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Snapshot of Sydney in 2008

- ⇒ The City of Sydney provides the image of Australia to the world. It is home to 165,000 residents and provides 380,000 jobs, and on an average day, including visitors and students, it is estimated that there are approximately one million people in the City. The City of Sydney is a focal point for activities and services at the local, national and global level.
- ⇒ In the last two years employment in the City of Sydney has grown by 15,000 jobs, almost a quarter of the total for metropolitan Sydney, although migration into metropolitan Sydney has recently been in decline.
- ⇒ During 2007-08 the estimated value of economic activity in the City Centre was \$78 billion, representing 8.1 per cent of Australia's GDP. In 2008, Sydney has been ranked 9th as a global finance centre, 10th in the MasterCard Index of Commerce Cities and 9th in the Mercer Quality of Living Index.
- ⇒ Sydney is head office to almost half the top 500 companies of Australia and New Zealand, and 60 out of the top 100 largest corporations in Australia and New Zealand are located here. Two thirds of the Asia-Pacific regional headquarters of global corporations are located here.
- ⇒ The Banking and Finance sector is a key driver of the Sydney economy. Almost 80 per cent of international and domestic banks with an Australian head office are based in Sydney and importantly 65 per cent of all banking and finance industry business and 70 per cent of the nation's financial services are in Sydney.
- ⇒ In terms of its global economy, Sydney is 26th in world city terms and the Sydney CBD is in the top 15 in global CBD size.
- ⇒ More than 15 per cent of Australia's exporting Advanced Business Services, including banking, investment and IT, are located in Sydney.

A vision based on broad input

The engagement and consultation program for Sustainable Sydney 2030 Vision was the most extensive in the City of Sydney's history.

The consultation began in June 2007 and continued throughout 2008.

The City talked to a full spectrum of interested groups and individuals, including school children, young people, business leaders, artists, educators, community activists, residents, shop keepers, small businesses, councillors, church and sporting groups.

Some 12,000 people were directly consulted at more than 30 community forums. A further 4,000 people were directly consulted through City Talks and 2,000 gave comments on the 2030 Future Phone at public events, schools and educational institutions.

Comprehensive media coverage of Sustainable Sydney 2030 in 2007 and 2008 has touched hundreds of thousands of people.

The Vision's public exhibition, held over six weeks at Customs House, attracted well over 50 per cent of the 157,000 visitors to the venue over that period.

During the consultation period 2030 branding was extensive in the City through bus shelter advertising and banners together with magazine and internet advertising. Information on the 2030 Vision project placed in 19 Council venues across the Local Government Area is estimated to have reached many of the 245,000 visitors to the venues.

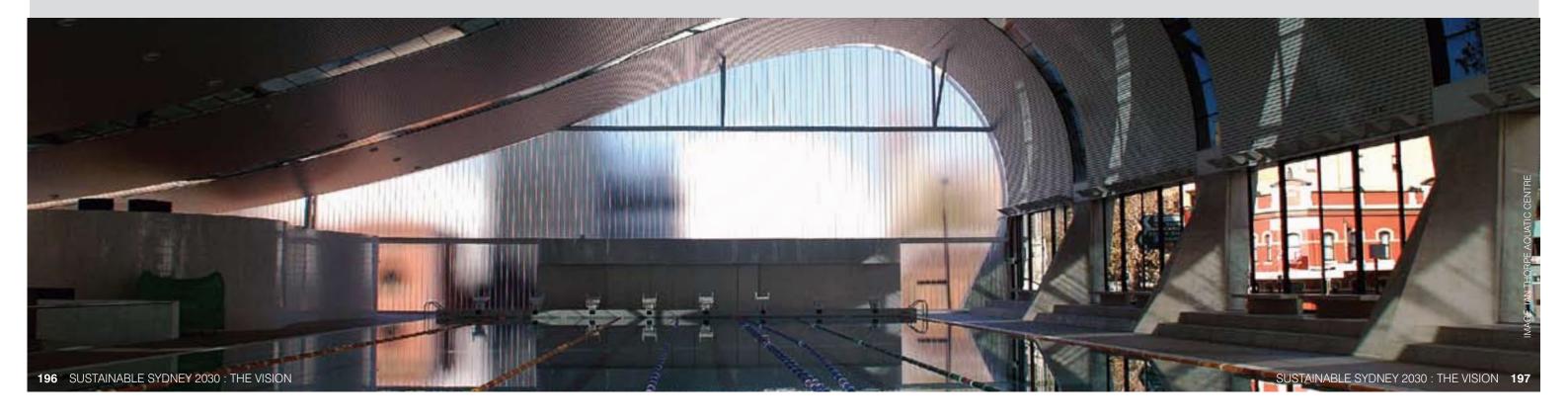
During the exhibition period 547 people were briefed on details of the Vision at 11 sessions conducted by the City Engagement team.

