Our home
Our City Our future

COMMUNITY
CONSULTATION
REPORT 2012
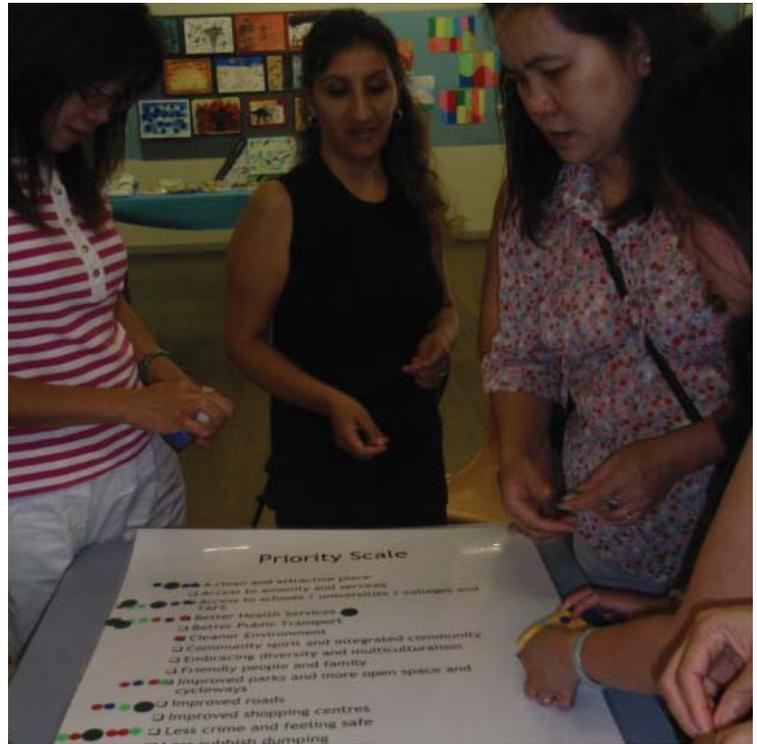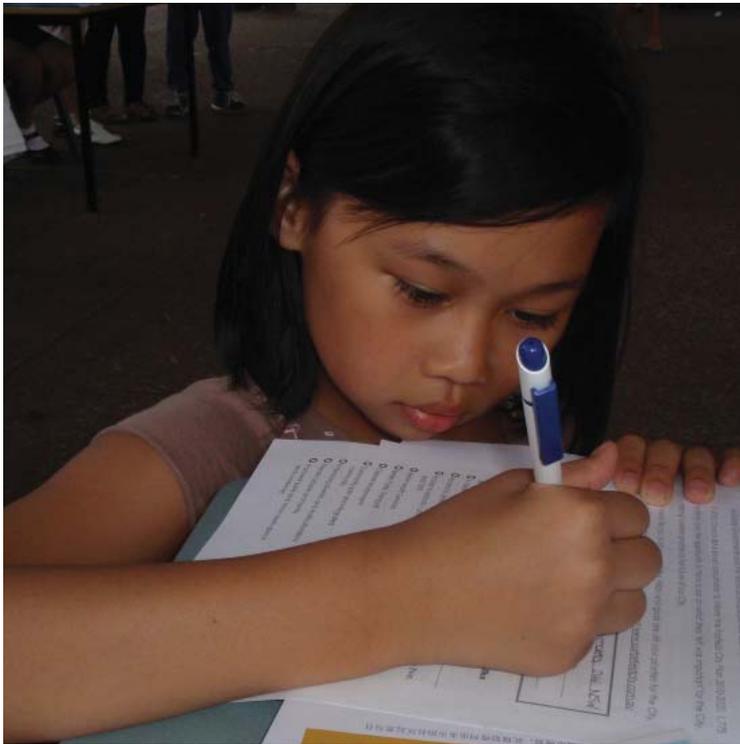
INFORMING THE FAIRFIELD CITY PLAN
2012 – 2022

COMMUNITY**STRATEGIC**PLAN

FairfieldCity
Celebrating diversity

AT A GLANCE

The Local Government Integrated Planning and Reporting (IPR) Framework aims to ensure a more sustainable Local Government sector. All NSW Councils are now required to develop a Community Strategic Plan (10 years) along with a Delivery Program (4 years) and Operational Plan (1 year). These documents are informed by a Resourcing Strategy (10 years) that is made up of a Long Term Financial Plan, Asset Management Strategy and Workforce Management Plan.

In order to achieve the integration envisaged by the IPR framework, there is an alignment between the Fairfield City Plan, Resourcing Strategy, Delivery Program and the Operational Plan. This alignment is formed through the five themes identified by the community in the Fairfield City Plan:

- Theme 1: Community Wellbeing

- Theme 2: Places and Infrastructure

- Theme 3: Environmental Sustainability

- Theme 4: Local Economy and Employment

- Theme 5: Good Governance and Leadership

Council is required to prepare and implement a Community Engagement Strategy to assist in the review and development of the Fairfield City Plan - Community Strategic Plan. The Community Engagement Strategy outlines the principles, guidelines and actions Council will undertake in order to ensure that the community's long term aspirations and priorities for the City are defined in the Fairfield City Plan.

Fairfield City Council is currently developing the Fairfield City Plan for 2012-2022. The Plan lists the community's Vision and goals for the City, including those issues that are the job of the Federal and State Governments and the not for profit and private sectors.

The 2012 Community Engagement Strategy reviewed and validated the identified Vision, Themes and Goals ensuring community concerns and aspirations for the future of Fairfield City are re-affirmed and contained in the Fairfield City Plan 2012-2022.

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1. INTRODUCTION

1.1 BACKGROUND

The Integrated Planning and Reporting (IPR) Framework (Local Government Amendment: Planning and Reporting Act 2009) aims to improve Council's long term community, financial and asset planning. This approach acknowledges Local Government's unique position as the only agency with an interest in all aspects of Fairfield City. It formalises the role of Council as the key advocate for the community in relation to all issues.

The IPR Framework requires Council to develop a:

- Fairfield City Plan - Community Strategic Plan: 10 year plan identifying the community's main priorities andaspirations

- Delivery Program: 4 year program identifying Council's commitment during its term of office

- Operational Plan: 1 year plan outlining Council's activities and budget

- Annual Report: Produced annually reporting on Council's progress on achieving the desired community outcomes
This report also includes the State of the Environment Report

- Community Strategic Plan: The Legislation requires Council to take leadership for the development of a Community Strategic Plan (Fairfield City Plan) which covers all aspects of the Local Government Area (LGA), including those issues that are the responsibility of the Federal and State Governments, the not-for-profit and private sectors.

Fairfield City Council adopted the 2012 Community Engagement Strategy which embraced a range of engagement methods to ensure that residents and key stakeholders are heard and involved in the ongoing delivery and monitoring of the Fairfield City Plan.

The Objectives of the Community Engagement Strategy are:

- Involve the Fairfield Community, including 'hard to reach' groups in the development of the Fairfield City Plan 2012-2022

- Review/update/validate the finding of the 2010 Community Consultations

- Ensure community engagement methods support the social justice principles and that they meet the needs of the Fairfield community

- Ensure that community concerns and aspirations for the future of Fairfield City are contained in the Fairfield City Plan and guide future decisions about Fairfield City

- Monitor and evaluate the effectiveness of the Community Engagement Strategy.

1.2 PURPOSE OF REPORT

In 2010, Council undertook a comprehensive consultation to inform the Fairfield City Plan 2010-2020. This involved surveys (both residents and businesses), a series of focus groups with residents, government departments, community organisations, schools and youth representatives, a web feedback form and youth event. 1775 residents took the opportunity to have a say on what they felt was important to the community and where they believe Fairfield City should be heading.

