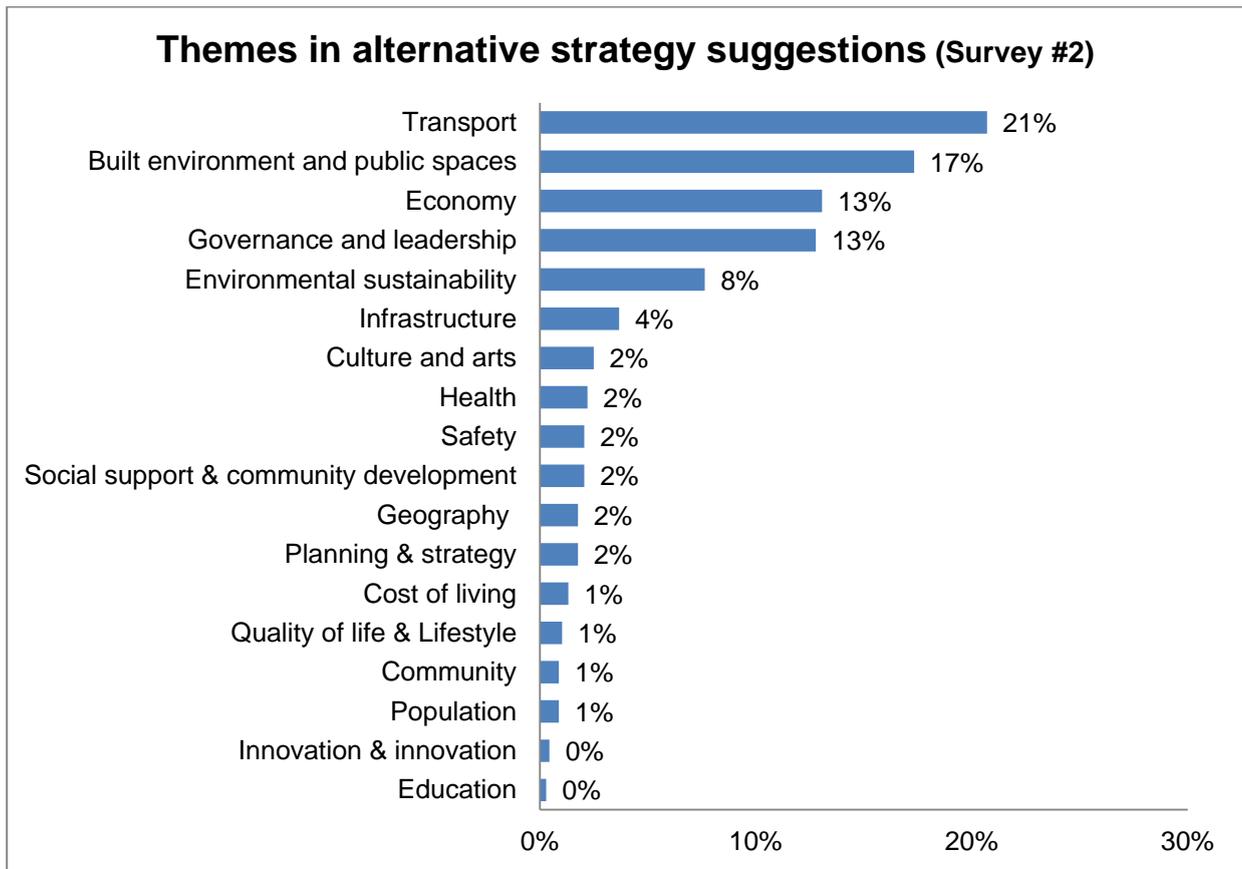
The most frequently mentioned themes in the responses are shown in Figure 21. The themes mentioned by more than five per cent of respondents and the most frequently mentioned issues within each of those five themes were:

- Transport (21%)
 - Public transport
 - Parking
 - Cycling
 - Footpaths and walking.
- Build environment and public space (17%)
 - Buildings and development (scale, quality and density)
 - Parks and public spaces
 - History and heritage buildings and precincts.
- Economy (13%)
 - Supercars Event (both positive and negative)
 - Tourism
 - Employment opportunities.
- Governance and Leadership (13%)
 - Transparent decision making
 - Citizen engagement and involvement.
- Environmental sustainability (8%)
 - Waste reduction and resource efficiency
 - Street trees, landscaping and green cityscapes
 - Protection of natural environment.

As mentioned above a very wide range of issues were mentioned in the responses to question 8.2 of Survey #2. Many of the responses were projects or place specific suggestions, rather than alternative strategies. All comments were coded to ascertain the major areas of interest to the community. The full table of results can be found in Appendix 13 and all verbatim comments can be found in Volume Two.

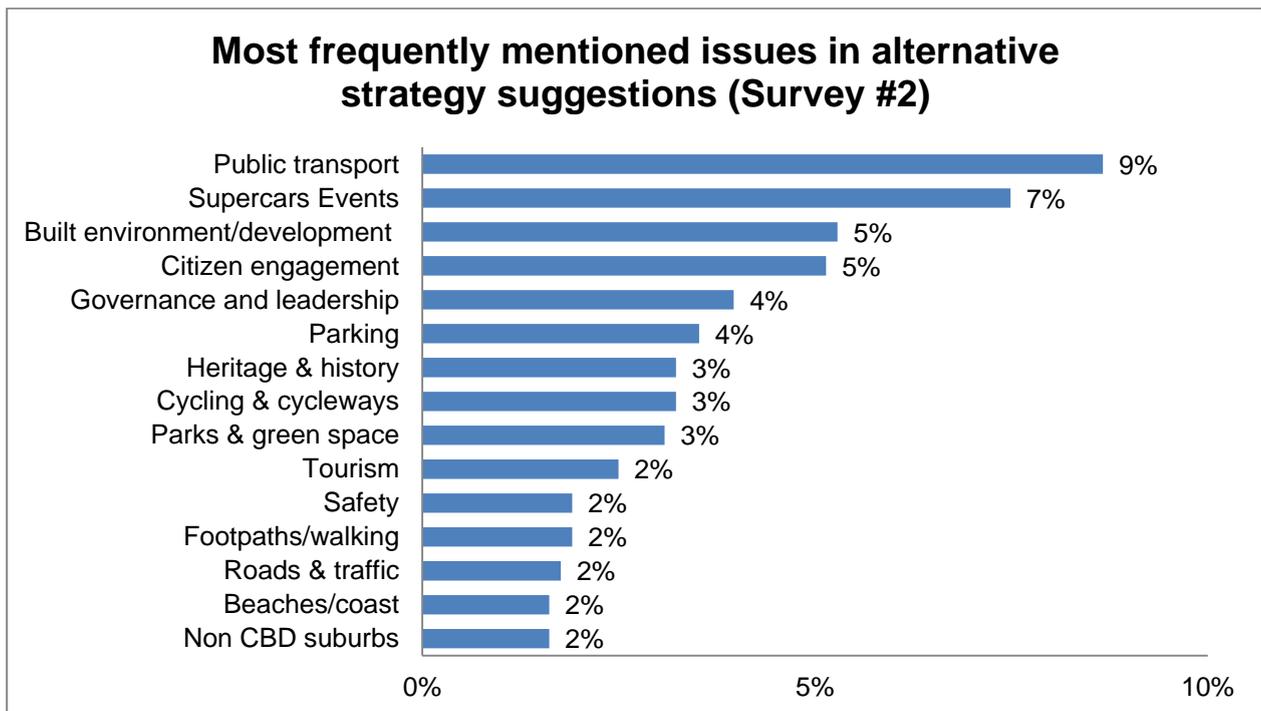
Note: The Newcastle 500 Supercars event was mentioned in 7 per cent of all responses, as shown in Figure 22. Top issues mentioned in alternative strategy suggestions. The majority of these were critical of the event or of the decision making process leading up to the event. This result could be influenced by the fact that the survey was deployed in the weeks leading up to the event, as it was highly topical and in media reports at the time.

Figure 21. Themes in suggested additional or alternative strategies



Survey #1 (n=691) Margin of error +/- 3.8

Figure 22. Top issues mentioned in alternative strategy suggestions



Survey #1 (n=691) Margin of error +/- 3.8

Note: These figure shows percentage of all issue mentions not per cent of respondents.

Examples of the responses that are not location or project specific are set out in the box below.

Survey #2 Verbatim Comment

Q8.2: Please tell us what additional or alternative strategies you would like to see included in the Newcastle 2030 Plan.

Every strategy should begin with the recognition that ratepayers are paying for this.

Develop a shared community infrastructure strategy in partnership with other Lower Hunter Councils. This would avoid facility duplication and acknowledge that the community doesn't necessarily recognise local government boundaries when using facilities

I think council needs to have a focus on generating happy communities, and large scale outcomes will follow. For example one of the most community building things is play groups. If this type of community building activities can be facilitated Newcastle may be the happiest and most supportive places to live in, in the world. Helping to overcome many of the issues of living in nuclear families.

Make our city dog friendly. In Europe dogs are allowed on public transport and in shops. It works and everyone including the dogs look happy. Keep discouraging smoking. Keep promoting healthy lifestyle exercise and healthy food ideas.

Allow community to dictate needs and have their voice be heard in developing the city. Less high rises and more support for grass roots organisations

After the city centre renewal, the outer suburbs of Newcastle cannot be forgotten and deserve an upgrade

The core responsibility of Council should not be forgotten i.e. roads, drainage, parks and waste collection. Do the basics well before venturing beyond the basics.

Measure social indicators for health and indicators of inequality and work to reduce these. Promote programs for older people to socialize and be physically active

Make Newcastle an IT hub with faster internet and support for ecommerce - an Australian silicon valley

Support increase opportunities to volunteer in the community. With an aging population and a shifting of skills/industry it's critical we seek to improve this sector of the economy.

*Become a renewable energy city. Solar on all suitable council properties and add suitable energy storage
New development in the city to include renewable energy*

3.7 Opportunities for Newcastle

Data from two engagement activities directly informed the key engagement question 'What does the community think are the opportunities for Newcastle? These were the

- Online ideas wall
- Survey #1 question 4.

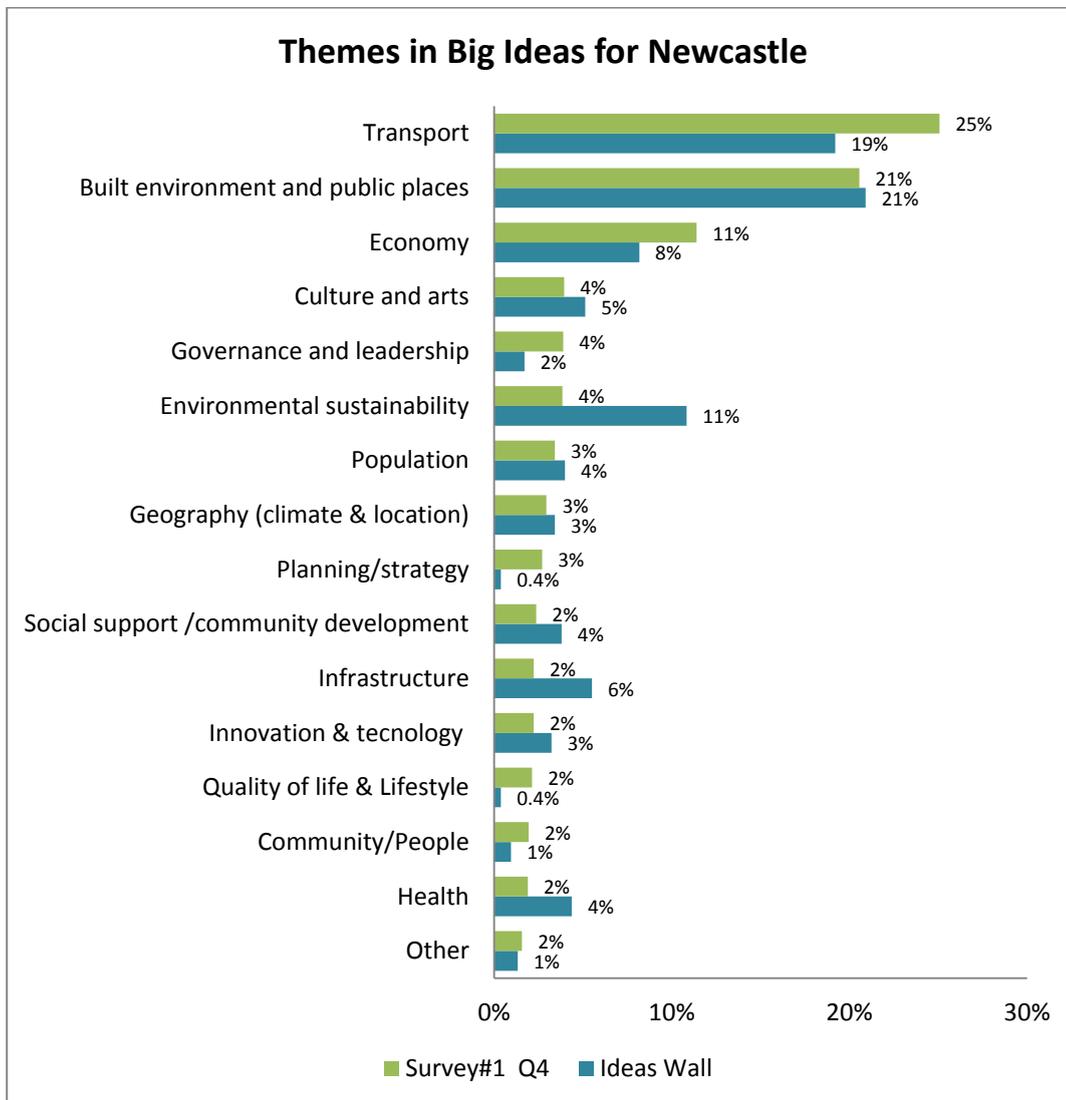
A total of 591 responses were received to question 4 of Survey #1 and 179 'Ideas' were posted on the ideas wall.

A very wide range of ideas were put forward in both the ideas wall and in the survey question responses. These were collated and coded using the project codeframe to identify themes and common issues.

As shown in Figure 23 the themes raised in both activity's responses were quite similar. Transport and the built environment and public places were the two most frequently mentioned issues in ideas for both activities. Environmental sustainability was mentioned significantly more frequently in the ideas wall responses than the survey. Environmental sustainability issues were mentioned in 11 per cent of ideas wall posts as compared to only four per cent of survey respondents.

An analysis of each of the two activity's responses is set out below.

Figure 23. Themes in big ideas from ideas wall and Survey #1 by theme



Survey #1 (n=691) Margin of error +/- 3.8

Ideas Wall (n=?)

Note: This figure shows percentage of all issue mentions not per cent of respondents.

NOTE: It should be noted that the responses have been analysed to identify the frequency of an issue being mentioned and then the percentage has been calculated based on the total number

of issues raised in responses, not the number of responses or respondents. This is because the ideas wall activity enabled a person to post multiple individual responses, and responses for both the ideas wall and the survey question often contained multiple issues within the one response.

Ideas wall

A web based digital 'ideas wall' was used to gather ideas for the future of Newcastle and a competition was offered to incentivise the activity. A total of 176 ideas were posted on the ideas wall between 29 June and 1 August 2017. Participants could post multiple ideas and the ideas were coded using the project codeframe. Many ideas contained multiple topics, with 526 individual issues mentioned in the 176 posted Ideas.

The themes most frequently mentioned in the ideas wall posts are shown in Figure 23 above. The most frequently mentioned themes and the top issues (as shown in Figure 24 on the following page) in each of those themes are listed below. The detailed analysis table is included in Appendix 9. and a list of all the 'ideas' posted can be found in Volume Two.

- Built environment and public spaces (21%):
 - Parks, playgroups and open space
 - Activities, festivals and events in public spaces
 - Building design.
- Transport (19%)
 - Cycleways and cycling
 - Public transport.
- Environmental sustainability (11%)
 - Energy and resource efficiency
 - Waste reduction
 - Street trees and green spaces.
- Economy (8%)
 - Tourism.
- Infrastructure (6%)
 - Public amenities.

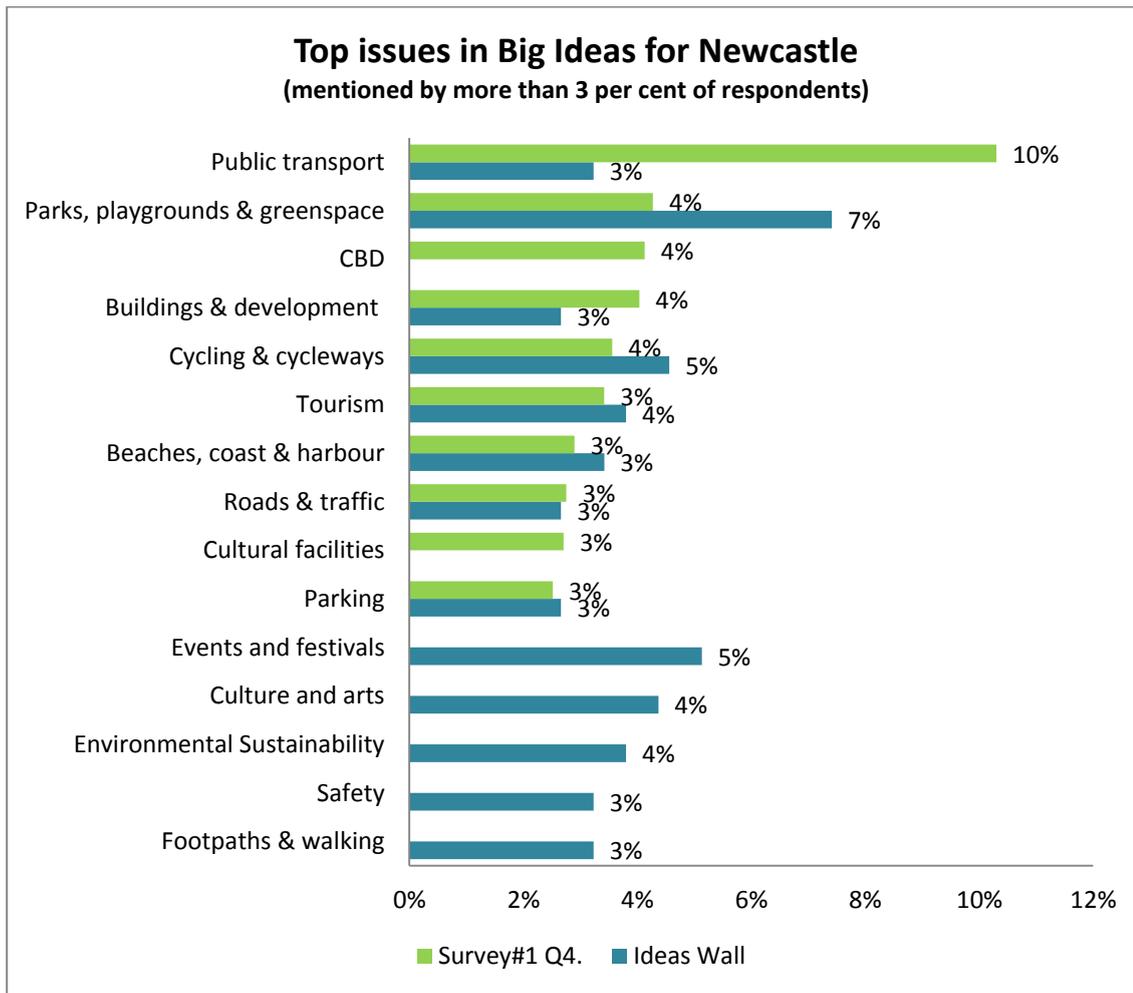
Participants in this activity were encouraged to vote for ideas on the ideas wall, by 'liking' them. 799 unique users participated in this activity by 'liking' ideas posted by other people. People could 'like' as many ideas as they wanted. They could however only 'like' an idea once. 2156 'likes' were attributed to the 179 ideas.

The number of 'likes' and ideas received does give an indication of how 'popular' that idea was, however the number of likes is not a reliable indicator of popularity as the voting was biased to ideas the longer they were on the wall and ideas that were accompanied with an image were more likely to receive likes. The top 10 most liked ideas are shown in the Table 38. Top ten ideas by number of 'likes

Table 38. Top ten ideas by number of 'likes received

Most 'Liked' Ideas from ideas wall	No. 'Likes'
A superfast (or even 'kinda fast') train between Newcastle and Sydney.	43
A purpose built public park for food trucks to service year-round. Landscaped with seating, lighting, bins and shade. Could be used to activate a troublesome area (or areas) in the CBD at night.	35
Ban traffic and convert road running through Hunter Street Mall into a bi-directional bike lane.	34
A clean, efficient, and interconnected public transport SYSTEM, involving bicycles, buses, and tram. I still can't believe that to go from the CBD to the hospital or university in particular places you have to wait for a bus every 30 min./1 hr. and the trip will take you more than 45 minutes. This is the only city I know which using your car is cheaper than public transport, it doesn't make any sense.	34
Bike lanes in the CBD.	33
Extend the upcoming light rail system to the major precincts of our city- the uni at Callaghan via Mayfield, the hospital via MacDonald Jones stadium, the airport this should alleviate any parking issues. Sculptures along Bathers Way. Improved cycle ways connecting inner city suburbs to outlying suburbs. More street art. Vertical garden covering the foreshore tower, much like how Singapore have achieved. Place making of our suburbs to create unique environments in each precinct .	32
What about classy and clean public toilets and change rooms, with soap and a way to dry your hands. Public toilets in Lambton and many other parks are really horrid.	32
Ban the plastic bag!!	28
Bring more local art into Newcastle! Bland buildings are out, let's brighten up the city and support local talent as well!	27
Water fountain/bubblers in all public spaces to fill water bottles, water dogs and for people to refresh. Encourages more people to carry water bottles to help reduce the impact of buying plastic bottles of water.	27

Figure 24. Most frequently mentioned issues in Big Ideas for Newcastle (3% or more of all issues raised)



Survey #1 (n=691) Margin of error +/- 3.8
ideas wall (n=?)

Survey #1 Big picture ideas

Respondents to question 4 of Survey #1 were asked 'What big picture ideas can you identify that you would like considered over the next 10 years?' A total of 591 responses were received covering 101 topics and issues.

As shown in Figure 23 and Figure 24 the ideas mentioned were similar but not exactly the same as those posted on the ideas wall and discussed above. They include:

- Transport (25%)
 - Public transport improvements
 - Extended and safer cycleway
 - Roads and traffic
 - Parking availability and cost

- Built environment and public places (21%)
 - CBD revitalisation and development
 - Building styles, density and quality
 - Parks and public spaces
- Economy (11%)
 - Tourism
 - Industry restructuring

Examples of the kinds of big picture ideas from Survey #1 respondents are shown below. The full set responses to Survey#1 question four can be found in volume two. Examples are shown in the box below.

Survey#1 Verbatim comments

Q4: What big picture ideas can you identify that you would like considered over the next 10 years?

Retain our historic heritage and increase our tourist potential. Apply for super fast broadband (international speed) to make us qualify as a tech city. Give discounts to start-ups and big companies to come here

Include and encourage ethnic diversity at fairs and expo's. Including ethnic food vans and performers at Darby or Beaumont Street fairs. Many people are "afraid" of things that are new or different. The more used to seeing them people get, the less "afraid" they become and the more welcoming and understanding

Creating a light rail loop in the city centre with radial feeder lines to inner ring suburbs, wind farm on Nobbys Breakwall and establishing a driverless electric car racing series that showcases hunter innovation technologies

More public private partnerships, community facilities, stronger consideration of a sense of place (architecture etc.)

Tunnel connection to Stockton

Develop the port as an import/export port and cruise port destination, encourage the growth of post carbon industries.

The ability to get things done without negativity. To accept not every battle or cause can be won. A statue similar to the Statue of Liberty at the entrance or somewhere in our harbour. A Guggenheim on the wasteland of the BHP.

Increase capacity / empower vulnerable group and the young. Social reform by stronger support for families, young single parents , etc, strong support networks , no FACs kids in motels , create nice public spaces, reduce social isolation , increase community connection, belonging and sense of responsibility for place and each other

Discussion

The engagement process identified a wide range of opportunities for Newcastle. Many of these were very specific projects or activities that could potentially be achieved in relatively short timeframes by Council alone or with only one or two partner organisations. Others were long term aspirational or transformational ideas which may take decades to achieve and require collaboration with many partners across both the public and private sector.

Many of the opportunities identified focused on addressing challenges identified in section 3.5. Examples of these were:

- Improve public transport at a local, regional and intercity scale
- Improve cycleways and cycling safety
- Broaden the economic base away from coal based industry by supporting and growing the tourism industry and innovative businesses
- Continued city and suburban revitalisation with a focus on quality development and activated public spaces and parks
- Improve environmental sustainability and improve energy and resource efficiency, green buildings and green space throughout the city.

Other Ideas and opportunities focused on building on the strengths of Newcastle and its people, as shown in section 3.4. These suggested ways to:

- Improve and capitalise on the geographic attributes of the city and the region, especially the beaches and coast
- Strengthen community spirit by creating vibrant and active events, public spaces and community infrastructure
- Strengthen and support equitable, inclusive and friendly communities so that everyone has the opportunity to thrive.

Almost all the other engagement activities and verbatim survey question responses contributed some data that was relevant to the key question regarding the opportunities for Newcastle.

The outcomes of the ideas wall activity and the Survey #1 question discussed in this section, also contribute a substantial amount of data to the key engagement question, 'What are the community's priorities for services and projects?' 25 of the issues raised in Big Ideas relate directly to Council services or assets and another 32 issues are potentially related.

3.8 Service Priorities

This section of the report focuses specifically on identifying the services that are provided by Newcastle City Council. Two methods were used to gather specific data to answer the key engagement question 'What are the community's priorities for services and projects?' in relation to Council's role and responsibilities. These were:

- Service priorities dot poster
- Online budget simulator.

As mentioned in section 3.7 there was a lot of data collected from all engagement activities and surveys that was relevant to this broad question. This was particularly true for the responses received to the ideas wall and question 4 of Survey #1, as set out in section 3.7 above. To get a complete answer to the key engagement question: 'What are the community's priorities for services and projects?', the data from all sections could be reviewed.

In addition to contributing to the development of a new CSP, this data can be used to inform the development of service asset plans and Council delivery program. A total of 21 of the issues in the project code frame relate directly to Council services and assets, another 32 issues are highly relevant to Council services and assets, and data from the other engagement activities could be re analysed in more detail to inform asset service planning and delivery planning.