A City Talk to launch the Vision held in April 2008 was attended by 1,200 people, while information sheets were distributed to more than 2,000 people attending Sydney's Primo Italiano festival.

The the Lord Mayor, the City's Chief Executive and members of the City Strategy team provided a series of briefings for Local, State and Federal Government leaders and business executives.

The Vision exhibition attracted substantial interest. As at June 2008, the 2030 website had received a total of 18,854 individual visitors.

Ongoing engagement will be maintained as a foundation principal to delivering the Vision over the next 20 years and beyond.



Submissions

Some 89 individuals and organisations made formal submissions responding to the 10 Strategic Directions of the Vision, in addition to 157 email comments and 93 written comments.

Analysis of the public submissions revealed broad support for integrated transport, greater environmental leadership, more opportunities for walking and cycling and a more lively City Centre.

In calling for a sustainable City, a majority of people called for social sustainability, a City that is fairer, family-friendly, inviting and accessible to everyone.

The values of all sections of the community gathered during the consultation process underpin the final 2030 Vision.

Futures Forum JUNE 2007

More than 500 people from all walks of life and across a spectrum of age groups attended the Forums to discuss the seven focus areas for the Vision

The focus question for the forums was "What kind of City do you want Sydney to be in 2030?"

Business and Community Forums Report Executive Summary—July 2007 Appendix

Signposts to the Future Community Workshop SEPTEMBER 2007

At a major community workshop in September, participants from the community were asked to workshop ideas and projects that could deliver on the Sustainable Sydney 2030 Vision principles.

They were also asked to make a choice of how they would allocate funds to projects, indicating their priorities. The conversation was led by five leaders from the Sydney community, who each explored themes of importance to making Sydney a more liveable and sustainable City by 2030.

Signposts to the Future Community Forum Workshop Report Summary October 2007 Appendix

Signposts to the Future Business and Cultural Representative Workshop

Attendees proposed actions and discussed the ideas emerging from the consultation work so far, and provided feedback on hopes and aspirations for Sydney. Sectors represented included property, business and finance, the cultural industries including film, visual and performing arts, professional services, peak industry groups, Local Government, Municipal Mayors from adjoining councils and State Government representatives.

Speakers at the Forum included, Peter Thompson ABC; Stephen Loosely, Committee for Sydney; Roy Green, MGSM; Maria Atkinson, Bovis Lend Lease; Amrita Cheema, SBS; Greg Smith, Animal Logic; Peter Holmes à Court, Rabbitohs; Nicholas Wolff, Fraser's Property Group, Brendan Crotty and Ken Morrison, Property Council of NSW.

Signposts to the future Forum Executive Report Sustainable Sydney 2030 Business and Cultural Representatives Forum Report October 2007

Aboriginal and Torres Strait Islander Forum and Consultation

An intensive community consultation process with the Aboriginal and Torres Strait Islander community was conducted between 15 August and 5 October 2007. Over 200 people were interviewed or surveyed by peer consultants; 12 leaders attended the Lord Mayor's Roundtable Luncheon and a further 60 attended consultations at Glebe, Woolloomooloo and Redfern with a total attendance of over 60 people.

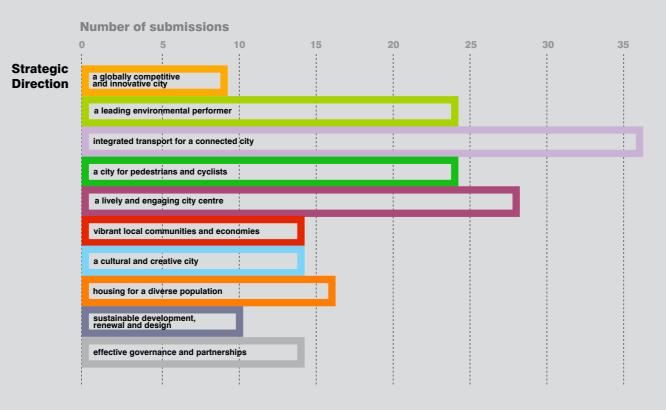
Aboriginal and Torres Strait Islander Community Workshop report Summary October 2007

Roundtables

The Lord Mayor hosted 10 roundtables with representatives and leaders from the community, business, social, education, built environment and civic and cultural life.

