



# Preparation of a Local Strategic Planning Statement (LSPS)

## Engagement Report

Phase 1 | Phase 2

March 2019

Report prepared by People, Place and Partnership Pty Ltd for Camden Council



Project: Preparation of Local Strategic Planning Statement

Client: Camden Council

Revision	Status	Date	By	Checked
A	Draft	18 March 2019	AD, MS, JN	JK
B	Draft	17 May 2019	AD, MS, JN	JK
C	Draft	19 June 2019	MS, AD, JL	JK



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**PLACE PLANNING**



**STRATEGIC FACILITATION**



**COMMUNITY ENGAGEMENT**



**PLACE ACTIVATION**

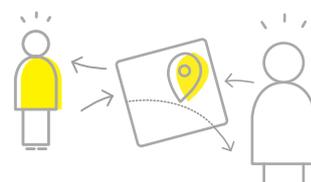


**PLACE TRAINING**



**PLACE MANAGEMENT**

**We are passionate about connecting people to place and place to people to create long lasting change.**





# Executive Summary

This Engagement Report has been prepared as part of the preparation of a Local Strategic Planning Statement (LSPS) for Camden Council and outlines the approach and results of a comprehensive engagement program undertaken together with the local community and key stakeholders.

Camden Council's engagement process in developing the draft LSPS is ongoing and has used a range of tailor made techniques to engage the community and provide insights into the key issues and priorities for the future of Camden LGA. The feedback obtained from the community will be used to shape the LSPS for Camden LGA and help to set its 20 year vision for land use, characteristics and strategic planning.

This document includes key sections reflecting the project background and phases of engagement, as well as key findings reflecting the outcomes of major face to face engagement in Phase 2 of the project:



The project background provides the history and scope of LSPS engagement and demonstrates how engagement aligns to the aims of the Western City District Plan, as well as outlining the key engagement phases.

Phase 1 Engagement represents key findings of the engagement activities undertaken by Camden Council from November 2018 to January 2019 including the Digital Ideas Wall, Pop Up and School Engagement, and an online survey. These findings are the foundation of the development of Phase 2 Engagement as they provide a broad view of the priorities and issues raised by Camden LGA's community.

Priorities raised in Phase 1 were further explored in the community workshops in the Phase 2 Engagement. A curated engagement program featured interactive activities to build a profile of detailed community priorities and gain ideas and opportunities for the LSPS.

A targeted stakeholder workshop was held to understand the perspective and priorities of key industry representatives, business operators and local stakeholders in the LGA, building on the understanding gathered through community engagement in Phases 1 & 2.

Key findings for Phase 2 Engagement are aligned with the four pillars of the Western City District - Infrastructure and Collaboration, Sustainability, Productivity and Liveability, as well as with future sentiment and local character.

# Executive Summary

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## Phase 1 Engagement

The purpose of Phase 1 Engagement was to introduce the project to the community and obtain a broad cross section of views and priorities on key concepts outlined in the Western City District Plan and the Camden Community Strategic Plan.

### Key Findings:

- Key priorities highlighted the need to retain the rural character, food production and natural environment of the LGA
- Areas for future improvement included services and accessibility to further enable sustainable growth

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- 

## Phase 2 Engagement

### Community Workshops

People, Place and Partnership was commissioned to assist Council in the design and delivery of phase 2 engagement. Three community workshops were undertaken that addressed in further detail the pillars of the Western City District Plan (Infrastructure & Collaboration, Liveability, Sustainability and Productivity) with an emphasis in providing community members with dynamic interactive opportunities to plan for the future both in the short and long term.

At each workshop a series of interactive activities were undertaken as individual and group experiences. Individual activities included; short ideas on what community members were Optimistic and Concerned about, a detailed response matrix to provide views on the Liveability Priorities and Performance within the LGA. Small group activities undertaken by each workshop attendee including an interactive creative session exploring local character, a discussion on a series of future scenarios, identifying on a LGA map a series of responses to Sustainability key questions and identifying where future growth sectors could be when considering Productivity.

