

# WOLLONGONG 2022...

## COMMUNITY ENGAGEMENT REPORT

### JULY 2012



From the mountains to the sea



# WOLLONGONG CITY COUNCIL ENGAGEMENT REPORT FOR WOLLONGONG 2022

## >JULY 2012

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# EXECUTIVE SUMMARY

Wollongong 2022 has been informed by significant community input and involvement. Over the past twelve months, Council undertook a variety of activities throughout the city to meet community members and hear their stories and aspirations for the future. This report outlines the engagement stages and activities that informed the development of these plans.

In June 2011 a Community Reference Panel of 30 residents was formed. The panel met on four occasions to discuss how Council engages and communicates with the community. Feedback from these workshops helped Council develop a Community Engagement Strategy which would provide the whole community with an opportunity to be involved in creating Wollongong 2022.

## The engagement strategy identified five stages of engagement:

### →Stage 1: Why we love Wollongong

This involved a Draw, Write, Snap, Share promotion where 150 participants submitted photographs, poems, words and drawings to show us what they love about Wollongong. This was followed by a number of community conversations at events and local markets where over 500 residents participated.

### →Stage 2: Expert perspectives

A series of Town Hall Talks was held, where industry experts were invited to speak on the key topics of Our Economy, Our Environment and Our City Leadership and Engagement. These talks provided residents with the opportunity to listen to the industry experts and ask questions about what Wollongong should aim to achieve for 2022.

### →Stage 3: Creating a vision

Through surveys and a Community Summit residents were invited to share what they value about living in Wollongong, and their vision for the city in ten years. Over 900 responses were received through the surveys including 165 school children. 200 community members also participated in the summit. Feedback from these activities was collated to form a community vision and goals.

### →Stage 4: Refining our vision and goals

Through two refining workshops, and community conversations at local festivals and community centres, residents and agencies were invited to provide feedback on the draft vision and goals. The aim of these activities was to ensure the vision and goals adequately represented the community's future visions for the city.

### →Stage 5: Exhibiting Wollongong 2022

Following endorsement by Council on 23 April 2012, the Wollongong 2022 draft plans were placed on public exhibition for 28 days. During this period community members were engaged through 41 activities including community engagement kiosks, a question and answer session with Councillors, neighbourhood forums, youth events, visits to local schools, community group meetings and Council's reference groups. Over 1,300 community members were engaged during this period, with 65 formal submissions received.

Of the 65 submissions received, 36 changes were recommended to Council for endorsement. In addition, 32 internal alterations to the report were put before Council for endorsement. On Monday 25 June 2012 Council endorsed the Wollongong 2022 suite of plans with the recommended changes. The plans will now be submitted to the Division of Local Government as required under the Local Government Amendment (Planning and Reporting) Act 2009.

What makes Wollongong 2022 different to many plans is that it's a 'whole of community' plan. Through collaborative efforts and partnerships we will make the aspirations of the Wollongong community a reality.

# INTRODUCTION

Under the Local Government Amendment (Planning and Reporting) Act 2009, Council is required to deliver an integrated planning and reporting framework by June 2012.

**The Act has a number of mandatory elements, including:**

- **Community Strategic Plan (minimum of 10 years)**
- **Delivery Program (4 years)**
- **Operational Plan (1 year)**
- **Resourcing Strategy**

These plans are not Wollongong City Council's, rather they are a whole of community plan in which everyone has an important role to play. Although Council initiated and facilitated the process, Wollongong 2022 has been developed with extensive community input and involvement from government, non-government, businesses, educational institutions, community representatives, community groups, Councillors and Council staff.

In 2011 formal engagement activities commenced with the establishment of a Community Reference Panel. The panel of 30 people, representative of our community's diversity, was formed to discuss how Council engages and communicates with the community. Over four workshops they provided feedback and input into the development of a Community Engagement Strategy that would ensure the whole community would have an opportunity for meaningful involvement in creating Wollongong 2022.

This report outlines the engagement strategy undertaken, which has been broken down into five stages:

**Why we love Wollongong**

**Expert perspectives**

**Creating a vision**

**Refining our vision and goals**

**Exhibiting Wollongong 2022**

Throughout the engagement process thousands of community members have been involved via the submission of photos, artworks and poems; surveys; community conversations; Town Hall Talks; workgroups; Community Summit and the exhibition period. The end result is Wollongong 2022: Community Strategic Plan that reflects the aspirations of the community and long, medium and short term goals to achieve that vision.

# ENGAGEMENT TIMELINE

The following outlines the timeline over which the different stages of engagement were undertaken to develop Wollongong 2022.

## →JUNE – AUGUST 2011: WHY WE LOVE WOLLONGONG



The first stage of engagement involved conversations with community members about what they loved most about Wollongong and what could make Wollongong an even better place. The following competition and events occurred during this phase:

- Draw Write Snap Share promotion
- Community Kiosks
- Community interest group meetings.

## →SEPTEMBER – OCTOBER 2011: EXPERT PERSPECTIVES



Expert perspectives involved a series of Town Hall Talks, where industry experts were invited to speak at the Wollongong Town Hall on the topics of Our Economy, Our Environment and Our City Leadership and Engagement. The Town Hall Talks were held across three evenings, with the following guest speakers:

- Prof. Ed Blakely – Our Economy
- Dr Karl Kruszelnicki – Our Environment
- Max Hardy – Our City Leadership and Engagement
- Dr Glenn Mitchell - Our City Leadership and Engagement.