The conversations were wide ranging with participants offering commitment to the process of developing a vision and to its future implementation.

Analysis of the public submissions shows broad support for integrated transport, greater environmental leadership, more opportunities for walking and cycling and a more lively City Centre.



STATISTICS

- **⇒** The most extensive consultation in the City of Sydney's history
- ⇒ More than 12,000 people consulted
- **⇒** Nine roundtable discussions
- **⇒** Two major community workshops
- Live Green panel discussions
- ⇒ Two "Signposts to the Future" forums
- A six-week formal public exhibition period
- ⇒ 18,854 website hits up to June 2008
- ⇒ 157,000 visitors to Customs House during the 2030 exhibition period
- ⇒ 3.552 website downloads
- ⇒ Six forums with Indigenous community
- **⇒** Eight primary school workshops

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City Talks

Between mid 2007 and 2008 the City's program of City Talks had a focus on exploring the issue of Sustainable Sydney 2030.

In 2007, playwright Neil Armfield; Director of the Sydney Festival, Fergus Lineham; and Director of the Museum of Contemporary Art, Liz Ann Macgregor, lead the series with a focus on Sydney's cultural life.

International architect and urban design guru Professor Jan Gehl—whose Public Space and Public Life study recommendations are central to the thinking of the 2030 Vision—presented his recommendations.

In 2008 the draft 2030 Vision was presented by authors Patrick Fensham from SGS Economics and Planning; Rod Simpson from Simpson+Wilson Architects; and environmentalist Bruce Taper from Kinesis.

Live Green

ALIGUST 2007

Live Green is a vibrant, new event for the City that demonstrated how the community as a whole can learn to live green. The event included talks about Sustainable Sydney 2030, Visions of Sydney history display and the future phone.

'Sustainable Sydney 2030: A plan to take us there' was a workshop hosted by Peter Thompson with community members interested in Sydney's future growth and change and how it can respond to environmental challenges.

Visions of Sydney Exhibition

The Vision of Sydney exhibition was created for Live Green but was exhibited in City venues throughout 2007 and 2008. The multimedia exhibition was developed by the City Strategy and Engagement team with the City Historian. It used archival materials to place Sustainable Sydney 2030 as a visioning process towards a long-term plan for the future.

The project aimed to encourage residents, workers and visitors to reflect on past visions and imagine the Sydney they want for the future. Sydney's growth and development patterns were tracked from 1788 to 2000, identifying the significant events that shaped the City as it is today.

Art & About

2007

The City's Art & About program included a project run by The Red Room Company's poet's workshop. Children from City primary schools gave their view of the future in verse and artwork. Called "Child's Eye 2030," the poems and paintings were projected on the wall of the AMP Building at Circular Quay, giving a colourful, imaginative view of the future.

Child's Eye 2030 Art and About 2030 October 2007

A Poem from Art & About

BRAVO CHILD & Year 3 & 4 Newtown Public School

Untitled

Warn the people that they have to be rich.

Use organic petrol.
Be ready to be micro-chipped.
We are all running, if time stops we stop.
Tall or small, down we fall.
Buildings will be invisible,
Transport will be in the sky,
Everyone will do Science.
If you die, I die.

...I hope they have cakes that are good for you.

The Future Phone

A fun way for young people to leave a message about the Sustainable Sydney 2030 Vision, the Future Phone was located across a range of City venues. The future phone included a comfy armchair in a private booth with hand set, allowing people to leave a recorded message describing the kind of City they want Sydney to be in 2030.

Locations included high schools, universities and prominent business district areas. Students, workers, residents and visitors to Sydney took a couple of minutes to say what they wanted for Sydney's future.

Highlights from the Future Phone April 2008

City of Sydney Foyer
DECEMBER 2007

"I think what is critically important is the public domain reinvigorating the streets, the squares, making the parks dynamic parts of the City as well as fantastic green spaces as part of the City. Public transport has to be an absolute priority and the City should get the State Government to be creative about lots of public transport... we are decades behind. That is the most important thing."