The things we would like to see in Fairfield City by 2020

1. A Clean and Attractive Place to live
2. Less Crime and more Police
3. Trains and Buses that connect
4. Improved Shopping Centres
5. More Car Parks
6. Community Spirit and Integrated Community
7. Lots of Parks, Open Space and Cycleways

WHAT WE SAID

Best things we like about Fairfield City

1. Diversity and Multicultural
2. Proximity and Location
3. Amenity and Services
4. Friendly People and Family
5. Shopping
6. Food
7. Parks, Open Space and Bike Paths
8. Community and Community Services
9. Affordable
10. Public Transport
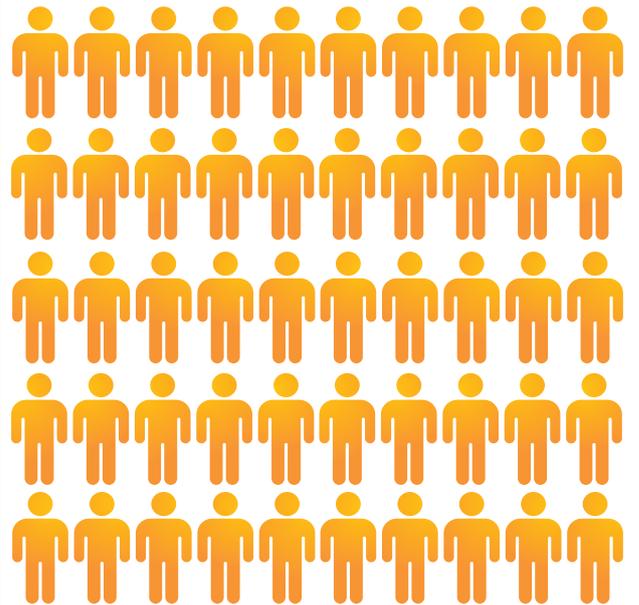
The Priorities which will help us achieve our Vision

1. Less Crime and Feeling Safe
2. More Employment Opportunities
3. More Activities for Youth
4. Better Health Services
5. More Activities for Children
6. Less Rubbish Dumping
7. Better Public Transport
8. More Parking
9. Cleaner Environment
10. Access to Schools/ University/ Colleges and Tafe

The things we would change

1. City to be more Clean and Tidy
2. Increased Community Safety
3. Improved Parking
4. Improved Public Transport
5. Improved Shopping Choice
6. Improved Parks and more Open Space
7. Reduced Traffic
8. More Activities for Children and Youth
9. Improved Fairfield CBD
10. Improved Roads

Fairfield City Council is currently developing the Fairfield City Plan for 2012-2022. The Plan lists the community's Vision and Goals for the City, including those issues that are the job of the Federal and State Governments and the not for profit and private sectors.

1.3 REPORT STUCTURE

The IPR Framework usually requires the Fairfield City Plan to be reviewed every four years. However, due to the introduction of the Legislation, this time, the review is required in a two year timeframe. Due to the 2010 comprehensive consultations occurring with community members, it was proposed to primarily use focus groups and on-line surveys as the main ways of engaging with the community to confirm and update the Fairfield City Plan 2012-2022.

The 2012 Community Engagement Strategy reviewed and validated the identified Vision, Themes and Goals ensuring community concerns and aspirations for the future of Fairfield City are re-affirmed and contained in the Fairfield City Plan 2012-2022.

ARE THE VISION AND GOALS STILL YOUR PRIORITIES FOR THE CITY?

The 2012 Community Consultation Report focuses on the Vision for the City and the Goals that comprise the Fairfield City Plan as reflected in the following five Themes:

Theme 1	Community Wellbeing
Theme 2	Places and Infrastructure
Theme 3	Environmental Sustainability
Theme 4	Local Economy and Employment
Theme 5	Good Governance and Leadership

2. METHODOLOGY

The 2012 consultation was divided into the use of focus groups and an on-line/hard copy survey as the main consultation methods of engaging with the community to ensure that their views and aspirations are confirmed in order to update the Fairfield City Plan 2012-2022.

To achieve a high level of input from the Fairfield City community, Council conducted, summarised and analysed information received from:

- 1,271 residents living in the Fairfield LGA completed Survey - of which, 14% (182) were completed on-line compared to 86% (1,089) completed in paper-based format; and

- 18 Focus Groups with hard to reach residents' groups - who might have barriers in participating in the survey.

THANK YOU FOR SHARING YOUR VIEWS AND PRIORITIES FOR FAIRFIELD CITY.

2.1 THE SURVEY

The Survey was developed to collect information from people living in the LGA. Fairfield is one of the most culturally diverse areas in Australia with an approximate population of 187,766 (Census, 2011). Around 57.6% of Council's residents are born overseas with only around 25.9% of its population speaking English. Fairfield City had the highest number of refugees who arrived as Humanitarian Entrants (n=5,451) and Family Visa (3,817) into Fairfield City in NSW during 1 April 2006 to 31 March 2011. Accordingly, the paper-based survey was translated in the top four less proficient languages including: Arabic, Khmer, Vietnamese and Chinese (simplified). The on-line survey was made available in multiple languages (around 64) through Google Translate.

AFRIKAANS	ALBANIAN	ARABIC	ARMENIAN	AZERBAIJANI	BASQUE
BELARUSIAN	BENGALI	BULGARIAN	CATALAN	CHINESE (SIMPLIFIED)	CHINESE (TRADITIONAL)
CROATIAN	CZECH	DANISH	DUTCH	ESPERANTO	ESTONIAN
FILIPINO	FINNISH	FRENCH	GALICIAN	GEORGIAN	GERMAN
GREEK	GUJARATI	HAITIAN CREOLE	HEBREW	HINDI	HUNGARIAN
ICELANDIC	INDONESIAN	IRISH	ITALIAN	JAPANESE	KANNADA
KOREAN	LATIN	LATVIAN	LITHUANIAN	MACEDONIAN	MALAY
MALTESE	NORWEGIAN	PERSIAN	POLISH	PORTUGUESE	ROMANIAN
RUSSIAN	SERBIAN	SLOVAK	SLOVENIAN	SPANISH	SWAHILI
SWEDISH	TAMIL	TELUGU	THAI	TURKISH	UKRAINIAN
URDU	VIETNAMESE	WELSH	YIDDISH		

The Survey was available in both paper and electronic formats from 13 March 2012 to 31 April 2012 and was completed by a total of 1,271 residents. All completed paper based Surveys were data entered into the electronic survey tool. Please refer to Attachment A for the complete Survey questionnaire.

2.2 THE FOCUS GROUP

Focus Groups were conducted with hard to reach groups who might have barriers in participating in the Fairfield Residents' Survey. Focus Groups were also conducted between March and April 2012 by Fairfield City Council staff. The same methodology was used for all Focus Groups allowing for exploration of ideas.

A single Focus Group session usually lasted around one hour and included 5 to 36 participants. The moderator made notes and tried to capture exact phrases and statements made by participants during the Focus Group.

Structured, open-ended questions were used. Questions were carefully selected and phrased in advance to elicit maximum responses by all participants. Please refer to Attachment B for the posed questions within the Focus Group sessions.

3. FINDINGS

3.1 DEMOGRAPHIC CHARACTERISTICS

There were 1,271 completed or partially completed surveys. Of which, 14% (182) were completed on-line compared to 86% (1,089) being completed in paper-based format.

GENDER

Respondents comprised 807 (68.16%) female and 377 (31.84%) males with 87 respondents not indicate gender. This was consistent with the 2010 survey with 64.28% and 35.72% respectively.