The service priorities dot poster activity asked participants to nominate 'What should Council be putting more effort or money towards so that our community will thrive in 2030?' from a set of 17 or 18 (see below in

Table 39) Council services, by placing dot stickers next to their selected service on a large poster. The budget simulator tool enabled participants to increase or decrease funding to 18 services in a mock Council services budget based on Council's true budget.

A direct comparison between the findings of the service priorities dot poster and the online budget simulator cannot be made as the two activities used slightly different sets of services. The findings from these two activities are provided in Table 40.

For the purpose of this project it has been assumed that by nominating an increase in funding or effort, participants are indicating that the service is a priority and/or is not currently meeting their expectations. Therefore, services that received the largest number of stickers on the service priorities poster and which were allocated additional funding in the budget simulator could be said to be those services which the community would like to see improved or extended in some way.

However the inverse may not be the case. It should not automatically be assumed that because a particular service was not allocated a lot of dots on the poster that it is a low priority or that people would like to see the service reduced in any way. A low number of dots may simply signify that people are currently satisfied with the existing level of service.

The budget simulator enabled participants to clearly indicate if they were satisfied with the current service levels by leaving the funding allocation at its current level. Any assessment of whether the community believes a service is exceeding expectation and could be reduced should be taken using the information from all the activities combined and should not be based on the service dot poster outcomes.

Table 39. Council service categories by activity

Service Categories by activity		
1 st dot poster	2 nd dot poster	Budget simulator
Roads & Parking	Roads & Parking	Roads & Parking
Parks & Playgrounds & Community Buildings	Parks & Playgrounds	Parks & Playgrounds
	*Community Buildings	Community Buildings
Cycle, shared pathways & footpaths	Cycle, shared pathways & footpaths	Cycle, shared pathways & footpaths
Environment	Environment	Environment
Inland Swimming Pools	Inland Swimming Pools	Inland Swimming Pools
Ocean Baths & Beaches	Ocean Baths & Beaches	Ocean Baths & Beaches
Blackbutt Reserve	Blackbutt Reserve	Blackbutt Reserve
Art Gallery	Art Gallery & Museum	Art Gallery & Museum
Cultural Services	Cultural Services	Cultural Services
Library Services	Library Services	Library Services
Street and Park Trees	Street and Park Trees	Street & Park Trees
Economic Development & Revitalisation	Economic Development & Revitalisation	Economic Development & Revitalisation
Sporting Facilities	Sporting Facilities	Sporting Facilities
Waste Diversion	Waste Diversion	Waste Diversion
Waste Collection Services	Waste Collection Services	Waste Collection Services
*Community Engagement	*Community Engagement	Communications & Community Engagement
Customer Service	Customer Service	Customer Service

* Green text indicated categories either changed during the consultation period or which vary between activity.

Table 40 below shows, the Council services in the order of highest priority to lowest priority, where one is the highest priority (most dots and most funding increases) and 18 is the no change or lower priority (least dots and least funding increases). This table shows that while there are some distinct differences in the results between the two activities there are also some similarities.

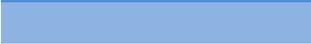
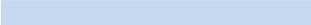
Four of the top six ranked services were common to both activities, and four of six the lowest priority services were also the same. However a significant difference was the service that

received the highest number of dots (roads and parking) only ranked tenth in order of services to be allocated budget increases in the budget simulator tool.

Table 40. Council services ranked by preference to increase funding or effort

Council Services	Ranked in order of most votes or fund increases	
	Dot poster	Budget simulator
Roads & Parking	1	10
* Parks & Playgrounds	2	6
Cycle, shared pathways & footpaths	3	1
Environment	4	2
Ocean Baths & Beaches	5	4
Blackbutt Reserve	6	13
*Art Gallery (and Museum)	7	9
Cultural Services	8	11
Library Services	9	17
*Community Buildings	10	12
Street and Park Trees	11	8
Economic Development & Revitalisation	12	3
Sporting Facilities	13	5
Inland Swimming Pools	14	16
Waste Diversion	15	7
*Community Engagement (Communication)	16	14
Waste Collection Services	17	15
Customer Service	18	18

Key

Top six items to increase	
Middle six items to increase	
Bottom six items to increase	

* Categories that were either split or changed during the engagement process and were not directly consistent across the budget simulator activity and the dot poster activity.

Service priorities dot poster

The service priorities dot poster activity was undertaken by approximately 810 people at the community events, workshops and other locations set out in section 2.1. Each participant was given five sticky dots to distribute in response to the question 'What should Council be putting more effort or money towards so that our community will thrive in 2030?'

At the first four community workshops, 17 Councils services were shown on the activity poster with a brief description of the service. At the last workshop and at all the events and other locations the poster displayed 18 service areas. This is because the category of 'Parks, Community Halls and Playgrounds' was split, following feedback from the workshop participants, into two categories, 'Parks and Playground' and 'Community Halls'. For the purpose of this first level analysis the two separate categories were merged together. More detailed analysis can be

undertaken at a later date if required. Appendix 19 shows the number of dots allocated to each service at each location.

The total number of dots allocated to each service area is shown in Figure 25. The service categories listed on the poster were very broad (e.g. Environment) or very specific (eg Art Gallery) and there was some confusion as to how to interpret some categories, or in which category to place dots. For example if someone was concerned about toilet facilities at a park or beach they were unclear as to whether to put their dots on the parks or beach and ocean baths category or on the community buildings category. Similar confusion existed about how to distinguish between bushland, parks and park trees, and Blackbutt reserve. This confusion about category may have influenced the outcomes and made some of the results unreliable.

As shown in Figure 25, the service category with the largest number of dots was Roads and Parking (488 dots). The feedback from participants at all but two of the locations where the poster was accessible suggested that the vast majority of these dots were placed to indicate dissatisfaction with the parking in the CBD and other key locations, with the exception of the activity poster located at the Beresfield / Tarro, and the one at Hunter Homeless Connect Day.

The feedback from Beresfield and Tarro participants suggested that parking was not a major concern and people were more concerned with the quality of the roads and potholes. The feedback from Hunter Homeless Connect Day was that limited availability of safe, free long term and night parking near amenity blocks, where the key issues for that group of participants.

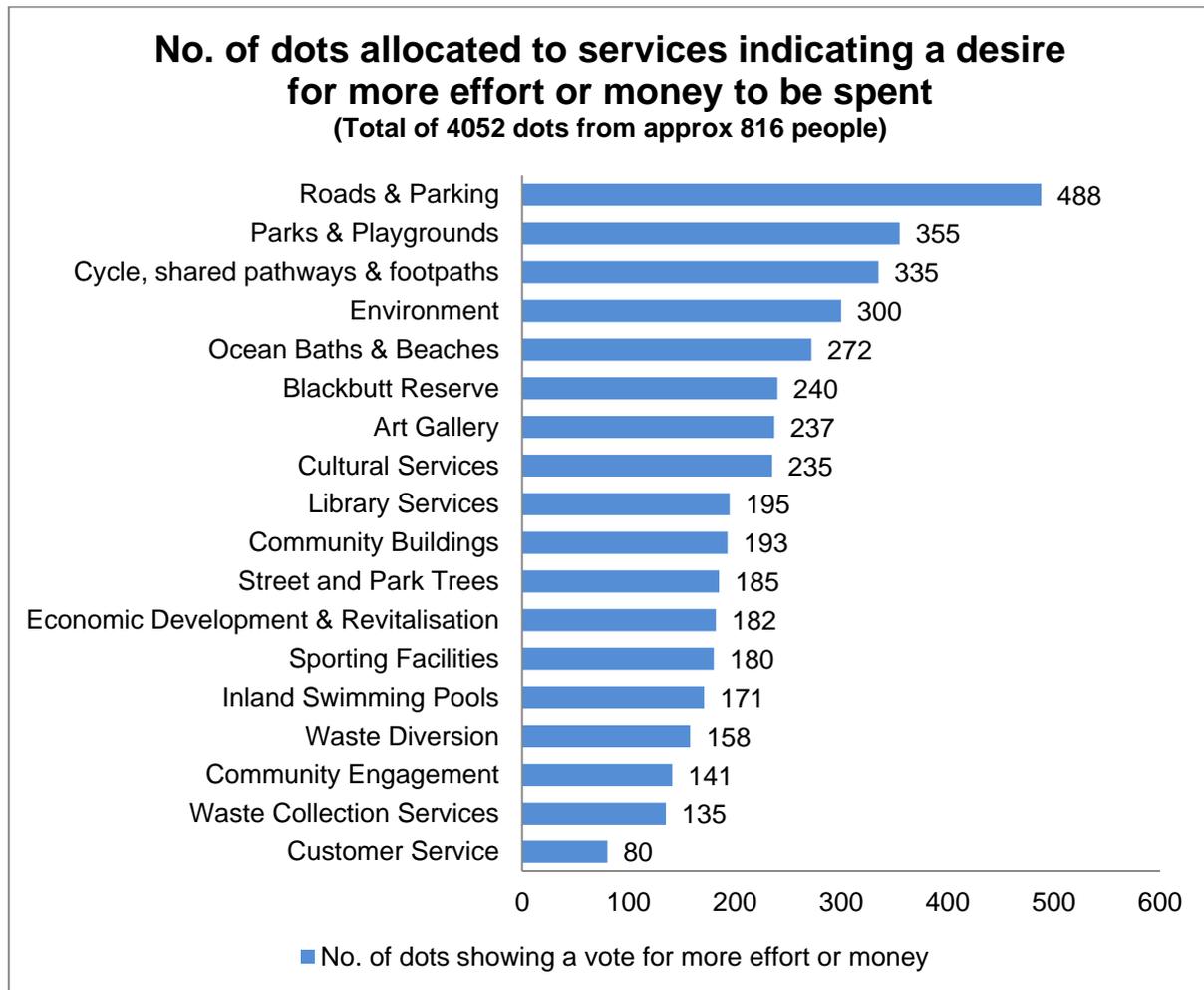
The other services which received a large number of dots (as shown in Figure 25) and are therefore likely to be a priority were:

- Parks and playgrounds (355)
- Cycleways, shared pathways and footpaths (335)
- Environment (300).

The services with the smallest numbers were:

- Customer service (80)
- Waste collection (135)
- Community engagement (141).

Figure 25. Number of dots allocated to Council Services on poster



Service Priorities poster (n=810) Margin of error +/- 3.5

Budget simulator

The online budget simulator activity enabled participants to increase or decrease the budget allocations for 18 Council services, organised under seven classes. A total of 319 budgets were created from two groups of respondents.

The service categories used in the budget simulator were similar but not exactly the same as those used on the service priorities dot poster discussed above, so a direct comparison is not possible and combined results cannot be shown.

The 319 mock budgets were analysed to identify which of the designated services participants want:

- more funds spent on (therefore service levels improved)
- less funds spent on (services levels reduced)
- current funding allocations maintained (therefore service levels maintained).

Figure 26 shows the percentage of submitted budgets that either maintained, increased or decreased funding for each service. Participants were able to increase or decrease the budget by varying the budgets in, five or ten per cent increments either way. Except for the categories of 'roads and parking' and 'cycling, shared pathways and footpaths', where there were two ten per cent increments either up or down. The fact that responses could only choose from pre-set per cent increase or decrease increments may have biased the outcome and did not allow for a more nuanced response.

Figure 27 on page 95 shows the breakdown of increases or decreases by each service category.

As shown in Figure 26, 50 per cent or more of participants indicated they wanted no change in budget allocations for nine out of the 18 service areas. The service areas with the highest level of satisfaction with the current budget allocation were 'waste collection services' (66%) followed by 'Blackbutt Reserve' (61%) and 'waste diversion' (57%).

The service where the least number of people selected no change was 'cycling shared paths and footpaths' with only 24 per cent of participants selecting this option. In this case the majority of participants chose to increase the budget.

As shown in Figure 26, the only service groups where the majority of participants wanted a reduction in budget allocation was 'library service' (50%) and the only service where the majority of people wanted an increase in allocation was 'cycle, shared pathways and footpaths' (56%).

For the majority of services (ten) the number of participants who increased or decreased the allocation was similar (within 10 per cent). These findings suggest that the community is polarised in their expectation of these services. There were however a number of noticeable exceptions to this.

As shown in Figure 27 on page 95 the services that significantly more participants **increased** funding than decreased funding were:

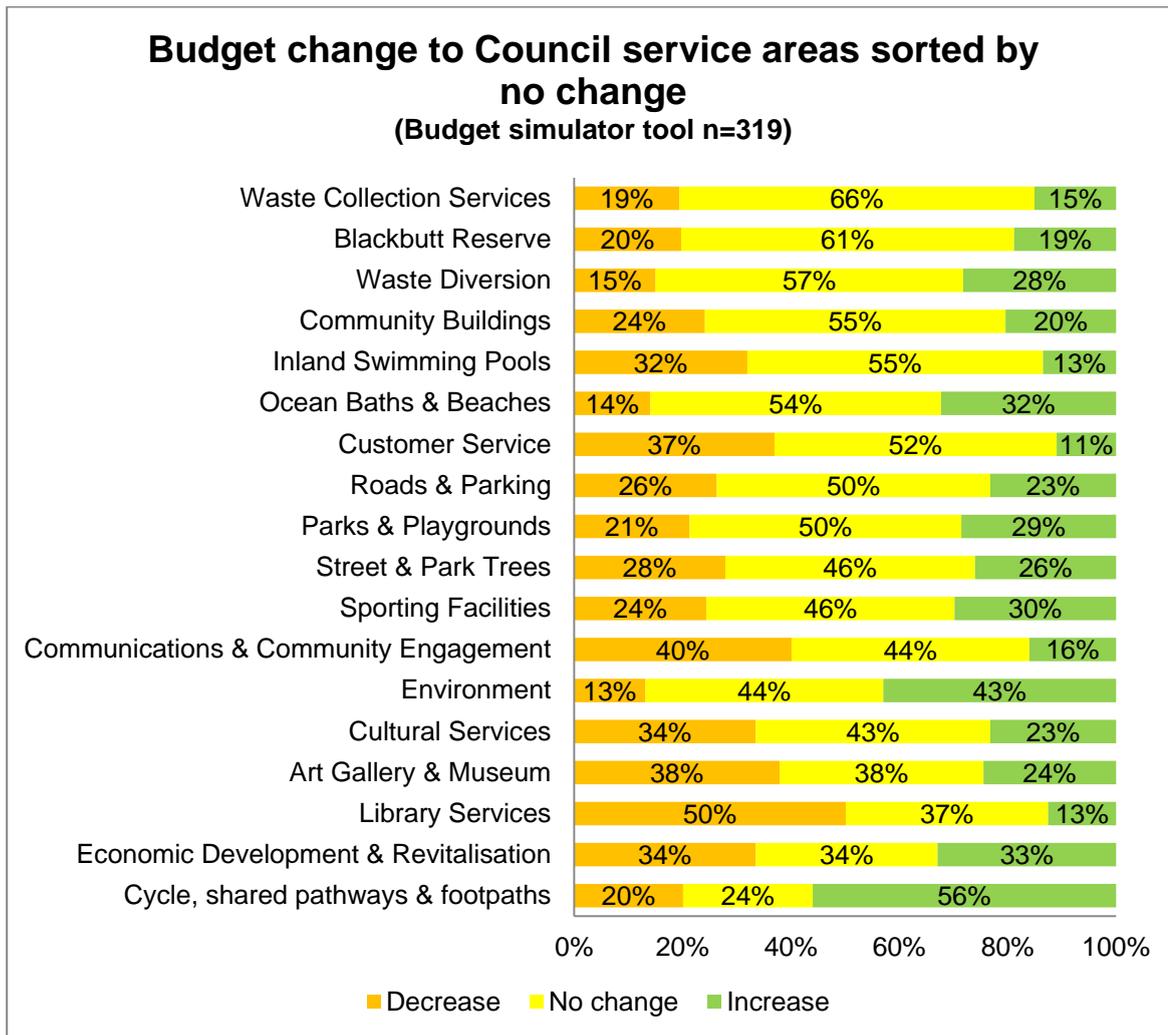
- Cycle, shared pathways & footpaths
- Environment
- Ocean baths & beaches
- Waste diversion

The services which significantly more people **decreased** the funding than increased funding were:

- Library services
- Communications & community engagement
- Art Gallery & museum
- Customer Service *
- Inland swimming pools *

* Note that majority of people selected no change in funding for those categories marked with an asterisk.

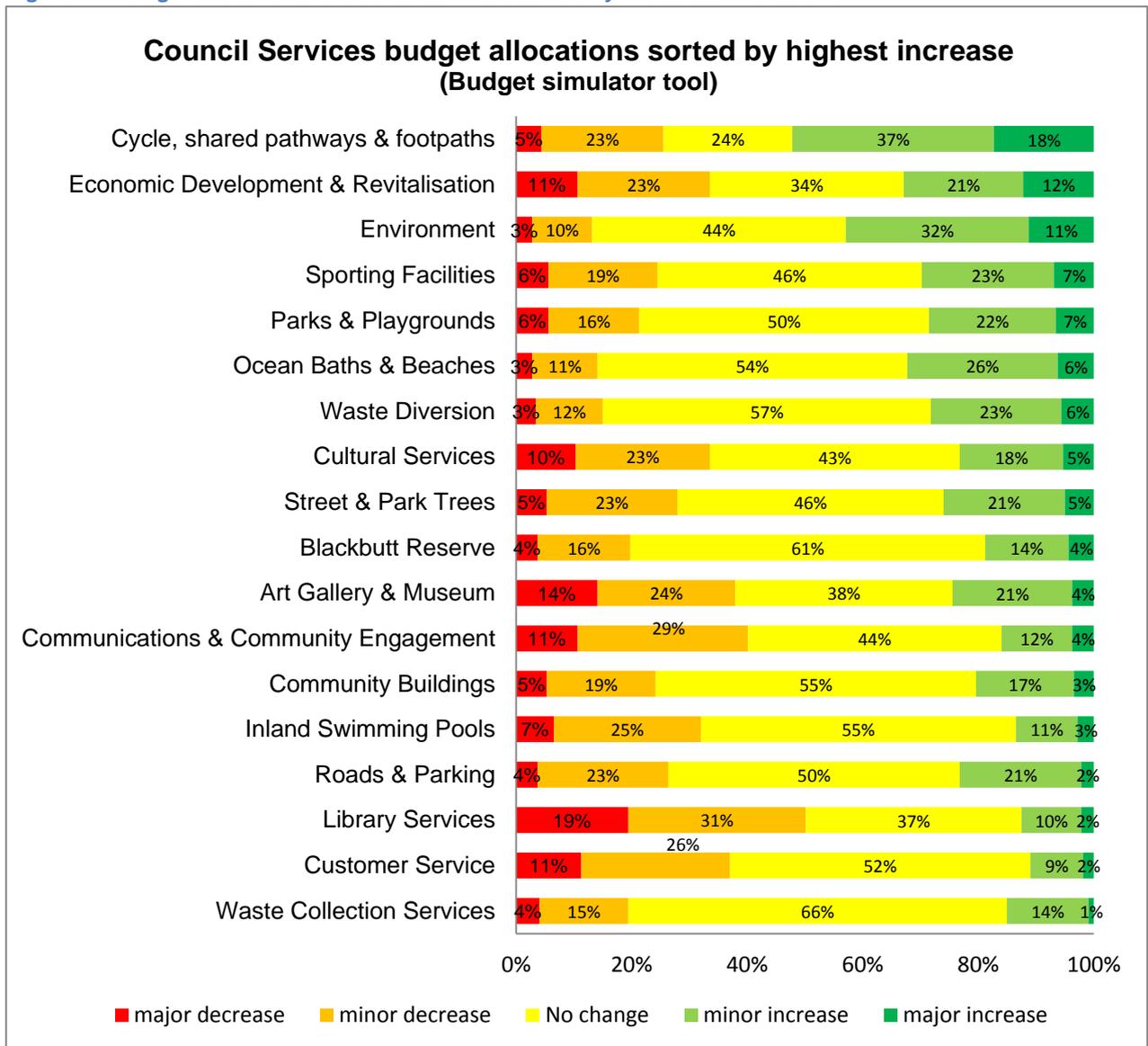
Figure 26 . Changes to budget allocations by service, sorted by no change to funding



Budget simulator (n=319) Margin of error +/- 5.8

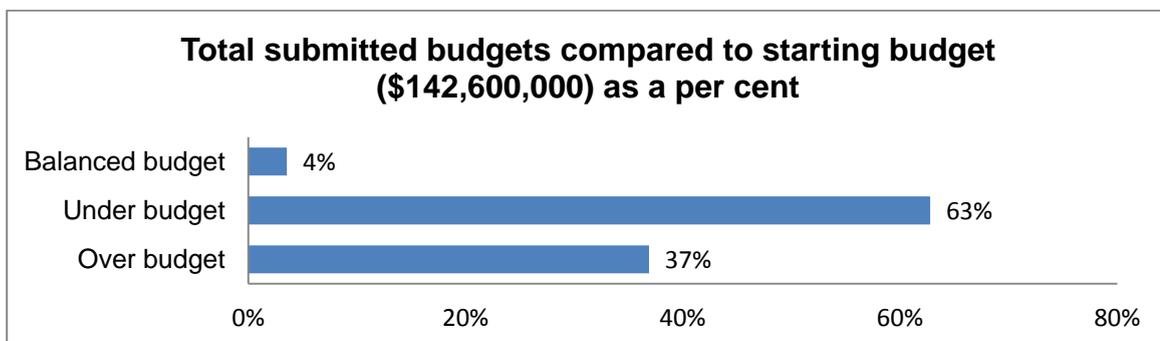
The budget simulator did not require participants to submit a balanced budget. The fact that the budgets could only be adjusted in fixed increments that were a percentage of each service allocation made creating a balanced budget difficult. Figure 27 shows that the majority (63%) of participants submitted a budget that was below the starting budget of \$142,600,00.

Figure 27. Budget allocations to Council services sorted by increases in allocation



Budget simulator (n=319) Margin of error +/- 5.8

Figure 28. Submitted budgets compared to starting budget



Comments

Participants were invited to leave a comment or outline what they would like to see occur as a result of their budget change, relevant to each of the seven service classes. Outlined below in the boxes are examples of comments for the three service classes the majority of participants wanted increased.

- Infrastructure and Traffic
- Environment
- Economic Development

Budget simulator verbatim comments re Infrastructure and Traffic

The more cycle, shared path and footpath infrastructure, the less roads and parking commitment

As Newcastle is developing, the need for better footpaths and cycling lanes is required as our city will become closer and larger so everyone can walk and cycle everywhere in Newcastle and will become more efficient.

cycling is very important for health and the environment where more roads equals more cars equals more pollution.

More separated on road cycling lanes

Budget simulator verbatim comments re Economic Development

Tourism is desperately needed to promote economic growth for businesses and Newcastle.

Hunter Street revitalization, including public domain improvements to Hunter Street Mall. Make the CBD a nice place to spend time in.

More innovation. More support for small businesses.

Can funding be sought from NSW and Australian Government and other sources for investment in partnership projects?

Budget simulator verbatim comments re Environment

I feel that more money needs to be put in to waste and environment as we only have one earth and it is important that we take care of it.

To me the environment is important. Sustain and encourage others to care about it.

Waste collection: To help remove some rubbish from society, we need to reduce the frequency of waste collection as people take it for granted.

Examples of reasons given for **reducing** the budget for the three categories which had their budgets reduced by the largest number of people are set out below.

- Library services
- Communication and community engagement
- Arts and culture

Budget simulator verbatim comments re Library Service

Decrease current level of service. declining level of usage as most access from home/work/school.

Shift to e services on increase. Reduce number of services in inner city. People can drive to larger facilities

library has been upgraded in a few of the previous budgets and doesn't need anymore

Wallsend library is a great hub and should be kept. Close smaller libraries, Mayfield, Adamstown and Lambton.

Budget simulator verbatim comments re Communication & Community Engagement

What even is communications engagement?

I hate the paper that I keep getting from the council - I wish I could easily opt out - I get enough from Facebook and they have my email address - surely there are savings in the reduction of paper production and delivery costs.

Engagement should focus also on community development using a collective impact framework . Stop just asking for our thoughts, start working with us.

The community is barely engaged at current levels so won't change much to be reduced

Budget simulator verbatim comments re Arts and Culture

I don't think I know completely what cultural services in Newcastle are....but a small reduction feels ok (only small)

Charge realistic entry fees for the gallery and museum. Sell off at least 50% of the gallery's collection - what good is art that nobody ever gets to see?

If NCC are currently doing in cultural services costs \$10million then someone is taking you for a ride.

we don't need any more hipsters

Open comments

All participants were also given the opportunity to leave a comment when they submitted their budget. A total of 109 people left a comment. Many of these comments were a repeat of comments left in other sections of the activity. Others were about the budget simulator as an engagement tool. Examples of the few comments relevant to determining service priorities are set out in the box below.

Budget simulator verbatim comments re Open comments on Budget

The aim should be to reduce costs by doing things better. The sliders are for very big groups. There should be more sliders Where is the revenue section of the budget?

Some of the costings do not seem to be correct

There was no opportunity to review the town planning function

Disappointed that you only have the outgoing half of the budget for review. Also, pre-set changes are restrictive.

My choices were based on community development as at their current point in time community satisfaction and tourist satisfaction is low. and the environment is in a bad way.

Choosing what would happen with the budget was more difficult than I thought it would be.

All verbatim comments left in the budget simulator tool can be found in Volume 2.

Discussion

As outlined above the engagement question 'What are the community's priorities for services and projects?' was considered only in relation to the services and projects that fall within Council's role and responsibilities.

Due to the difference in method and finding between the two engagement activities no conclusive priority was identified. This is in part because the service areas used in the two activities were slightly different and because the classes and categories used did not enable respondents to easily indicate their preferences.

In addition to the changes in categories during the consultation period, the service categories were not reliably understood, consistently interpreted or clearly differentiated by participants.

Examples of categories where there was a range of interpretations included:

- Roads and Parking - most of the push for increase in this area related to parking not roads, with the exception of the Beresfield and Tarro area where parking was not seen to be an issue but the quality of roads and pot holes was. The services of roads and parking should be separated in the future.
- Tree management and green space were covered in three different areas and this was interpreted differently by different people. People who wanted greener neighbourhoods

didn't know whether to put their dots in the category of street and park trees, parks and playgrounds or environment.