Customs House

"I would like Sydney to be a place where people could come into City squares with their families, where they could enjoy family time together in an environment where they can enjoy also the beauty of our City including its harbour. I would like to see walking tracks, I would like to see cycle ways as well. I am obviously aware that business needs to continue and I would hope that the walkways and cycleways could be joined effectively with business. I would like a clean and green City that caters for people in all areas of their life."

Glebe Street Fair

"We would like to see rent a bicycle where you can pick-up bicycles for a limited amount of time and use them on the constructed bicycle ways in the City and the Inner West."

Customs House

"What I would like to see is our City to be more people-friendly. Get rid of the cars as much as we can to provide walking spaces, make certain that we do not lose any of our parks and make it a place for people and children particularly so it is friendly and we make the most of our wonderful City."

Newtown Festival

"I think King Street Newtown should be turned into a carfree space with a tram and buses only, with cars diverted around the space itself. I think it would be so much nicer it is such a cultural hub as it is. But it would be so beautiful to have seating out in the street and to have more public space to have a little bit of an area where people can wonder around and more greenery because it is a really beautiful area. More dog parks and more community art and art devoted to local members of the community, remembering the quintessential characters of the community that people wouldn't necessarily remember."

Live Green AUGUST 2007

"A City of the future will be a City of green links. One where the City can use design to activate spaces, will have liveable streets and an emerald necklace that runs from Moore Park around to Victoria Park via Green Square. East-West links."

Customs House

"I think the City should have much more affordable housing so that people can have the opportunity to live in the City. I also think the buses and public transport should be a lot cheaper, much more efficient. I think that the spaces there should be a lot more open spaces, grassy play areas for children particularly in various suburbs in the City, for example Paddington, Glebe Newtown. Much more safe open public places for children and families to play."

City Talk SEPTEMBER 2007

"I would like to see more open spaces and better preservation of Sydney's architectural heritage because it is one thing to have a good City to walk through or a good City to visit but if we do not preserve the buildings that made the City through its different time periods then we are losing part of the City and we are missing I think some of what the vision for Sydney 2030 is all about."

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Highlights from the Future Phone April 2008 (continued)

Danks Street Festival OCTOBER 2007

"I live in the Alexandria area and I think that the Green Square Centre is going to be a great asset for our area and I also think that perhaps we need a few more parks and cafes with the new apartments precinct that are coming up that are actually opened on Sundays as a lot of the cafes aren't open and it would be great that you could have somewhere to go with families or with friends on a Sunday so parks and cafes are what I am up for."

City of Sydney Foyer DECEMBER 2007

"My idea for the future of Sydney is that we should start exploring the underground city centre. In particular, getting in some bars, working overnight. I think we should improve our train lines, particularly Central and Town Hall. I think we should kind of go towards the direction that Melbourne is heading in the café culture—a lot of the small alleyways and lanes that can be used for different purposes and styles."

Live Green 25 AUGUST 2007

"I believe in 2030 we should have an integrated transport system. That we need to give pedestrianise more of the City and improve the light rail and increase cycling access to the City in a safe and durable way."

City of Sydney Foyer DECEMBER 2007

"I think we need to have community gardens where people can grow their own food. It is going to be a huge problem to get more locally grown food. You have to really encourage that because once the price of oil goes through the roof the price of food will go up with it. That is my idea."

Erskineville Youth Centre

"I think that we should have a couple of more facilities for young people in the area, not just Erskineville, but Redfern, Waterloo, Newtown and all the inner City areas, and I think we need a pool and some more creative ideas, more cultural background, you know Indigenous days, stuff like that."

Martin Place

OCTOBER 2007

"I want less coal and more energy efficient things in the City."

rely on public transport. Thank you."

Customs House

"I would like more parks and more bike ways so I could bike around the City and not

Surry Hills Festival

"I would like more cool little bars and pubs and more places to ride your bike, more money for public schools."

St Vincent's College

2007

"In the future I hope that Sydney is more ecologically sustainable, upholds the values of multiculturalism but keeps our Australian identity."

Newtown Festival

December 2007

"Don't underestimate the importance of live music particularly when it is free, because independent musicians will do anything to get their music out there. Encourage art in any form whether it is street art, fashionable art, anything."

St Scholasticas

NOVEMBER 2007

"I want Sydney in 2030 to be a place where everyone is treated equally and a place where we can all feel safe in our homes and a place where I can feel safe and respect everyone."

Newtown Festival

December 2007

"I would like to see Sydney being run by green energy. Renewable energy sources are very important because eventually coal is going to run out and obviously polluting forms of energy and that is not a very sustainable way to run the City."