### Productivity Workshop

An additional workshop was held directly with business and local industry to specifically address the fourth pillar of the Western City District Plan, Productivity. Activities were duplicated to be able to compare and contrast with feedback from the community sessions however additional small group activities were only undertaken in this session to more comprehensively explore where future jobs growth may occur both by sector and location.

### Key Findings:

- Managing development, planned and appropriate infrastructure and protection of the natural environment are clear priorities for the LGA
- A balance between the visual character of historic, rural and new developments is key to retaining the appeal of the LGA as an aspirational residential location for current and future communities
- LGA-wide transport links and connectivity are key to the continued vitality of the area and should be well planned with future growth in mind
- Liveability is inherently connected to the provision of effective services, infrastructure, and the preservation of the local heritage, environment, community and character for which the LGA is known
- Opportunities for economic and industry growth align closely to residential growth and the need to both support new communities and increase local jobs
- Environmental protection is a clear priority and should encapsulate both native bushland and iconic rural landscapes, as well as the Nepean River

# Project Background



# Introduction

Camden Council is preparing a Local Strategic Planning Statement outlining a 20 year vision for land use and planning priorities for Camden LGA.

## Project Background

In March 2018, the State Government released the Greater Sydney Region Plan – A Metropolis of Three Cities, and the Western City District Plan, which includes the Camden LGA. In accordance with the District Plan and changes to the Environmental Planning and Assessment Act 1979 (the Act), all councils are required to review and update their Local Environmental Plans and prepare Local Strategic Planning Statements (LSPS). This project will be known as the Comprehensive LEP Review 2020 and will be undertaken over the next two years.

The LEP review process requires Council to prepare a Local Strategic Planning Statement (LSPS) which will draw together planning priorities identified through State, regional, district and local strategic work. The LSPS will include a 20-year vision of future land use for the entire LGA (including land contained within the South Western Growth Area). The Statement will specifically address:

- The special characteristics which contribute to local identity
- Shared community values to be maintained and enhanced
- How growth and change will be managed into the future

Camden Council has engaged People Place and Partnership to undertake the community engagement necessary to support the creation of the LSPS. This process includes:

- facilitating and delivering face to face community engagement to directly inform the LSPS
- preparing a comprehensive report which includes engagement findings and analysis across three engagement phases, including the findings of engagement undertaken independently by Council

## Priority Areas:

Community engagement for this project has been tailored to meet the needs of the LSPS and the key themes of the Western City District Plan, which identifies broader regional planning priorities for Council areas and key centres in the Western City region.

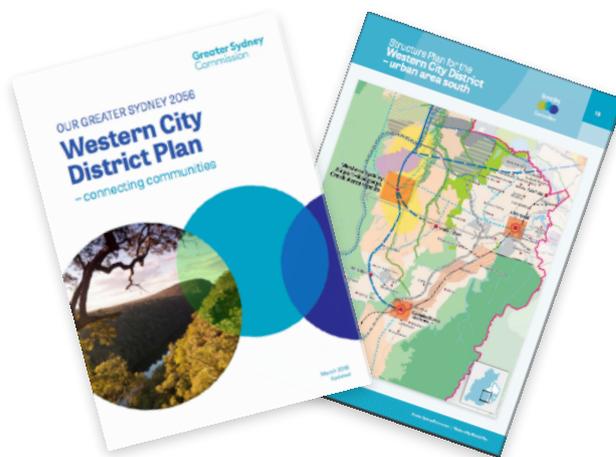
The Western City District Plan is based around four key pillars or themes which are carried into the LSPS:

● **Liveability**

● **Productivity**

● **Sustainability**

● **Infrastructure & Collaboration**



# Site Context

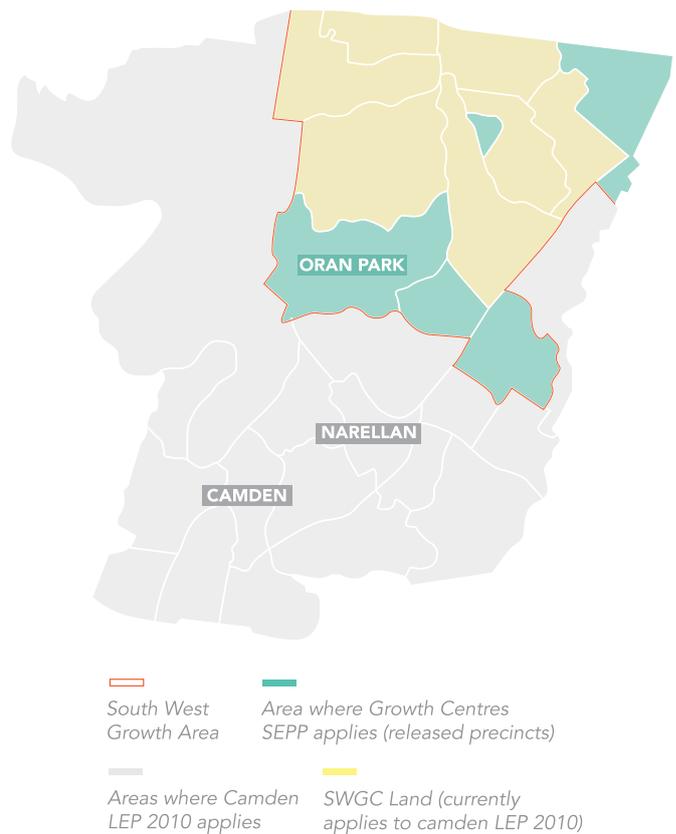
## Camden LGA

The LGA covers a total land area of 206 square kilometres and is bounded by Liverpool City Council in the north, Campbelltown City Council in the east, and Wollondilly Shire Council in the south and west.

Camden LGA is a dynamic, modern, urban place which is defined by its unique history and a rural backdrop. Many opportunities are locally presented by urban development and population growth and as a rapidly growing area containing a mix of agricultural land, country towns and villages, new residential areas, rapid commercial and industrial development and in the context of a new major airport, the Camden LGA offers unique opportunities for investment.

There are a number of major projects that have the potential to have a significant impact on how Camden will develop in the future including the Western Sydney Airport, South West Rail Link extension, North South rail and the Outer Sydney Orbital. Further, Council understands that the NSW Government is currently working on the South West Growth Area Land Use and Infrastructure Implementation Plan (LUIIP).

These projects will have a direct impact on how the residential areas of Camden will develop, especially in terms of the intensity of residential development around emerging centres and transport connections.



## Ward Areas

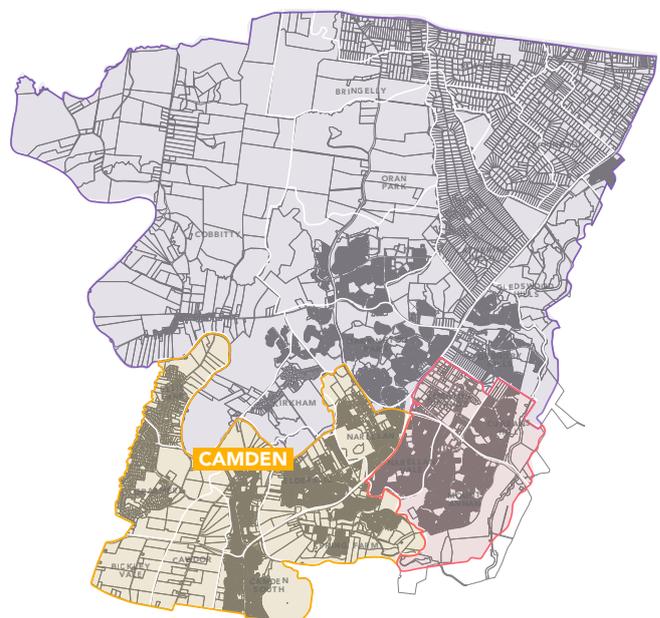
Camden LGA is divided between three wards: North, South and Central.