# ENGAGEMENT TIMELINE

## →OCTOBER – NOVEMBER 2011: CREATING A VISION



Creating a Vision was the third stage of engagement where community members were invited to share their thoughts on what they would like Wollongong to look like in ten years. People were able to share their visions through:

- The Vision Survey
- The Children's Vision Survey
- The Intercept AND Online survey
- The Community Summit

## →NOVEMBER 2011 – APRIL 2012: REFINING OUR VISION AND GOALS



Following on from the success of the Community Summit, community members and agencies were asked to review the draft vision and goals that were developed. Council asked participants to review the draft statement and goals to ensure they adequately represented the community's future vision and aspirations. During this engagement stage the community were asked to comment on the draft vision and goals through:

- Two refining workshops
- Community conversations at Viva La Gong, Festival of Flight, Dapto and Warrawong Libraries

## →APRIL – MAY 2012: EXHIBITING WOLLONGONG 2022



Exhibition of the draft Wollongong 2022 plans ran for 28 days, providing the community with an opportunity to read the draft Wollongong 2022 plans and make a submission to Council. Targeted consultation as well as public engagement activities occurred throughout the exhibition period including:

- Engagement with young people
- Community kiosks
- Q & A Session with Councillors
- Engagement with school children
- Neighbourhood Forum meetings
- Distribution of information at train stations

# WHY WE LOVE WOLLONGONG

## →DRAW WRITE SNAP SHARE

The first stage in the development of Wollongong 2022 was launched in June 2011 with the Draw Write Snap Share promotion. This activity encouraged residents to share what they love most about living in Wollongong in a creative way.

A total of 150 entries were received, covering a range of themes from natural environment to family activities, built environment and history. The majority were photographs with a number of poems, drawings, paintings and comments also submitted.

Throughout engagement activities these images, poems and words were used to show what people love about the city and why they are proud to call Wollongong home.

Photographs from the Draw Write Snap Share promotion can be viewed on Council's website [www.wollongong.nsw.gov.au](http://www.wollongong.nsw.gov.au) and also feature in our Community Strategic Plan Summary.



"I love finding pockets of natural beauty all over the place."



Image by Rachael Baez

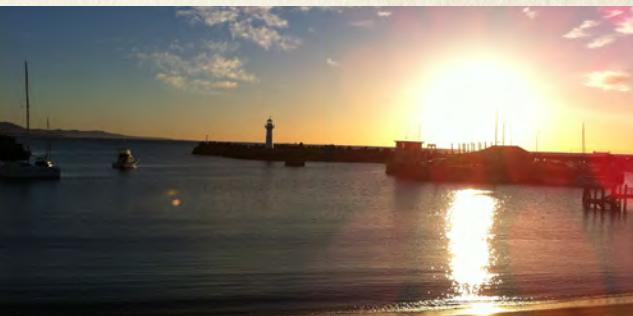


Image by Julie Ann

# WHY WE LOVE WOLLONGONG

## →COMMUNITY CONVERSATIONS

Following the Draw Write Snap Share promotion a series of community conversations were held at Wollongong Produce Markets, Warrawong Markets, Spring into Corrimal, Dapto Markets and the Children's Festival. These conversations provided residents with the opportunity to speak with Council and share what they loved most about Wollongong. More than 500 residents participated in this activity.

The community conversations involved asking residents:

- 'What do you value most about the Wollongong Local Government Area (LGA)?' and
- 'What do you think are the most important issues for the Wollongong LGA at the moment?'



# EXPERT PERSPECTIVES

Town Hall Talks formed the next stage of engagement, with industry experts asked to speak on the key topics of Our Economy, Our Environment and Our City Leadership and Engagement. These talks were held in September and October 2011, and provided residents with the opportunity to listen to the industry experts and ask questions about what Wollongong should aim to achieve for 2022.

## Our Economy - Prof. Ed Blakely

Professor Blakely shared some thoughts about the potential for Wollongong, but strongly emphasised this is a destiny we need to determine ourselves, and that the possibilities for Wollongong are endless. He did however propose:

- Wollongong needs an industry or event that puts the city on the world map
- We could be the next Silicone Valley or have New South Wales' second largest airport.

After attending Dr Karl's Town Hall Talk, local student Janaye said, "From what [Dr Karl] discussed today we need to look at an industry we can focus on and specialise in for Wollongong and something that is environmentally friendly."