St Scholasticas

NOVEMBER 2007

"For the year 2030 we think there should be better public transport and more of it so it is more reliable, so less carbon dioxide is released into the atmosphere and less cars and traffic and will help global warming and be safer for pedestrians. We also want to protect parks and stuff that are sometimes being sold-off to developers because they are important public space."

Sydney University

OCTOBER 2007

"The economy has got to be one of Australia's biggest challenges in the coming decades. With China on the boom with their population and industrialisation. I believe that the key to achieving a better economy for Australia is to expand ties within the Asia-Pacific region."

2030 Exhibition period information briefings

- Cultural, Design, Economy, Environment, Transport, Education and Social sectors
- · Chinese community,
- Community stakeholders
- City Indigenous community
- · People with Disabilities
- Gay and Lesbian and Transgender community
- Young professional and young people
- Committee for Sydney
- Sydney Chamber of Commerce
- NSW Local Government Conference
- · Property Council of Australia
- Urban Task Force
- · Australia Council for the Arts
- Events NSW
- The Royal Australian Institute of Architects
- Planning Institute of Australia
- Australian Institute of Landscape Architects
- Urban Development Institute of Australia

Government briefings

Between March and May 2008, the City of Sydney briefed State and Federal stakeholders on the 2030 Vision

Minister Anthony Albanese, Federal Minister for Infrastructure Minister Tanya Plibersek, Federal Minister for

Housing, Minister for Status of Women

Malcolm Turnbull, Shadow Federal Treasurer Morris Iemma, Premier of NSW

Minister Frank Sartor, Minister for Planning NSW

Minister John Watkins, Minister for Transport NSW

Minister Ian McDonald, Minister for Primary Industries, Minister for Energy, Minister for Mineral Resources

and Minister for State Development NSW

Minister Matt Brown, Minister for Housing and Tourism NSW

Minister Paul Lynch, Minister of Local Government NSW

Minister Verity Firth, Minister for Environment and Housing NSW

Council of Capital City Lord Mayors Inner City Mayors

Mr Barry O'Farrell, Leader of the Opposition NSW

Ms Gladys Berejiklian, Shadow Minister for Transport and Citizenship

Mr Barry Buffier, Director-General of Tourism NSW

Mr Mike Allen, Director-General of Housing NSW

Mr David Richmond, Coordinator-General NSW

Mr Warwick Neilly, NSW Premiers Office

Ms Kathy Roil, Department of Housing NSW Mr Sam Haddad, Department of Planning NSW

Mr Rob Lang, Sydney Harbour Foreshore Authority

Central Sydney Planning Committee

Councillors—City of Sydney

Former Prime Minister, Paul Keating

Guiding Principles for Sustainable Sydney 2030 Vision were developed through consultation.

GLOBALLY COMPETITIVE

The City will contribute to maintaining Sydney's position as the premium destination in Australia for global and national investment, high quality connectivity and high quality employment. The City Centre and its Villages will be destinations of choice for international and national visitors, major events and conferences.

LIVEABLE

The City of Sydney will balance increased numbers of residents and employees with improved access to high quality amenities, an attractive and safe public domain, design excellence in the built environment, an active street life and cultural vitality. These aspects will be foundations for both its urban villages and a strong economy.

CULTURALLY RICH

The City will continue to be a leading cultural centre and an international cultural leader, fostering the development of and participation in cultural activities, events and performances, by and for its diverse resident, worker and visitor communities.

INNOVATIVE, EDUCATED AND SKILLED

The City will be a world leader for knowledge and information sharing, creativity and skills development by fostering a culture of enterprise, lifelong learning and achievement.

ENVIRONMENTAL LEADER

The City will minimise its energy and water use, its waste generation and its air quality impact through the City of Sydney's own activities and by working with other stakeholders. The City of Sydney will plan for the future impacts of climate change.

SENSE OF PLACE

The City will respect and respond to its beautiful setting and inherited landscape between Sydney Harbour and Botany Bay, and value its rich cultural and urban history and heritage. Outdoor activities and lifestyles will be encouraged to take advantage of Sydney's mild and attractive climate.

DIVERSE AND INCLUSIVE

The City of Sydney will respect and value its Indigenous and multicultural heritage. The City will encourage a range of different living styles, ages and household types and promote respect between its communities.