AGE

Figure 1 shows the age structure of the survey respondents (n=1,211). Over half (53.92%, n=653) of the respondents were aged 26-55 years. 17.58% (n=213) of respondents were aged under 25 years while 29.31% (n=355) were aged over 56 years. This is reflective of the Fairfield Community, with a notable under representation in the 19-25 year old category. A total of 60 respondents did not indicate their age.
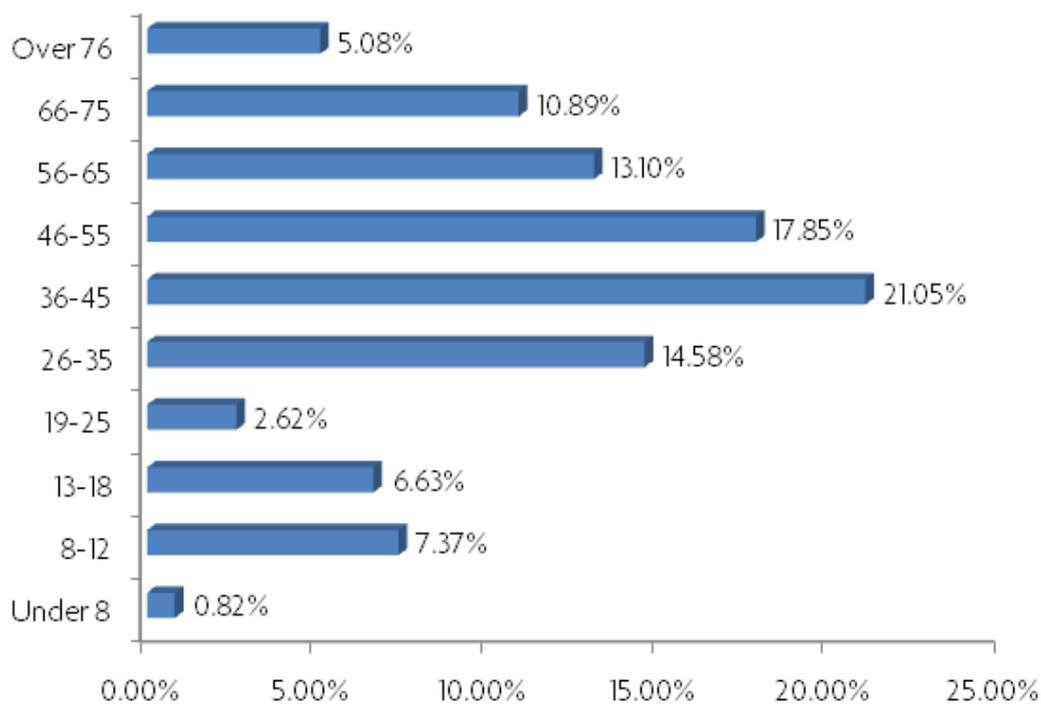

FIGURE 1 – SURVEY RESPONDENTS AGE (n=1,211)

SUBURB

Respondents were asked to specify the suburb of residence within the Local Government Area (LGA). Figure 2 indicates the number of Surveys completed for each of the 27 suburbs of Fairfield LGA. The largest single proportion of respondents live in Cabramatta 25.48% (n=300) followed by Fairfield 14.27% (n=168). Old Guilford had the least number of surveys returned (n=1). 94 respondents did not indicate their suburb and 81 respondents lived outside Fairfield LGA.
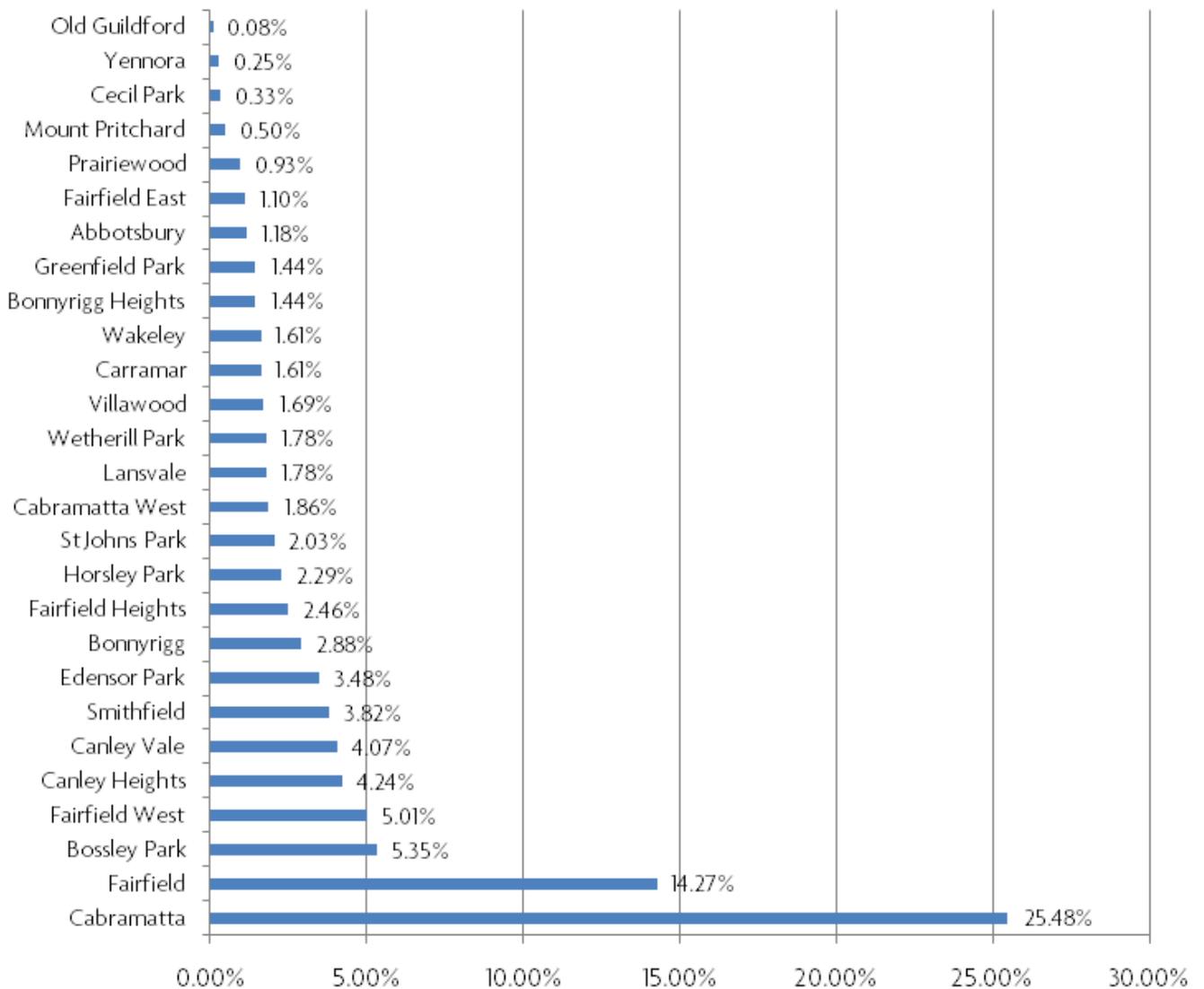
Suburb	Percentage
Old Guildford	0.08%
Yennora	0.25%
Cecil Park	0.33%
Mount Pritchard	0.50%
Prairiewood	0.93%
Fairfield East	1.10%
Abbotsbury	1.18%
Greenfield Park	1.44%
Bonnyrigg Heights	1.44%
Wakeley	1.61%
Carramar	1.61%
Villawood	1.69%
Wetherill Park	1.78%
Lansvale	1.78%
Cabramatta West	1.86%
St Johns Park	2.03%
Horsley Park	2.29%
Fairfield Heights	2.46%
Bonnyrigg	2.88%
Edensor Park	3.48%
Smithfield	3.82%
Canley Vale	4.07%
Canley Heights	4.24%
Fairfield West	5.01%
Bossley Park	5.35%
Fairfield	14.27%
Cabramatta	25.48%

FIGURE 2 – SURVEY RESPONDENTS FAIRFIELD LGA (n=1,177)

LANGUAGE

Respondents spoke 59 different languages, other than English, between them at home. Many of those respondents reported speaking more than one language. The three most prominent languages spoken at home as outlined in Table 1 were English (41.25%, n=580), Vietnamese (18.92%, n=266) and Khmer (5.97%, n=84). The range of respondents is a direct reflection of Fairfield City Council's diversity.