Professor Ed Blakely

# EXPERT PERSPECTIVES

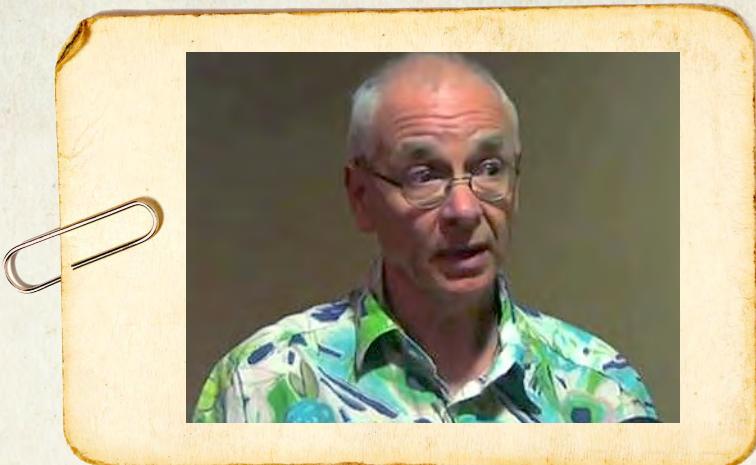
## Our Environment - Dr Karl Kruszelnicki

Environmental expert Dr Karl Kruszelnicki led a talk on the future of Our Environment in Wollongong. Through his enthusiasm for science he presented a similar theme to Professor Blakely's, in that it is important for Wollongong to find a niche market or industry and go for it.

As a passionate advocate of renewable energy he also suggested:

- the region could adopt wind energy through the creation of a wind turbine farm, and
- a solar energy plant.

Participants who attended the talk supported a shift to green energy in the region and moving away from the current stigma of a pollution filled city.



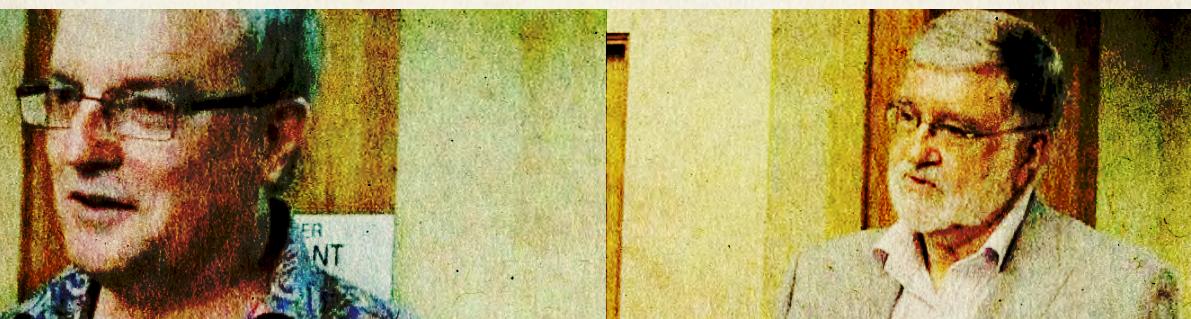
Dr Karl discussing the future of Our Environment at the Wollongong Town Hall

## Our City Leadership & Engagement - Max Hardy & Dr Glenn Mitchell

Engagement consultant Max Hardy and University of Wollongong Lecturer, Dr Glenn Mitchell led the discussion on governance and leadership. They also talked about how to engage the disengaged and ensure the community exercise their voices when it comes to local government planning.

Max Hardy proposed a range of engagement options Wollongong could create to represent the voices and visions of our diverse community.

Dr Mitchell's key message to participants was to familiarise themselves with the Local Government Planning Act and other local government policies.



Max and Glenn present at the Wollongong Town Hall Talks in September

# CREATING A VISION

The third stage of engagement was undertaken from October to November 2011, and involved community members being invited to share their thoughts on what they would like Wollongong to look like in ten years. These thoughts were combined to form a community vision that we as a city could strive toward. Residents were able to share their visions through surveys and a Community Summit.

## →SURVEYS

The Vision Survey, Intercept and Online Survey, and Children's Vision Survey were undertaken to ascertain residents' thoughts on what they value about living in Wollongong, the important issues and their vision for Wollongong in ten years.

- The Vision Survey was a telephone-based survey undertaken by IRIS on behalf of Council. A representative sample of 504 participants completed the survey.
- The Intercept and Online Survey was available for residents to complete at engagement activities held across the LGA and on Council's website. The survey ran from September to October, with 234 surveys completed.
- The Children's Vision Survey was undertaken in October 2011 at eight schools with more than 165 children sharing their vision for the region's future.

Findings from the surveys highlighted the environment, in particular the beaches and their close proximity, as what residents value most about living in Wollongong.

When asked about current issues that the region is facing, survey responses included revitalisation (Vision Survey: 20%), lack of employment (Intercept and Online Survey: 19.7%) and crime and anti-social behaviour (Children's Vision Survey: 60%).

Participants' vision for 'what Wollongong would look like in ten years' varied across the three surveys. The Vision Survey results showed respondents thought Wollongong should stay the same and retain its identity (12.7%).

Better/more public transport including a fast train to Sydney (15.8%), and more improved open spaces and recreational areas (15.8%) were the visions that emerged from the Intercept and Online Survey. Less crime and anti-social behaviour (35.8%) was the most common vision from the Children's Vision Survey.

The  
most  
popular  
response from  
all three surveys was that  
infrastructure and recreational  
activities will make Wollongong  
a better place to live, work  
and visit



- The Vision Survey had 504 participants
- 234 people were involved in the Intercept and Online Survey
- 165 children across the LGA completed the Children's Vision Survey

# CREATING A VISION

## →COMMUNITY SUMMIT

At the end of October 2011, a Community Summit was held where over 200 residents, from Otford in the north to Marshall Mount in the south, registered to join in a number of activities to share their vision for the future. Participants came from varied backgrounds with different experiences and visions.