- Blackbutt Reserve was a separate category from other parks and playgrounds. People who wanted more playgrounds at Blackbutt put their dots on both or either, diluting the impact of either category.
- People who wanted improved amenity blocks at beaches put their dots on beaches and baths but rarely on community buildings which is where the dots should have gone as Surf club buildings were included in community buildings.
- Art Gallery was changed after the workshops to include the museum, as many people thought that the art gallery and museum were part of cultural services. People could not work out which one to put their dots on or split the five dots between both.
- There was poor understanding of what waste diversion was and why this cost so much.

Additional work may need to be done to determine priorities especially regarding satisfaction with service levels, following a review of service categories.

4 Where to from here

Following research, staff consultation and review of the outcomes of the community engagement activities and data covered in this report, Council will prepare a draft revised Newcastle 2030 Community Strategic Plan in 2018. The plan will be presented to the Councillors for their approval and be placed on public exhibition. This is currently planned to occur in the first half of 2018.

All community members will have an opportunity to make a submission on the new draft document before it is finalised and adopted by Council in June 2018, and submitted to the Division of Local Government in July 2018.

Appendix

Appendix 1 - CSP review project stages

Exert from Community Engagement Strategy for Newcastle 2030 Community Strategic Plan.

Stage 1 - Preparation and Promotion

- Communicate process and promote upcoming opportunities
- Signup and register interest in being involved
- Present key issues and challenges to the community

Stage 2 - Part A: Intensive engagement (May to July 2017)

- Identifying drivers, challenges and opportunities
- Identify satisfaction level with current CSP principles, values, vision, and strategic directions
- Identify service level expectations and priorities within resource constraints.
- Review existing and identify new strategies and actions for the first four years and for the longer period to 2030.

Stage 2 - Part B (August - September 2017)

Note: this aligns with the caretaker period before the election,

- Staff engagement
- Data collation and analysis

Stage 2 - Part C Intensive engagement (October - November 2017)

- Confirm key findings from Part A
- Prioritise current and potential strategies and actions.
- Identify implementation partners
- Identify indicators and monitoring data sets

Stage 2 - Part D Public Exhibition (April - May 2018)

- Draft CSP on exhibition and submissions sought
- Ascertain detailed service and asset level expectations within resource constraints
- Additional targeted engagement activities if required

Stage 3 - Adoption, Evaluation and Promotion (June 2018)

- Evaluate engagement strategy implementation
- Write Stakeholder Engagement Report
- Promote and distribute results and final plan for adoption by the elected Council

Appendix 2 - Survey #1 Questionnaire

Better Together - Our 2030 plan

Newcastle City Council has worked with the community in previous years to develop the Newcastle 2030 Community Strategic Plan. As required under the Local Government Act, Council is currently undertaking a review of the Plan. This survey will help inform the review.

We are seeking to better understand your priorities and gather your ideas – big and small - to help shape the future for our city. Your feedback will guide the development of strategies required to achieve Newcastle's long-term vision.

This survey should take you approximately 5-10 minutes to complete. You can complete now or return the completed survey to Council in the postage-paid envelope provided (there is no need to put a stamp on the envelope) by **Wednesday 5 July 2017**.

Q1. Are you aware of the Newcastle 2030 Community Strategic Plan?

Please select one response only.

<input type="radio"/> Yes
<input type="radio"/> No
<input type="radio"/> Not sure/ don't know

Q2. What are the strengths of Newcastle and it's people?

Q3. What challenges need to be considered so that our city is succeeding in 10 years?

Q4. What big picture ideas can you identify that you would like considered over the next 10 years?

Q5. In the vision statement below please circle the most important words to you. Eg. vision

The Newcastle 2030 Community Strategic Plan is a shared community vision developed as a guide to inform policies and actions throughout the city for the next 20 years.

Newcastle 2030 is our shared vision for a Smart, Liveable and Sustainable City.

Our vision

We will celebrate our unique city and protect our natural assets. We will build resilience in the face of future challenges and encourage innovation and creativity. As an inclusive community, we will embrace new residents and foster a culture of care. We will be a leading lifestyle city with vibrant public places, connected transport networks and a distinctive built environment. As we make our way toward 2030, we will achieve all this within a framework of open and collaborative leadership.

Q6. How well does this vision reflect your hopes for Newcastle in the future?

Please select one response only

Not at all	Slightly well	Moderately well	Very well	Extremely well	Don't know/Can't say
<input type="radio"/>					

Q7. What, if anything, is missing from the vision?

The following questions relate to the seven strategic directions outlined below.

Connected City –

Transport networks and services that are well connected and convenient. Walking, cycling and public transport will become viable options for the majority of our trips.

Protected and Enhanced Environment –

Our unique environment will be understood, maintained and protected.

Vibrant and Activated Public Places –

A city of great public places and neighbourhoods promoting peoples health, happiness and wellbeing.

Caring and Inclusive Community –

A thriving community where diversity is embraced and everyone is valued and has the opportunity to contribute and belong.

Liveable and Distinctive Built Environment –

An attractive city that is built around people and reflects our sense of identity.

Smart and Innovative City –

A leader in smart innovations with a healthy, diverse and resilient economy.

Open and Collaborative Leadership –

A strong local democracy with an actively engaged community and effective partnerships.

Q8a. Please indicate how important you believe the following objectives are to achieving a Connected City, which is well connected and has convenient transport networks?

Please select one response only for each objective.

	Not at all important	Slightly important	Moderately important	Very important	Extremely important	Don't know
Effective and integrated public transport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Linked networks of cycle and pedestrian transport	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A transport network that encourages energy and resource efficiency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8b. Tell us your ideas on how we can work together towards ensuring Newcastle is well connected and has convenient transport networks.

Please be as specific as possible.

Protected and Enhanced Environment

Q9a. Please indicate how important you believe the following objectives are to ensuring a Protected and Enhanced Environment?

Please select one response only for each objective.

	Not at all important	Slightly important	Moderately important	Very important	Extremely important	Don't know
Greater efficiency in the use of resources	<input type="radio"/>					
Our unique natural environment is maintained, enhanced and connected	<input type="radio"/>					
Environmental and climate change risks and impacts are understood and managed	<input type="radio"/>					

Q9b. Tell us your ideas on how we can work together towards ensuring that Newcastle's unique natural environment is understood, maintained and protected.

Please be as specific as possible.

Vibrant and Activated Public Places

Q10a. Please indicate how important you believe the following objectives are to achieving Vibrant and Activated Public Places?

Please select one response only for each objective.

	Not at all important	Slightly important	Moderately important	Very important	Extremely important	Don't know
Public places that provide for diverse activity and strengthen our social connections	<input type="radio"/>					
Culture, heritage and place are valued, shared and celebrated	<input type="radio"/>					
Safe and activated places that are used by people day and night	<input type="radio"/>					

Q10b. Tell us your ideas on how we can work together towards ensuring Newcastle is a city of great public places and neighbourhoods promoting peoples health, happiness and wellbeing.

Please be as specific as possible.

Caring and Inclusive Community

Q11a. Please indicate how important you believe the following objectives are to achieving a Caring and Inclusive Community?

Please select one response only for each objective.

	Not at all important	Slightly important	Moderately important	Very important	Extremely important	Don't know
A welcoming community that cares and looks after each other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Active and healthy communities with physical, mental and spiritual wellbeing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A creative, culturally rich and vibrant community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q11b. Tell us your ideas on how we can work together towards ensuring Newcastle is a thriving community where diversity is embraced and everyone is valued and has the opportunity to contribute and belong.

Please be as specific as possible.

Liveable and Distinctive Built Environment

Q12a. Please indicate how important you believe the following objectives are to achieving a Liveable and Distinctive Built Environment?

Please select one response only for each objective.

	Not at all important	Slightly important	Moderately important	Very important	Extremely important	Don't know
A built environment that maintains and enhances our sense of identity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mixed-use urban villages supported by integrated transport networks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Greater diversity of quality housing for current and future community needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Best practice energy and water efficient buildings and infrastructure	<input type="radio"/>					
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Q12b. Tell us your ideas on how we can work together towards ensuring Newcastle is an attractive city that is built around people and reflects our sense of identity. Please be as specific as possible.

Smart and Innovative City

Q13a. Please indicate how important you believe the following objectives are to achieving a Smart and Innovative City? *Please select one response only for each objective.*

	Not at all important	Slightly important	Moderately important	Very important	Extremely important	Don't know
A vibrant diverse and resilient green economy built on educational excellence and research	<input type="radio"/>					
A culture that supports and encourages innovation and creativity at all levels	<input type="radio"/>					
A thriving city that attracts people to live, work, invest and visit	<input type="radio"/>					

Q13b. Tell us your ideas on how we can work together towards enhancing Newcastle's reputation as a leader in smart innovations with a healthy, diverse and resilient economy. *Please be as specific as possible.*

Open and Collaborative Leadership

Q14a. Please indicate how important you believe the following objectives are to ensuring Open and Collaborative Leadership?

Please select one response only for each objective.

	Not at all important	Slightly important	Moderately important	Very important	Extremely important	Don't know
Integrated, sustainable long-term planning for Newcastle and the region	<input type="radio"/>					
Considered decision making based on collaborative, transparent and accountable leadership	<input type="radio"/>					
Active citizen engagement in local planning and decision making processes and a shared responsibility for achieving our goals	<input type="radio"/>					
The City of Newcastle: A local government organisation of excellence	<input type="radio"/>					

Q14b. Tell us your ideas on how we can work together towards ensuring Newcastle has a strong local democracy with an actively engaged community and effective partnerships.

Please be as specific as possible.

Q15. Are there any additional ideas or comments you would like to provide on the Newcastle 2030 Community Strategic Plan and how we can work together towards a smart, liveable and sustainable Newcastle?

Please be as specific as possible.

Thank you for taking part in this survey. Please find out more about Newcastle 2030 at www.newcastle.nsw.gov.au/yoursay.

Appendix 3 - Survey #2 Questionnaire

Survey # 2

Better Together - Our 2030 Plan

Proposed Strategies

We're updating our next 10 year plan for Newcastle and want you to be involved. Since June 2017 we've heard from over 2500 people about what they want Newcastle to be like in 2030. We heard that the following are important.

- Integrated and accessible transport
- Protected environment
- Vibrant and active public places
- Inclusive community
- Liveable built environment
- Diverse and resilient economy
- Open and collaborative leadership

It is now time to work out how we will achieve these over the next 5 to 10 years.

We have come up with a list of draft strategies for the seven themes listed above and we want to know if we are on the right track. You will be asked questions about all seven themes.

Your input is important to us and will help determine what is included in the next Newcastle 2030 plan.

This survey will take about 10 minutes or a bit longer if you want to leave additional comments or suggestions.

You can complete now or return the completed survey to Council in the postage-paid envelope provided (there is no need to put a stamp on the envelope) by **Thursday 23 November 2017**.

Q1. We heard that Newcastle wants **integrated and accessible transport**.

The following list of draft strategies aim to achieve **integrated and accessible transport** for Newcastle over the next 5 - 10 years.

Please indicate how strongly you agree or disagree that these strategies should be included in the next 2030 Newcastle Plan.

Please select one response only for each objective.

	Strongly disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Strongly agree	Don't know
Support implementation of the regional transport strategy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advocate for public transport improvements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plan and deliver accessible local infrastructure improvements for public transport (<i>Bus stops</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Continue to upgrade and extend cycle and pedestrian networks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ensure safe road networks through effective planning and maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ensure community and business needs for adequate and accessible parking are prioritised	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Implement technology solutions to improve transport infrastructure and experiences, and encourage mobility innovation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ONLY IF you said that you **strongly disagree** or **somewhat disagree** with any of the draft strategies above **GO TO Q1.2.**

Q1.2 If you disagreed with any of the strategies above please provide **alternative wording or an alternative strategy** to achieve the goal of **integrated and accessible transport** over the next 5-10 years .

Q2. We heard that Newcastle wants a **protected environment**.

The following list of draft strategies aim to achieve a **protected environment** for Newcastle over the next 5 - 10 years.

Please indicate how strongly you agree or disagree that these strategies should be included in the next 2030 Newcastle Plan.

Please select one response only for each objective.

	Strongly disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Strongly agree	Don't know
Improve waste minimisation and recycling practices in homes, work places, development sites and public places	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maximise water efficiency and recycling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Investigate and implement renewable energy technologies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encourage energy and resource efficiency initiatives , including at Council facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facilitate and advocate for protection and rehabilitation of natural areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encourage and support active community participation in local environmental projects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ensure decisions and policy response to climate change remains current and reflects community needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Build community readiness by engaging the community in risk management processes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ONLY IF you said that you **strongly disagree** or **somewhat disagree** with any of the draft strategies above **GO TO Q2.2**.

Q2.2 If you disagreed with any of the strategies above please provide **alternative wording or an alternative strategy** to achieve the goal of **a protected environment** over the next 5-10 years.

Q3. We heard that Newcastle wants **vibrant and active public places.**

The following list of draft strategies aim to achieve **vibrant and active public places** for Newcastle over the next 5 - 10 years.

Please indicate how strongly you agree or disagree that these strategies should be included in the next 2030 Newcastle Plan.

Please select one response only for each objective.

	Strongly disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Strongly agree	Don't know
Provide quality parkland and recreation facilities that are diverse, accessible and responsive to changing needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enhance our beaches and coastal areas through upgraded facilities eg <i>Bathers Way</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plan, coordinate and deliver cultural and community infrastructure and programs (<i>Art Gallery, Museum, Civic Theatre, Libraries</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Celebrate Newcastle's history, cultural heritage and cultural diversity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase collaboration with artists and practitioners in the cultural sector	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Collaborate with local groups and services to address crime and safety issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Strongly agree	Don't know
Plan for a night-time economy , characterised by creativity, vibrancy and safety, that contributes to cultural and economic revitalisation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ONLY IF you said that you ***strongly disagree*** or ***somewhat disagree*** with any of the draft strategies above **GO TO Q3.2**.

Q3.2 If you disagreed with any of the strategies above please provide **alternative wording or an alternative strategy** to achieve the goal of **vibrant and active public places** over the next 5-10 years.

Q4. We heard that Newcastle wants an **inclusive community**.

The following list of draft strategies aim to achieve an **inclusive community** for Newcastle over the next 5 - 10 years.

Please indicate how strongly you agree or disagree that these strategies should be included in the next 2030 Newcastle Plan.

Please select one response only for each objective.

	Strongly disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Strongly agree	Don't know
Acknowledge and respect local Aboriginal history, cultural heritage and peoples	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promote initiatives and facilities that support social inclusion and community connections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improve, promote and facilitate equitable access to services and facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ensure people of all abilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Strongly agree	Don't know
can enjoy our public places and spaces						
Improve local access to higher education and lifelong learning opportunities, facilities and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promote recreation, health and wellbeing programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ONLY IF you said that you **strongly disagree** or **somewhat disagree** with any of the draft strategies above **GO TO Q4.2**.

Q4.2 If you disagreed with any of the strategies above please provide **alternative wording or an alternative strategy** to achieve the goal of **an inclusive community** over the next 5-10 years.

Q5. We heard that Newcastle wants a **liveable built environment**.

The following list of draft strategies aim to achieve a **liveable built environment** for Newcastle over the next 5 - 10 years.

Please indicate how strongly you agree or disagree that these strategies should be included in the next 2030 Newcastle Plan.

Please select one response only for each objective.

	Strongly disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Strongly agree	Don't know
Protect, support and promote our unique built and cultural heritage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ensure our suburbs are preserved, enhanced and promoted, while also creating opportunities for growth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Strongly agree	Don't know
Facilitate well designed and appropriate scale development that complements Newcastle's unique character	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plan for concentrated growth around transport and activity nodes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plan for an urban environment that promotes active and healthy communities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ensure sufficient housing diversity to meet community needs, including affordable and adaptable housing options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advocate for implementation of energy and resource efficiency in new developments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ONLY IF you said that you **strongly disagree** or **somewhat disagree** with any of the draft strategies above **GO TO Q5.2**.

Q5.2 If you disagreed with any of the strategies above please provide **alternative wording or an alternative strategy** to achieve the goal of **liveable built environment** over the next 5-10 years.

Q6. We heard that Newcastle wants a **diverse and resilient economy**.

The following list of draft strategies aim to achieve a **diverse and resilient economy** for Newcastle over the next 5 - 10 years.

Please indicate how strongly you agree or disagree that these strategies should be included in the next 2030 Newcastle Plan.

Please select one response only for each objective.

	Strongly disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Strongly agree	Don't know
Recognise and strengthen Newcastle's role as a regional capital and hub for industry, education, health, business, personal, tourism, port and logistics services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attract new business and employment opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encourage innovation in business, research activities, education and creative industries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support and advocate for the small business sector	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facilitate events and festivals that attract visitors and support the local economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work with the tourism sector to further develop Newcastle as a visitor and event destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work with businesses, planners and government at all levels to facilitate key infrastructure to support business growth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Foster a collaborative approach to continue city centre renewal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ONLY IF you said that you **strongly disagree** or **somewhat disagree** with any of the draft strategies above **GO TO Q6.2**.

Q6.2 If you disagreed with any of the strategies above please provide **alternative wording or an alternative strategy** to achieve the goal of **a diverse and resilient economy** over the next 5-10 years.

Q7. We heard that Newcastle wants **open and collaborative leadership**.

The following list of draft strategies aim to achieve **open and collaborative leadership** for Newcastle over the next 5 - 10 years.

Please indicate how strongly you agree or disagree that these strategies should be included in the next 2030 Newcastle Plan.

Please select one response only for each objective.

	Strongly disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Strongly agree	Don't know
Establish collaborative relationships with all levels of government, peak bodies and communities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advocate for local needs and values in state, regional and local plans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide services that deliver on sustainable community service expectations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide timely and effective advocacy and leadership on key community issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conduct Council business in an open, transparent and accountable manner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide opportunities for genuine engagement with the community to inform Council's decision-making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide clear, consistent, accessible and relevant information to the	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Strongly agree	Don't know
community						
Encourage and support long term planning for Newcastle, including implementation, resourcing, monitoring and reporting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ensure long-term financial sustainability through short, medium and long term financial planning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ONLY IF you said that you **strongly disagree** or **somewhat disagree** with any of the draft strategies above **GO TO Q7.2** .

Q7.2 If you disagreed with any of the strategies above please provide **alternative wording or an alternative strategy** to achieve the goal of **open and collaborative leadership** over the next 5-10 years.

Q8. Thank you for providing feedback on our draft strategies for the seven themes.

Are there any other alternative or additional strategies you would like to see included in the next 2030 Newcastle Plan?

<input type="radio"/>	Yes - Go to Q8.2
<input type="radio"/>	No - Go to Q9

Q8.2 Please tell us what **additional or alternative strategies** you would like to see included in the Newcastle 2030 Plan.

Q9. You are almost finished. We just have a few simple demographic questions we need to ask so that we can know if we are hearing from all sections of our community.

Q9.1 Which age category do you belong to?

(Please select one response only)

<input type="radio"/>	Under 16
<input type="radio"/>	16-24
<input type="radio"/>	25-39
<input type="radio"/>	40-54
<input type="radio"/>	55-59
<input type="radio"/>	60-69
<input type="radio"/>	70+
<input type="radio"/>	Prefer not to say

Q9.2. What is your gender?

(Please select one response only)

<input type="radio"/>	Male
<input type="radio"/>	Female
<input type="radio"/>	Transgender/ Intersex/other
<input type="radio"/>	Prefer not to disclose

Q9.3 Where do you live?

(Please select one response only)

<input type="radio"/>	Newcastle Go to 9.3a
<input type="radio"/>	Hunter Region
<input type="radio"/>	NSW
<input type="radio"/>	Other _____

Q9.3a IF you live in Newcastle which of the four Newcastle LGA wards do you live in?

<input type="radio"/>	Ward 1: Cooks Hill, Islington, Kooragang, Maryville, Mayfield, Mayfield East, Mayfield West, Newcastle, Newcastle East, Newcastle West, Stockton, The Hill, Tighes Hill, Warabrook, Wickham
<input type="radio"/>	Ward 2: Adamstown, Adamstown Heights, Bar Beach, Broadmeadow, Hamilton, Hamilton East, Hamilton North, Hamilton South, Merewether, Merewether Heights, The Junction
<input type="radio"/>	Ward 3: Georgetown, Jesmond, Kotara, Lambton, New Lambton, New Lambton Heights, North Lambton, Waratah, Waratah West
<input type="radio"/>	Ward 4: Beresfield, Birmingham Gardens, Blackhill, Lenaghan, Callaghan, Elermore Vale, Fletcher, Hexham, Maryland, Minmi, Rankin Park, Sandgate, Shortland, Tarro, Wallsend
<input type="radio"/>	Other _____

Thank You

Thank you for completing this survey. We value your input.

The draft Newcastle 2030 Plan will go on public exhibition in April 2018 and you will have another opportunity to make additional comments or suggestions at that time.

Please find out more about Newcastle 2030 at www.newcastle.nsw.gov.au/yoursay.

Please return in envelope provided

By

Thursday 23 November 2017

Appendix 4 - Survey assessment scale methods

In the report and tables that follow a number of conventions have been established for the purpose of presenting the survey results.

In the survey respondents were presented with a five-point scale for the assessment of:

- Improvement in Council's performance for a series of areas
- Importance attached to a series of facilities/services
- Satisfaction with Council's provision of these services.

The scales were constructed as follows:

Table 41: Construction of scales

IMPROVEMENT	IMPORTANCE	SATISFACTION
1=needs a lot of improvement	1=not important	1=very dissatisfied
2=needs some improvement	2=somewhat important	2=dissatisfied
3=adequate	3=moderately important	3=neither
4=good	4=quite important	4=satisfied
5=excellent	5=very important	5=very satisfied
For respondents who could not provide a rating on these scales the following non-response options were available:		
Not aware	Respondent did not know of the existence of the specific service/facility	
Not applicable	Respondent did not use the service/facility and so was unable to provide a rating	

Note that for the satisfaction scale, a neither score of 3 out of 5 suggests a neutral opinion: no strong feelings either way.

Mean scores

The numeric values from the scales (1 to 5) were converted to an overall average (mean) score. This scale is calculated only for those who responded using the 1 to 5 scale - it **does not** include non-scale responses. An example of the calculation of a satisfaction score follows. All scales outlined above follow the same method for calculating mean scores.

Table 42: Mean score calculation

Response Scale	Number of responses	Response scale x number of responses	Score
1=very dissatisfied	30	1x30	The score is calculated by dividing 1,470 by the number of responses uses (420 in this case): 1,470/420
2=dissatisfied	60	2x60	
3=neither	80	3x80	
4=satisfied	170	4x170	
5=very dissatisfied	80	5x80	
Not applicable Not aware	80	Not included in calculation	Score = 3.5
Total	500	1,470	

To obtain a score of 5.0 ALL respondents who gave them a rating would have to have answered '5', i.e. answered *very important*, *very satisfied* etc. as applicable. Therefore, a higher rating represents a relatively more favourable response.

Appendix 5 - CSP Engagement Project Codeframe

This codeframe was used to analyse all qualitative data gathered. Theme headings are highlighted in grey and in bold.

CSP Issues and Themes for Verbatim responses	Code
Transport	1
Public transport	2
Parking	3
Inter-city	4
Airport	5
Cycling & cycleways	6
Roads & traffic	7
Footpaths/walking	8
Economy	10
Employment options & jobs	11
Business	12
Industry restructuring	13
Tourism	14
Revitalisation & urban renewal	15
Night time economy	16
Supercars	17
Shops & retail	19
Education	20
Culture and arts	30
Cultural facilities	31
Cultural services	32
Libraries & library services	33
Creativity & creative culture	34
Environmental Sustainability	40
Natural Environment (air/water/bush/biodiversity)	41
Climate Change	42
Waste management	43
Energy (include coal and renewable)	44
Resource efficiency	45
Street trees, landscaping	46
Pollution (air, water and litter)	47
Population	50
Population growth & immigration	51
Population retention	52
Male	53
Female	54

CSP Issues and Themes for Verbatim responses	Code
Seniors	55
Youth 15-25	56
Children	57
Families	58
Aboriginal	59
Cost of living	60
Housing affordability	61
Innovation & technology ('Smart City')	70
Technology - information	71
Technology -general	72
Health	80
Disability	81
Ageing and age care	82
Social support & community development	90
Fairness, Equity & social justice	91
Accessibility	92
Culturally & linguistically diversity	93
Housing security & homelessness	94
Activities & recreation	95
Infrastructure	100
Aquatic centres (ocean and inland)	101
Caravan Parks	102
Community buildings	103
Toilets/public amenities	104
Stormwater & drainage	105
Safety	110
Violence	111
Drugs	112
Crime	113
Built environment and public spaces	120
Activation/Events and festivals	121
Parks and greenspace (inc playgrounds)	122
CBD	123
Non CBD suburbs	124
Heritage & history	125
Sports facilities	126
Buildings & development	128
Aesthetics & cleanliness	129
Planning/strategy	130
Long term planning	131
Regional Planning	132

CSP Issues and Themes for Verbatim responses	Code
Integrated planning	133
Vague, motherhood, be specific	134
Stick to it, implementation	135
Governance and leadership	140
Citizen engagement	141
Politics and politicians	142
Administration	143
Relationship with State government	144
Budget & finance	145
Community/People	150
Community spirit , friendly	151
Cohesive, collaborative community	152
Conservative, resist or oppose change	153
Resilience, adaptability	154
Divided, disunited	155
Hard working	156
Quality of life/Lifestyle	160
Best of city and country life	161
Has everything, facilities, convenient	162
Size & scale of city	163
Not Sydney	164
Geography	170
Location - proximity to region	171
Location - proximity to Sydney	172
Beaches, coast, harbour	127
Other - relevant	190
Survey /activity comment	191
None	198
Other - not relevant	199

Survey #2 Specific Codes	code
Providing alternative strategy	200
Disagree with premise of strategy	201
Disagree with the detail of the strategy	202
Don't think it is achievable	203
Funding should be spent on other things	204
Don't think it's Council's job	206

Appendix 6 - Workshop questions thematic tables

Workshop Q1: What would you like to see change in the next 10 years to make it GREAT to live and work here? Three ideas per person

327 comments received from 115 people covering 650 issues

Margin of Error +/-10

Themes in workshop responses Q1	Number of mentions in comments	Per cent off all issue mentions
Transport	151	22%
Places and spaces	148	22%
Economy	60	9%
Sustainability	51	8%
Social support /community development	51	8%
Population	39	6%
Infrastructure	33	5%
Safety	23	3%
Culture and arts	22	3%
Governance and leadership	20	3%
Education	14	2%
Health	12	2%
Innovation / Smart City	10	1%
Community/People	10	1%
Cost of living	9	1%
Other	9	1%

327 comments received which mentioned 677 issues.