EQUITABLE

The City of Sydney will act to improve social and income equalities and access to affordable services and facilities at the local community level. This will build high levels of trust, improved health, greater enterprise, creativity and resourcefulness, building a sense of belonging and connection among the City's residents, workforce and visitors.

CONNECTED AND ACCESSIBLE

The City will enjoy a comprehensive walking and cycling network that provides access to and between the City Centre, the Villages and surrounding areas. This should be supported by a high capacity, quality integrated public transport system that connects the City Centre to the Villages and to other parts of the Sydney Region.

LEADING CAPITAL CITY GOVERNANCE

The City of Sydney will be a leader in policy development and debates, advocacy, environmental management, public sector administration and as an employer. The City of Sydney will actively seek partnerships with other councils, other levels of government, and community and business stakeholders for Sydney and national policy aims. The City of Sydney will maintain the highest standards of due process, due diligence, efficiency and transparency in its decision making to ensure long-term financial sustainability.



Identified Ke Stakeholders	Futures Forum - workshop "What kind of City	want Sydney to be in 2030?" sts to the Future Forum – work s & confirmation of ideas & aspi	Lord Mayors Business Forum x 4	Targeted high-level facilitated roundtable discussion per focus area	Sustainable Sydney 2030 briefings (public exhibition period)	bition Opening & Media Launch	City Talks public presentations with audience Q&A x b Sustainable Sydney 2030 briefing partnership Committee for Sydney	Public Exhibition, Customs House with feedback station	Media opportunities – opinion pieces, radio, television interviews	Sustainable Sydney 2030 Draft Vision document	Sustainable Sydney 2030 Draft Vision document (Chinese translation)	Sustainable Sydney 2030 website	Sustainable Sydney 2030 briefing partnership Sydney Chamber of Commerce Small Business Awards 2007	City of Sydney Community Forums – village focus x 24	Media – print, radio and television	Media - Koori Mail and Koori Radio	Sustainable Sydney 2030 Feedback Stations – all LGA libraries, Neighbourhood Service Community Centres & Visions of Sydney multi-media display	Sydney City News - City of Sydney Newsletter	Targeted presentation from the Lord Mayor and CEO	ates - Inner City Lord Mayor's	City of Sydney Councillor briefings x 6	Council and Committee meetings	Festivals and Events CSPC briefings × 2	Sustainable Sydney 2030 magazine	2030 Postcard - 'Post Your Message Back to the Future'	Pod and/or vodcasts of all City Talks available on Sustainable Sydney 2030 website for viewing or download	Access forums x 6 - Targeted presentations & feedback, formatted colleteral for the visually & hearing impaired including large print, audio & Braille & CD's	GLBT Forums (gay, leablan, bisaxual and transgender)	oat - Gay & Lesbian Maı	Targeted participation in Chinese New Year Parade 2008	Targetted meetings with 2020 team teaders Joint media opportunity with City of Sydney – opinion pieces, radio and television interviews	Child's Eye 2030: Children's Visions of the Future	Sustainable Sydney 2030 Future Phone	2030 Postcard - 'Post Your Message Back to the Future' (Chinese translation)	Chinese Community Sustainable Sydney 2030 Media Launch	s from University of Technology ear design studio developing ide	inable sydney	Aboriginal & Torres Strait Islander Workshops & Gatherings - Redfern, Glebe & Woolloomooloo	Aboriginal & Torres Strait Islander Peer Consultation & Surveys	Two research surveys or Sydney region residents, conmitters & visitors City of Sydney senior staff Sustainable Sydney 2030 workshops x 2	le moderators & scribes for Sustainable Sydney 2030 munity workshop & feedback sessions	Engagement through City of Sydney intranet – information & opportunity to "Have Your Say" throughout consultation/bublic exhibition period.	Round the Square internal staff newsletter encompassing competitions, upcoming 2030 events, opportunity to comment & links to Sustainable Surleav 2030 webster.	A staff briefings by international Sustainability experts Professor Jan Gehl, Jens Robech & Manfred Knehler	Gehl, Jens Robech & Manifed Koenler Green Infrastructure Master Plan workshop with Allan Jones MBE,	CEC). London Climate Change Agency Guided tours of Sustainable Sydney 2030 Public Exhibition, Customs House
City of Sydney Councillors	•	•	•	•	•	•	• •	•	•	•		•	•	•	•		•	•			•	•	•	•	•	•																				
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Sustainable Sydney 2030 Methodologies May 2007 - June 2008

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