LANGUAGE	NUMBER OF RESPONDENTS	PERCENTAGE %	LANGUAGE	NUMBER OF RESPONDENTS	PERCENTAGE %
English	580	41.25	Burmese	2	-
Vietnamese	266	18.92	Cambodian	2	-
Khmer	84	5.97	French	2	-
Chinese	67	4.77	Hungarian	2	-
Assyrian	65	4.62	Polish	2	-
Cantonese	64	4.55	Albanian	1	-
Arabic	61	4.34	Churchlow	1	-
Spanish	39	2.77	Cuban	1	-
Italian	25	1.78	Japanese	1	-
Serbian	18	1.28	Karen	1	-
Croatian	13	-	Kildanian	1	-
Lao	12	-	Kurdish	1	-
Samoan	10	-	Laotiane	1	-
Chaldean	9	-	Lithuanian	1	-
Mandarin	7	-	Macedonian	1	-
Maltese	7	-	Maori	1	-
Hindi	6	-	Persian	1	-
Tongan	6	-	Romanian	1	-
Filipino	5	-	Swahili	1	-
Indonesian	5	-	Swedish	1	-
Turkish	4	-	Tamil	1	-
Armenian	3	-	Teo Chiu	1	-
Bosnian	3	-	Thai	1	-
Hakka	3	-	Tichu	1	-
Lebanese	3	-	Timorese	1	-
Tagalong	3	-	Ukraine	1	-
Urdu	3	-			

TABLE 1 – SURVEY RESPONDENTS LANGUAGES SPOKEN AT HOME (n=1,406)

3.2 FAIRFIELD CITY VISION

Residents were asked if they were happy with their shared Vision for the City: **"We are Fairfield City - a welcoming, safe and diverse community where we are proud to belong, invest and prosper".** As outlined in Figure 3, the majority of the residents (88.29%) who participated in the Survey supported the existing Vision Statement with only 11.71% feeling that it did not adequately reflect the City. Similarly, the findings from all 18 Focus Groups confirmed the level of the satisfaction with the current Fairfield City's Vision.
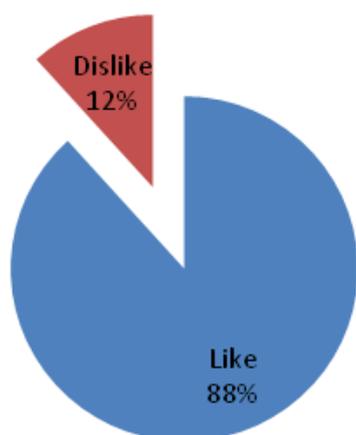
FIGURE 3 – SURVEY RESPONDENTS SATISFACTION WITH CURRENT VISION (n=1,144)

The Survey and Focus Groups respondents made few comments in relation to the current Vision. Their main suggestions included:

- Diverse suggests a divided community – we should be emphasising our cohesiveness and similarities

- 'Caring' is probably better than safe (since it somehow implies that it was once unsafe). Instead of invest and prosper, may be use the word 'grow' as it encompasses many things at different levels and layers

- Need to say something about living and caring and building community

- I would prefer to add healthy community

- Fairfield City should continue to invest in diversity and community pride/sense of belonging as this makes our City unique, liveable and successful in both economic and social terms.I feel it is short sighted to aim for the fantastic ideals, without aiming also to be a united community. Unity does not need to overwhelm diversity.

- We ought to be an inclusive community. I suggest that we should be proud to live here, so the word 'live' also should be included.

- Proud to live and belong.

- Safer and cleaner should be first.

- I would like to feel proud of my community but it is currently not safe or clean. A clean and attractive place = pride. Community spirit and integrated community = welcoming. Less crime and feeling safe = less rubbish dumping = pride.

- Should have the word unified. The LGA is so different. Some areas get cleaned up and in others the grass is not mowed for months. There should be unity for the whole of the LGA. The word quality should be added. It is about service delivery.

With this feedback in mind, we believe the current shared Vision for Fairfield City is a good reflection and description of our City.

"We are Fairfield City – a welcoming, safe and diverse community where we are proud to belong, invest and prosper".

3.3 THE PRIORITIES

In 2010, Council asked residents what their priorities are for Fairfield City, which resulted in three lists. In 2012, we asked residents to think again about the Vision and list the five priorities to achieve the Vision.

1. *Less crime and safety 11.38%*

2. *A clean and attractive place 9.97%*

3. *Better health services 6.13%*

4. *Less rubbish dumping 6.03%*

5. *Cleaner environment 6.05%*

It should be noted that responses were fairly evenly spread across all areas and differences across priorities were small with less than 1.5% separating priority three from the 10th. Four out of the bottom five priorities were identified as areas of strength in Fairfield City in the 2010 consultation process. Other comments included better access and services especially for those with special needs. The results show that our community has a range of complex needs which is supported by demographic data.
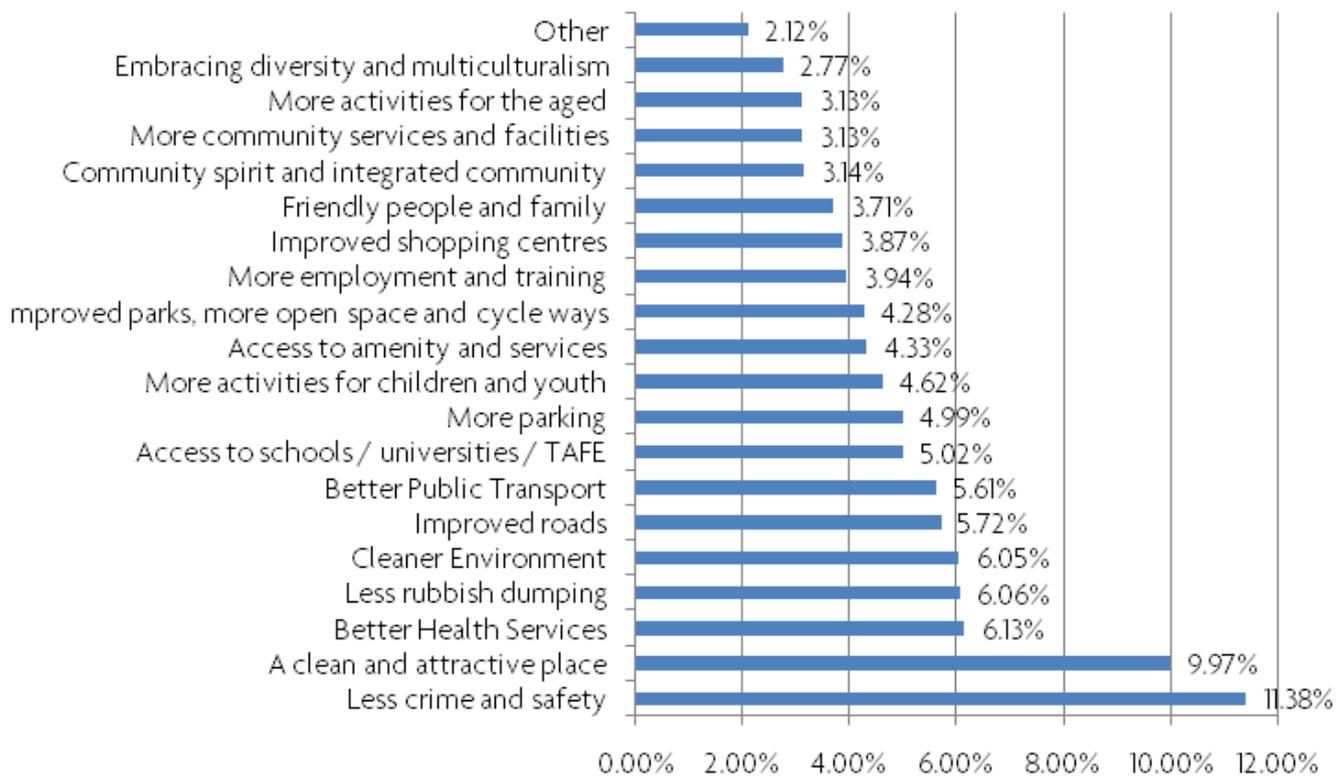