The South Ward features more established centres including Camden and Narellan as well as Spring Farm and Elderslie.

The North Ward is home to a number of new release areas featuring new residents and communities, including Leppington, Oran Park, Harrington Park, Gregory Hills, Catherine Park, Emerald Hills and Gledswood Hills.

The Central Ward is home to the key industrial precinct Smeaton Grange and the established suburbs of Narellan Vale, Mount Annan and Currans Hill.

In order to effectively engage with a cross section of the Camden LGA and provide a balanced output of community opinion between new and established areas, one community workshop was held in each of the ward areas during Phase 2 Engagement in February 2019.



### Ward Areas

#### North Ward

Cr Cindy Cagney  
Cr Michael Morrison  
Cr Lara Symkowiak

#### South Ward

Cr Eva Campbell  
Cr Paul Farrow  
Cr Peter Sidgreaves

#### Central Ward

Cr Ashleigh Cagney  
Cr Therese Fedeli  
Cr Rob Mills

# Engagement Approach

## Overview of Phases:

### Phase 1 Engagement

The purpose of Phase 1 Engagement was to introduce the project to the community and obtain a broad cross section of views and priorities on the areas included in the Western City District Plan and the Camden Community Strategic Plan. This phase included an online community survey which was completed by 346 people, as well as a digital ideas wall outlining feedback and opportunities in the LGA. Representatives from Camden Council also undertook face-to-face pop up engagement across centres in the LGA and flyer handouts to promote the digital survey.



### Phase 2 Engagement

#### Community Workshops

A total of three community workshops were held in February 2019, with each session targeting one of the three Camden LGA wards and providing a geographical basis for attendance and data comparison. Each community workshop addressed in further detail the pillars of the Western City District Plan (Infrastructure & Collaboration, Liveability, Sustainability and Productivity) with an emphasis in providing community members with dynamic interactive opportunities to plan for the future both in the short and long term.

#### Business & Industry Productivity Workshop

An additional workshop was held directly with business and local industry to specifically address the fourth pillar of the Western City District Plan, Productivity. The workshop featured activities and discussion points which addressed the role of centres in the LGA, as well as topics and inherent opportunities in housing, jobs and industry growth, local character, and the relationship between business and the environment.

### Phase 3 Engagement

#### Public Exhibition Workshops

Phase 3 Engagement has yet to be undertaken and will include workshop/s gaining feedback on the draft LSPS.



PHASE 1

# Community Engagement



# Digital Ideas Wall

Camden Council hosted an online ideas wall through their website which allowed community members to share their ideas regarding a range of themes about Camden LGA. Respondents could share their thoughts while viewing comments made by other participants, divided by theme. A total of 90 comments were shared through this platform.



**Many participants shared thoughts about housing that were based on the contrast between recent growth and the rural setting of the LGA. Overdevelopment and high rise concern the community.**

### Key Ideas

- Improve housing diversity regarding bigger dwellings
- Align built form with the LGA's local character
- Improve design of new developments
- Avoid over development



**Protecting natural assets such as the Nepean river, bushland and green spaces are key priorities. Maintenance and management are needed to keep the LGA's natural feel.**

### Key Ideas

- Avoid high rise to maintain natural atmosphere
- Improved tree cover in public areas
- Manage water run off
- Waste management
- Improve walkability



**Transport and infrastructure had the most responses in the ideas wall, in which the key priorities were parking provision, improving public transport and walkability.**

### Key Ideas

- Improve footpaths and cycling paths to promote walkability in the LGA
- Public transport links to connect the different centres in the LGA
- Commuter parking



**The main thoughts shared about employment in the LGA regarded the provision of a greater number and range of local jobs that reduced the need for residents to commute out of the LGA and travel times.**

### Key Ideas

- Employment zones to accommodate local employment needs
- Diverse employment opportunities