Information gathered from previous engagement such as Draw Write Snap Share and the surveys helped guide the activities undertaken at the summit which included a World Café, brainstorming, and creative visioning.

### Day One of the Summit focused on:

- What is a vision?
- Our diverse community
- The voices that are not in the room
- Drafting a vision (eight Summit participants were selected to join a Vision Workgroup the next day to refine the words and bring all the feedback together).

### Day Two focused on:

- Building on the goals and definitions
- Refining the draft vision
- Identifying key priorities.

The Community Summit was successful in bringing community, stakeholders and Councillors together to share and develop a vision for our city's future.

A highlight for one resident was, "Talking with Councillors, Council employees and other passionate community minded people."

"[The Community Summit] was a great opportunity to reach an insight into the development in our community."  
Resident



# CREATING A VISION

## Information gathered at the Community Summit

### • Interviews

On the first day of the Summit, residents were invited to work with a partner and complete an interview template. This activity was both an icebreaker and a way of understanding what members of the community and agencies believed the future vision for Wollongong Local Government Area should be. The templates had three questions; 'What can we be best at', 'What makes our city unique?' and 'When was a time you saw Wollongong at its best?'. Below are the responses to these questions.

#### 1. What can we be best at?

- a. Culture = 39
- b. Environment = 28
- c. Social = 24

#### 2. What makes our city unique?

- a. Natural beauty = 90
- b. Social = 65
- c. Culture = 23

#### 3. When was a time you saw Wollongong at its best?

- a. Events = 46
- b. Culture = 18
- c. Community Activism = 18

*"It has been interesting and there has been quite a diverse opinion that's been expressed- not all of it I've agreed with, but interesting and probably a good starting point."*  
*Community Summit participant*



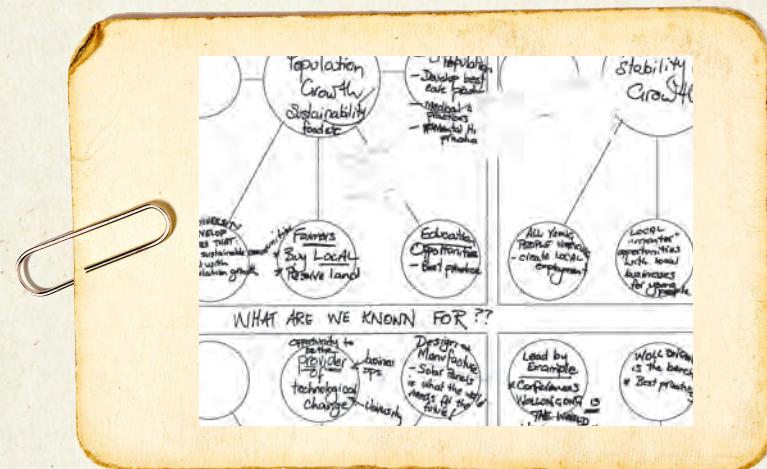
# CREATING A VISION

## • Mind maps

Participants were asked to work in small groups to come up with the four major challenges that Wollongong faces. After documenting these, they were asked to list eight opportunities that could help address the stated challenge. The information from this activity was collated under headings with eleven prominent themes, which include:

1. Employment
2. Environment (climate change, sustainability, natural environment)
3. Population Growth
4. Communication and Engagement
5. Community (social inclusion)
6. Tourism
7. Transport
8. Economy (GFC/financial stability)
9. Technology
10. Industry
11. Globalisation.

The themes most prominent throughout the mind mapping exercise were collated and placed under goals and also grouped under the four headings of the quadruple bottom line.



# CREATING A VISION

## • Exploring and creating our goals

In order to explore and create goals, participants were asked to consider key elements of a vision and how we can get there. Participants worked to list numerous elements of a vision on coloured paper in a World Café format. Council staff then placed the coloured sheets of paper on three sticky walls, where participants worked together to theme the words under sub-headings. The facilitator then worked with the entire Summit group to create goals that these elements would sit under.

Seven draft community goals were developed at the Community Summit to represent where we want to be in ten years' time:

1. We are a creative city
2. We value and protect our environment
3. We are a healthy city
4. We are innovative and sustainable
5. We have sustainable, affordable and accessible transport
6. We are educated and employed
7. We are engaged and empowered

*"We're working towards very specific outcomes in terms of the works and services that Council provides." - WCC General Manager, David Farmer said on Day One of the Summit.*



# CREATING A VISION

## • Creating a vision for our City

During the final session on Day One at the Community Summit, Co-facilitator, Stuart Waters from Twyford's Consulting, asked Summit participants to self-nominate to be part of a vision workgroup to be held the following day. With an overwhelming response, eight members (five females and three males) of the vision workgroup were selected based on them representing the diverse population in Wollongong. Three Wollongong City Council Councillors and one Council officer were also in attendance for the visioning workgroup.

Working separately from the large group in the Town Hall, the visioning workgroup firstly reviewed the vision statements as well as key themes that were used to form the community goals from Day One of the Community Summit. Participants reviewed the statements and words that stood out to them and started to prioritise prominent words and themes to incorporate into the draft vision statement.