FIGURE 4 – SURVEY RESPONDENTS PRIORITIES (n=1,271)

Results of the 18 Focus Groups, as per Figure 5, showed better health services and less crime and safety as equally the most important issues for Fairfield City, followed by more community services and facilities, more parking and more activities for the aged. As outlined in Figure 5, the most important priorities to achieve the vision from the Focus Groups were:

1. *Better health services*

2. *Less crime and safety*

3. *More community services and facilities*

4. *More parking*

5. *More activities for the aged*
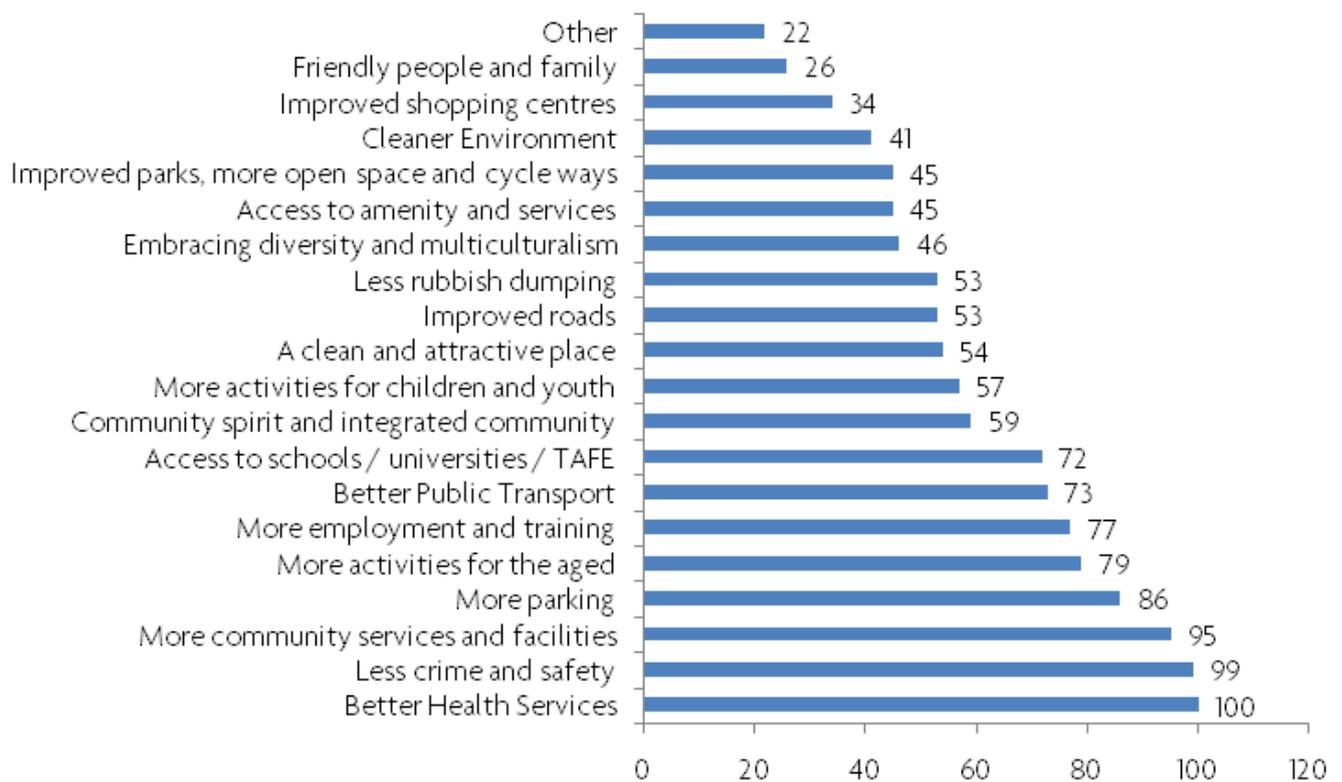
FIGURE 5 – FOCUS GROUPS RESPONDENTS PRIORITIES

These focus groups were based on smaller more targeted groups with results not as broad as the survey respondents. Even though the Focus Group results only represent a limited sample of the Community, they support the direction of the survey priorities.

In conclusion, the result from both the 18 focus groups and 1,271 surveys were fairly consistent with **Less crime and safety** and **Better health services** as their two top priorities

3.4 THE GOALS

The 2010-2022 Fairfield City Plan is set around 5 Themes. The Themes break down into a series of 'Goals' outlining what we as the community of Fairfield City 'want to see happen' over the long term. Each goal has a series of Community Outcomes which describe what we want. Accompanying these is a series of strategies which identify some of the ways to achieve the community outcomes. To ensure we are reaching our desired destinations, we need to have in place a series of indicators and measures. These will let us know if our journey is on track and heading in the right direction.

Community Vision

"We are Fairfield City – a welcoming, safe and diverse community where we are proud to belong, invest and prosper"

FUTURE DIRECTIONS

Theme 1 Community Wellbeing	Theme 2 Places & Infrastructure	Theme 3 Environmental Sustainability	Theme 4 Local Economy & Employment	Theme 5 Good Governance & Leadership
Goals	Goals	Goals	Goals	Goals
Community Outcomes	Community Outcomes	Community Outcomes	Community Outcomes	Community Outcomes
STRATEGIES	STRATEGIES	STRATEGIES	STRATEGIES	STRATEGIES
Indicators & Measures	Indicators & Measures	Indicators & Measures	Indicators & Measures	Indicators & Measures

The purpose of engaging with our community through focus groups and surveys is to assist us in reviewing and validating the identified Goals in the 2010-2022 Fairfield City Plan. This is to ensure the community's concerns and aspirations for the future of Fairfield City are contained in the Fairfield City Plan 2012-2022.

The main question asked for the 5 Themes and their related goals was:

DOES EACH GOAL REFLECT YOUR PRIORITIES FOR FAIRFIELD CITY IN 2022?

THEME ONE
COMMUNITY WELLBEING

WHAT IS COMMUNITY WELLBEING?

Community Wellbeing relates to the quality of life we enjoy when we live, work, play, shop or visit the Fairfield City area. It's about a good relationship with our neighbours, the opportunities we have to meet our daily needs and achieve our ambitions, our sense of belonging, respect for the things we value, the support that's available when we need it and the pride we feel in our diverse community and neighbourhoods.