Issues in workshop responses Q1	Number of mentions in comments	Per cent off all issue mentions
Public transport	38	5.6%
Cycling & cycleways	34	5.0%
Parks /playgrounds/greenspace	29	4.3%
Non CBD suburbs	28	4.1%
Built environment/development	26	3.8%
Roads/cars/traffic	24	3.5%

Issues in workshop responses Q1	Number of mentions in comments	Per cent off all issue mentions
Activation/Events and festivals	22	3.2%
Footpaths/walking	20	3.0%
Safety general	19	2.8%
Heritage/history	16	2.4%
Parking	15	2.2%
Children	15	2.2%
Education	14	2.1%
Environment (air/water/bush/biodiversity)	14	2.1%
Employment (opportunities/jobs)	13	1.9%
Community buildings	13	1.9%
Social support /community development - general	12	1.8%
CALD	12	1.8%
CBD	12	1.8%
Tourism	10	1.5%
Waste management	10	1.5%
Street trees/ landscaping	10	1.5%
Seniors	9	1.3%
Transport - general	8	1.2%
Small business	8	1.2%
Cultural facilities	8	1.2%
Housing affordability	8	1.2%
Fairness/Equity/ justice and inclusion	8	1.2%
Stormwater & drainage	8	1.2%
Dissatisfied	8	1.2%
Economy - general	7	1.0%
Libraries /library services	7	1.0%
Energy	7	1.0%
Wellbeing	7	1.0%
Housing security/homelessness	7	1.0%
Built environment and public spaces	7	1.0%
Inter-city	6	0.9%
Airport	6	0.9%
Culture and arts - general	6	0.9%
Accessibility	6	0.9%
Activities/recreation	6	0.9%
Aquatic centres (ocean and inland)	6	0.9%

Issues in workshop responses Q1	Number of mentions in comments	Per cent off all issue mentions
Sports facilities	6	0.9%
Integrated planning	6	0.9%
Governance and leadership - general	6	0.9%
Administration	6	0.9%
Cohesive/ collaborative community	6	0.9%
Supercars	5	0.7%
Shops/retail	5	0.7%
Youth 15-25	5	0.7%
Technology - information	5	0.7%
Infrastructure - general	5	0.7%
Industry restructure	4	0.6%
Revitalisation/urban renewal	4	0.6%
Night time economy	4	0.6%
Climate Change	4	0.6%
Politics and politicians	4	0.6%
Resource efficiency	3	0.4%
Families	3	0.4%
Innovation & technology (smart city)	3	0.4%
Health Services	3	0.4%
Crime	3	0.4%
Citizen engagement	3	0.4%
Community/People	3	0.4%
Beaches/coast	3	0.4%
Environmental Sustainability - general	2	0.3%
Male	2	0.3%
Female	2	0.3%
Aboriginal	2	0.3%
Technology -general	2	0.3%
Disability	2	0.3%
Clean street/ aesthetics	2	0.3%
Long term planning	2	0.3%
Quality of live/Lifestyle	2	0.3%
Cultural services	1	0.1%
Pollution	1	0.1%
Immigration / pop growth	1	0.1%
Cost of living	1	0.1%

Issues in workshop responses Q1	Number of mentions in comments	Per cent off all issue mentions
Toilets/public amenities	1	0.1%
Drugs	1	0.1%
Budget/finance	1	0.1%
Community spirit /friendly	1	0.1%
size/ scale of city	1	0.1%
location/Proximity to region	1	0.1%
Other	1	0.1%

327 comments received which mentioned 677 issues.

Workshop Q2 : What may change in the next 10 years to make it HARD to live and work here? Three ideas per person

297 comments received from 115 people covering 650 issues

Margin of Error +/-10

Themes from responses Workshop Q2	Number of mentions in comments	Per cent off all issue mentions
Transport	125	19%
Places and spaces	89	14%
Environmental sustainability	66	10%
Population	64	10%
Economy	62	10%
Cost of living	50	8%
Social support /community development	30	5%
Governance and leadership	29	4%
Planning/strategy	19	3%
Infrastructure	17	3%
Quality of life & lifestyle	14	2%
Health	12	2%
Safety	11	2%
Education	10	2%
Community/People	9	1%
Innovation & technology	8	1%
Culture and arts	1	0%
Geography	0	0%

Issues in responses Workshop Q2	Number of mentions in comments	Per cent off all issue mentions
Built environment& development	46	7.1%
Immigration & population growth	42	6.5%
Roads & traffic	40	6.2%
Housing affordability	36	5.5%
Employment opportunities/jobs	31	4.8%
Public transport	26	4.0%
Governance and leadership	26	4.0%
Parking	22	3.4%
Climate Change	22	3.4%
Transport	18	2.8%
Industry restructure	18	2.8%
Energy	18	2.8%
Environment (air/water/bush/biodiversity)	14	2.2%
Cost of living	14	2.2%
size/ scale of city	14	2.2%
Social support /community development	12	1.8%
Parks /playgrounds/greenspace	12	1.8%
Education	11	1.7%
Supercars	10	1.5%
Seniors	10	1.5%
Activation/Events and festivals	10	1.5%
CBD	10	1.5%
Inter-city	9	1.4%
Youth 15-25	9	1.4%
Housing security/homelessness	9	1.4%
Infrastructure	8	1.2%
Ageing and age care	7	1.1%
Stormwater & drainage	7	1.1%
Safety	7	1.1%
Planning/strategy	7	1.1%
Waste management	6	0.9%
Heritage/history	6	0.9%
Long term planning	6	0.9%
Cycling & cycleways	5	0.8%
Small business	5	0.8%

Issues in responses Workshop Q2	Number of mentions in comments	Per cent off all issue mentions
Technology -general	5	0.8%
Economy	4	0.6%
Cultural & linguistic diversity	4	0.6%
Integrated planning	4	0.6%
Community/People	4	0.6%
Footpaths/walking	3	0.5%
Sustainability	3	0.5%
Innovation / Smart City	3	0.5%
Fairness/Equity/ justice and inclusion	3	0.5%
Beaches/coast	3	0.5%
Cohesive/ collaborative community	3	0.5%
Other	3	0.5%
Airport	2	0.3%
Night time economy	2	0.3%
Resource efficiency	2	0.3%
Population	2	0.3%
Health	2	0.3%
Disability	2	0.3%
Accessibility	2	0.3%
Drugs	2	0.3%
Places and spaces	2	0.3%
Regional Planning	2	0.3%
Relationship with State government	2	0.3%
Tourism	1	0.2%
Revitalisation/urban renewal	1	0.2%
Culture and arts	1	0.2%
Street trees/ landscaping	1	0.2%
Pollution	1	0.2%
Children	1	0.2%
Health Services	1	0.2%
Wellbeing	1	0.2%
Aquatic centres (ocean and inland)	1	0.2%
Toilets/public amenities	1	0.2%
Violence	1	0.2%
Crime	1	0.2%
Non CBD suburbs	1	0.2%

Issues in responses Workshop Q2	Number of mentions in comments	Per cent off all issue mentions
Citizen engagement	1	0.2%
Politics and politicians	1	0.2%
Conservative/resist or oppose change	1	0.2%
Resilience / adaptability/transformation	1	0.2%
Quality of life/Lifestyle	1	0.2%

Appendix 7 - Competition card thematic tables

209 entries were received.

Margin of Error +/-7.1

See Volume 2 for the full set of entries.

Themes in Competition Card entries	Number of mentions in comments	Per cent off all issue mentions
Economy	91	14%
Built environment & public spaces	81	12%
Transport	70	11%
Social support /community development	70	11%
Environmental sustainability	62	10%
Culture and arts	39	6%
Community & people	39	6%
Quality of life & lifestyle	36	6%
Population	35	5%
Education	19	3%
Innovation / Smart City	17	3%
Safety	17	3%
Governance and leadership	16	2%
Geography	15	2%
Health	12	2%
Cost of living	10	2%
Infrastructure	9	1%

Issues in Competition Card entries	Number of mentions in comments	Per cent off all issue mentions
Fairness/Equity/ justice and inclusion	33	5.1%
Culture and arts	29	4.5%
Quality of life & lifestyle	29	4.5%
Sustainability	25	3.9%
Tourism	24	3.7%
Employment opportunities/jobs	23	3.5%
Public transport	22	3.4%
Education	19	2.9%
Environment (air/water/bush/biodiversity)	18	2.8%
Parks, playgrounds, greenspace	18	2.8%

Issues in Competition Card entries	Number of mentions in comments	Per cent off all issue mentions
Economy	16	2.5%
Innovation / Smart City	16	2.5%
Beaches & coast	15	2.3%
Parking	14	2.2%
Clean street/ aesthetics	14	2.2%
Cohesive, collaborative community	14	2.2%
Cycling & cycleways	13	2.0%
Activities/recreation	13	2.0%
Events and festivals	13	2.0%
Community & people	13	2.0%
Aboriginal	12	1.8%
Safety	12	1.8%
Built environment/development	11	1.7%
Revitalisation/urban renewal	10	1.5%
Families	10	1.5%
Heritage/history	10	1.5%
Community spirit /friendly	10	1.5%
Roads & traffic	9	1.4%
Citizen engagement	9	1.4%
Waste management	8	1.2%
Energy	8	1.2%
Accessibility	8	1.2%
Cultural facilities	7	1.1%
Housing affordability	7	1.1%
Youth 15-25	6	0.9%
Social support /community development	6	0.9%
Sports facilities	6	0.9%
Footpaths & walking	5	0.8%
Shops & retail	5	0.8%
Cultural & linguistic diversity	5	0.8%
Housing security & homelessness	5	0.8%
CBD	5	0.8%
Industry restructure	4	0.6%
Night time economy	4	0.6%
Children	4	0.6%
Disability	4	0.6%

Issues in Competition Card entries	Number of mentions in comments	Per cent off all issue mentions
Non CBD suburbs	4	0.6%
Transport - general	3	0.5%
Inter-city transport	3	0.5%
Supercars	3	0.5%
Cost of living	3	0.5%
Health	3	0.5%
Aquatic centres (ocean and inland)	3	0.5%
Stormwater & drainage	3	0.5%
Governance and leadership	3	0.5%
Size/ scale of city	3	0.5%
Small business	2	0.3%
Creativity / creative culture	2	0.3%
Street trees/ landscaping	2	0.3%
Immigration / pop growth	2	0.3%
Health Services	2	0.3%
Wellbeing	2	0.3%
Drugs	2	0.3%
Crime	2	0.3%
Relationship with State government	2	0.3%
Resilience / adaptability/transformation	2	0.3%
Not Sydney	2	0.3%
Airport	1	0.2%
Libraries /library services	1	0.2%
Climate Change	1	0.2%
Seniors	1	0.2%
Technology -general	1	0.2%
Ageing and age care	1	0.2%
Infrastructure	1	0.2%
Community buildings	1	0.2%
Toilets/public amenities	1	0.2%
Violence	1	0.2%
Politics and politicians	1	0.2%
Administration	1	0.2%
Best of city and country life	1	0.2%
Has everything (facilities, convenient)	1	0.2%

Appendix 8 - Competition card - entry terms and conditions

Information on how to enter and prizes form part of these Conditions of Entry. Entry into this promotion is deemed acceptance of these Conditions of Entry and the release and waiver of liability, assumption of risk and indemnity agreement listed below.

Entries close at 5pm on Monday 31 July 2017 AEST. See below for full terms and conditions.

Newcastle 2030 Ideas Box - Terms and Conditions of Entry

1. The competition is being conducted by The City of Newcastle ABN 25 242 068 129 of 282 King Street, Newcastle NSW 2300 (the promoter).
2. Entry to this competition is open to people of all ages who are residents of Australia.
3. Employees of the promoter and their relatives and agencies associated with this competition are ineligible to enter the promotion.
4. To enter, you need to complete the following steps:
 - a) Write your response to the following, in your own words, on a Newcastle 2030 postcard and put it in the Newcastle 2030 Ideas boxes provided at one of the Newcastle 2030 workshops being held in June 2017 or at one of the information hubs at Council libraries and other venues around town:
"In the year 2030 I want Newcastle to..."
 - b) The entry deemed most deserving, as judged by members of Newcastle City Council's Leadership Group, will be awarded a \$50 voucher for Civic Digest café and bar.
5. Entrants must only enter in their own name, must include a valid email address and provide all required information.
6. Only entries collected in the boxes provided at the workshops and information hubs will be accepted.
7. Any entries that contain content that the promoter, in its sole discretion, considers to be illegal, contrary to any Laws, indecent, obscene, threatening, discriminatory, harassing, in breach of any confidence, defamatory, libellous, offensive or objectionable will not be considered eligible to enter the promotion. The promoter reserves the right to exclude any offensive material submitted through the competition.

Appendix 9 - Ideas wall posts thematic tables

Q: What do you think will make Newcastle a great place to live and work in 2030?

177 ideas were posted.

526 issues were identified in the ideas

Themes in ideas wall posts	Number of mentions in comments	Per cent off all issue mentions
Built environment and public spaces	107	20.3%
Transport	89	16.9%
Environmental sustainability	54	10.3%
Economy	46	8.7%
Infrastructure	28	5.3%
Culture and arts	27	5.1%
Population	19	3.6%
Health	19	3.6%
Social support /community development	19	3.6%
Geography	18	3.4%
Innovation / Smart City	17	3.2%
Governance and leadership	8	1.5%
Community/People	5	1.0%
Cost of living	3	0.6%
Planning/strategy	2	0.4%
Quality of life & lifestyle	2	0.4%

Issues in ideas wall posts	Number of mentions in comments	Per cent off all issue mentions
Parks /playgrounds/greenspace	38	7.2%
Events and festivals	27	5.1%
Culture and arts	23	4.4%
Cycling & cycleways	22	4.2%
Environmental sustainability - general	20	3.8%
Tourism	19	3.6%
Beaches/ harbour/river	18	3.4%
Safety	15	2.9%
Public transport	14	2.7%

Issues in ideas wall posts	Number of mentions in comments	Per cent off all issue mentions
Footpaths& walking	14	2.7%
Built environment & development	14	2.7%
Innovation & technology	13	2.5%
Parking	12	2.3%
Revitalisation & urban renewal	11	2.1%
Waste management	10	1.9%
Toilets & public amenities	10	1.9%
Education	9	1.7%
Children	9	1.7%
CBD	9	1.7%
Wellbeing	8	1.5%
Aquatic centres (ocean and inland)	8	1.5%
Families	7	1.3%
Social support & community development	7	1.3%
Heritage & history	6	1.1%
Citizen engagement	6	1.1%
Inter-city transport	5	1.0%
Airport	5	1.0%
Night time economy	5	1.0%
Energy	5	1.0%
Health	5	1.0%
Community buildings	5	1.0%
Sports facilities	5	1.0%
Transport - general	4	0.8%
Fairness, equity, justice and inclusion	4	0.8%
Accessibility	4	0.8%
Built environment and public spaces	4	0.8%
Cohesive & collaborative community	4	0.8%
Employment opportunities	3	0.6%
Small business	3	0.6%
Libraries & library services	3	0.6%
Climate Change	3	0.6%
Technology - information	3	0.6%
Disability	3	0.6%

Issues in ideas wall posts	Number of mentions in comments	Per cent off all issue mentions
Infrastructure	3	0.6%
Economy	2	0.4%
Industry restructure	2	0.4%
Resource efficiency	2	0.4%
Seniors	2	0.4%
Housing affordability	2	0.4%
Health Services	2	0.4%
Activities & recreation	2	0.4%
Stormwater & drainage	2	0.4%
Drugs	2	0.4%
Non CBD suburbs	2	0.4%
Clean street/ aesthetics	2	0.4%
Administration	2	0.4%
Survey /activity comment	2	0.4%
Supercars Event	1	0.2%
Creativity / creative culture	1	0.2%
Environment (air/water/bush/biodiversity)	1	0.2%
Youth 15-25	1	0.2%
Cost of living	1	0.2%
Technology -general	1	0.2%
Ageing and age care	1	0.2%
Cultural & linguistic diversity	1	0.2%
Housing security/homelessness	1	0.2%
Planning/strategy	1	0.2%
Integrated planning	1	0.2%
Community spirit /friendly	1	0.2%
Quality of life & lifestyle	1	0.2%
Size & scale of city	1	0.2%
Other	2	0.4%

Appendix 10 - Ideas wall competition terms and conditions

Newcastle 2030 Ideas Wall Competition

Terms and Conditions

Information on how to enter and prizes form part of these Conditions of Entry. Entry into this promotion is deemed acceptance of these Conditions of Entry and the release and waiver of liability, assumption of risk and indemnity agreement listed below. Entry is via the Newcastle 2030 ideas wall only.

Entries for the Ideas Wall competition will close at 5pm on Monday 31 July 2017 AEST.

Newcastle 2030 Ideas Wall - Terms and Conditions of Entry

1. The competition is being conducted by The City of Newcastle ABN 25 242 068 129 of 282 King Street, Newcastle NSW 2300 (the promoter).
2. Entry to this competition is open to people of all ages who are residents of Australia.
3. Employees of the promoter and their relatives and agencies associated with this competition are ineligible to enter the promotion.
4. To enter, you need to complete the following steps:
 - a) Post your idea, in your own words, to the Ideas Wall linked via the Better Together web page: <http://www.newcastleyoursay.com.au/Better-together>
 - b) The entry deemed most deserving, as judged by members of Newcastle City Council's Leadership Group, will be awarded a \$150 voucher for Civic Theatre and runners up awarded a \$50 voucher for Civic Digest café and bar.
5. Entrants must only enter in their own name, must include a valid email address and provide all required information.
6. Only entries submitted via the Ideas Wall will be accepted.
7. Any entries that contain content that the promoter, in its sole discretion, considers to be illegal, contrary to any Laws, indecent, obscene, threatening, discriminatory, harassing, in breach of any confidence, defamatory, libellous, offensive or objectionable will not be considered eligible to enter the promotion. The promoter reserves the right to exclude any offensive material submitted through the competition.
8. Prizes can be transferred to other persons where appropriate, but are not exchangeable and cannot be taken as cash.

Appendix 11 - Survey #1 open question issue tables

Total Responses to the survey #1 n=691

Margin of error +/- 3.8

See Volume 2 for the full set of entries.

Q 2. What are the strengths of Newcastle and it's people?

- 592 responses to this question
- 1813 issues mentioned

<u>Themes</u> in Survey #1 Q2. Strengths	Code	Number of mentions in comments	Per cent off all issue mentions
Community People	150	461	25.4%
Geography (climate/location)	170	328	18.1%
Quality of life & lifestyle	160	204	11.3%
Built environment and public spaces	120	202	11.1%
Economy	010	96	5.3%
Culture and arts	030	79	4.4%
Social support /community development	090	72	4.0%
Environmental sustainability	040	69	3.8%
Transport	001	54	3.0%
Governance and leadership	140	54	3.0%
Innovation & technology	070	29	1.6%
Population	050	28	1.5%
Education & University	020	20	1.1%
Cost of living	060	11	0.6%
Health/healthy	080	11	0.6%
Infrastructure	100	5	0.3%
Safety	110	4	0.2%
Planning/strategy	130	1	0.1%
Other	190	82	4.5%

Issues in Survey #1 Q2. Strengths	Code	Number of mentions in comments	Per cent off all issue mentions
Community spirit /friendly/pride	151	194	10.7%
Beaches/coast/harbour/	127	152	8.4%
Community/People	150	122	6.7%
Geography - general	170	107	5.9%
Resilience / adaptability/transformation/resourceful	154	93	5.1%
Size/ scale of city	163	72	4.0%
Clean street/ aesthetics/ beautiful	129	71	3.9%
Environment/air/water/bush/biodiversity	041	64	3.5%
Quality of life &lifestyle	160	64	3.5%
Citizen engagement/ passion and involvement	141	44	2.4%
location/Proximity to region	171	44	2.4%
Creativity / creative culture	034	43	2.4%
Heritage/history	125	42	2.3%
Has everything /facilities/convenient	162	31	1.7%
Innovation / Smart City	070	29	1.6%
Cohesive/ collaborative community	152	29	1.6%
Culture and arts	030	28	1.5%
Social support /community development	090	27	1.5%
Buildings & development	128	27	1.5%
Parks /playgrounds/greenspace	122	26	1.4%
Business / Industry	012	25	1.4%
location/Proximity to Sydney	172	25	1.4%
Best of city- country life, not crowded	161	24	1.3%
Fairness/Equity/ justice and inclusion	091	23	1.3%
Shops/retail/café/restaurants	019	22	1.2%
Education/University	020	20	1.1%
Hard working, working class	156	20	1.1%
Revitalisation/urban renewal	015	16	0.9%
Activities/recreation/clubs	095	16	0.9%

Issues in Survey #1 Q2. Strengths	Code	Number of mentions in comments	Per cent off all issue mentions
Transport	001	14	0.8%
Cultural and linguistic diversity	093	13	0.7%
Not Sydney	164	13	0.7%
Economy	010	12	0.7%
Sports /sport facilities	126	12	0.7%
Roads/cars/traffic	007	11	0.6%
Tourism	014	11	0.6%
Places and spaces	120	10	0.6%
Population	050	9	0.5%
Activation/Events and festivals	121	9	0.5%
Public transport	002	8	0.4%
Employment opportunities/jobs	011	8	0.4%
Cost of living	060	8	0.4%
Health Services/ Hospital	083	7	0.4%
Governance and leadership	140	7	0.4%
Airport	005	6	0.3%
Footpaths/walking	008	6	0.3%
Supercars Event	017	6	0.3%
Accessibility	092	6	0.3%
Cultural facilities	031	5	0.3%
Health/ healthy	080	4	0.2%
Infrastructure - general	100	4	0.2%
Safety - general	110	4	0.2%
Parking	003	3	0.2%
Inter-city	004	3	0.2%
Cycling & cycleways	006	3	0.2%
Housing affordability	061	3	0.2%
CBD	123	3	0.2%
Industry restructure	013	2	0.1%
Libraries /library services	033	2	0.1%

<u>Issues</u> in Survey #1 Q2. Strengths	Code	Number of mentions in comments	Per cent off all issue mentions
Environmental sustainability - general	040	2	0.1%
Climate Change	042	2	0.1%
Immigration / pop growth	051	2	0.1%
Youth 15-25	056	2	0.1%
Non CBD suburbs	124	2	0.1%
Conservative/resist or oppose change	153	2	0.1%
Cultural services	032	1	0.1%
Energy	044	1	0.1%
Population retention	052	1	0.1%
Aboriginal	059	1	0.1%
Aquatic centres (ocean and inland)	101	1	0.1%
Planning/strategy - general	130	1	0.1%
Politics and politicians	142	1	0.1%
Relationship with State government	144	1	0.1%
Budget/finance	145	1	0.1%
Divided, disunited	155	1	0.1%
Other - relevant	190	54	3.0%
Other - not relevant	199	13	0.7%

Q3. What challenges need to be considered so that our city is succeeding in 10 years?

- 631 responses
- 2104 Issues mentioned.

<u>Themes</u> in Survey#1 Q3 - Challenges	Code	Number of mentions in comments	Per cent off all issue mentions
Transport	001	531	25%
Built environment and public spaces	120	289	14%
Economy	010	240	11%
Governance and leadership	140	183	9%

<u>Themes</u> in Survey#1 Q3 - Challenges	Code	Number of mentions in comments	Per cent off all issue mentions
Population	050	121	6%
Sustainability	040	114	5%
Community/People	150	85	4%
Social support /community development	090	73	3%
Planning/strategy	130	64	3%
Quality of life & lifestyle	160	60	3%
Cost of living	060	57	3%
Infrastructure	100	54	3%
Innovation / Smart City	070	36	2%
Geography (climate/location)	170	34	2%
Culture and arts	030	33	2%
Safety	110	32	2%
Health/ healthy	080	21	1%
Education/University	020	15	1%
Other - relevant	190	60	3%

<u>Issues</u> in Survey#1 Q3 - Challenges	Code	Number of mentions in comments	Per cent off all issue mentions
Public transport	002	164	7.8%
Transport - general	001	111	5.3%
Built environment/development	128	103	4.9%
Parking	003	102	4.8%
Employment opportunities/jobs	011	77	3.7%
Roads/cars/traffic	007	75	3.6%
Governance and leadership	140	67	3.2%
Immigration / pop growth	051	55	2.6%
Cycling & cycleways	006	51	2.4%
Infrastructure - general	100	49	2.3%
CBD	123	45	2.1%
Housing affordability	061	43	2.0%

<u>Issues in Survey#1 Q3 - Challenges</u>	Code	Number of mentions in comments	Per cent off all issue mentions
Heritage/history	125	39	1.9%
Planning/strategy - general	130	39	1.9%
Industry restructure	013	36	1.7%
Tourism	014	36	1.7%
Politics and politicians	142	33	1.6%
Conservative/resist or oppose change	153	32	1.5%
Parks /playgrounds/greenspace	122	31	1.5%
Business / Industry	012	30	1.4%
Revitalisation/urban renewal	015	29	1.4%
Fairness/Equity/ justice and inclusion	091	29	1.4%
Non CBD suburbs	124	29	1.4%
Citizen engagement/ passion and involvement	141	28	1.3%
Relationship with State government	144	25	1.2%
size/ scale of city	163	25	1.2%
Quality of live/Lifestyle	160	24	1.1%
Supercars	017	23	1.1%
Climate Change	042	23	1.1%
Environmental sustainability - general	040	22	1.0%
Budget/finance	145	22	1.0%
Youth 15-25	056	21	1.0%
Footpaths/walking	008	19	0.9%
Energy	044	18	0.9%
Street trees/ landscaping	046	18	0.9%
Innovation / Smart City	070	18	0.9%
Safety - general	110	18	0.9%
Economy - general	010	17	0.8%
Built environment and public spaces	120	16	0.8%
Location/Proximity to Sydney	172	16	0.8%
Education / University	020	15	0.7%
Environment/air/water/bush/biodiversity	041	15	0.7%

<u>Issues</u> in Survey#1 Q3 - Challenges	Code	Number of mentions in comments	Per cent off all issue mentions
Seniors/ ageing population	055	15	0.7%
Social support /community development	090	15	0.7%
Integrated planning	133	15	0.7%
Culture and arts	030	14	0.7%
Cost of living	060	14	0.7%
Clean street/ aesthetics/ beautiful	129	13	0.6%
Technology -general	072	12	0.6%
Accessibility	092	12	0.6%
Cohesive/ collaborative community	152	12	0.6%
Resilience /adaptability/transformation/resourceful	154	12	0.6%
Night time economy	016	10	0.5%
Cultural facilities	031	10	0.5%
Pollution	047	10	0.5%
Community spirit /friendly/pride	151	10	0.5%
Divided, disunited	155	10	0.5%
Airport	005	9	0.4%
Cultural and linguistic diversity	093	9	0.4%
Housing security/homelessness	094	9	0.4%
Beaches/coast/harbour/	127	9	0.4%
Community/People	150	9	0.4%
Not Sydney	164	9	0.4%
Location/Proximity to region	171	9	0.4%
Activities/recreation/clubs	095	8	0.4%
Activation/Events and festivals	121	8	0.4%
Long term planning	131	8	0.4%
Administration	143	8	0.4%
Health/ healthy	080	7	0.3%
Creativity / creative culture	034	6	0.3%
Population retention	052	6	0.3%

<u>Issues</u> in Survey#1 Q3 - Challenges	Code	Number of mentions in comments	Per cent off all issue mentions
Families	058	6	0.3%
Technology - information	071	6	0.3%
Health Services/ Hospital	083	6	0.3%
Drugs	112	6	0.3%
Shops/retail/café/restaurants	019	5	0.2%
Waste management	043	5	0.2%
Sports /sport facilities	126	5	0.2%
Ageing and age care	082	4	0.2%
Violence	111	4	0.2%
Crime	113	4	0.2%
Resource efficiency	045	3	0.1%
Population - general	050	3	0.1%
Stormwater & drainage	105	3	0.1%
Libraries /library services	033	2	0.1%
Female	054	2	0.1%
Children	057	2	0.1%
Aboriginal	059	2	0.1%
Disability	081	2	0.1%
Wellbeing	084	2	0.1%
Aquatic centres (ocean and inland)	101	2	0.1%
Cultural services	032	1	0.0%
Regional Planning	132	1	0.0%
Stick to /implement plan/action	135	1	0.0%
Best of city- country life, not crowded	161	1	0.0%
Has everything /facilities/convenient	162	1	0.0%
Other - relevant	190	32	1.5%
Other - not relevant	199	1	0.0%

Q4. What big picture ideas can you identify that you would like considered over the next 10 years?