The workgroup was split into two smaller groups to write a draft vision statement, implementing the key words and themes. When the groups reconvened, the two draft visions were presented and a vote was taken on the preferred draft vision statement. The preferred draft vision statement was then presented to the whole Summit. The draft vision statement reads:

**"From the mountains to the sea, we value and protect our natural environment and will be leaders in building an educated, creative and connected community."**

The community were given the option to comment on the draft vision at the Viva La Gong Festival and the Festival of Flight in November.



# CREATING A VISION

## Voices not in the room

### • Children's presentation

The visions collected from the Children's Vision Survey were presented by two students from Mt St Thomas Public School who talked about the concerns and visions of children from the southern part of the LGA. The northern part of the LGA was represented by two students from Towradgi Public School. The two schools involved were provided with all the data and asked to review the information and present it in a way that best captured the key themes and voices of children to ensure their views would be heard at the Community Summit.

### • Young people's presentation

To create a vision that represented our diverse community, it is acknowledged that like children, young people need to be engaged in different ways in order to share their visions for our city's future. Council staff talked to an array of young people from across the LGA in order to capture their voices and present them to the participants at the Community Summit. Young people from the University, TAFE, high schools, Wollongong Youth Centre, attendees of Spring into Corrimal and the Town Hall Talks were asked what they love about Wollongong and where they see Wollongong in ten years. During the presentation, participants from the Draw Write Snap Share promotion who were under the age of 30 had their creative works displayed. Key themes that emerged through engagement activities with young people were the natural environment, art and live entertainment.



Children  
and young people

# REFINING OUR VISION & GOALS

Following on from the success of the Community Summit, residents and agencies were asked to review the draft vision and goals that were developed at the Community Summit to ensure they adequately represented the community's future vision and aspirations.

## →FEEDBACK ON THE VISION

To ascertain community feedback on the draft vision and draft goals, residents were asked to complete a feedback survey at engagement events during November 2011. 119 submissions were received.

Council staff also attended the Dapto Ribbonwood Centre Library and Warrawong Library to discuss the draft vision statement and the draft goals with community members. Staff consulted 46 community members about the Community Strategic Plan and 14 residents participated in the survey.

Additional conversations were held with young people and community members at:

- Viva La Gong Festival
- Festival of Flight in Stanwell Park
- Dapto, Unanderra, Berkeley, Warrawong, Cringila and Port Kembla Youth Projects
- Meetings with Council's Aboriginal Reference Group and the Illawarra Community Based Working Group (CBWG)
- Council's other specialist Reference groups.

## →REFINING WORKSHOP

Council reviewed all community feedback received on the draft vision and draft goals before inviting community members and agencies to attend two refining workshops.

The two refining workshops were held in November 2011 with representatives from the Community Summit, agency stakeholders, Councillors, Council's senior managers, neighbourhood forum convenors, representatives from Council's specialist reference groups and peak bodies. The two workshops focused on refining the goals, as well as developing objectives and strategies.

*"If we follow the [vision] statement and do our bit we will end up with an area that everyone will be proud of (there's nothing wrong with it at the moment but there's always room for improvement)."*  
Feedback Survey Participant.

# REFINING OUR VISION & GOALS

## Day one:

With inclement weather affecting attendance, 40 participants explored the seven draft goals that came out of the Community Summit and documented feedback as to what the goals meant and how well they aligned with the Wollongong 2022 vision. Workshop participants then had the option of making comments and suggestions on each goal using post-it notes and red stickers. Feedback included:

- Goal 7 'We are an engaged and empowered community' should be rolled into Connectivity
- Educated and Employed, and Transport as stand alone items
- Greater clarity was requested for Innovative and Sustainable
- It was recognised and acknowledged that creativity crosses all of the other goals as well.

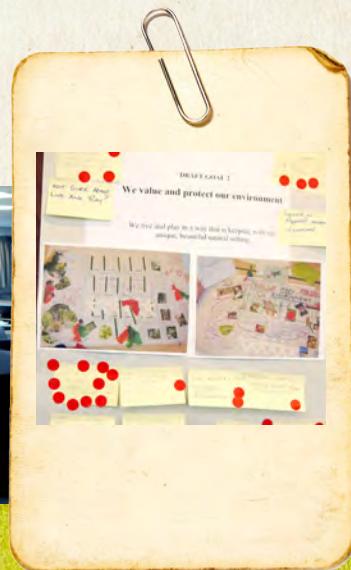
Day One also involved participants beginning to develop the objectives that would sit under each goal. Using a World Café format, participants rotated to three different goals and worked with different table groups to develop objectives that would help to support and achieve the goal. The workshop group was also asked to think about strategies that would sit under the objectives and how they could contribute.

Participants were then asked to hypothetically allocate money to resources to demonstrate the priorities of objectives and goals. First they worked in groups to allocate a maximum of \$100 across the objectives within each goal.

Next, each individual was asked to decide how they would allocate \$100 across the seven goals in order of priority. The overall average dollar allocated to resource each goal is listed below.