**The protection of the LGA's heritage and promotion of its rural character are highly valuable for the community.**

### Key Ideas

- Green corridors to enhance rural feel
- Maintain village atmosphere
- Protect historic sites



**Infrastructure should accommodate growth and many participants feel the need for improved recreation opportunities, cultural and open spaces.**

### Key Ideas

- Education facilities to accommodate growing population
- Facilities for the arts
- Recreational centre
- Sports facilities
- Open space

# School Engagement

Camden Council held multiple engagement activities in Camden, Leppington and Elderslie Public Schools throughout November/December 2018. During engagement, students were given two dots and asked to place them to represent their priorities for Productivity, Infrastructure, Liveability and Sustainability. They were also asked to provide ideas to improve the LGA in the areas of transport, environment and housing. School engagement consulted approximately 200 students.



## Top Priorities

### Productivity

Service provision - education and health facilities

### Infrastructure

Reduced traffic congestion

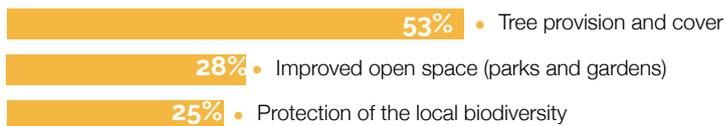
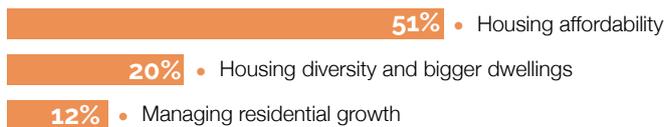
### Liveability

Improved housing affordability

### Sustainability

Protecting the environment

## Ideas for Improvement

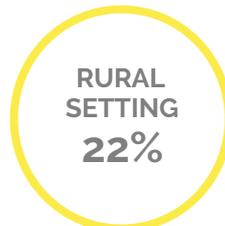


# Pop Up Engagement

Camden Council undertook face-to-face pop up engagement in economic centres in the LGA. During pop up engagement, participants were given three dots to identify what they value the most in the LGA, as well as provide their ideas for improvement on a sticky note. A total of 110 visions for the future were shared.



What do you value the most?



## Ideas for Improvement



### liveability

- Public domain (toilets, accessibility, facilities for seniors)
- Improved open space and sporting facilities
- Improved housing affordability and diversity
- Engaged and family friendly community
- Urban management



### infrastructure

- Improved public transport between the centres and to major towns
- Proximity to the future Airport
- Improved parking facilities
- Road connections



### productivity

- Education facilities to accommodate population growth
- Local and diverse employment opportunities
- Health care and hospital provision



### sustainability

- Protection of rural setting
- Protection of local heritage

# Community Survey

Camden Council hosted an online community survey through their website which allowed community members to provide feedback on their priorities and perceptions of Camden LGA as a whole.

The community survey was promoted digitally and face to face at pop-up events at key locations across the LGA.

The survey was live between Friday the 23rd of November 2018 until Monday the 4th of February 2019 and a total of 346 community members took part overall. Participants were asked a mixture of multiple choice and open ended questions about what they prioritised and valued about the LGA.

## Survey Overview

### Introduction

**1. Do you live or work in the Camden Local Government Area (LGA)?**

- Live
- Live and work
- Work
- Visitor

**2. What do you value most about the Camden LGA? (select up to 3)**

- Rural setting
- Housing affordability and cost of living
- Good place to raise a family
- Close to work
- Close to family and friends
- Access to services and facilities

**3. What do you see as the biggest challenges for the Camden LGA over the next 20 years? (select up to 3)**

- Retaining Camden's rural character
- Reducing vulnerability to extreme heat/climate change
- Delivering a diverse range of local jobs for a growing population
- Housing options and affordability
- Impacts of development on the surrounding natural areas
- Sufficient open recreation spaces
- Entertainment/things to do

**4. How important are the following options to help make the Camden LGA more liveable? (rated from 'very important' to 'not important')**