The five Goals that have been identified by the community to achieve Theme 1 were reassessed and affirmed the future of Fairfield City. The survey findings are as follows:
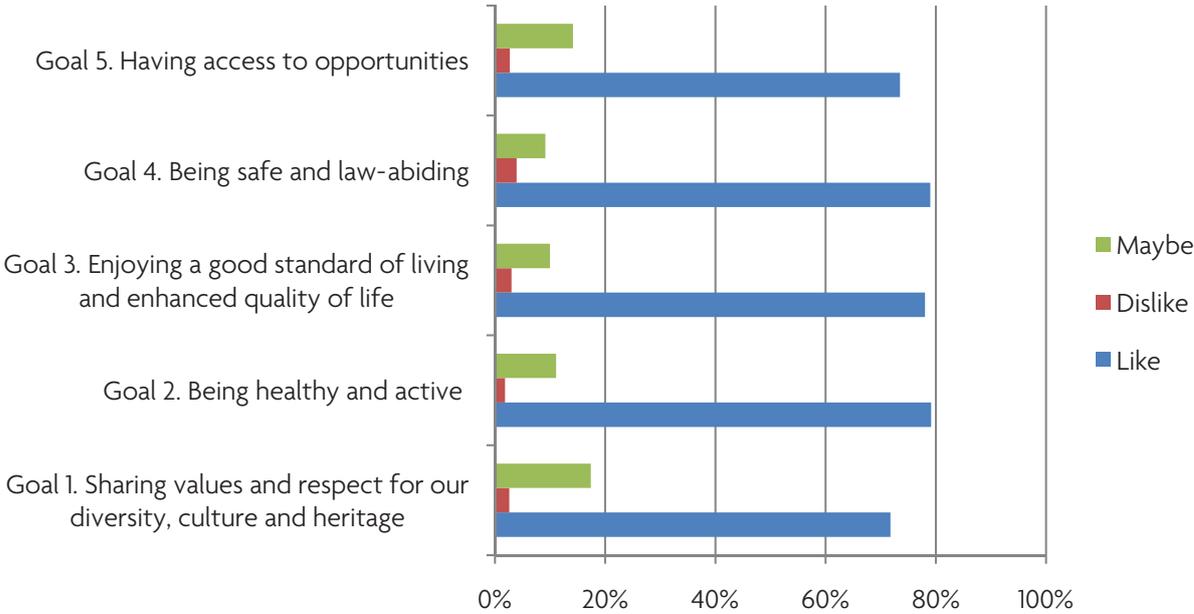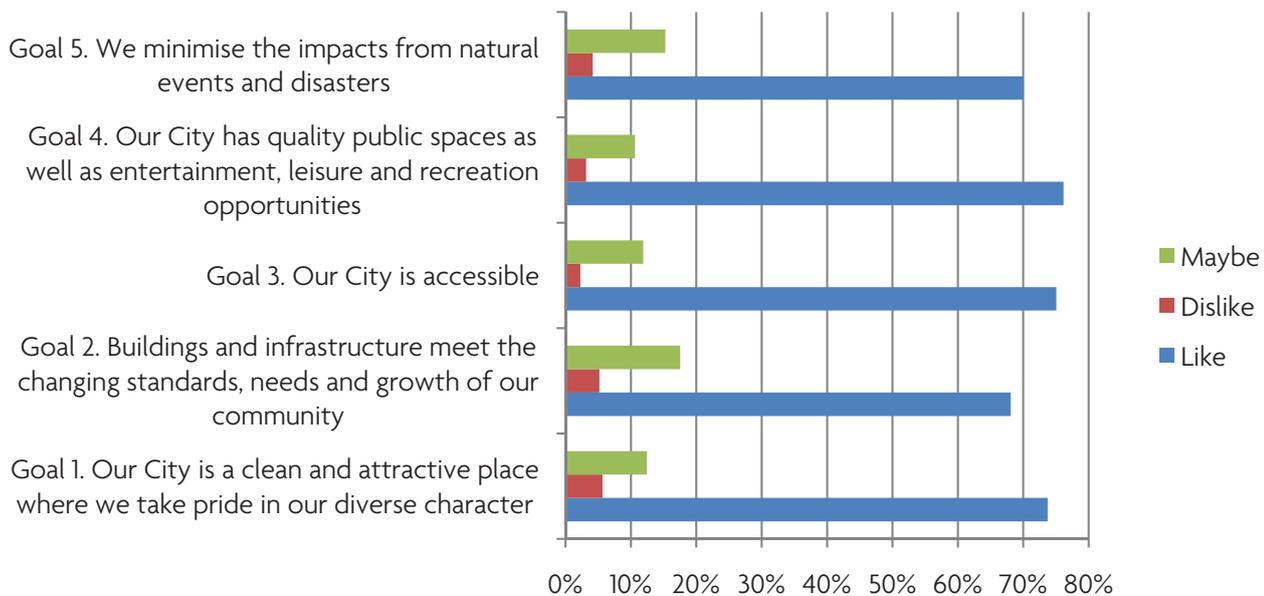

FIGURE 6 – SURVEY RESPONSE TO THEME 1 GOALS

The majority of the survey respondents agreed with the Community Wellbeing goals (71.75%-79.15%) and felt that it represented their values and aspirations. However, some felt that the word "opportunities" in Goal 5 needs further clarification. Residents further identified crime as the biggest social issue facing the City. As a result, many people felt unsafe and wished to see more police and more educational programs as a solution for the City. Another concern was the desire to have a clean and healthy city with equal distribution of Council services amongst its suburbs.

Residents also valued their ability to retain and be proud of sharing, valuing and respecting the City's diversity, culture and heritage. This is expressed through artistic and cultural projects and programs for an enhanced quality of life.

THEME TWO
PLACES and INFRASTRUCTURE

WHAT ARE PLACES AND INFRASTRUCTURE?

Places and Infrastructure are the buildings, facilities, open space, town centres, roads, footpaths, public transport and all other built structures that we use to meet our day to day and future needs. The availability of places and infrastructure in the community enables services to be provided and therefore contributes to our wellbeing. The quality of our places and infrastructure creates a first impression for visitors to our city and helps shape the care and pride we take in our area.

The five Goals that have been identified by the community to achieve Theme 2 were reassessed and affirmed the future of Fairfield City. The survey findings are as follows:
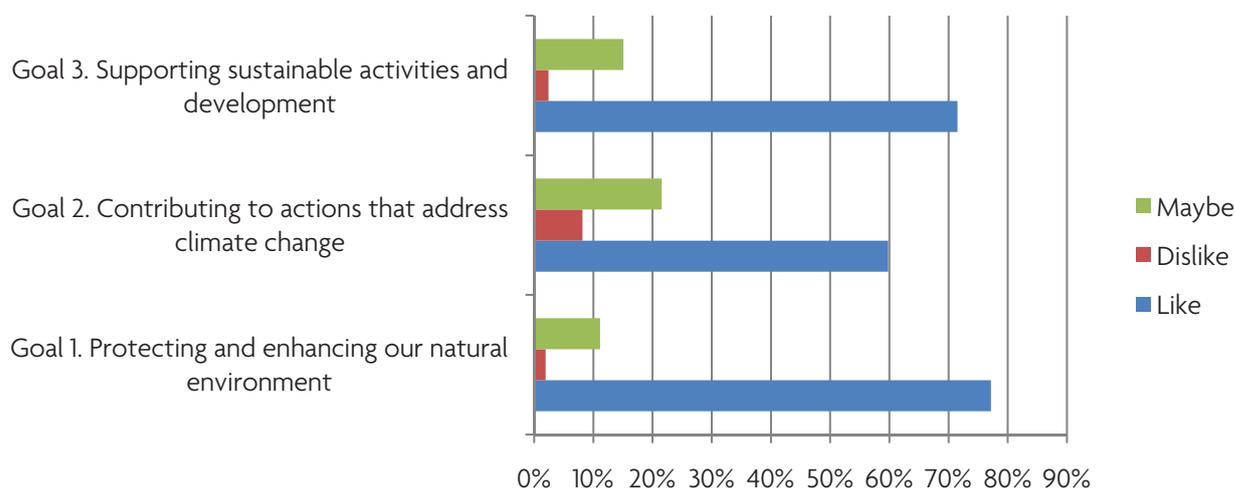

FIGURE 7 – SURVEY RESPONSE TO THEME 2 GOALS

The majority of the survey respondents agreed with the Places and Infrastructure goals (averaging 72.60%) and felt that it represented what they wanted in Fairfield City. Some believed that Goal 1 required further attention and focus by setting realistic expectations through achievable indicators and measures. Residents want to see the outcome of a clean and attractive City through its streets, roads and public places and not through the over-development of residential areas and sky rises (tower buildings). Residents also identified affordable housing, improved shopping centres, better roads, enhanced health services and availability of disability access as the major needs for the City.