COMMUNITY GOALS	AVE VALUE \$ ALLOCATED
<b>Goal 6</b> – We have an innovative and sustainable economy	21
<b>Goal 5</b> – We are educated and employed	20
<b>Goal 3</b> – We are a healthy community in a liveable city	18
<b>Goal 7</b> – We have sustainable, affordable and accessible transport	17
<b>Goal 2</b> – We value and protect our environment	16
<b>Goal 1</b> – Wollongong is a creative city	14
<b>Goal 4</b> – We are a connected and inclusive community	13

Priorities and resources were then developed after consideration of feedback and through reviewing the priorities for the Illawarra in the State Plan, the Illawarra Regional Strategy and Plan, and Council key strategies and plans.



# REFINING OUR VISION & GOALS

## Day two:

The feedback and commentary from Day One was collated and revised by Council staff and brought back to participants on Day Two of the workshops for further discussion. Day two involved around 50 participants focussing on refining the set of goals, building out objectives and beginning a conversation around strategies.

The revised goals (version 2) became:

- Goal 1: Wollongong is a creative city
- Goal 2: We value and protect our environment
- Goal 3: We are a healthy community in a liveable city
- Goal 4: We are a connected and inclusive community
- Goal 5: We are educated and employed
- Goal 6: We have an innovative and sustainable economy
- Goal 7: We have sustainable, affordable and accessible transport.

## →VISION WORKGROUP – FEEDBACK WORKSHOP

In December 2011 the vision workgroup that was formed at the Community Summit and the three Councillors involved were invited back to review the feedback given to Council regarding the draft vision statement. Six of the eight vision workgroup members and two of the three Councillors attended. The workgroup examined all the collated data and comments collected so far from:

- the three surveys
- Council website
- Community Summit
- discussions at Viva La Gong, Festival of Flight, Dapto Ribbonwood Centre and Warrawong Library
- discussions with young people, the Aboriginal Reference Group, Community Based Working Group, the Multicultural Access Group and Council's Internal Integrated Planning and Reporting (IPR) Planning Workgroup.

The session focused on 'what they liked about the original draft vision' and asked the group to split into three smaller groups to review the feedback received. Each of the groups discussed what stood out for them from the feedback and then highlighted this to the larger group. Each aspect was vigorously discussed and all views were heard and understood. The workgroup wanted to ensure the vision statement covered the community feedback provided, and hence agreed the original statement should remain as it continued to reflect the community's future vision:

**"From the mountains to the sea, we value and protect our natural environment and we will be leaders in building an educated, creative and connected community."**

Members of the Vision workgroup felt strongly that the diversity of our community along with our appreciation of different cultures and beliefs were inherent to a creative and connected community.



# REFINING OUR VISION & GOALS

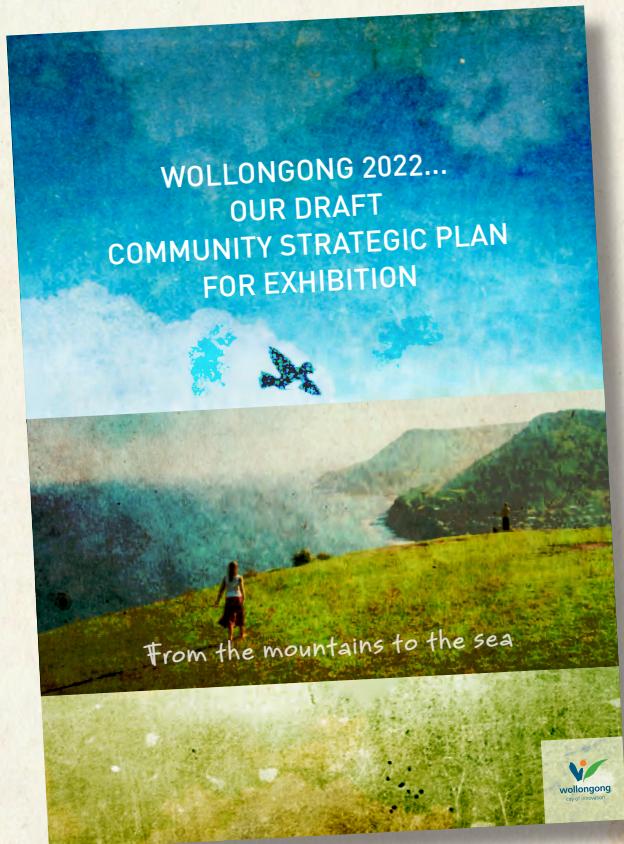
## →WRITING WOLLONGONG 2022

As a result of the consultation and feedback received, the goals for the Community Strategic Plan were refined at the end of 2011 and are as follows:

- We value and protect our environment
- We have an innovative and sustainable economy
- Wollongong is a creative, vibrant city
- We are a connected and engaged community
- We are a healthy community in a liveable city
- We have sustainable, affordable and accessible transport.

The approach to the development of Wollongong 2022 has been a progressive and evolving one. Many of the themes in terms of values, issues and what's important have been consistent throughout the engagement process. The love of our coast and beaches, the unique relationship between the escarpment and the coast, the friendly atmosphere, proximity to larger places and connections to family and friends are just some of the themes raised. In addition, feedback on Wollongong's potential and some of the issues we face were raised throughout the process and have been captured in the Community Strategic Plan.

All the data and feedback collated from numerous engagement activities guided the development of the Wollongong 2022: draft Community Strategic Plan and related plans.