- Support local fresh food production
- More local parks and open space
- Improve facilities in public places and improve disability access
- More entertainment/things to do
- More social/cultural opportunities
- Affordable housing
- Housing options (diversity of housing)

**5. How important are the following options to help make the Camden LGA more productive? (rated from 'very important' to 'not important')**

- Advocate for State investment to grow health and education facilities

- Enhance Camden's rural economy
- Providing access to jobs, goods and services
- Managing provision of employment land and residential amenity
- Innovative working environments for commuters and small businesses (e.g. smart work hubs)
- Enhancing the tourist and visitor economy

**6. How important are the following options to help make the Camden LGA more sustainable? (rated from 'very important' to 'not important')**

- Protecting Camden's rural lands
- Enhancing and protecting views of scenic and cultural landscapes
- Investigating further options to protect environmentally sensitive areas
- Making buildings and homes more energy efficient/sustainable
- Improve recreational access to waterways and bushland
- Reducing vulnerability to extreme heat/climate change

**7. How important are the following options to help make the Camden LGA more connected? (rated from 'very important' to 'not important')**

- Easing traffic congestion
- Ensuring early delivery of rail and improved public transport
- Recreation and open space improvements
- Improving bike paths and pedestrian access
- Social and community infrastructure
- Creating opportunities for shared use of community facilities (such as schools, halls and creative spaces)

### 20 Year Vision

**8. Provide three words to describe your vision for the Camden LGA in 20 years**

### Respondent Profile

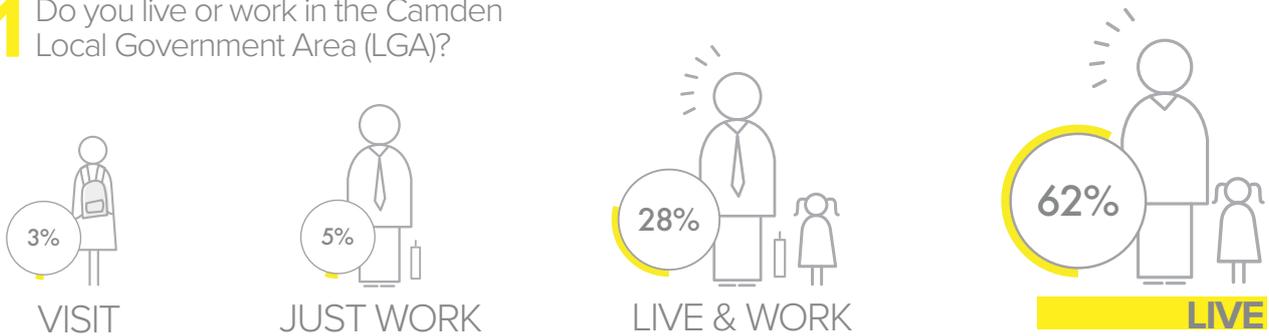
**9. What suburb do you live in?**

**10. What is your age bracket?**

**11. Would you like to be involved in a future workshop to provide input into Camden's vision for 20 years?**

# Community Survey | Key Findings

## 1 Do you live or work in the Camden Local Government Area (LGA)?



The majority of survey respondents **reside in the Camden LGA** (62%) with around another one third of respondents **living and working in the LGA** (28%). The data reflects a lower percentage of people both living and working the area.

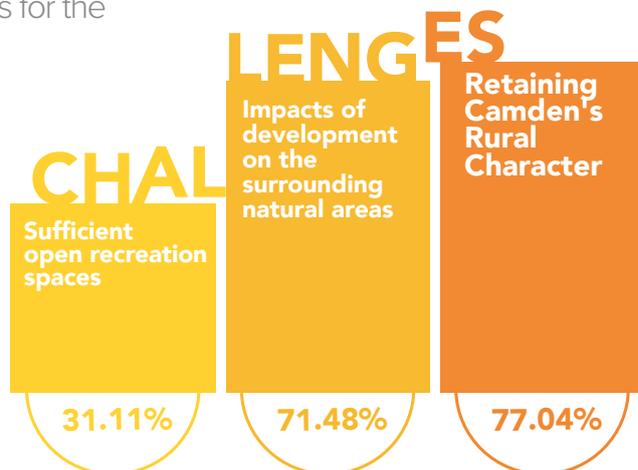
## 2 What do you value most about the Camden LGA?