THEME THREE
ENVIRONMENTAL SUSTAINABILITY

WHAT IS ENVIRONMENTAL SUSTAINABILITY?

Our local environment and natural resources define our City and contribute to our wellbeing. In turn, our activities impact the quality and viability of many species and finite resources. Increasing awareness of environmental challenges such as climate change and water shortages has increased the pressure for protection and management of our bushland, local wildlife and waterways. Environmental Sustainability is important at the local and global level and for the health and wellbeing of future generations.

The three Goals that have been identified by the community to achieve Theme 3 were reassessed and affirmed the future of Fairfield City. The survey findings are as follows:
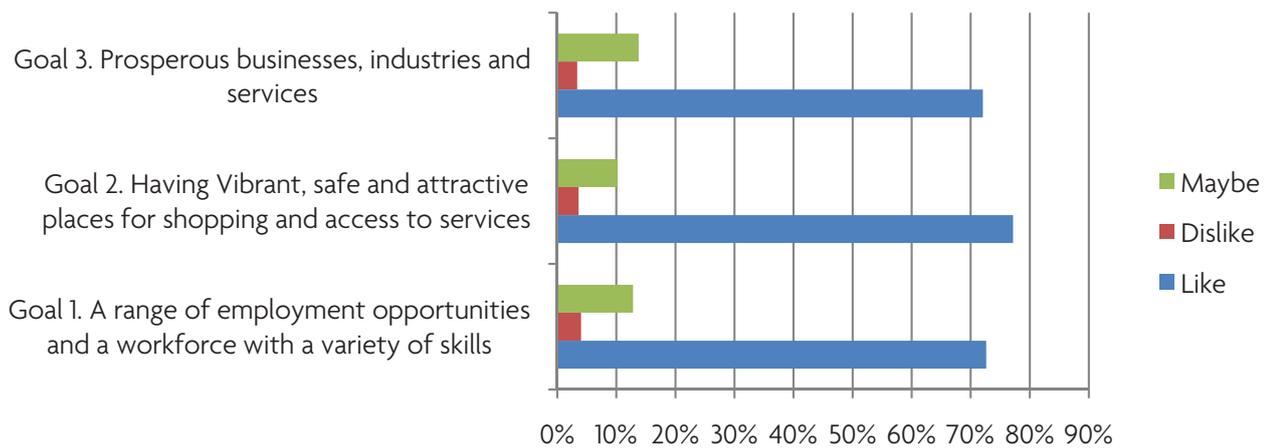

FIGURE 8 – SURVEY RESPONSE TO THEME 3 GOALS

The majority of the survey respondents agreed with the Environmental Sustainability goals 1 and 3 (77.18% and 71.52% respectively) apart from Goal 2 which rated 59.80%. Some of the common comments provided by our residents on Goal 2 and climate change specifically are:

- Climate change is not the responsibility of local Councils

- It is not within Council's control, but rather a natural cycle

- Not sure about the wording of "climate change"

- Climate change too far-fetched. More urgent goals are the priority e.g. health services

- Much of this should be State or Federal Government responsibility

Respondents also valued education around Environmental Sustainability through the better use of flood plans, water tanks, solar panels, tree planting and creek cleaning as well as the improved management of illegal rubbish dumping.

THEME FOUR
LOCAL ECONOMY and EMPLOYMENT

WHAT IS LOCAL ECONOMY AND EMPLOYMENT?

The businesses and industries in Fairfield City and the surrounding areas provide goods and services as well as local employment opportunities. The shopping centres not only provide a range of products and services, they are also important meeting places and often represent the identity of their suburb. The Smithfield-Wetherill Park industrial area is one of the largest industrial estates in Australia and therefore a major employer, traffic generator and economic powerhouse. Higher than average levels of unemployment, especially youth unemployment, place increased importance on access to education and training.

The three Goals that have been identified by the community to achieve Theme 4 were reassessed and affirmed the future of Fairfield City. The survey findings are as follows:
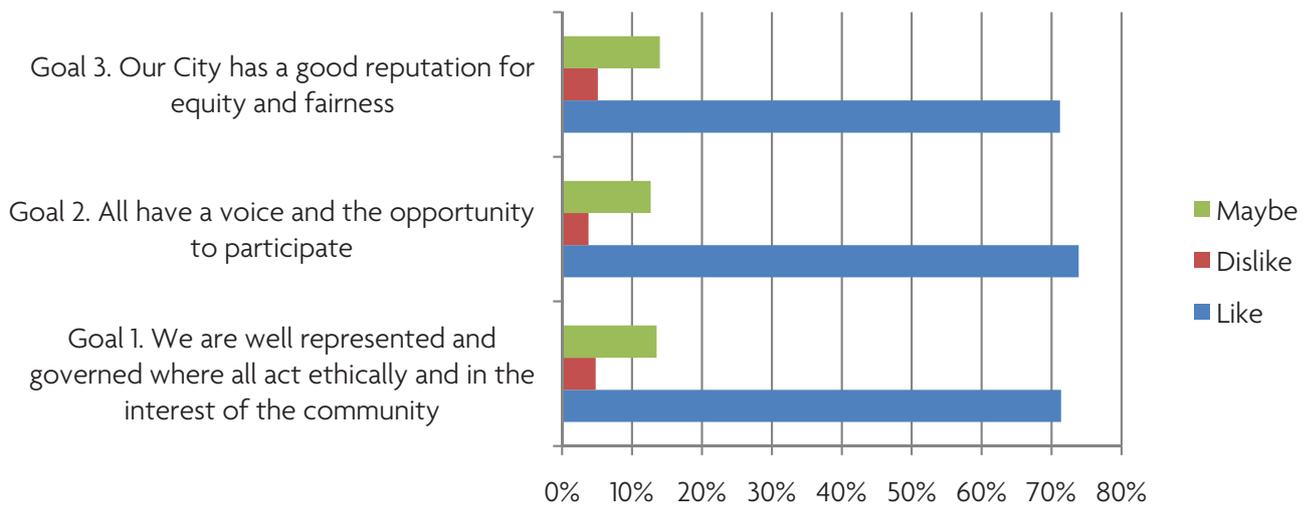

FIGURE 9 – SURVEY RESPONSE TO THEME 4 GOALS

The Local Economy and Employment goals were supported by the respondents (72.07%-77.18%). The vibrant mix of industry areas, shopping centres and restaurants were identified as one of the best things about Fairfield City. The respondents further commented that the City would benefit from more shopping centres with better quality shops and a larger industrial zone to provide better employment opportunities.

Residents re-affirmed that the major barriers to participating in training and employment are language and the scarcity in employment opportunities within Fairfield LGA.

THEME FIVE
GOOD GOVERNANCE and LEADERSHIP

WHAT IS GOOD GOVERNANCE AND LEADERSHIP?

As a democracy, we want our leaders to listen to us, represent our views with integrity and strive to achieve for the good of the community. Decision making, especially in the public sector, must be transparent, objective and accountable. Good governance and leadership ensures the community has access to information and participates in the development of policies and decisions that affect them. Across all sectors of our community we look for a high standard of ethics, justice and honesty to be reflected in the actions and behaviour of individuals, organisations, businesses and governments.

The three Goals that have been identified by the community to achieve Theme 5 were reassessed and affirmed the future of Fairfield City. The survey findings are as follows:

FIGURE 10 – SURVEY RESPONSE TO THEME 5 GOALS

71.20%-73.88% of the survey respondents agreed with the Good Governance and Leadership goals. Additional comments were provided by respondents on Goal 3 "Our City has a good reputation for equity and fairness" in seeking better transparency. Respondents further recommended free educational sessions on governance so to better understand Council's decision making processes. Accordingly, more communication, consultation and engagement with the community reinforce a good reputation for Council and accordingly, more fairness for its community members.