# EXHIBITING WOLLONGONG 2022

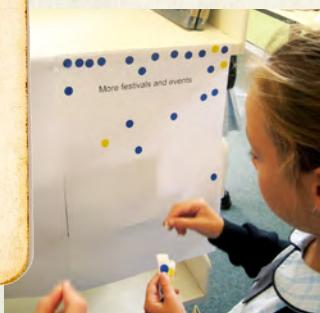
Commencing on 26 April until 24 May 2012, the Wollongong 2022 plans were placed on exhibition for public comment. The draft documents were available on Council's website, at all libraries and community centres and in the Customer Service Centre. A frequently asked questions sheet, feedback form and nomination form accompanied the plans to aid understanding and feedback.

During the exhibition period community members were engaged at schools, neighbourhood forum meetings, reference and interest groups, Wollongong Youth Centre and community kiosks across the LGA. A total of 1,311 community members were engaged about the Wollongong 2022 draft Community Strategic Plan and related documents, with 780 people participating in the dotmocracy activity. Sixty-five formal submissions were received by the end of the exhibition period.

## →DOTMOCRACY

During the exhibition period an activity called dotmocracy was used to capture information on what 27 objectives the community prioritise the highest. Each participant was given five yellow dots to place on the objectives they currently value the most. Participants were then asked to think about where they want to be in ten years and were given five blue dots to stick on the same 27 objectives to show what will be important to them in 2022. The dotmocracy exercise was used at engagement activities and events as well as being available on Council's website, with 780 community members participating in the activity. The top five responses are listed below. Note the values represent a combined total of both yellow dots (denoting what is important now) and blue dots (denoting what will be important in 10 years time).

1. Local employment opportunities are increased = 569 dots
2. Participation in recreational/lifestyle activities = 412 dots
3. Increase in physical fitness etc. = 379 dots
4. Access to a range of affordable housing options = 362 dots
5. Integrated transport system = 359 dots



# EXHIBITING WOLLONGONG 2022

## →ENGAGING YOUNG PEOPLE ABOUT WOLLONGONG 2022

Council has created a Children and Young People friendly document to honour the contribution that young people made to the plans and to encourage younger community members to become involved in Council decision making. The Wollongong 2022 draft report to the Children and Young People of Wollongong went on exhibition as part of the suite of documents for Wollongong 2022. During the exhibition period, engagement activities included:

- A young women's forum
- A young men's forum
- Twilight Tournaments
- Staff attending the closing night of youth week event
- Staff visiting primary schools
- Presentations at neighbourhood forum meetings
- Community kiosks
- A Q & A session with Councillors
- Reference and community interest groups
- Information distribution at train stations

Lots of children said that it was great that Council asks for their ideas and listens to what they say. They also thought that the document was easy to read and very child friendly.

## →YOUNG WOMEN'S AND YOUNG MEN'S FORUM

The Young Women's Forum involved 31 young women representing St Mary's Star of the Sea College and Smith's Hill High School in March 2012 at the Wollongong Youth Centre. Following the Young Women's Forum, 11 young men from Illawarra Sports High School and Alesco Learning Centre participated in a forum. Participants at both forums were asked to think about Wollongong in 2022, and then look at all six community goals and write down what these goals meant to them and what should sit under each goal. They were then asked to take part in dotmocracy and inform Council of their top five objectives now and their top five in 10 years. This would prioritise which of the 27 objectives in the draft Community Strategic Plan young people value the most. The results from the dotmocracy exercise at the young women's forum show that affordable housing will be an important priority in ten years for young women, while improved job opportunities was a high priority for now and in ten years for young men.

"This activity has allowed us to see the importance in young people having their say, because in ten years time we want to live in a clean city,"  
Illawarra Sports High Student.



"The only thing I would like to change would be the safety of the city and making sure it's completely sustainable here in our environment because I really want my kids to be able to grow up with beaches and parks and be able to walk down the street without being worried," said Mikaila Ng at the forum.

# EXHIBITING WOLLONGONG 2022

## →TWILIGHT TOURNAMENTS

Three workshops were run with over 60 young people at the Twilight Tournaments in May 2012. The young men and women involved in the workshop predominately come from the southern suburbs of Wollongong. Staff and volunteers held discussions about the importance of young people having their say on Wollongong 2022 and their present and future priorities through dotmocracy activities. The Twilight Tournament participants prioritised improved employment opportunities for both now and in 2022.

## →CLOSING NIGHT OF YOUTH WEEK

The Closing Night of Youth Week event in April 2012 was an opportunity for staff to engage 67 young people about Wollongong 2022 at the Wollongong Youth Centre. 32 young people participated in the dotmocracy exercise and highlighted their current and future priorities. Community access to the arts, participation in events, festivals and increased job opportunities were ranked as the highest current objectives for people at the closing night of Youth Week event.

## →YOUTH WEEK SURVEY

In conjunction with National Youth Week, the 2012 Youth Week Survey asked participants about Wollongong in 2022 and their priorities. 96 young people answered the questions about Wollongong 2022. A strong push for improved job opportunities was the most prioritised objective for participants now, and in ten years affordable housing would be the top priority.

This online survey showed that improved job opportunities was the highest present priority and affordable housing the most important objective in ten years time.