- 591 Responses
- 2106 issues mentioned

Themes in Survey #1 Q4. Big Ideas for Newcastle	Code	Number of mentions in comments	Per cent off all issue mentions
Transport	001	528	25.1%
Built environment and public spaces	120	433	20.6%
Economy	010	240	11.4%
Culture and arts	030	83	3.9%
Environmental sustainability	040	81	3.8%
Governance and leadership	140	82	3.9%
Population	050	72	3.4%
Geography /climate/location	170	62	2.9%
Planning/strategy	130	57	2.7%
Innovation / Smart City	070	47	2.2%
Social support /community development	090	50	2.4%
Quality of life & lifestyle	160	45	2.1%
Community/People	150	41	1.9%
Health/ healthy	080	40	1.9%
Infrastructure	100	47	2.2%
Education/University	020	37	1.8%
Safety	110	22	1.0%
Cost of living	060	19	0.9%
Other	190	33	1.6%

Issues in Survey #1 Q4. Big Ideas for Newcastle	Code	Number of mentions in comments	Per cent off all issue mentions
Public transport	002	217	10.3%
Parks /playgrounds/greenspace	122	90	4.3%
CBD	123	87	4.1%
Built environment/development	128	85	4.0%
Cycling & cycleways	006	75	3.6%
Tourism	014	72	3.4%
Beaches/coast/harbour/	127	61	2.9%
Roads/cars/traffic	007	58	2.8%
Cultural facilities	031	57	2.7%
Parking	003	53	2.5%
Environment (air/water/bush/biodiversity)	041	49	2.3%
Heritage/history	125	46	2.2%
Industry restructure	013	44	2.1%
Activation/Events and festivals	121	43	2.0%
Education/University	020	37	1.8%
Shops/retail/café/restaurants	019	36	1.7%
Energy	044	36	1.7%
Airport	005	35	1.7%
Non CBD suburbs	124	35	1.7%
Innovation / Smart City	070	34	1.6%
Inter-city transport	004	33	1.6%
Footpaths/walking	008	31	1.5%
Governance and leadership	140	28	1.3%
Environmental sustainability - general	040	27	1.3%
Transport - general	001	26	1.2%

Issues in Survey #1 Q4. Big Ideas for Newcastle	Code	Number of mentions in comments	Per cent off all issue mentions
Business / Industry	012	24	1.1%
Health Services/ Hospital	083	24	1.1%
Size/ scale of city	163	24	1.1%
Creativity / creative culture	034	23	1.1%
Integrated planning	133	23	1.1%
Revitalisation/urban renewal	015	21	1.0%
Sports /sport facilities	126	21	1.0%
Citizen engagement/ passion and involvement	141	21	1.0%
Relationship with State government	144	21	1.0%
Employment opportunities/jobs	011	20	0.9%
Immigration / population growth	051	19	0.9%
Built environment and public spaces	120	19	0.9%
Regional Planning	132	19	0.9%
Infrastructure	100	18	0.9%
Housing affordability	061	17	0.8%
Social support /community development	090	17	0.8%
Safety - general	110	17	0.8%
Street trees/ landscaping	046	16	0.8%
Community & People	150	15	0.7%
Night time economy	016	14	0.7%
Cohesive/ collaborative community	152	14	0.7%
Quality of live/Lifestyle	160	14	0.7%
Supercars	017	13	0.6%
Families	058	12	0.6%

Issues in Survey #1 Q4. Big Ideas for Newcastle	Code	Number of mentions in comments	Per cent off all issue mentions
Waste management	043	11	0.5%
Youth 15-25	056	11	0.5%
Aquatic centres (ocean and inland)	101	11	0.5%
Climate Change	042	10	0.5%
Pollution	047	10	0.5%
Cultural and linguistic diversity	093	10	0.5%
Economy	010	9	0.4%
Accessibility	092	9	0.4%
Housing security/homelessness	094	9	0.4%
Stormwater & drainage	105	9	0.4%
Resource efficiency	045	8	0.4%
Technology -general	072	8	0.4%
Fairness/Equity/ justice and inclusion	091	8	0.4%
Seniors/ ageing population	055	7	0.3%
Activities/recreation/clubs	095	7	0.3%
Clean street/ aesthetics/ beautiful	129	7	0.3%
Toilets/public amenities	104	6	0.3%
Budget/finance	145	6	0.3%
Not Sydney	164	6	0.3%
Aboriginal	059	5	0.2%
Technology - information	071	5	0.2%
Disability	081	5	0.2%
Ageing and age care	082	5	0.2%
Community spirit /friendly/pride	151	5	0.2%
Children	057	4	0.2%

Issues in Survey #1 Q4. Big Ideas for Newcastle	Code	Number of mentions in comments	Per cent off all issue mentions
Wellbeing	084	4	0.2%
Planning/strategy	130	4	0.2%
Long term planning	131	4	0.2%
Stick to /implement plan/action	135	4	0.2%
Politics and politicians	142	4	0.2%
Population retention	052	3	0.1%
Community buildings	103	3	0.1%
Vague /need specifics/motherhood	134	3	0.1%
Resilience / adaptability/transformation/	154	3	0.1%
Divided, disunited	155	3	0.1%
Libraries /library services	033	2	0.1%
Cost of living - general	060	2	0.1%
Health/ healthy	080	2	0.1%
Drugs	112	2	0.1%
Crime	113	2	0.1%
Administration	143	2	0.1%
Survey /activity comment	191	2	0.1%
Other - not relevant	199	5	0.2%

Q7. What, if anything, is missing from the vision?

- 410 Responses
- 714 issue mentioned

Themes in Survey #1 Q7. Missing from Vision	Code	Number of mentions in comments	Per cent off all issue mentions
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Themes in Survey #1 Q7. Missing from Vision	Code	Number of mentions in comments	Per cent off all issue mentions
Governance and leadership	140	131	32%
Built environment and public spaces	120	97	24%
Planning/strategy	130	62	15%
Environmental sustainability	040	61	15%
Economy	010	57	14%
Population	050	41	10%
Social support /community development	090	33	8%
Transport	001	28	7%
Community/People	150	20	5%
Quality of life & lifestyle	160	15	4%
Health/ healthy	080	13	3%
Innovation / Smart City	070	12	3%
Culture and arts	030	11	3%
Infrastructure	100	8	2%
Safety	110	7	2%
Education/University	020	5	1%
Cost of living	060	4	1%
Geography	170	4	1%
Other	190	98	24%

Issues in Survey #1 Q7. Missing from Vision	Code	Number of mentions in comments	Per cent off all issue mentions
Stick to /implement plan/action	135	65	15.9%
Vague /need specifics/motherhood	134	58	14.1%

Issues in Survey #1 Q7. Missing from Vision	Code	Number of mentions in comments	Per cent off all issue mentions
Heritage/history	125	36	8.8%
Governance and leadership	140	33	8.0%
Employment opportunities/jobs	011	25	6.1%
Built environment/development	128	22	5.4%
Environment/air/water/bush/biodiversity	041	19	4.6%
Environmental sustainability - general	040	18	4.4%
Fairness/Equity/ justice and inclusion	091	17	4.1%
Citizen engagement/ passion and involvement	141	17	4.1%
Energy	044	13	3.2%
Transport - general	001	12	2.9%
Health/ healthy	080	12	2.9%
Social support /community development	090	11	2.7%
Parks /playgrounds/greenspace	122	11	2.7%
Non CBD suburbs	124	11	2.7%
Quality of life & lifestyle	160	11	2.7%
Supercars	017	11	2.7%
Aboriginal	059	10	2.4%
Innovation / Smart City	070	10	2.4%
Economy - general	010	9	2.2%
Tourism	014	9	2.2%
Culture and arts	030	8	2.0%
Community & people	150	8	2.0%
Business / Industry	012	7	1.7%
Immigration / population growth	051	7	1.7%
Relationship with State government	144	7	1.7%

Issues in Survey #1 Q7. Missing from Vision	Code	Number of mentions in comments	Per cent off all issue mentions
Cohesive/ collaborative community	152	7	1.7%
Cycling & cycleways	006	6	1.5%
Roads/cars/traffic	007	6	1.5%
Youth 15-25	056	6	1.5%
Safety - general	110	6	1.5%
Clean street/ aesthetics/ beautiful	129	6	1.5%
Budget/finance	145	6	1.5%
Education/University	020	5	1.2%
Climate Change	042	5	1.2%
Population - general	050	5	1.2%
Seniors/ ageing population	055	5	1.2%
Infrastructure - general	100	5	1.2%
Housing security/homelessness	094	4	1.0%
Built environment and public spaces	120	4	1.0%
Community spirit /friendly/pride	151	4	1.0%
Footpaths/walking	008	3	0.7%
Industry restructure	013	3	0.7%
Revitalisation/urban renewal	015	3	0.7%
Resource efficiency	045	3	0.7%
Children	057	3	0.7%
Activation/Events and festivals	121	3	0.7%
Sports /sport facilities	126	3	0.7%
Politics and politicians	142	3	0.7%
Not Sydney	164	3	0.7%
Survey /activity comment	191	3	0.7%

Issues in Survey #1 Q7. Missing from Vision	Code	Number of mentions in comments	Per cent off all issue mentions
Creativity / creative culture	034	2	0.5%
Pollution	047	2	0.5%
Families	058	2	0.5%
Cost of living	060	2	0.5%
Housing affordability	061	2	0.5%
Technology -general	072	2	0.5%
Community buildings	103	2	0.5%
Long term planning	131	2	0.5%
Integrated planning	133	2	0.5%
Location/proximity to Sydney	172	2	0.5%
Parking	003	1	0.2%
Night time economy	016	1	0.2%
Cultural facilities	031	1	0.2%
Waste management	043	1	0.2%
Population retention	052	1	0.2%
Female	054	1	0.2%
Cultural and linguistic diversity	093	1	0.2%
Disability	081	1	0.2%
Accessibility	092	1	0.2%
Toilets/public amenities	104	1	0.2%
Crime	113	1	0.2%
CBD	123	1	0.2%
Resilience / adaptability/transformation	154	1	0.2%
Best of city- country life, not crowded	161	1	0.2%
Geography - general	170	1	0.2%

Issues in Survey #1 Q7. Missing from Vision	Code	Number of mentions in comments	Per cent off all issue mentions
Location/proximity to region	171	1	0.2%
Other - not relevant	199	12	2.9%

Q8b. Tell us your ideas on how we can work together towards ensuring Newcastle is well-connected and has convenient transport networks.

- 456 responses

Note: This question was analysed to identify the per cent of respondents that mention the issue not the per cent of all issue mentions.

Issues in Survey #1 Q8b. idea re transport networks	Code	Number of mentions in comments	Per cent of respondents that mention the issue
Public transport	002	305	66.9%
Cycling & cycleways	006	151	33.1%
Parking	003	78	17.1%
Roads/cars/traffic	007	58	12.7%
Safety - general	110	57	12.5%
Footpaths/walking	008	52	11.4%
Governance and leadership	140	51	11.2%
Non CBD suburbs	124	34	9.4%
Planning/strategy - general	130	34	7.5%
Integrated planning	133	31	7.5%
Citizen engagement/ passion and involvement	141	26	6.8%
Environmental sustainability	040	24	5.7%
Health Services/ Hospital	083	24	5.3%
Built environment/development	128	24	5.3%
Inter-city transport	004	23	5.3%

Issues in Survey #1 Q8b. idea re transport networks	Code	Number of mentions in comments	Per cent of respondents that mention the issue
Shops/retail/café/restaurants	019	23	5.0%
Relationship with State government	144	20	5.0%
CBD	123	19	4.4%
Airport	005	18	4.2%
Education/University	020	18	3.9%
Beaches/coast/harbour/	127	17	3.9%
Seniors/ ageing population	055	11	3.7%
Accessibility	092	11	2.4%
Technology -general	072	8	2.4%
Regional Planning	132	8	1.8%
Transport - general	001	7	1.8%
Revitalisation/urban renewal	015	7	1.5%
Parks /playgrounds/greenspace	122	7	1.5%
Activation/Events and festivals	121	6	1.5%
Supercars	018	6	1.3%
Employment opportunities/jobs	011	5	1.3%
Politics and politicians	142	5	1.1%
Budget/finance	145	5	1.1%
Business / Industry	012	4	1.1%
Long term planning	131	4	0.9%
Night time economy	016	3	0.9%
Families	058	3	0.7%
Stick to /implement plan/action	135	3	0.7%
Technology - information	071	2	0.7%
Ageing and age care	082	2	0.4%

Issues in Survey #1 Q8b. idea re transport networks	Code	Number of mentions in comments	Per cent of respondents that mention the issue
Social support /community development	090	2	0.4%
Children	057	1	0.2%
Cost of living - general	060	1	0.2%
Innovation / Smart City	070	1	0.2%
Disability	081	1	0.2%
Wellbeing	084	1	0.2%
Infrastructure - general	100	1	0.2%
Toilets/public amenities	104	1	0.2%
Administration	143	1	0.2%
Other - not relevant	199	7	0.6%

Q9b Tell us your ideas on how we can work together towards ensuring that Newcastle's unique natural environment is understood, maintained and protected.

- 298 responses

Note: This question was analysed to identify the per cent of respondents that mention the issue not the per cent of all issue mentions.

Issues in Survey #1 Q9b. Idea re environment	Code	Number of mentions in comments	Per cent of respondents that mention the issue
Environment (air/water/bush/biodiversity)	041	104	34.9%
Governance and leadership	140	84	28.2%
Parks /playgrounds/greenspace	122	74	24.8%
Buildings & development	128	56	18.8%
Street trees/ landscaping	046	55	18.5%
Sustainability	040	47	15.8%
Beaches/coast/harbour/	127	47	15.8%
Supercars	018	42	14.1%
Waste management	043	38	12.8%
Pollution	047	36	12.1%
Education/University	020	33	11.1%

Issues in Survey #1 Q9b. Idea re environment	Code	Number of mentions in comments	Per cent of respondents that mention the issue
Citizen engagement/ passion and involvement	141	29	9.7%
Stormwater & drainage	105	27	9.1%
Energy	044	24	8.1%
Climate Change	042	22	7.4%
Community & People	150	19	6.4%
Planning/strategy - general	130	18	6.0%
Resource efficiency	045	14	4.7%
Public transport	002	13	4.4%
Industry restructure	013	11	3.7%
Heritage/history	125	11	3.7%
Activation/Events and festivals	121	10	3.4%
Built environment and public spaces	120	9	3.0%
Relationship with State government	144	9	3.0%
Toilets/public amenities	104	6	2.0%
Integrated planning	133	6	2.0%
Cohesive/ collaborative community	152	6	2.0%
Quality of life & lifestyle	160	6	2.0%
Cycling & cycleways	006	5	1.7%
Employment opportunities/jobs	011	5	1.7%
Tourism	014	5	1.7%
Aboriginal	059	5	1.7%
Vague /need specifics/motherhood	134	5	1.7%
Roads/cars/traffic	007	4	1.3%
Footpaths/walking	008	4	1.3%
Economy - general	010	4	1.3%
Innovation / Smart City	070	4	1.3%
Infrastructure - general	100	4	1.3%
CBD	123	4	1.3%
Long term planning	131	4	1.3%
Regional Planning	132	4	1.3%
Wellbeing	084	3	1.0%
Politics and politicians	142	3	1.0%
Budget/finance	145	3	1.0%
Transport - general	001	2	0.7%
Parking	003	2	0.7%

Issues in Survey #1 Q9b. Idea re environment	Code	Number of mentions in comments	Per cent of respondents that mention the issue
Business / Industry	012	2	0.7%
Seniors/ ageing population	055	2	0.7%
Accessibility	092	2	0.7%
Administration	143	2	0.7%
Inter-city transport	004	1	0.3%
Airport	005	1	0.3%
Revitalisation/urban renewal	015	1	0.3%
Shops/retail/café/restaurants	019	1	0.3%
Creativity / creative culture	034	1	0.3%
Families	058	1	0.3%
Cost of living	060	1	0.3%
Technology -general	072	1	0.3%
Health/ healthy	080	1	0.3%
Activities/recreation/clubs	095	1	0.3%
Aquatic centres (ocean and inland)	101	1	0.3%
Caravan Parks	102	1	0.3%
Community buildings	103	1	0.3%
Safety - general	110	1	0.3%
Crime	113	1	0.3%
Non CBD suburbs	124	1	0.3%
Stick to /implement plan/action	135	1	0.3%
Resilience / adaptability/transformation	154	1	0.3%
Best of city- country life, not crowded	161	1	0.3%
Other - relevant	190	1	0.3%
Other - not relevant	199	7	2.3%

Q10b Tell us your ideas on how we can work together towards ensuring Newcastle is a city of great public places and neighbourhoods promoting people's health, happiness and wellbeing.

- 324 responses

Note: This question was analysed to identify the per cent of respondents that mention the issue not the per cent of all issue mentions.

Issues in Survey #1 Q10b - Ideas wellbeing & health	Code	Number of mentions in comments	Per cent of all respondents that mention the issue
Safety - general	110	73	22.5%
Activation/Events and festivals	121	49	15.1%
Parks /playgrounds/greenspace	122	48	14.8%
Heritage/history	125	43	13.3%
Culture and arts - general	030	33	10.2%
Infrastructure - general	100	28	8.6%
Built environment/development	128	25	7.7%
Non CBD suburbs	124	24	7.4%
Supercars	018	23	7.1%
Sports /sport facilities	126	21	6.5%
Night time economy	016	20	6.2%
Community & People	150	19	5.9%
Footpaths/walking	008	18	5.6%
Citizen engagement/ passion and involvement	141	16	4.9%
Public transport	002	15	4.6%
Accessibility	092	15	4.6%
Activities/recreation/clubs	095	15	4.6%
Built environment & public spaces - general	6.8%	15	4.6%
Aboriginal	059	14	4.3%
Cycling & cycleways	006	13	4.0%
Cultural facilities	031	13	4.0%
Tourism	014	12	3.7%
Fairness/Equity/ justice and inclusion	091	12	3.7%
Crime	113	11	3.4%
Clean street/ aesthetics/ beautiful	129	11	3.4%
Vague /need specifics/motherhood	134	11	3.4%
Administration	143	11	3.4%
Drugs	112	10	3.1%
Transport - general	001	8	2.5%
Revitalisation/urban renewal	015	8	2.5%
Cultural and linguistic diversity	093	8	2.5%
Parking	003	7	2.2%
Street trees/ landscaping	046	7	2.2%
Families	058	7	2.2%
Shops/retail/café/restaurants	019	6	1.9%

Issues in Survey #1 Q10b - Ideas wellbeing & health	Code	Number of mentions in comments	Per cent of all respondents that mention the issue
Creativity / creative culture	034	6	1.9%
Beaches/coast/harbour/	127	6	1.9%
Technology -general	072	5	1.5%
Wellbeing	084	5	1.5%
Roads/cars/traffic	007	4	1.5%
Waste management	043	4	1.2%
Housing affordability	061	4	1.2%
Disability	081	4	1.2%
Housing security/homelessness	094	4	1.2%
Community buildings	103	4	1.2%
Business / Industry	012	3	1.2%
Seniors/ ageing population	055	3	0.9%
Youth 15-25	056	3	0.9%
Cost of living - general	060	3	0.9%
Health/ healthy	080	3	0.9%
Toilets/public amenities	104	3	0.9%
Relationship with State government	144	3	0.9%
Community spirit /friendly/pride	151	3	0.9%
Libraries /library services	033	2	0.9%
Environment/air/water/bush/biodiversity	041	2	0.9%
Pollution	047	2	0.6%
Population - general	050	2	0.6%
Male	053	2	0.6%
Innovation / Smart City	070	2	0.6%
Aquatic centres (ocean and inland)	101	2	0.6%
Violence	111	2	0.6%
Planning/strategy - general	130	2	0.6%
Politics and politicians	142	2	0.6%
Cohesive/ collaborative community	152	2	0.6%
Divided, disunited	155	2	0.6%
Employment opportunities/jobs	011	1	0.6%
Education/University	020	1	0.6%
Environmental sustainability - general	040	1	0.3%
Energy	044	1	0.3%
Children	057	1	0.3%
Health Services/ Hospital	083	1	0.3%

Issues in Survey #1 Q10b - Ideas wellbeing & health	Code	Number of mentions in comments	Per cent of all respondents that mention the issue
CBD	123	1	0.3%
Governance and leadership	140	1	0.3%
Budget & finance	145	1	0.3%
Stick to /implement plan/action	135	1	0.3%
Resilience / adaptability/transformation	154	1	0.3%
Size/ scale of city	163	1	0.3%
Other - not relevant	199	22	6.8%

Q11b Tell us your ideas on how we can work together towards ensuring Newcastle is a thriving community where diversity is embraced and everyone is valued and has the opportunity to contribute and belong.

- 268 responses

Note: This question was analysed to identify the per cent of respondents that mention the issue not the per cent of all issue mentions.

Issues in Survey #1 Q11b - Ideas thriving community	Code	Number of mentions in comments	Per cent of all respondents that mention the issue
Cultural & linguistic diversity	093	63	24%
Cohesive/ collaborative community	152	57	21%
Activation/Events and festivals	121	51	19%
Community spirit /friendly/pride	151	49	18%
Social support /community development	090	27	10%
Governance and leadership - general	140	25	9%
Community & People	150	20	7%
Creativity / creative culture	034	19	7%
Cultural facilities	031	18	7%
Immigration / pop growth	051	18	7%
Citizen engagement/ passion and involvement	141	18	7%
Budget/finance	145	17	6%
Wellbeing	084	15	6%
Supercars	018	16	6%
Built environment/development	128	12	4%
Vague /need specifics/motherhood	134	12	4%
Education/University	020	11	4%

Issues in Survey #1 Q11b - Ideas thriving community	Code	Number of mentions in comments	Per cent of all respondents that mention the issue
Housing affordability	061	11	4%
Built environment and open space - general	120	11	4%
Parks /playgrounds/greenspace	122	11	4%
Culture and arts -general	030	9	3%
Aboriginal	059	9	3%
Health Services/ Hospital	083	9	3%
Community buildings	103	9	3%
Fairness/Equity/ justice and inclusion	091	8	3%
Divided, disunited	155	8	3%
Quality of life & lifestyle	160	8	3%
Survey /activity comment	191	8	3%
Housing security/homelessness	094	7	3%
Conservative/resist or oppose change	153	7	3%
Resilience / adaptability/transformation/resourceful	154	7	3%
Street trees/ landscaping	046	6	2%
Sports /sport facilities	126	6	2%
Cycling & cycleways	006	5	2%
Footpaths/walking	008	5	2%
Youth 15-25	056	5	2%
Ageing and age care	082	5	2%
Accessibility	092	5	2%
Heritage/history	125	5	2%
Stick to /implement plan/action	135	5	2%
Employment opportunities/jobs	011	4	1%
Business / Industry	012	4	1%
Seniors/ ageing population	055	4	1%
Safety general	110	4	1%
Relationship with State government	144	4	1%
Beaches/coast/harbour/	127	4	1%
Transport - general	001	3	1%
Environment/air/water/bush/biodiversity	041	3	1%
Health	080	3	1%
Crime	113	3	1%
Non CBD suburbs	124	3	1%
Tourism	014	2	1%

Issues in Survey #1 Q11b - Ideas thriving community	Code	Number of mentions in comments	Per cent of all respondents that mention the issue
Shops/retail/café/restaurants	019	2	1%
Energy	044	2	1%
Aquatic centres (ocean and inland)	101	2	1%
CBD	123	2	1%
Clean street/ aesthetics/ beautiful	129	2	1%
Regional Planning	132	2	1%
Public transport	002	1	0%
Parking	003	1	0%
Roads/cars/traffic	007	1	0%
Revitalisation/urban renewal	015	1	0%
Night time economy	016	1	0%
Libraries /library services	033	1	0%
Environmental sustainability	040	1	0%
Waste management	043	1	0%
Resource efficiency	045	1	0%
Children	057	1	0%
Families	058	1	0%
Cost of living	060	1	0%
Innovation / Smart City	070	1	0%
Technology -general	072	1	0%
Disability	081	1	0%
Activities/recreation/clubs	095	1	0%
Violence	111	1	0%
Drugs	112	1	0%
Long term planning	131	1	0%
Politics and politicians	142	1	0%
Administration	143	1	0%
Best of city- country life, not crowded	161	1	0%
Other - not relevant	199	14	5%

Q12b Tell us your ideas on how we can work together towards ensuring Newcastle is an attractive city that is built around people and reflects our sense of identity.