For around three quarters of respondents (76.25%), **Camden's rural setting** was valued most, followed by two thirds of respondents who considered the area family friendly and **a good place to raise a family** (66.28%). **Access to services and facilities** rated significantly lower, while **close to work** was considered least valuable out of the options provided at 15.8%.

## 3 What do you see as the biggest challenges for the Camden LGA over the next 20 years?

The majority of respondents considered the challenge of **retaining Camden's rural character** (77.04%) as the main challenge for the next two decades, closely followed by **impacts of development on the surrounding natural areas** (71.48%).



# Community Survey | Key Findings



For most respondents, support for **local fresh food production** was considered the highest priority (60.93%) followed by **more local parks and open space** (50.87%). The third highest priority was considered **improved disability facilities and access** (38.78%), reflecting a desire for a healthy and active community, with sufficient support for disability.



Over half of respondents considered **enhancing the rural economy** as the highest priority (58.55%), as well as **advocating for state government investment in health and education facilities** (54.65%). **Access to jobs, goods and services** was also highly prioritised (50.72%), reflecting an emphasis on supporting the community through services, facilities and preserving the existing rural identity.

# Community Survey | Key Findings

**6** How important are the following options to help make the Camden LGA **more sustainable?**

**59.30%**  
PROTECT SENSITIVE AREAS

SUSTAINABILITY

**71.59%**  
PROTECTING CULTURAL LANDSCAPES

**71.59%**  
PROTECTING CAMDEN'S RURAL LANDS

Respondents considered both the **protection of cultural landscapes** and **Camden's cultural lands** to be of equally high importance (71.59%) while just under 60% (59.3%) felt that **protecting sensitive areas** was also highly important. These priorities demonstrate the importance of the connection between local history, culture and heritage and the natural environment for survey respondents.

**7** How important are the following options to help make the Camden LGA **more connected?**

**42.44%**  
RECREATION & OPEN SPACE IMPROVEMENTS

INFRASTRUCTURE

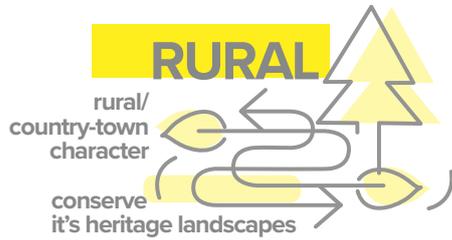
**57.27%**  
IMPROVED PUBLIC TRANSPORT

**66.47%**  
EASING TRAFFIC CONGESTION

Around two thirds (66.47%) of respondents considered **easing traffic congestion** to be the highest priority for improving connectivity, with **improved public transport** (52.27%) and **recreation/open space improvements** (42.44%) also prioritised. These preferences reflect a desire to resolve current connectivity issues, as well as the importance of introducing new or enhancing older infrastructure.