## →ENGAGING CHILDREN ABOUT WOLLONGONG 2022

Children made a significant contribution to the development of the draft Community Strategic Plan. Council staff worked with four primary schools throughout the LGA and 160 children participated in dotmocracy. Each child was also given a copy of the draft Report To The Children and Young People of Wollongong to take home and have conversations with their families and friends about the importance of this document. The students also provided feedback on the document directly, with the bright colours, photos and seeing their ideas in print being a great success. The primary schools involved in the process were St Michael's Primary School, Towradgi Public School, Mt St Thomas Public School and Port Kembla Public School. The responses from all four schools were combined with 99 children ranking the highest current priority as 'participation in recreational and lifestyle activities is increased.' Employment opportunities were the most important objective for the primary school students in ten years'.

## →NEIGHBOURHOOD FORUM PRESENTATIONS ON WOLLONGONG 2022

As part of our consultation period on Wollongong 2022, Council staff visited each Neighbourhood Forum during May 2012 to discuss the suite of documents and listen to feedback on the draft plans.

Each forum was provided with a copy of the documents and given an opportunity to raise questions before providing an informed submission.

Attendees at each forum were asked to participate in a dotmocracy exercise, which prioritised the 27 objectives that make up the draft Community Strategic Plan.

All eight neighbourhood forums' prioritisations have been combined and the most prioritised objective for now is walking, cycling and 'public transport is an accessible and well resourced means of transport'. However, in 10 years the most valued objective was that Wollongong is supported by an integrated transport system.

# EXHIBITING WOLLONGONG 2022

## → COMMUNITY CONVERSATIONS ON WOLLONGONG 2022 AT COMMUNITY KIOSKS

As part of the formal exhibition period community conversations were held at community kiosks throughout the city during April and May 2012. Council staff spoke to people from across the city and asked for their thoughts on Wollongong 2022 and what the most important objectives in the Community Strategic Plan are for them.

Warrawong Markets – Council staff spoke to 27 people from a variety of different suburbs, with 11 people taking part in the dotmocracy activity on the day.

Helensburgh Bi-Lo - Council staff held a stall outside the store to inform local community members about the Wollongong 2022 documents. Staff talked to over 56 people, with 32 participating in the dotmocracy exercise.

Dapto Mall – 33 people talked to Council staff about the plans at the mall and 13 people participated in the dotmocracy activity.

Wollongong Markets - Staff attended the weekly markets to discuss Wollongong 2022 with community members passing through the mall. Engagement staff partnered with the Environment team to run a Council stall on Wollongong 2022 and environmental services. 26 people participated in the dotmocracy activity.

## → Q & A SESSION WITH COUNCILLORS

During May 2012, the community were invited to attend a 'Q & A Session with Councillors' at Council's Administration Building. The Lord Mayor and Councillors were in attendance to answer the community's questions about the draft documents. 50 community members attended the information session.

## → REFERENCE AND COMMUNITY INTEREST GROUPS

Internal and external community reference and interest groups were also involved during the exhibition period, with Council staff visiting 15 groups and attending events to talk to the community about Wollongong 2022. Interest groups included the Wollongong U3A meeting, Aboriginal Reference Group, Access Community Group, Sporting Reference Group as well as many others. All groups were presented with the draft Wollongong 2022 documents and the majority of interest groups participated in the dotmocracy exercise on behalf of their organisation or interest groups. The results from the interest groups were collated, with the top priority for now being 'local employment opportunities are increased within a strong local economy' (68 votes). The same objective was recorded as the highest priority for 2022 with 47 votes.

## → ENGAGING WITH COMMUTERS

Staff attended Wollongong and Thirroul Train Stations from 6 – 8am to talk to Sydney commuters and North Wollongong Train Station from 5 – 6.30pm to talk to predominantly University and TAFE students. Engagement at train stations was a first for Council and proved to be an effective means of engaging with workers, students and other hard to reach people due to work and family commitments. A total of 243 commuters were engaged through this activity.



# ADOPTING THE REPORTS

## →ADOPTING THE REPORTS

Following extensive community engagement for Wollongong 2022, 65 formal submissions were received from community members about the draft plans. Of the 65 submissions, 36 changes were recommended to Council for endorsement. In addition 32 internal alterations to the report were put before Council for endorsement. All submissions will receive a written response from Council.

On Monday 25 June 2012 Council endorsed the Wollongong 2022 suite of plans with the recommended changes. The plans will now be submitted to the Division of Local Government as required under the Local Government Amendment (Planning and Reporting) Act 2009.

Wollongong 2022 will guide Council, business and the community for the next ten years to achieve its community vision, goals and key projects.

## →THANKS

Council wishes to thank the Wollongong community for engaging with us in developing a long term vision for our city. Wollongong 2022 reflects the stories we have heard over more than 12 months of discussions about broad aspirations and the development of tangible goals and actions.

This journey involved conversations with thousands of people at events, schools and community meetings. We met many new people along the way, heard their stories and explored how to make their dreams come true. We hope that you feel it has been a creative, interesting and genuine experience.

We extend our thanks to you and our wish to continue working together as we strive to achieve your goals.



# Beach

From the mountains to the sea, we value and protect our natural environment and we will be leaders in building an educated, creative and connected community.