- 265 responses

Note: This question was analysed to identify the per cent of respondents that mention the issue not the per cent of all issue mentions.

Issues in Survey #1 Q12b - Ideas attractive city	Code	Number of mentions in comments	Per cent of all respondents that mention the issue
Building and development	128	120	45%
Energy	044	34	13%
Heritage/history	125	34	13%
Clean street/ aesthetics/ beautiful	129	31	12%
Housing affordability	061	29	11%
Parks /playgrounds/greenspace	122	27	10%
Resource efficiency	045	18	7%
Environmental sustainability	040	17	6%
Vague /need specifics/motherhood	134	17	6%
Administration	143	16	6%
Street trees/ landscaping	046	15	6%
Public transport	002	14	5%
Business / Industry	012	13	5%
Transport - genera;	001	12	5%
Fairness/Equity/ justice and inclusion	091	10	4%
Citizen engagement/ passion and involvement	141	10	4%
Social support /community development	090	8	3%
Roads/cars/traffic	007	7	3%
Footpaths/walking	008	7	3%
Environment/air/water/bush/biodiversity	041	7	3%
Supercars	018	7	3%
Parking	003	6	2%
Waste management	043	6	2%
Planning/strategy	130	6	2%
Stick to /implement plan/action	135	6	2%
size/ scale of city	163	6	2%
Cycling & cycleways	006	5	2%
Revitalisation/urban renewal	015	5	2%
Immigration / pop growth	051	5	2%
Infrastructure - general	100	5	2%
Non CBD suburbs	124	5	2%
Community/People	150	5	2%
Shops/retail/café/restaurants	019	4	2%
Creativity / creative culture	034	4	2%

Issues in Survey #1 Q12b - Ideas attractive city	Code	Number of mentions in comments	Per cent of all respondents that mention the issue
Seniors/ ageing population	055	4	2%
Innovation / Smart City	070	4	2%
Accessibility	092	4	2%
Long term planning	131	4	2%
Integrated planning	133	4	2%
Governance and leadership	140	4	2%
Quality of life & lifestyle	160	4	2%
Employment options/opportunities/jobs	011	3	1%
Tourism	014	3	1%
Education/University	020	3	1%
Climate Change	042	3	1%
Youth 15-25	056	3	1%
Safety	110	3	1%
Budget/finance	145	3	1%
Community spirit /friendly/pride	151	3	1%
Economy - general	010	2	1%
Industry restructure	013	2	1%
Culture and arts	030	2	1%
Families	058	2	1%
Aboriginal	059	2	1%
Wellbeing	084	2	1%
Housing security/homelessness	094	2	1%
Stormwater & drainage	105	2	1%
Cohesive/ collaborative community	152	2	1%
Not Sydney	164	2	1%
Beaches/coast/harbour/	127	2	1%
Other - relevant	190	14	5%
Other - not relevant	199	8	3%

Q13b Tell us your ideas on how we can work together towards enhancing Newcastle's reputation as a leader in smart innovations with a healthy, diverse and resilient economy.

- 241 responses

Note: This question was analysed to identify the per cent of respondents that mention the issue not the per cent of all issue mentions.

Issues

Issues in Survey #1 Q13b - Ideas thriving community	Code	Number of mentions in comments	Per cent of all respondents that mention the issue
Education/University	020	43	17.8%
Built environment/development	128	31	12.8%
Innovation / Smart City	070	30	12.4%
Business / Industry	012	25	10.3%
Employment opportunities/jobs	011	24	9.9%
Vague /need specifics/motherhood	134	23	9.5%
Industry restructure	013	22	9.1%
Creativity / creative culture	034	22	9.1%
Energy	044	18	7.4%
Environmental sustainability	040	17	7.0%
Governance and leadership	140	16	6.6%
Public transport	002	15	6.2%
Immigration / pop growth	051	14	5.8%
CBD	123	14	5.8%
Budget/finance	145	13	5.4%
Supercars	018	13	5.4%
Technology -general	072	12	5.0%
Activation/Events and festivals	121	12	5.0%
Tourism	014	11	4.5%
Citizen engagement/ passion and involvement	141	9	3.7%
Stick to /implement plan/action	135	9	3.7%
Economy - general	010	7	2.9%
Population retention	052	7	2.9%
Technology - information	071	7	2.9%
Community/People	150	7	2.9%
Quality of life& lifestyle	160	7	2.9%
Shops/retail/café/restaurants	019	6	2.5%
Environment(air/water/bush/biodiversity)	041	6	2.5%
Clean street/ aesthetics/ beautiful	129	6	2.5%
Transport - general	001	5	2.1%
Climate Change	042	5	2.1%
Waste management	043	5	2.1%
Parks /playgrounds/greenspace	122	5	2.1%

Issues in Survey #1 Q13b - Ideas thriving community	Code	Number of mentions in comments	Per cent of all respondents that mention the issue
Non CBD suburbs	124	5	2.1%
Revitalisation/urban renewal	015	4	1.7%
Resource efficiency	045	4	1.7%
Social support /community development	090	4	1.7%
Built environment & public spaces	120	4	1.7%
Relationship with State government	144	4	1.7%
Cohesive/ collaborative community	152	4	1.7%
Size/ scale of city	163	4	1.7%
Beaches/coast/harbour/	127	4	1.7%
Inter-city transport	004	3	1.2%
Cycling & cycleways	006	3	1.2%
Cultural facilities	031	3	1.2%
Seniors/ ageing population	055	3	1.2%
Youth 15-25	056	3	1.2%
Families	058	3	1.2%
Cost of living	060	3	1.2%
Housing affordability	061	3	1.2%
Health Services/ Hospital	083	3	1.2%
Planning/strategy	130	3	1.2%
Conservative/resist or oppose change	153	3	1.2%
Parking	003	2	0.8%
Airport	005	2	0.8%
Footpaths/walking	008	2	0.8%
Street trees/ landscaping	046	2	0.8%
Pollution	047	2	0.8%
Cultural & linguistic diversity	093	2	0.8%
Fairness/Equity/ justice and inclusion	091	2	0.8%
Safety - general	110	2	0.8%
Heritage/history	125	2	0.8%
Regional Planning	132	2	0.8%
Politics and politicians	142	2	0.8%
Not Sydney	164	2	0.8%
Night time economy	016	1	0.4%
Culture and arts	030	1	0.4%
Population	050	1	0.4%

Issues in Survey #1 Q13b - Ideas thriving community	Code	Number of mentions in comments	Per cent of all respondents that mention the issue
Aboriginal	059	1	0.4%
Stormwater & drainage	105	1	0.4%
Sports /sport facilities	126	1	0.4%
Long term planning	131	1	0.4%
Integrated planning	133	1	0.4%
Administration	143	1	0.4%
Community spirit /friendly/pride	151	1	0.4%
Resilience / adaptability/resourceful	154	1	0.4%
Geography /climate/location	170	1	0.4%
Other - relevant	190	30	12.4%

Q14b Tell us your ideas on how we can work together towards ensuring Newcastle has a strong local democracy with an actively engaged community and effective partnerships.

- 274 responses

Note: This question was analysed to identify the per cent of respondents that mention the issue not the per cent of all issue mentions.

Issues in Survey #1 Q14b - Ideas governance	Code	Number of mentions in comments	Per cent of all respondents that mention the issue
Citizen engagement/ passion and involvement	141	108	39.4%
Governance and leadership - general	140	74	27.0%
Politics and politicians	142	45	16.4%
Supercars	018	28	10.2%
Administration	143	22	8.0%
Relationship with State government	144	20	7.3%
Built environment/development	128	19	6.9%
Vague /need specifics/motherhood	134	17	6.2%
Stick to /implement plan/action	135	15	5.5%
Business / Industry	012	14	5.1%
Planning/strategy	130	10	3.6%
Long term planning	131	9	3.3%
Fairness/Equity/ justice and inclusion	091	8	2.9%
Divided, disunited	155	8	2.9%

Issues in Survey #1 Q14b - Ideas governance	Code	Number of mentions in comments	Per cent of all respondents that mention the issue
Budget/finance	145	7	2.6%
Regional Planning	132	4	1.5%
Conservative/resist or oppose change	153	4	1.5%
Public transport	002	2	0.7%
Parking	003	2	0.7%
Roads/cars/traffic	007	2	0.7%
Education/University	020	2	0.7%
Environmental sustainability	040	2	0.7%
Innovation / Smart City	070	2	0.7%
Heritage/history	125	2	0.7%
Cohesive/ collaborative community	152	2	0.7%
Survey /activity comment	191	2	0.7%
Cycling & cycleways	006	1	0.4%
Revitalisation/urban renewal	015	1	0.4%
Cultural facilities	031	1	0.4%
Creativity / creative culture	034	1	0.4%
Climate Change	042	1	0.4%
Waste management	043	1	0.4%
Cultural and linguistic diversity	093	1	0.4%
Housing affordability	061	1	0.4%
Disability	081	1	0.4%
Social support /community development	090	1	0.4%
Activation/Events and festivals	121	1	0.4%
Parks /playgrounds/greenspace	122	1	0.4%
CBD	123	1	0.4%
Integrated planning	133	1	0.4%
Other - relevant	190	18	6.6%

Q15. Are there any additional ideas or comments you would like to provide on the Newcastle 2030 Community Strategic Plan and how we can work together towards a smart, liveable and sustainable Newcastle?

- 295 responses

Note: This question was analysed to identify the per cent of respondents that mention the issue not the per cent of all issue mentions.

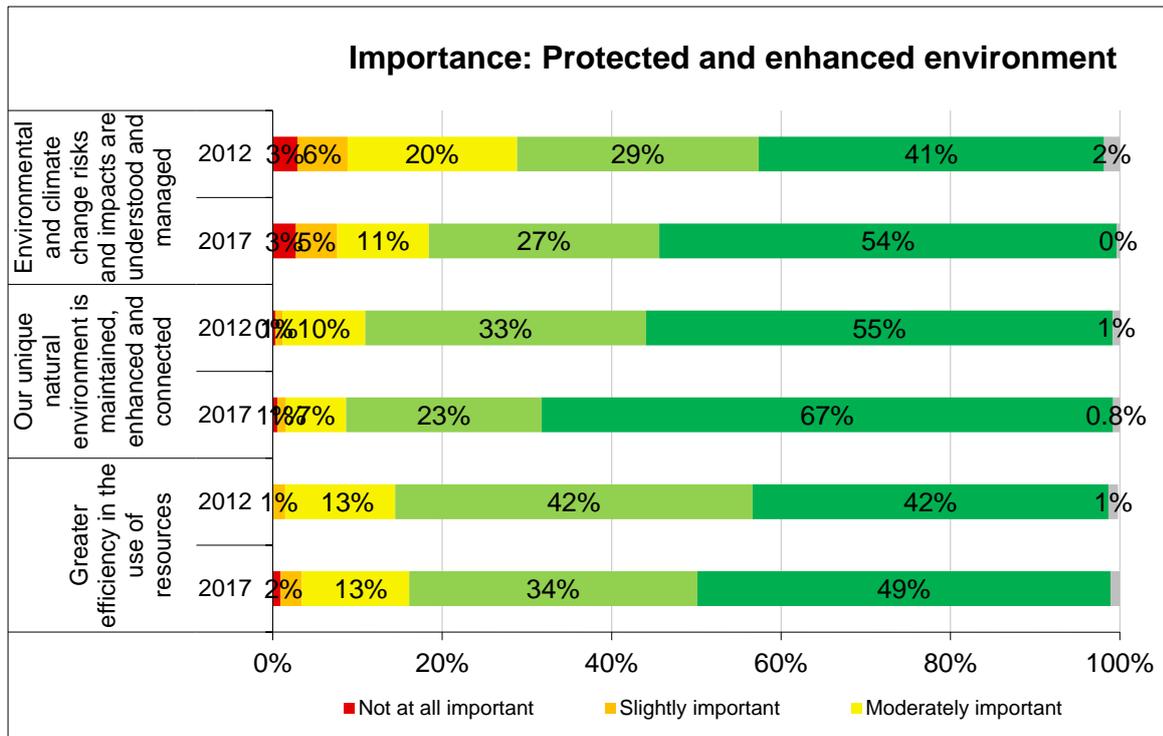
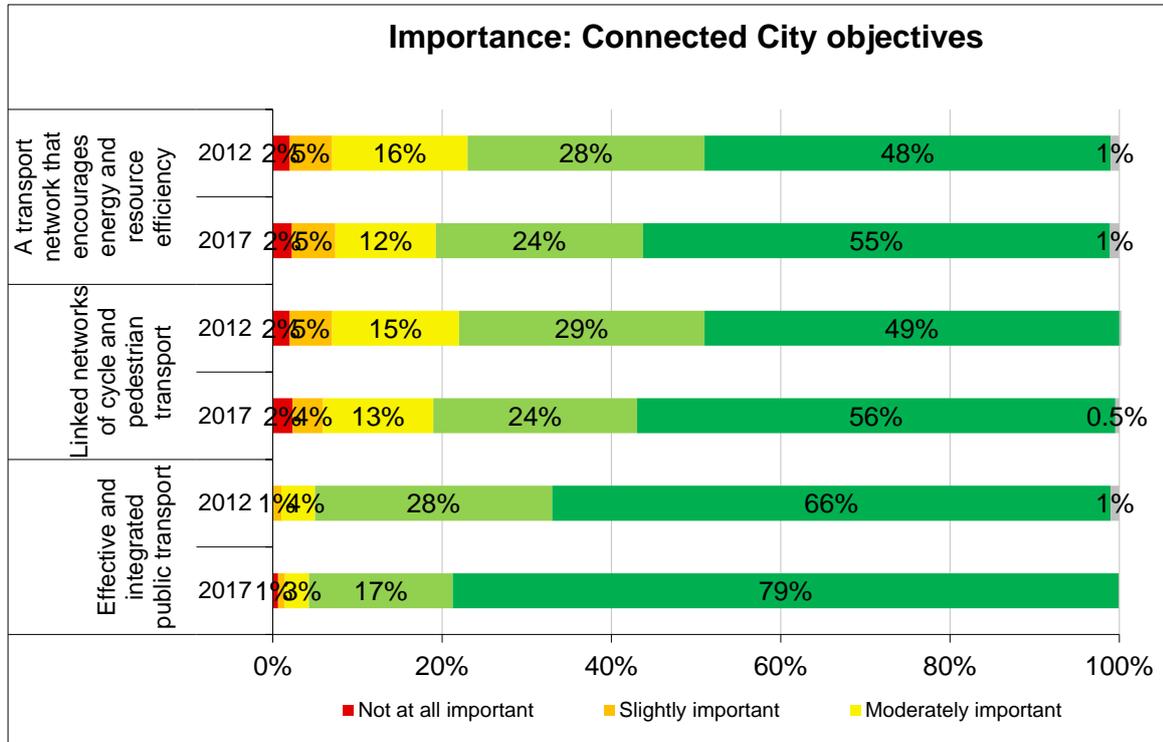
Issues in Survey #1 Q15 - Any Alternative or Additional Strategy	Code	Number of mentions in comments	Per cent of all respondents that mention the issue
Citizen engagement/ passion and involvement	141	53	17.8%
Built environment/development	128	36	12.1%
Governance and leadership	140	34	11.4%
Supercars	017	12	7.1%
Stick to /implement plan/action	135	20	6.7%
Parks /playgrounds/greenspace	122	18	6.1%
Public transport	002	17	5.7%
Vague /need specifics/motherhood	134	17	5.7%
Budget/finance	145	17	5.7%
Politics and politicians	142	16	5.4%
Roads/cars/traffic	007	13	4.4%
Parking	003	12	4.0%
Business / Industry	012	12	4.0%
Innovation / Smart City	070	12	4.0%
Non CBD suburbs	124	12	4.0%
Safety -general	110	11	3.7%
Divided, disunited	155	11	3.7%
Long term planning	131	10	3.4%
Relationship with State government	144	10	3.4%
Heritage/history	125	9	3.0%
Administration	143	9	3.0%
Supercars	018	9	3.0%
Cycling & cycleways	006	8	2.7%
Footpaths/walking	008	8	2.7%
Shops/retail/café/restaurants	019	8	2.7%
Cultural facilities	031	8	2.7%
Creativity / creative culture	034	8	2.7%
Environmental sustainability	040	8	2.7%
Waste management	043	8	2.7%
Energy	044	8	2.7%
Community/People	150	8	2.7%
Beaches/coast/harbour/	127	8	2.7%

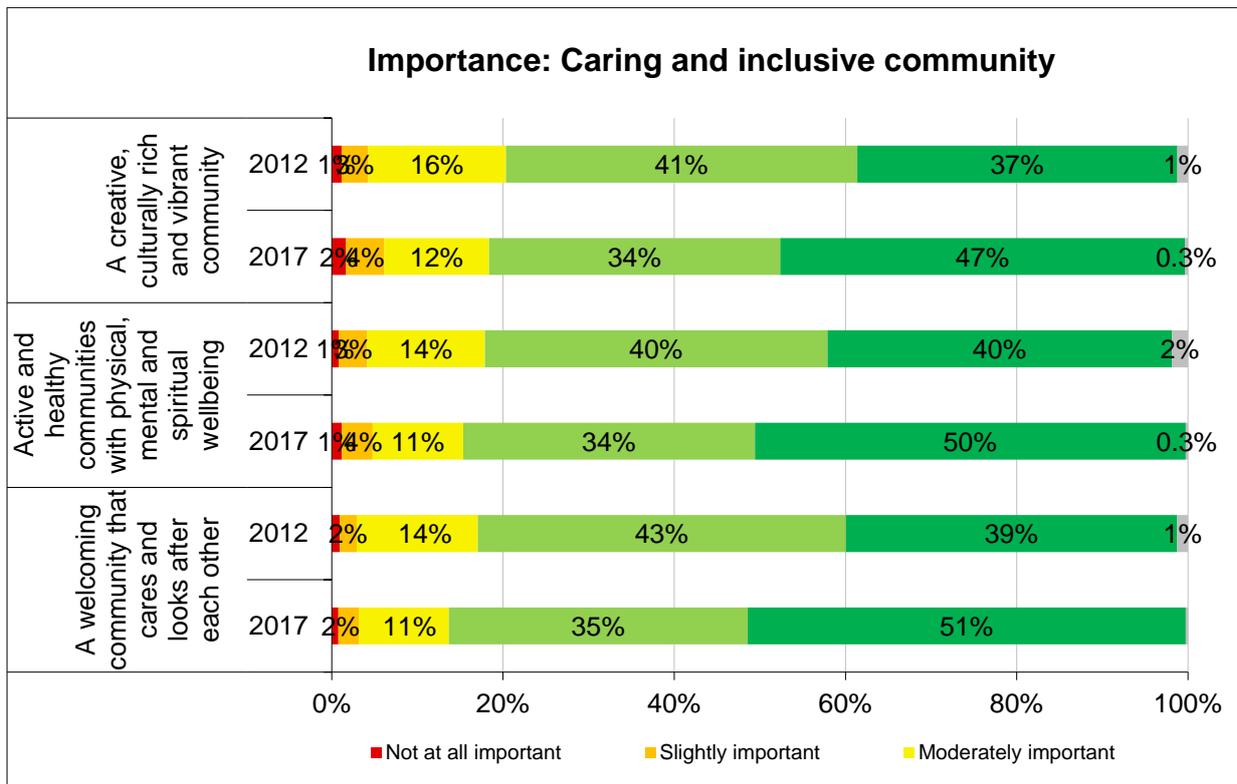
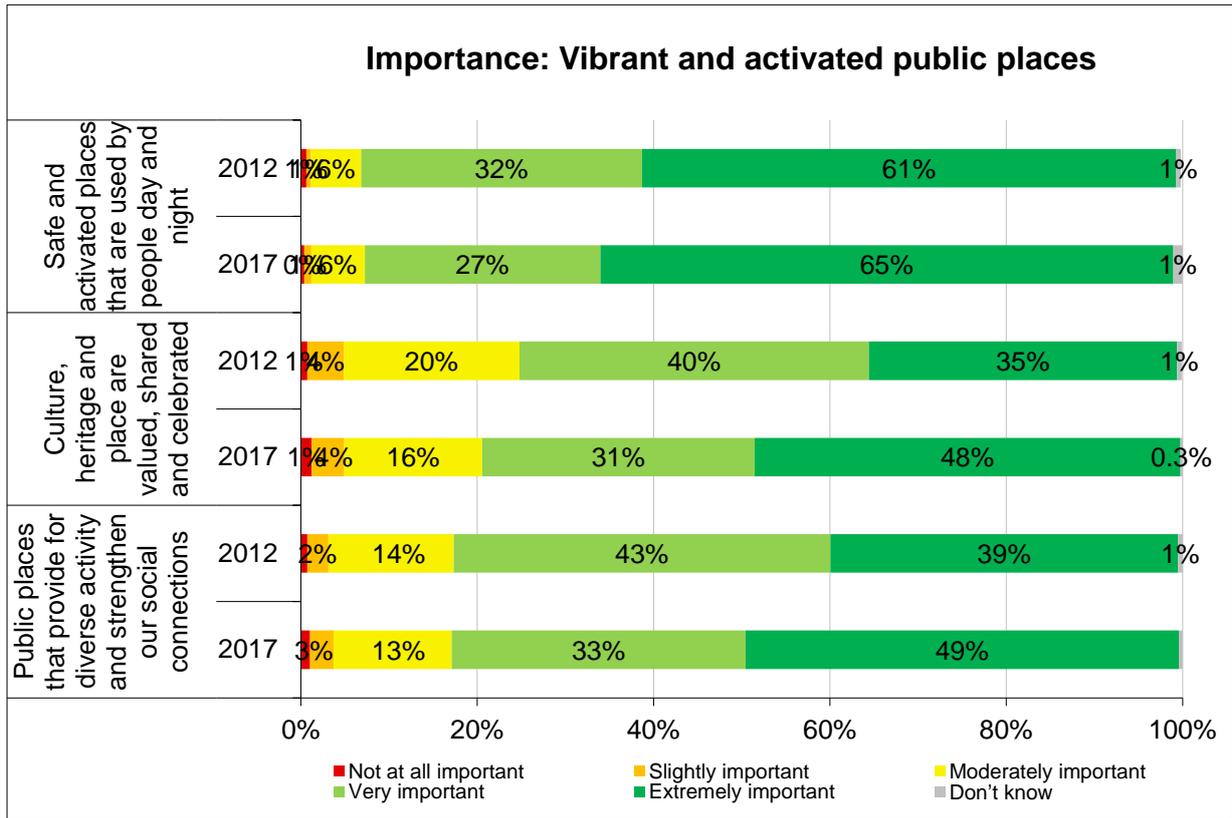
Issues in Survey #1 Q15 - Any Alternative or Additional Strategy	Code	Number of mentions in comments	Per cent of all respondents that mention the issue
Employment opportunities/jobs	011	7	2.4%
Tourism	014	7	2.4%
Environment/air/water/bush/biodiversity	041	7	2.4%
Fairness/Equity/ justice and inclusion	091	7	2.4%
Planning/strategy	130	7	2.4%
CBD	123	6	2.0%
Size/ scale of city	163	6	2.0%
Transport - general	001	5	1.7%
Industry restructure	013	5	1.7%
Youth 15-25	056	5	1.7%
Clean street/ aesthetics/ beautiful	129	5	1.7%
Survey /activity comment	191	5	1.7%
Social support /community development	090	4	1.3%
Aquatic centres (ocean and inland)	101	4	1.3%
Drugs	112	4	1.3%
Activation/Events and festivals	121	4	1.3%
Regional Planning	132	4	1.3%
Cohesive/ collaborative community	152	4	1.3%
Conservative/resist or oppose change	153	4	1.3%
Airport	005	3	1.0%
Economy - general	010	3	1.0%
Revitalisation/urban renewal	015	3	1.0%
Night time economy	016	3	1.0%
Street trees/ landscaping	046	3	1.0%
Pollution	047	3	1.0%
Immigration / population growth	051	3	1.0%
Seniors/ ageing population	055	3	1.0%
Housing affordability	061	3	1.0%
Infrastructure - general	100	3	1.0%
Quality of life & lifestyle	160	3	1.0%
Education/University	020	2	0.7%
Aboriginal	059	2	0.7%
Health Services/ Hospital	083	2	0.7%
Housing security/homelessness	094	2	0.7%
Crime	113	2	0.7%