4. SUMMARY OUTCOME

As identified in the 2012 Community Engagement Strategy, Council undertook a comprehensive consultation in 2010, to inform the Fairfield City Plan 2010-2020. This involved surveys (both residents and businesses), a series of focus groups with residents, government departments, community organisations, schools and youth representatives, a web feedback form and youth event. 1775 residents took the opportunity to have a say on what they felt was important to the community and where they believe Fairfield City should be heading.

The IPR Framework usually requires the Fairfield City Plan to be reviewed every four years. However, due to the introduction of the Legislation, this time, the review is required in a two year timeframe. Due to the 2010 comprehensive consultations occurring with community members, the 2012 Community Engagement Strategy undertook a number of focus groups and on-line surveys as the main ways of engaging with the community to re-affirm that these were still their aspirations and priorities for the future.

The results of the 2012 Community Engagement have re-affirmed the 2010 Community Engagement results with no changes to the Vision, Goals and Priorities for Fairfield City.

THANK YOU FOR SHARING YOUR VIEWS AND PRIORITIES FOR FAIRFIELD CITY

ATTACHMENT A – SURVEY FORM

Our home
Our City **Our future**

"OUR FAIRFIELD CITY, **YOUR SAY**"

Fairfield City Council is developing the Fairfield City Plan for 2012-2022. The Plan lists the community's Vision and goals for the City, including those that are the job of the Federal and State Governments and the not for profit and private sectors.

In 2010, Council did a broad consultation to inform the Fairfield City Plan 2010-2020. 1,775 residents took the opportunity to have a say on what they felt was important for the City, helping to define priorities for the future of our City.

What suburb do you live in? _____

How old are you?_____ Are you male or female? _____

What language do you speak at home? _____

We would like you to let us know if the Vision and goals are still your priorities for the City. Please complete the attached survey or complete online at www.ourfairfieldcity.com.au

1. Do you like or dislike the current VISION for Fairfield City:

A welcoming, safe and diverse community where we are proud to belong, invest and prosper   O Like   O Dislike

Comments or suggestions _____

2. What are the five priorities which will help us achieve our Vision. Please tick only five

O A clean and attractive place

O Access to amenity and services

O Access to schools / universities / colleges & TAFE

O Better Health Services

O Better Public Transport

O Cleaner environment

O Community spirit and integrated community

O Embracing diversity and multiculturalism

O Friendly people and family

O Improved parks and more open space and cycleways

O **Improved roads**

O Improved shopping centres

O Less crime and feeling safe

O Less rubbish dumping

O More activities for aged

O More activities for children and youth

O More community services and facilities

O More employment and training opportunities

O More parking

O Other please specify _____

COMMUNITY WELLBEING - Fairfield City will...................			
• Have shared values and respect for our diversity, culture and heritage	O Like	O Dislike	O Maybe
• Be healthy and active	O Like	O Dislike	O Maybe
• Enjoy a good standard of living and enhanced quality of life	O Like	O Dislike	O Maybe
• Be safe and law abiding	O Like	O Dislike	O Maybe
• Have increased opportunities for our community	O Like	O Dislike	O Maybe
Comments			

PLACES AND INFRUSTRUCTURE - Fairfield City will...................			
• Have buildings and infrastructure that meets the changing needs and growth of its community	O Like	O Dislike	O Maybe
• Our City is clean and attractive where we take pride in our diverse character	O Like	O Dislike	O Maybe
• Be accessible	O Like	O Dislike	O Maybe
• Have quality public spaces as well as entertainment, leisure and recreation opportunities	O Like	O Dislike	O Maybe
• Minimise impacts from natural events and disasters	O Like	O Dislike	O Maybe
Comments			

PLACES AND INFRUSTRUCTURE - Fairfield City will...................			
• Protect and improve our natural environment	O Like	O Dislike	O Maybe
• Contribute to the actions that address climate change	O Like	O Dislike	O Maybe
• Supporting sustainable activities and development	O Like	O Dislike	O Maybe
Comments			

3D. LOCAL ECONOMY AND EMPLOYMENT - Fairfield City will...................			
• Have a range of employment opportunities and a workforce with a variety of skills	O Like	O Dislike	O Maybe
• Have vibrant, safe and attractive places for shopping and access to services	O Like	O Dislike	O Maybe
• Have prosperous businesses, industries and services	O Like	O Dislike	O Maybe
Comments			

3E. GOOD GOVERNANCE AND LEADERSHIP - Fairfield City will...................			
• We are well represented and governed where we all act ethically and in the interest of the community	O Like	O Dislike	O Maybe
• All have a voice and the opportunity to participate	O Like	O Dislike	O Maybe
• Our City has a good reputation for equity and fairness	O Like	O Dislike	O Maybe
Comments			

For further information, please contact Amanda Bray on 9725 0222.
Copies available in Vietnamese, Chinese, Arabic and Khmer.

PLEASE RETURN COMPLETED SURVEYS BY THE 31 MARCH 2012:
Post to: Mrs Amanda Bray • Fairfield City Council Administration Building PO Box 21 Fairfield NSW 1860

Drop off at: • Early Learning Centres • Libraries • Leisure Centres   Thank you

ATTACHMENT B – FOCUS GROUP NOTE TAKING FORM

Instructions: Please use this form to record the proceedings of the focus group. Notes should be extensive and accurately reflect the content of the discussion.

Date:	
Location:	
Name of Group:	
Type Group:	
Facilitator:	
Note Taker:	

1. VISION

Ask participants if they think this statement correctly describes Fairfield. Do they have any comments or suggestions?

2. AREAS OF DEVELOPMENT FOR FAIRFIELD CITY

Ask Participants to think about five things they think need to be improved in Fairfield City. Ask them to write these on post it notes (one improvement per post it note).

Once finished ask participants to place their priorities on the priority scale. At the front (See Attached). Summaries the groups top five priorities.

Summaries five key priorities – and list all results including number of responses

3. GOALS FOR THE CITY

The City Plan is set around five themes. Each theme has a number of goals which set out the direction you want to see for the City. I am going to show you the gaols for each them.

Does the goal set out specific directions we want to see the City heading in the future. Do you have any comments or suggestions?

Record discussion for each Gaol.

3A. COMMUNITY WELLBEING

Fairfield City will.................

- Have shared values and respect for our diversity, culture and heritage
- Be healthy and active
- Enjoy a good standard of living and enhanced quality of life
- Be safe and law abiding
- Have increased opportunities for our community

3B. PLACES AND INFRUSTRUCTURE

Fairfield City will.................

- Have buildings and infrastructure that meets the changing needs and growth of its community
- Our City is clean and attractive where we take pride in our diverse character
- Be accessible
- Have quality public spaces as well as entertainment, leisure and recreation opportunities
- Minimise impacts from natural events and disasters

3C. PLACES AND INFRUSTRUCTURE

Fairfield City will.................

- Protect and improve our natural environment
- Contribute to the actions that address climate change
- Supporting sustainable activities and development

3D. LOCAL ECONOMY AND EMPLOYMENT

Fairfield City will.................

- Have a range of employment opportunities and a workforce with a variety of skills
- Have vibrant, safe and attractive places for shopping and access to services
- Have prosperous businesses, industries and services

3E. GOOD GOVERNANCE AND LEADERSHIP

Fairfield City will.................

- We are well represented and governed where we all act ethically and in the interest of the community
- All have a voice and the opportunity to participate
- Our City has a good reputation for equity and fairness

4. ANY OBSERVATIONS OR ANY OTHER COMMENTS

For more information and specific meeting dates/time:
Council's website: www.fairfieldcity.nsw.gov.au
Call us on 9725 0222 or fax us on 9725 4249
Write to us at PO Box 21, Fairfield NSW 1860
Email us at mail@fairfieldcity.nsw.gov.au
www.facebook.com/fairfieldcity
www.twitter.com/fairfieldcity

FairfieldCity
Celebrating diversity