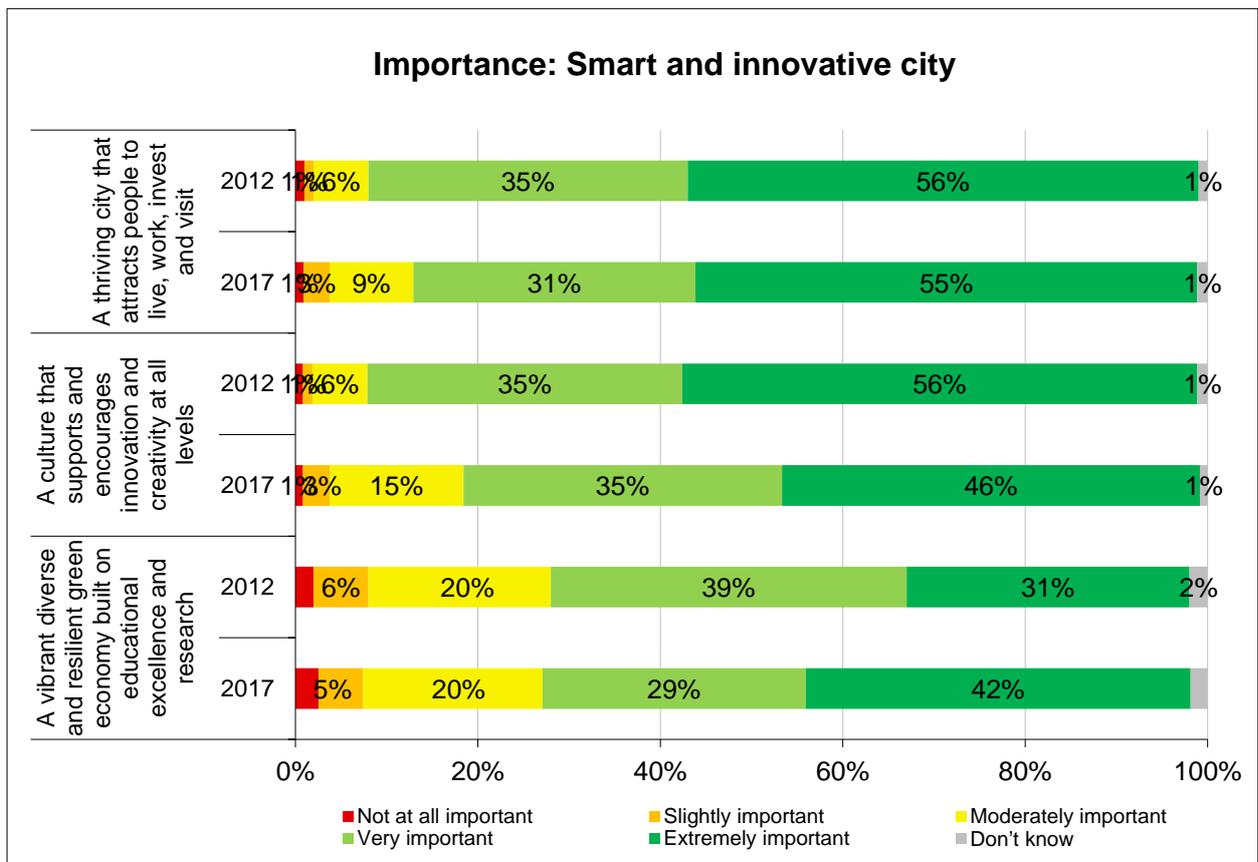
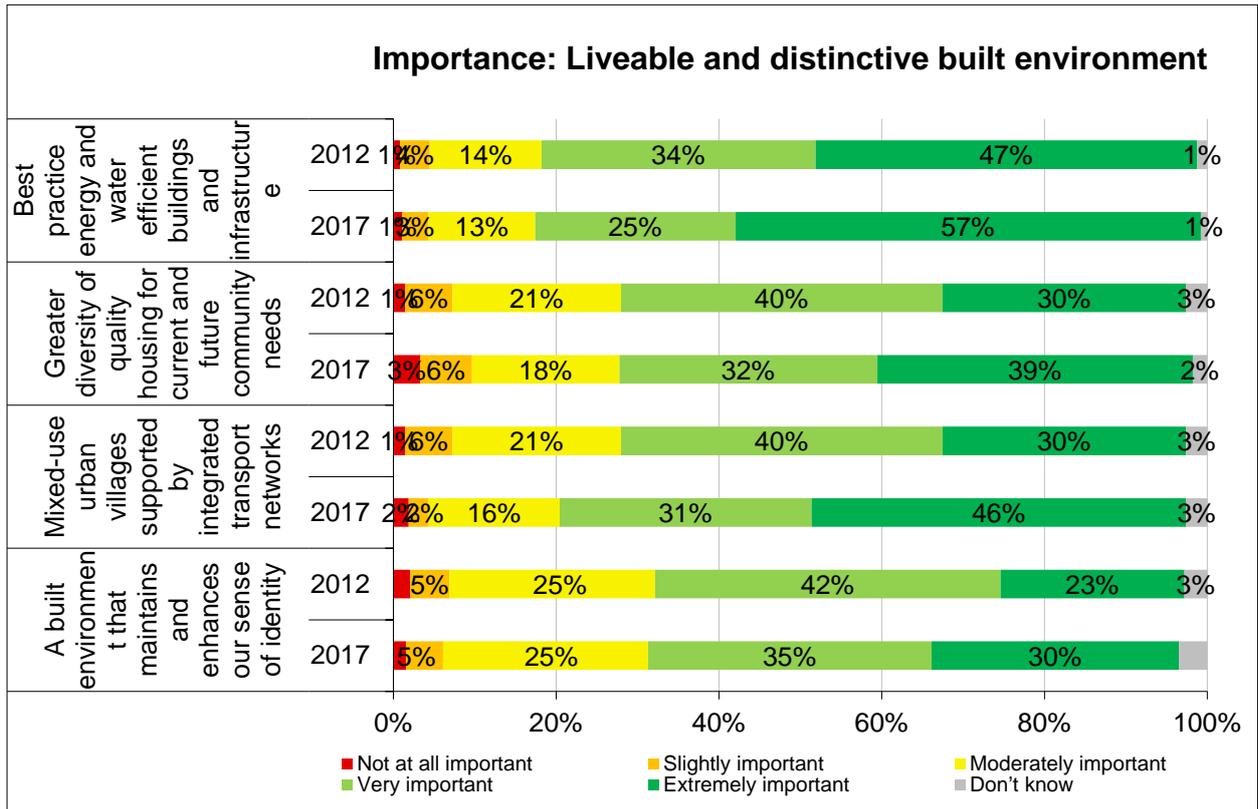
Issues in Survey #1 Q15 - Any Alternative or Additional Strategy	Code	Number of mentions in comments	Per cent of all respondents that mention the issue
Community spirit /friendly/pride	151	2	0.7%
Culture and arts - general	030	1	0.3%
Libraries /library services	033	1	0.3%
Climate Change	042	1	0.3%
Children	057	1	0.3%
Technology - information	071	1	0.3%
Disability	081	1	0.3%
Ageing and age care	082	1	0.3%
Wellbeing	084	1	0.3%
Accessibility	092	1	0.3%
Toilets/public amenities	104	1	0.3%
Stormwater & drainage	105	1	0.3%
Violence	111	1	0.3%
Built environment and public spaces	120	1	0.3%
Sports /sport facilities	126	1	0.3%
Not Sydney	164	1	0.3%
Geography (climate/location)	170	1	0.3%
location/Proximity to region	171	1	0.3%
location/Proximity to Sydney	172	1	0.3%
Other - relevant	190	31	10.4%
Other - not relevant	199	25	8.4%

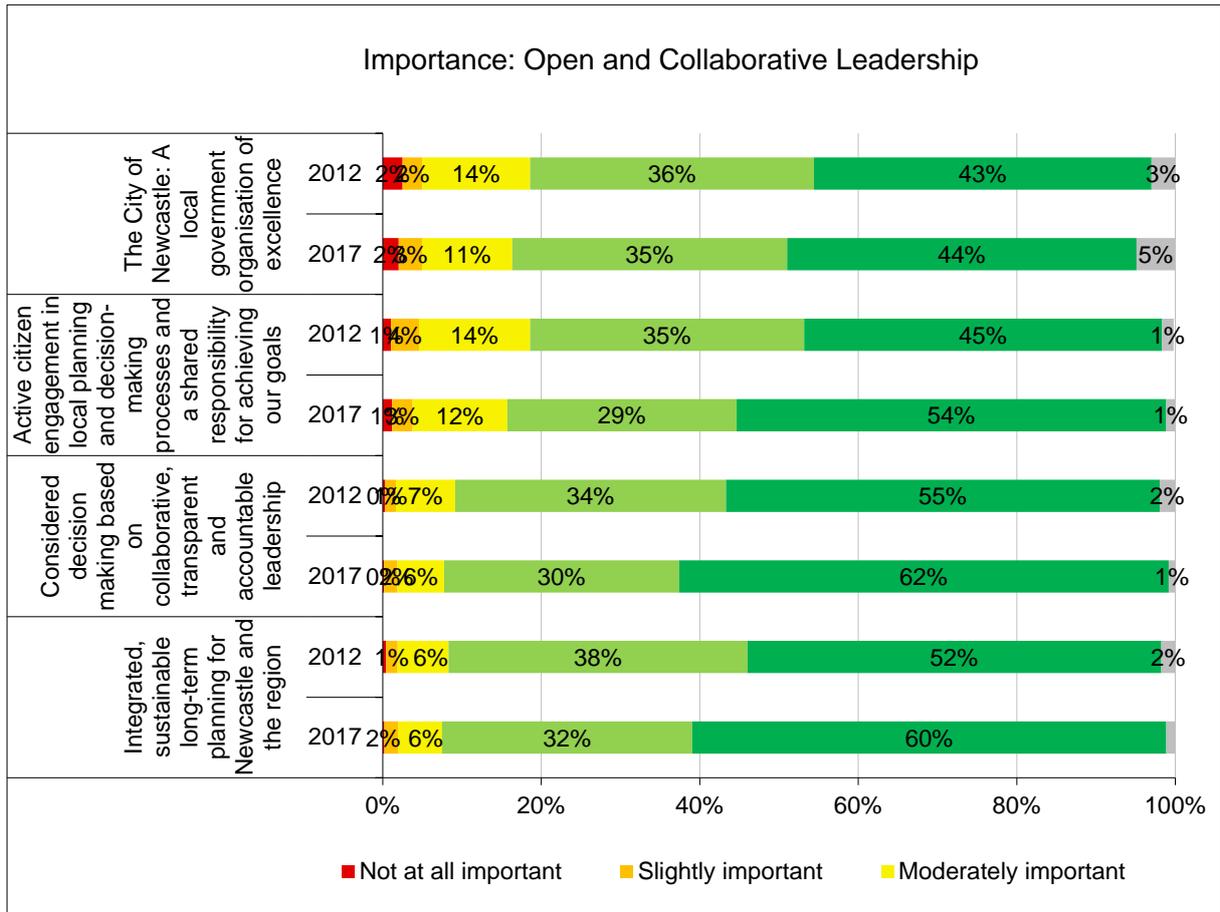
Appendix 12 - Survey #1 - Graphs of results ranking importance of existing strategies

Survey #1 (n=691) Margin of error +/- 3.8









Appendix 13 - Survey #2 Open questions issue tables

Survey #2

907 completed surveys were received.

Error Margin of +/-3.3

Q1.2 Is there any other strategy that you would like to see included in the plan, to achieve the goal of integrated and accessible transport for Newcastle over the next 5-10 years?

N=74

Survey #2 Alternative strategy - Transport	Code	Number of mentions	Per cent of respondents that mention
Public transport	002	22	29.7%
Restore rail corridor	009	12	16.2%
Cycling & cycleways	006	11	14.9%
Park & Ride	207	3	4.1%
Providing alternative strategy	200	2	2.7%
Parking	003	2	2.7%
Inter-city transport	004	2	2.7%
Supercars	017	2	2.7%
Infrastructure	100	2	2.7%
Safety	110	2	2.7%
Reference specific location	205	1	1.4%
Building Density	210	1	1.4%
Airport	005	1	1.4%
Roads/cars/traffic	007	1	1.4%
Footpaths/walking	008	1	1.4%
Tourism	014	1	1.4%
Seniors	055	1	1.4%
Technology -general	072	1	1.4%
Heritage/history	125	1	1.4%
Integrated planning	133	1	1.4%
Politics and politicians	142	1	1.4%
Disagree with the detail of the strategy	202	1	1.4%
Other - relevant	190	2	2.7%

Q2.2 Is there any other strategy that you would like to see included in the plan, to achieve the goal of a protected environment for Newcastle over the next 5-10 years?

N= 25

Survey #2 Alternative strategy - Environment	Code	Number of mentions	Per cent off respondents that mention
Building Density	210	3	12.0%
Supercars	017	2	8.0%
Don't think it's Council's job	206	2	8.0%
Disagree with Premise of strategy	201	1	4.0%
Providing alternative strategy	200	1	4.0%
Public transport	002	1	4.0%
Environment/air/water/bush/biodiversity	041	1	4.0%
Climate Change	042	1	4.0%
Infrastructure	100	1	4.0%
Community buildings	103	1	4.0%
Politics and politicians	142	1	4.0%
Other - Irrelevant	199	3	12.0%
Other - relevant	190	6	24.0%

Q3.2 Is there any other strategy that you would like to see included in the plan, to achieve the goal of vibrant and active public places for Newcastle over the next 5-10 years?

N=49

Survey #2 Alternative strategy - Active places	Code	Number of mentions	Per cent off respondents that mention
Parks /playgrounds/greenspace	122	4	8.2%
Don't think it's Council's job	206	3	6.1%
Community buildings	103	3	6.1%
Parking	003	3	6.1%
Activation/Events and festivals	121	3	6.1%
Supercars	017	2	4.1%
Cultural facilities	031	2	4.1%
Public transport	002	2	4.1%
Night time economy	016	2	4.1%

Survey #2 Alternative strategy - Active places	Code	Number of mentions	Per cent off respondents that mention
Street trees/ landscaping	046	2	4.1%
Restore rail corridor	009	1	2.0%
Citizen engagement	141	1	2.0%
Cycling & cycleways	006	1	2.0%
Inter-city transport	004	1	2.0%
Roads/cars/traffic	007	1	2.0%
Tourism	014	1	2.0%
Immigration / pop growth	051	1	2.0%
Accessibility	092	1	2.0%
Aquatic centres (ocean and inland)	101	1	2.0%
Non CBD suburbs	124	2	4.1%
Sports facilities	126	1	2.0%
Governance and leadership	140	1	2.0%
size/ scale of city	163	1	2.0%
Other - Irrelevant	199	1	2.0%
Other - relevant	190	7	14.3%

Q4.2 Is there any other strategy that you would like to see included in the plan, to achieve the goal of an inclusive community for Newcastle over the next 5-10 years?

N=31

Survey #2 Alternative strategy - Community	Code	Number of mentions	Per cent off respondents that mention
Don't think it's Council's job	206	4	12.9%
Citizen engagement	141	3	9.7%
Disagree with the detail of the strategy	202	3	9.7%
Parking	003	2	6.5%
Politics and politicians	142	2	6.5%
Disagree with Premise of strategy	201	2	6.5%
Seniors	055	1	3.2%
Activation/Events and festivals	121	1	3.2%

Survey #2 Alternative strategy - Community	Code	Number of mentions	Per cent off respondents that mention
Libraries /library services	033	1	3.2%
Housing security/homelessness	094	1	3.2%
Places and spaces	120	1	3.2%
Roads/cars/traffic	007	1	3.2%
Other - relevant	190	7	22.6%
Other - Irrelevant	199	2	6.5%

Q5.2 Is there any other strategy that you would like to see included in the plan, to achieve the goal of an liveable built environment for Newcastle over the next 5-10 years?

N=108

Survey #2 Alternative strategy - Built environment	Code	Number of mentions	Per cent off respondents that mention
Parks /playgrounds/greenspace	122	8	7.4%
Building Heights	209	8	7.4%
Building Density	210	7	6.5%
Environment/air/water/bush/biodiversity	041	7	6.5%
Restore rail corridor	009	6	5.6%
Environmental sustainability	040	6	5.6%
Parking	003	5	4.6%
Supercars	017	5	4.6%
Cycling & cycleways	006	5	4.6%
Housing affordability	061	5	4.6%
Roads/cars/traffic	007	4	3.7%
Safety	110	3	2.8%
Street trees/ landscaping	046	3	2.8%
Built environment/development	128	3	2.8%
Providing alternative strategy	200	2	1.9%
Public transport	002	2	1.9%
Tourism	014	2	1.9%
Families	058	2	1.9%

Survey #2 Alternative strategy - Built environment	Code	Number of mentions	Per cent off respondents that mention
Heritage/history	125	2	1.9%
Disagree with the detail of the strategy	202	2	1.9%
Don't think it's Council's job	206	1	0.9%
Reference specific location	205	1	0.9%
Citizen engagement	141	1	0.9%
Non CBD suburbs	124	1	0.9%
Community buildings	103	1	0.9%
Immigration / pop growth	051	1	0.9%
Sports facilities	126	1	0.9%
Footpaths/walking	008	1	0.9%
Industry restructure	013	1	0.9%
Education	020	1	0.9%
Wellbeing	084	1	0.9%
Social support /community development	090	1	0.9%
Fairness/Equity/ justice and inclusion	091	1	0.9%
Planning/strategy	130	1	0.9%
Quality of live/Lifestyle	160	1	0.9%
Beaches/coast	127	1	0.9%
Other - relevant	190	4	3.7%

Q6.2 Is there any other strategy that you would like to see included in the plan, to achieve the goal of an diverse and resilient economy for Newcastle over the next 5-10 years?

N= 76

Survey #2 Alternative strategy - Economy	Code	Number of mentions	Per cent off respondents that mention
Supercars	017	5	6.6%
Citizen engagement	141	4	5.3%
Governance and leadership	140	4	5.3%
Activation/Events and festivals	121	4	5.3%
Tourism	014	3	3.9%

Survey #2 Alternative strategy - Economy	Code	Number of mentions	Per cent off respondents that mention
Transparency	208	3	3.9%
Culture and arts	030	3	3.9%
Non CBD suburbs	124	2	2.6%
Politics and politicians	142	2	2.6%
Industry restructure	013	2	2.6%
Community/People	150	2	2.6%
Parking	003	2	2.6%
Environment/air/water/bush/biodiversity	041	2	2.6%
Housing affordability	061	2	2.6%
Reference specific location	205	2	2.6%
Beaches/coast	127	2	2.6%
Technology -general	072	2	2.6%
Creativity / creative culture	034	2	2.6%
Population retention	052	2	2.6%
Youth 15-25	056	2	2.6%
Relationship with State government	144	1	1.3%
Restore rail corridor	009	1	1.3%
Cycling & cycleways	006	1	1.3%
CBD	123	1	1.3%
Building Heights	209	1	1.3%
Building Density	210	1	1.3%
Safety	110	1	1.3%
Built environment/development	128	1	1.3%
Immigration / pop growth	051	1	1.3%
Education	020	1	1.3%
Planning/strategy	130	1	1.3%
Aquatic centres (ocean and inland)	101	1	1.3%
Infrastructure	100	1	1.3%
Airport	005	1	1.3%
Employment opportunities/jobs	011	1	1.3%
Small business	012	1	1.3%
Revitalisation/urban renewal	015	1	1.3%
Innovation / Smart City	070	1	1.3%

Survey #2 Alternative strategy - Economy	Code	Number of mentions	Per cent off respondents that mention
Other - relevant	190	4	5.3%
Other - Irrelevant	199	1	1.3%

Q7.2 Is there any other strategy that you would like to see included in the plan, to achieve the goal of an open and transparent leadership for Newcastle over the next 5-10 years?

N=27

Survey #2 Alternative strategy - Governance	Code	Number of mentions	Per cent off respondents that mention
Transparency	208	9	33.3%
Politics and politicians	142	7	25.9%
Supercars	017	4	14.8%
Administration	143	4	14.8%
Disagree with the detail of the strategy	202	1	3.7%
Don't think Council can achieve it	203	1	3.7%
Governance and leadership	140	1	3.7%

Appendix 14 - Budget simulator comments, issue tables

Total Budgets submitted = 319

Infrastructure and Traffic

236 Issue mentions from 100 respondents

Infrastructure and Traffic Budget Issue	Code	Number of mentions	% of issue mentions
Cycling & cycleways	006	49	20.8%
Roads/cars/traffic	007	45	19.1%
Parking	003	30	12.7%
Footpaths/walking	008	29	12.3%
Safety	110	13	5.5%
Public transport	002	12	5.1%
Health	080	8	3.4%
CBD	123	6	2.5%
Environmental Sustainability	040	4	2.1%
Immigration / pop growth	051	4	1.7%
Infrastructure - general	100	3	1.7%
Non CBD suburbs	124	3	1.3%
Accessibility	092	2	1.3%
Long term planning	131	2	0.8%
Governance and leadership	140	2	0.8%
Community spirit /friendly	151	2	0.8%
Small business	012	2	0.8%
Tourism	014	2	0.8%
Culture and arts - general	030	1	0.8%
Environment/air/water/bush/biodiversity	041	1	0.8%
Resource efficiency	045	1	0.4%
Wellbeing	084	1	0.4%
Stormwater & drainage	105	1	0.4%
Crime	113	1	0.4%

Infrastructure and Traffic Budget Issue	Code	Number of mentions	% of issue mentions
Parks /playgrounds/greenspace	122	1	0.4%
Regional Planning	132	1	0.4%
Integrated planning	133	1	0.4%
Relationship with State government	144	1	0.4%
Size/ scale of city	163	1	0.4%
Survey /activity comment	191	1	0.4%
Inter-city transport	004	2	0.7%
Airport	005	2	0.7%
Economy - general	010	1	0.4%
Employment opportunities/jobs	011	1	0.4%
Industry restructure	013	1	0.4%
Revitalisation/urban renewal	015	1	0.4%
Night time economy	016	1	0.4%
Supercars	017	1	0.4%
Shops/retail	019	1	0.4%
Education	020	1	0.4%
Cultural facilities	031	1	0.4%
Cultural services	032	1	0.4%
Libraries /library services	033	1	0.4%
Creativity / creative culture	034	1	0.4%
Climate Change	042	1	0.4%
Waste management	043	1	0.4%
Energy	044	1	0.4%
Street trees/ landscaping	046	1	0.4%
Pollution	047	1	0.4%
Population - general	050	1	0.4%
Population retention	052	1	0.4%
Male	053	1	0.4%
Female	054	1	0.4%
Seniors	055	1	0.4%
Youth 15-25	056	1	0.4%
Children	057	1	0.4%
Families	058	1	0.4%

Infrastructure and Traffic Budget Issue	Code	Number of mentions	% of issue mentions
Aboriginal	059	1	0.4%
Cost of living	060	1	0.4%
Housing affordability	061	1	0.4%
Innovation / Smart City	070	1	0.4%
Technology - information	071	1	0.4%
Technology -general	072	1	0.4%
Disability	081	1	0.4%
Ageing and age care	082	1	0.4%
Health Services	083	1	0.4%
Social support /community development	090	1	0.4%
Fairness/Equity/ justice and inclusion	091	1	0.4%
Cultural & linguistic diversity	093	1	0.4%
Housing security/homelessness	094	1	0.4%
Activities/recreation	095	1	0.4%
Aquatic centres (ocean and inland)	101	1	0.4%
Caravan Parks	102	1	0.4%
Community buildings	103	1	0.4%
Toilets/public amenities	104	1	0.4%
Other - Irrelevant	199	2	0.7%
Other - relevant	190	1	0.4%

Library Services

94 issues mentions were made by 69 respondents

Library Services Budget Issue	Code	Number of mentions	% of issue mentions
Technology -general	072	14	14.9%
Technology - information	071	8	8.5%
Budget/finance	145	7	8.5%
Community buildings	103	5	7.4%
Education	020	4	5.3%

Library Services Budget Issue	Code	Number of mentions	% of issue mentions
Seniors	055	3	4.3%
Small business	012	2	2.1%
Youth 15-25	056	2	2.1%
Children	057	2	2.1%
Activities/recreation	095	2	2.1%
Community spirit /friendly	151	2	2.1%
Public transport	002	1	1.1%
Cycling & cycleways	006	1	1.1%
Roads/cars/traffic	007	1	1.1%
Footpaths/walking	008	1	1.1%
Culture and arts - general	030	1	1.1%
Cultural facilities	031	1	1.1%
Environmental Sustainability	040	1	1.1%
Environment/air/water/bush/biodiversity	041	1	1.1%
Fairness/Equity/ justice and inclusion	091	1	1.1%
Accessibility	092	1	1.1%
CBD	123	1	1.1%
Heritage/history	125	1	1.1%
Other - relevant	190	10	10.6%
Other - Irrelevant	199	7	10.6%

Arts and Culture

114 issue mentions were made by 70 respondents

Arts and Culture Budget Issues	Code	Number of mentions	% of issue mentions
Creativity / creative culture	034	15	13.2%
Tourism	014	10	8.8%
Community buildings	103	9	7.9%
Budget/finance	145	9	7.9%
Youth 15-25	056	7	6.1%
Education	020	5	4.4%

Arts and Culture Budget Issues	Code	Number of mentions	% of issue mentions
Small business	012	3	4.4%
Children	057	3	2.6%
Activities/recreation	095	3	2.6%
Fairness/Equity/ justice and inclusion	091	2	2.6%
Public transport	002	1	1.8%
Employment opportunities/jobs	011	1	0.9%
Supercars	017	1	0.9%
Cultural facilities	031	1	0.9%
Cultural services	032	1	0.9%
Immigration / population growth	051	1	0.9%
Female	054	1	0.9%
Families	058	1	0.9%
Aboriginal	059	1	0.9%
Cultural & linguistic diversity	093	1	0.9%
Activation/Events and festivals	121	1	0.9%
Parks /playgrounds/greenspace	122	1	0.9%
Heritage/history	125	1	0.9%
Sports facilities	126	1	0.9%
Administration	143	1	0.9%
Community spirit /friendly	151	1	0.9%
Has everything /facilities/convenient	162	1	0.9%
Other - Irrelevant	199	5	4.4%
Other - relevant	190	12	10.0%

Waste and Environment

100 Issue mentions were made by 60 people

Waste budget issue	Code	Number of mentions	% of issue mentions
Waste management	043	28	28.0%
Environment/air/water/bush/biodiversity	041	18	18.0%
Street trees/ landscaping	046	13	13.0%

Waste budget issue	Code	Number of mentions	% of issue mentions
Pollution	047	4	4.0%
Sustainability	040	3	3.0%
Education	020	2	2.0%
Climate Change	042	2	2.0%
Parks /playgrounds/greenspace	122	2	2.0%
Cycling & cycleways	006	1	2.0%
Footpaths/walking	008	1	1.0%
Libraries /library services	033	1	1.0%
Technology -general	072	1	1.0%
Safety	110	1	1.0%
Built environment/development	128	1	1.0%
Governance and leadership	140	1	1.0%
Citizen engagement	141	1	1.0%
Budget/finance	145	1	1.0%
Cohesive/ collaborative community	152	1	1.0%
Other - relevant	190	4	4.0%
Other - Irrelevant	199	7	6.0%

Recreation Services & Facilities

174 issue mentions were received from 71 respondents

Recreation and Facilities Budget Issue	Code	Number of mentions	% of issue mentions
Beaches/coast	127	23	13.2%
Aquatic centres (ocean and inland)	101	18	10.3%
Parks /playgrounds/greenspace	122	16	9.2%
Sports facilities	126	16	9.2%
Community buildings	103	13	7.5%
Environment/air/water/bush/biodiversity	041	12	6.9%

Recreation and Facilities Budget Issue	Code	Number of mentions	% of issue mentions
Tourism	014	4	2.3%
Budget/finance	145	4	2.3%
Cycling & cycleways	006	3	1.7%
Fairness/Equity/ justice and inclusion	091	3	1.7%
Community spirit /friendly	151	3	1.7%
Public transport	002	2	1.1%
Climate Change	042	2	1.1%
Youth 15-25	056	2	1.1%
Social support /community development	090	2	1.1%
Accessibility	092	2	1.1%
Toilets/public amenities	104	2	1.1%
Safety - general	110	2	1.1%
Built environment & open space	120	2	1.1%
Non CBD suburbs	124	2	1.1%
Community/People	150	2	1.1%
Cohesive/ collaborative community	152	2	1.1%
Parking	003	1	1.1%
Roads/cars/traffic	007	1	0.6%
Footpaths/walking	008	1	0.6%
Shops/retail	019	1	0.6%
Education	020	1	0.6%
Culture and arts - general	030	1	0.6%
Environmental sustainability	040	1	0.6%
Waste management	043	1	0.6%
Male	053	1	0.6%
Families	058	1	0.6%
Health Services	083	1	0.6%
Wellbeing	084	1	0.6%
Activities/recreation	095	1	0.6%
Activation/Events and festivals	121	1	0.6%
CBD	123	1	0.6%
Relationship with State government	144	1	0.6%
Survey /activity comment	191	1	0.6%

Recreation and Facilities Budget Issue	Code	Number of mentions	% of issue mentions
Other - Irrelevant	199	3	1.7%
Other - relevant	190	11	6.3%

Community communication & engagement

50 issue mentions from 43 people

Communication and Engagement Budget Issue	Code	Number of mentions	% of issue mentions
Budget/finance	145	4	8.0%
Dissatisfied	196	2	4.0%
Environment/air/water/bush/biodiversity	041	1	2.0%
Climate Change	042	1	2.0%
Resource efficiency	045	1	2.0%
Street trees/ landscaping	046	1	2.0%
Cost of living	060	1	2.0%
Technology - information	071	1	2.0%
Fairness/Equity/ justice and inclusion	091	1	2.0%
Places and spaces	120	1	2.0%
Built environment/development	128	1	2.0%
Governance and leadership	140	1	2.0%
Citizen engagement	141	1	2.0%
Administration	143	1	2.0%
Survey /activity comment	191	1	2.0%
Other - Irrelevant	199	4	8.0%
Other - relevant	190	11	22.0%

Economic development

109 issues were mentioned by 59 respondents

Economic Development Budget Issues	Code	Number of mentions	% of issue mentions
Tourism	014	14	12.8%
Revitalisation/urban renewal	015	8	7.3%
Small business	012	6	5.5%
CBD	123	6	5.5%
Supercars	017	5	4.6%
Public transport	002	4	3.7%
Activation/Events and festivals	121	4	3.7%
Built environment/development	128	4	3.7%
Economy	010	3	2.8%
Employment options/opportunities/jobs	011	3	2.8%
Immigration / pop growth	051	3	2.8%
Parking	003	2	1.8%
Cycling & cycleways	006	2	1.8%
Industry restructure	013	2	1.8%
Population retention	052	2	1.8%
Youth 15-25	056	2	1.8%
Innovation / Smart City	070	2	1.8%
Heritage/history	125	2	1.8%
Governance and leadership	140	2	1.8%
size/ scale of city	163	2	1.8%
Footpaths/walking	008	1	0.9%
Night time economy	016	1	0.9%
Climate Change	042	1	0.9%
Aboriginal	059	1	0.9%
Fairness/Equity/ justice and inclusion	091	1	0.9%
Cultural and linguistic diversity	093	1	0.9%
Community buildings	103	1	0.9%
Stormwater & drainage	105	1	0.9%
Parks /playgrounds/greenspace	122	1	0.9%
Citizen engagement	141	1	0.9%

Economic Development Budget Issues	Code	Number of mentions	% of issue mentions
Relationship with State government	144	1	0.9%
Budget/finance	145	1	0.9%
Divided, disunited	155	1	0.9%
Quality of life & lifestyle	160	1	0.9%
Other - relevant	190	3	2.8%

Final comments in budget simulator

Do you have any comments?

126 issue mentions from 57 respondents

Overview Budget Comments Issues	Code	Number of mentions	% of issue mentions
Cycling & cycleways	006	9	7.1%
Survey /activity comment	191	8	6.3%
Public transport	002	5	3.9%
Parking	003	5	3.9%
Footpaths/walking	008	5	3.9%
Tourism	014	5	3.9%
Roads/cars/traffic	007	4	3.1%
Environment/air/water/bush/biodiversity	041	4	3.1%
Infrastructure - general	100	3	2.4%
Beaches/coast	127	3	2.4%
Libraries /library services	033	2	1.6%
Creativity / creative culture	034	2	1.6%
Environmental Sustainability	040	2	1.6%
Immigration / pop growth	051	2	1.6%
Youth 15-25	056	2	1.6%
Toilets/public amenities	104	2	1.6%
Safety - general	110	2	1.6%
Activation/Events and festivals	121	2	1.6%
Parks /playgrounds/greenspace	122	2	1.6%
CBD	123	2	1.6%
Sports facilities	126	2	1.6%

Overview Budget Comments Issues	Code	Number of mentions	% of issue mentions
Built environment/development	128	2	1.6%
Community/People	150	2	1.6%
Quality of life/Lifestyle	160	2	1.6%
Economy - general	010	1	0.8%
Employment opportunities/jobs	011	1	0.8%
Small business	012	1	0.8%
Revitalisation/urban renewal	015	1	0.8%
Supercars	017	1	0.8%
Shops/retail	019	1	0.8%
Culture and arts - general	030	1	0.8%
Cultural facilities	031	1	0.8%
Energy	044	1	0.8%
Families	058	1	0.8%
Cost of living	060	1	0.8%
Innovation / Smart City	070	1	0.8%
Technology - information	071	1	0.8%
Health Services	083	1	0.8%
Social support /community development	090	1	0.8%
Fairness/Equity/ justice and inclusion	091	1	0.8%
Cultural & linguistic diversity	093	1	0.8%
Activities/recreation	095	1	0.8%
Long term planning	131	1	0.8%
Citizen engagement	141	1	0.8%
Politics and politicians	142	1	0.8%
Budget/finance	145	1	0.8%
Community spirit /friendly	151	1	0.8%
Cohesive/ collaborative community	152	1	0.8%
Size/ scale of city	163	1	0.8%
Other - Irrelevant	199	9	7.1%
Other - relevant	190	2	1.6%

Appendix 15 - Budget simulator competition terms and conditions

Newcastle 2030 Budget simulator Competition Terms and Conditions

Information on how to enter and prizes form part of these Conditions of Entry. Entry into this promotion is deemed acceptance of these Conditions of Entry and the release and waiver of liability, assumption of risk and indemnity agreement listed below. Entry is via the Newcastle 2030 Budget simulator only.

Entries for the Budget simulator competition will close at 5pm on Friday 31 October 2017 AEST See below for full terms and conditions.

Newcastle 2030 Budget simulator - Terms and Conditions of Entry

9. The competition is being conducted by The City of Newcastle ABN 25 242 068 129 of 282 King Street, Newcastle NSW 2300 (the promoter).
10. Entry to this competition is open to people of all ages who are residents of Australia.
11. Employees of the promoter and their relatives and agencies associated with this competition are ineligible to enter the promotion.
12. To enter, you need to complete the following step:
 - a) Submit your budget and complete the survey via the Newcastle Budget simulator <https://newcastlebudgetyoursay.budgetsimulator.com/>
13. Every 30th entry, will be awarded a \$30 voucher for Civic Digest café and bar.
14. Entrants must only enter in their own name, must include a valid email address and provide all required information.
15. Only entries submitted via the Newcastle Budget simulator will be accepted.
16. Any entries that contain content that the promoter, in its sole discretion, considers to be illegal, contrary to any Laws, indecent, obscene, threatening, discriminatory, harassing, in breach of any confidence, defamatory, libellous, offensive or objectionable will not be considered eligible to enter the promotion. The promoter reserves the right to exclude any offensive material submitted through the competition.
17. Prizes can be transferred to other persons where appropriate, but are not exchangeable and cannot be taken as cash.

9. The Newcastle Budget simulator competition opens at 9.00 am on Sat 22 July 2017 and closes at 5pm on Thursday 31 August 2017. The promoter accepts no responsibility for late, lost or misdirected entries. Incomplete, ineligible or incomprehensible entries will be deemed invalid.
10. The winner will be notified via email, and the winner will have 21 days to respond and accept the prize. If the winner does not respond during the time given, the prize will be awarded to the next runner up.
11. The judge's decision is final and no correspondence will be entered into. If for any reason any element of the prize becomes unavailable for any reason beyond the promoter's reasonable control then a similar prize element of equal or greater value will be awarded to the winner in lieu.
12. If this promotion is not capable of running as planned due to a cause or causes beyond the reasonable control of the promoter which in the opinion of the promoter, corrupt or affect the administration, security, fairness, integrity or proper conduct of this promotion, the promoter reserves the right in its sole discretion to cancel, terminate, modify or suspend the promotion, subject to any applicable legislation.
13. By submitting your budget via the Newcastle Budget simulator you are agreeing to the terms and conditions outlined above, together with the following release and indemnity from liability.
14. For further information on the Newcastle Budget simulator competition please contact The City of Newcastle's Communications and Engagement team on 02 4974 2000 or email: engage@ncc.nsw.gov.au.

Release and waiver of liability, assumption of risk and indemnity agreement

1. I acknowledge and hereby agree to waive any and all rights that I may have against the promoter in relation to any loss or injury that is suffered by that I, or any other person claiming through me, may have against the promoter as a result of my participation in this competition, including the theft, destruction or loss of any nature in relation to my property, whether caused by the neglect or conduct of the promoter or a by the conduct of a third person and I waive any claim I might have in respect of any theft, destruction or loss.
2. I agree to continually indemnify the promoter on a full indemnity basis against any claim or proceeding that is made, threatened or commenced, and any liability, loss, (including consequential loss, and loss of profits), damage or expense (including legal costs on a full indemnity basis) that the promoter incurs or suffers, as a direct or indirect result of my participation in the competition held by the promoter.
3. I agree that the promoter reserves the right to use, or not use, my competition entry, for the purposes of promoting the Newcastle 2030 Budget simulator competition.
4. I grant to the promoter permission to use my competition entry for the purposes of publicity and developing the Newcastle 2030 plan and other Newcastle City Council documents.

Appendix 16 - Communication and promotion activities

Media and Communications promotional activities

General Awareness Raising Communication

Tool	Due date	Detail
Council News	May 2017	"Developing our next CSP" Project feature in newsletter sent to all letterboxes in Newcastle (approx. 60,000)
In touch magazine printed edition	April 2017	Feature in April edition. Additional story with Youth Mayor *youth target group
In Touch magazine online/social media/e-newsletter	May 2017	April print edition ancillary posts on intouch social media and in their newsletter
Printed materials	May 2017	Initial stakeholder meetings
Website - main site	May 2017	Home page showcase item with link through to register for more information.
Intranet	May 2017	Various

Promotion of workshops and survey #1

Tool	Due date	Detail
Internal		
NovoNews	06/2017	Introduce project to staff
	06/2017	CSP feature in the Herald promoted to staff

Intranet	05/2017	Introduce project to staff
Email	05/2017	Script for leadership group to share with staff
Online		
Council enews	06/2017	Special edition of enews with all session times
Council's website	06/2017	Update home page carousel to show more information on tile and update link through to engagement HQ site
Media		
Newcastle Mirage *target market youth	distribution first weekend in June	<p>This advertisement will emphasise our social media channels, a hashtag and fit the youth messaging of this publication with a simple black and white ad.</p> <p>Print and digital marketing package that includes</p> <ul style="list-style-type: none"> • 1 Full page Advert • Interview a key NCC stakeholder video digital promotion (video boosted to ensure it gains at least 5,000 views). • Audio/podcast - • Instagram photo and video posts • At least 2 digital articles highlighting key engagement activities that month
Media release	05/2017	Media release with key messages and link through to Engagement HQ site
LM article	Throughout June 2017	<p>Introduce project</p> <p>Summarise session times and how to get involved</p> <p>Reminder to complete survey and get involved.</p>
ABC programs	06/2017	Pitch breakfast show interview with LM/ICEO to coincide with Herald feature

Facebook	05/2017 6/2017 6/2017 6/2017	Video: LM introducing the project, link to engagement HQ – boost post on facebook for a week to ensure substantial reach. Video: vox pops to coincide with survey opening – link directly to survey – boost post. Release first 20 sec vox pop – this is what we have heard so far – link to survey Release second 20 sec vox pop – this is what we have heard so far – link to survey
Facebook events	5/2017	Create events for each workshop session – boost events from go live until two days before each session Two workshops highlighted below to be promoted as accessible events for the CSP. Council will provide an Auslan Interpreter and Graphic Scribe at these events. All Ward Workshops will be wheelchair accessible.
Twitter		@CityNewcastle As above: #newcastle2030 & #bettertogether
Linkedin		Newcastle City Council, Australia As above
Youtube		As above
Printed materials		
Posters + other materials	June 2017	Materials for engagement hubs and toolkits
Notices in the lifts CAC/FAB	05/2017	Posters with general information

Advertising		
Print advertising - Newcastle Weekly	June 2017 3 dates	Half page advertising: introduce project Half page advertising: more details including session times Half page advertising: more details including session times
Herald Wrap + online advertising	June 2017	4 page feature with session times and more explanation about the project. Includes single day digital campaign on theherald.com
Online advertising – The Herald	June 2017	Assess whether survey needs to be boosted after one week
Business community - Hunter Business Review	July edition	Half page ad

Promotion of online activities and surveys

Tool	Due date	Detail
Internal		
NovoNews	07/2017	Better together animation shared with story
NovoNews	08/2017	Three ways to get involved
NovoNews	08/2017	Reminder about three ways to get involved - closing soon
Screensaver	July - August	Screensaver pushed to all computer screens with a reminder about
Online		
Council enews	7/2017	Promote ideas wall
Council enews	7/2017	Promote budget simulator and last chance for ideas wall and survey

Council's website	06/2017	Update home page carousel to show more information on tile and update link through to engagement HQ site
Media		
Media release	31/05/2017	Media release with key messages and link through to Engagement HQ site
Facebook & Twitter & Instagram & LinkedIn	7/2017	Ideas Wall - regular post every Thursday until end July
	7/2017	Video: Release first 1.20 sec vox pop – this is what we have heard so far – link to survey
	7/2017	Budget simulator
	7/2017	Release second 20 sec vox pop – this is what we have heard so far – link to survey
		Video animation production
		Cross posts on influencers - engagement HQ link

Youth 15- 25 yrs engagement

Tool	Due date	Detail
Social media		
Facebook	July	Write public posts promoting the survey with an incentive. On completion of the survey, a participant can opt to have their email address go into a draw to win one of five \$50 vouchers. Display 39-second video 'Better Together: Our 2030 Plan' as a advertisement for Newcastle area
Instagram	July	Better Together: our 2030 plan, Have your say: our 2030 plan Get involved: our 2030 plan #newcastle #yoursay #haveyoursay #bettertogether #newcastle2030 #brighterfuture #thefutureyouwant
University partnership		

A5 flyers to distribute around university campus	July - mid August	Simple design with bold colours and Newcastle 2030 logo. Distribute to Student Hub centres and libraries in City, and Callaghan campuses.
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Promote interest in budget simulator

Tool	Due date	Detail
Social media		
Facebook	August - Septr	Provide link to simulator. Encourage the public to use and share.
Instagram	August - Sept	As above.
University		
Shared Facebook Post	Launched in last week of July	Request if 'Student Central' can share NCC's Facebook post re the simulator. Promote it as a valuable tool for to students

Social Media Reach

CSP Awareness raising - general	Facebook Post	Instagram Post	Twitter posts	Linkedin Post	Total Engagement	Total Reach
Survey #1	5	2	5	1	870	57393
Survey #2	3	2	3	2	130	10569
Workshops (x5)	7	4	5	2	351	25707
Events						
Multicultural Expo	0	0	0	0	0	0
Hunter Homeless Connect Day	1	0	1	1	6	901
Tarro Playground Opening	1	1	1	1	25	1284
NAIDOC Family Fun Day						
Wallsend Winter Fair	2	0	2	2	18	5288
Marriage Equality YesFest	3	2	3	1	205	2692
Ideas Wall	7	3	3	3	277	31885
Budget Simulator	2	2	2	2	81	15431
Competition	1	1	1		10	770
Findings	1	1	1		42	3515
Total	33	18	27	15	2015	155435

Appendix 17 - Survey #2 tables of why people disagree with strategies

Proposed Transport strategies	Transport								
CSP 2017 Survey #2	S1	S2	S3	S4	S5	S6	S7	Other	
	Count	TOTALs							
No. responses	13	8	9	15	11	45	13	70	169
Total no. Issues mentioned	17	10	18	21	28	67	13	74	248
Reasons /Issue for disagreement	S1	S2	S3	S4	S5	S6	S7	Other	
Providing alternative strategy		11.1%		4.8%	5.3%	9.4%	8.3%	2.7%	
Disagree with Premise of strategy	57.1%	44.4%	38.5%	33.3%	21.1%	47.2%	41.7%		
Disagree with the detail of the strategy	14.3%		15.4%	14.3%	10.5%	15.1%	16.7%	1.4%	
Don't think Council can achieve it	7.1%	22.2%	7.7%	4.8%	15.8%	1.9%	16.7%		
Waste of money		11.1%		4.8%					
Don't think it's Council's job							8.3%		
All other issues mentioned	21.4%	11.1%	38.5%	38.1%	47.4%	26.4%	8.3%	95.9%	

Proposed Environment Strategies	Environment								
	S1	S2	S3	S4	S5	S6	S7	Other	
CSP 2017 Survey #2	Count	TOTALs							
No. responses	5	4	10	5	3	8	17	14	66
Total no. Issues	7	3	9	6	7	15	22	27	96
Reasons -Issues for disagreement	S1	S2	S3	S4	S5	S6	S7	Other	
Providing alternative strategy			11.1%	20.0%	20.0%		11.8%	4.0%	
Disagree with Premise of strategy	16.7%	33.3%	22.2%	40.0%		20.0%	11.8%	4.0%	
Disagree with the detail of the strategy	66.7%		11.1%	20.0%		10.0%	11.8%		
Don't think Council can achieve it		33.3%	11.1%		40.0%	10.0%	11.8%		
Waste of money							5.9%		
Don't think it's Council's job		33.3%	44.4%			10.0%	29.4%	8.0%	
All other issues mentioned	16.7%	0.0%	0.0%	20.0%	40.0%	50.0%	17.6%	84.0%	

Proposed Places strategies	Places								
Places	S1	S2	S3	S4	S5	S6	S7	Other	
CSP 2017 Survey #2	Count	TOTAL							
No. responses	5	16	8	10	21	6	16	56	138
Total no. Issues	11	27	12	15	19	10	16	97	207
Reasons/Issues for disagreement									
Providing alternative strategy	14.3%	9.5%		6.7%	23.5%		6.3%		
Disagree with Premise of strategy		42.9%	10.0%	6.7%	47.1%		43.8%		
Disagree with the detail of the strategy		14.3%	50.0%	13.3%	23.5%	25.0%	43.8%		
Don't think Council can achieve it	28.6%	4.8%	10.0%	20.0%		25.0%			
Waste of money									
Don't think it's Council's job			10.0%	13.3%	5.9%	25.0%	6.3%	6.1%	
All other issues mentioned	57.1%	28.6%	20.0%	40.0%	0.0%	25.0%	0.0%	93.9%	

Proposed inclusion strategies	Inclusive							
	S1	S2	S3	S4	S5	S6	Other	
CSP 2017 Survey #2	Count	TOTAL						
No. responses	19	10	4	5	22	13	39	112
Total no. Issues	20	14	8	10	23	18	55	148
Reasons/Issues for disagreement								
Providing alternative strategy	5.3%	10.0%		28.6%	5.0%	14.3%		
Disagree with Premise of strategy	52.6%				15.0%	21.4%	6.5%	
Disagree with the detail of the strategy	15.8%	20.0%			10.0%		9.7%	
Don't think Council can achieve it	10.5%	20.0%	40.0%	28.6%	5.0%	14.3%		
Waste of money								
Don't think it's Council's job	10.5%	10.0%			50.0%	21.4%	12.9%	
All other issues mentioned	5.3%	40.0%	60.0%	42.9%	15.0%	28.6%	71.0%	

Proposed Built Environment Strategies	Built								
Built	S1	S2	S3	S4	S5	S6	S7	Other	
CSP 2017 Survey #2	Count	TOTAL							
No. responses	16	27	23	37	5	23	6	81	218
Total no. Issues	16	34	33	51	10	28	4	109	285
Reasons /issues for disagreement									
Providing alternative strategy									
Disagree with Premise of strategy	42.9%	14.8%	10.7%	21.4%		25.0%			
Disagree with the detail of the strategy	28.6%	25.9%	42.9%	52.4%	57.1%	33.3%		1.9%	
Don't think Council can achieve it	14.3%	3.7%	21.4%			4.2%	25.0%		
Waste of money									
Don't think it's Council's job						12.5%	50.0%	0.9%	
All other issues mentioned	14.3%	25.9%	17.9%	21.4%	42.9%	16.7%	0.0%	95.4%	

Proposed Economy Strategies	Economy									
	S1	S2	S3	S4	S5	S6	S7	S8	Other	
CSP 2017 Survey #2	Count		TOTAL							
No. responses	8	9	8	7	44	38	18	31	163	326
Total no. Issues	7	11	8	8	81	55	21	38	229	458
Reasons/Issues for disagreement										
Providing alternative strategy	28.6%	27.3%	12.5%	25.0%	11.1%	7.4%	9.5%	7.9%		
Disagree with Premise of strategy				12.5%	2.5%	14.8%	9.5%	18.4%		
Disagree with the detail of the strategy	14.3%	36.4%	25.0%		29.6%	25.9%	28.6%	31.6%		
Don't think Council can achieve it				25.0%	6.2%	7.4%	4.8%	5.3%		
Waste of money										
Don't think it's Council's job		9.1%	50.0%	25.0%	1.2%					
All other issues mentioned	57.1%	27.3%	12.5%	12.5%	49.4%	44.4%	47.6%	36.8%	100.0%	

Proposed Leadership Strategies	Leadership										
	S1	S2	S3	S4	S5	S6	S7	S8	S9	Other	
CSP 2017 Survey #2	Count	TOTAL									
No. responses	12	5	10	9	6	4	7	5	58	24	140
Total no. Issues	12	4	9	7	12	3	6	5	58	27	143
Reasons/Issues for disagreement											
Providing alternative strategy	8.3%		22.2%	14.3%		33.3%	16.7%		16.7%		
Disagree with Premise of strategy	25.0%			14.3%							
Disagree with the detail of the strategy	8.3%		33.3%	14.3%			33.3%	40.0%		3.7%	
Don't think Council can achieve it	16.7%	66.7%	33.3%	14.3%	50.0%	66.7%	50.0%		66.7%	3.7%	
Waste of money											
Don't think it's Council's job	8.3%	33.3%		14.3%							
All other issues mentioned	33.3%	0.0%	11.1%	28.6%	50.0%	0.0%	0.0%	60.0%	16.7%	92.6%	

Appendix 18 - Workshop facilitation plan

TIME	Action	Focus Question and method
15 min before	Registration	Sign in sheet
5 min	Welcome and house keeping	Acknowledgement of country Purpose and Agenda Introduce Councillor Rules of engagement
10 min	Project overview and scope	Presentation
30 min	Sticky note brainstorm and grouping	<i>What would you like to see change in the next 10 years to <u>make it great to live and work here?</u> -3 ideas each</i>
30 min	Sticky note brainstorm and grouping	<i>What changes are likely to affect Newcastle in the next 10 years that might <u>make it hard to live or work here?</u> 3 ideas each</i>
10 min (optional)	Report back - Facilitator	Top three groups and two surprising ideas
10 min	Service Priorities	<i>What should we put <u>more</u> effort or money towards so that our communities are thriving in 10 years time?</i>
10 min	Competition card	Complete the sentence <i>In the year 2030 I want Newcastle to ...</i>
5 min	What happens next	What happens with your input & other ways to be involved
	Questions	Any questions?
	Thank you	Feedback forms

Appendix 19 - Service priorities dot poster

Service Priorities dot poster													
Q: What would you like to see Council spend more effort or money on? - 5 dots per person													
Service	Merewether	Jesmond	Wallsend	Newcastle 28 June	Newcastle 5 July	NAIDOC family day	Civic Digest	Hunter Homeless Connect	Wallsend Library	Wallsend Fair	Tarro /Beresfield	TOTALS	
Art Gallery	11	4	2	12	9	32	59	29	11	48	20	237	
Cultural Services	7	9	3	5	8	74	23	29	8	57	12	235	
Library Services	4	10	4	0	5	23	18	28	13	60	30	195	
Roads & Parking	6	12	8	13	6	34	55	58	20	219	57	488	
Cycle, shared pathways & footpaths	11	3	7	19	16	42	26	44	13	113	41	335	
Blackbutt Reserve	0	3	0	1	3	45	11	31	18	85	43	240	
Parks & Playgrounds	NA	NA	NA	NA	6	47	18	49	24	121	55	320	518
Community Buildings	NA	NA	NA	NA	4	18	2	48	6	60	25	163	
Parks, Community Halls & Playgrounds	4	16	5	10	NA	NA	NA	NA	NA	0	NA	35	

Service Priorities dot poster

Q: What would you like to see Council spend more effort or money on? - 5 dots per person

Sporting Facilities	1	5	3	2	1	36	4	17	14	63	34	180	
Inland Swimming Pools	2	4	5	0	2	28	8	20	9	52	41	171	
Ocean Baths & Beaches	7	3	1	7	9	51	15	32	19	106	22	272	
Waste Collection Services	3	1	2	1	1	14	2	20	12	63	16	135	
Waste Diversion	7	6	3	6	6	22	9	21	14	51	13	158	
Street and Park Trees	3	7	1	14	7	26	12	30	8	57	20	185	
Environment	5	10	5	12	6	50	10	40	28	106	28	300	
Economic Development & Revitalisation	10	3	3	10	10	15	4	25	7	82	13	182	
Community Engagement	5	9	5	9	5	24	2	37	5	27	13	141	
Customer Service	0	3	1	0	1	12	2	17	3	37	4	80	
Total Dots	86	108	58	121	105	593	280	575	232	1407	487	4052	
Estimate People	17.2	21.6	11.6	24.2	21	118.6	56	115	46.4	281.4	97.4	810.4	