# Community Survey | Key Findings

8 Provide three words to describe your vision for the Camden LGA in 20 years



family friendly

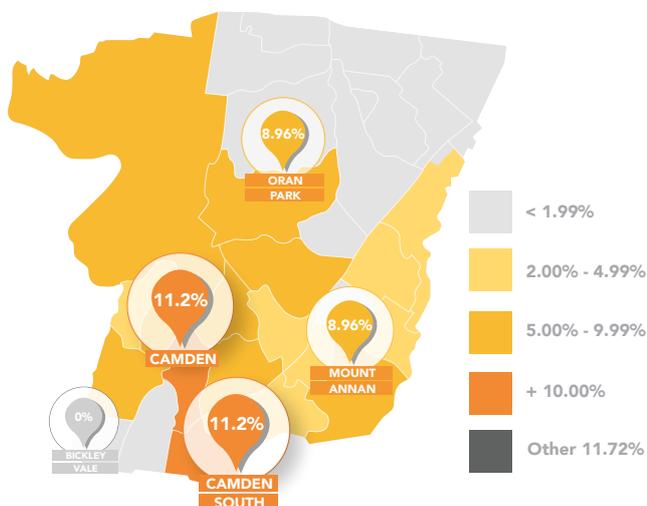
green

heritage

community

For the overwhelming majority of respondents, **rural** was considered the most important term to describe the LGA, with the adjective used 143 unique times in responses relating to local character, heritage and landscapes. The term **sustainable** was also popular to describe the area, in a range of contexts including environmental, infrastructure and managing growth. Other key descriptions included the LGA's characteristics such as **family friendly, community focused** and **green**.

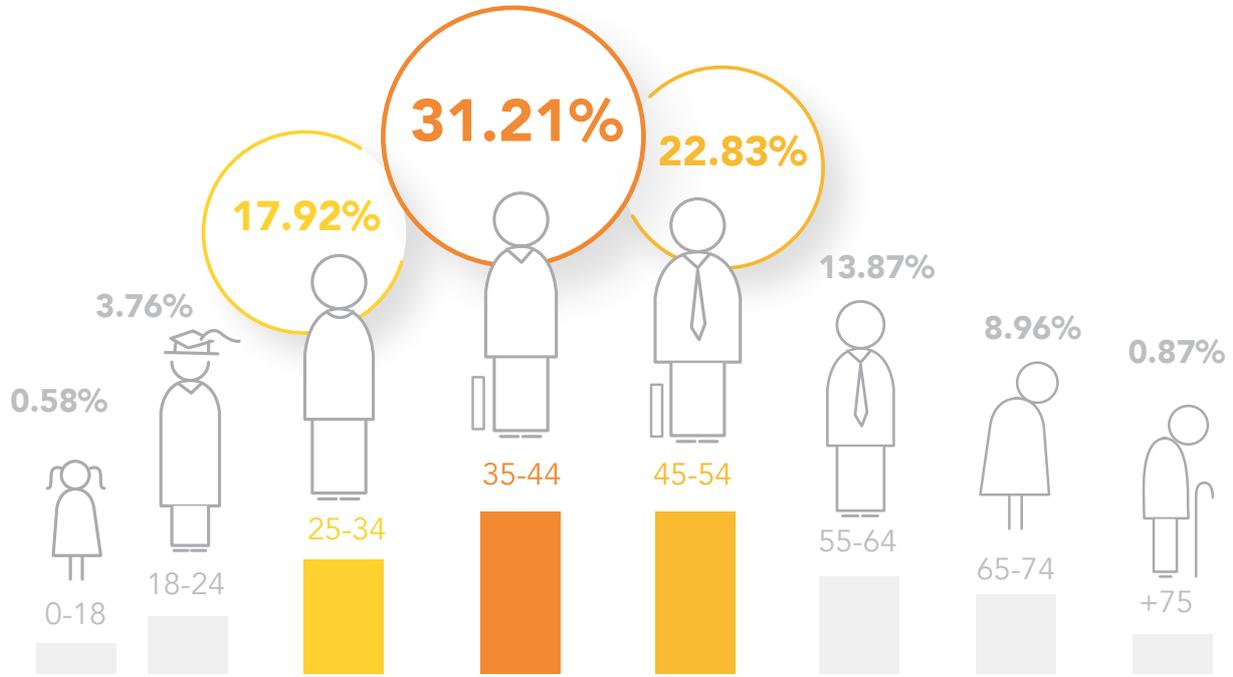
9 What suburb do you live in?



Most survey respondents resided in established areas of the LGA including **Camden** and **Camden South** (11.2% for each area) and **Mount Annan** (8.96%) while a number of participants were also based in **Oran Park** (8.96%). These resulting numbers align with the population density in the LGA, which is higher in Mount Annan, Camden and Camden South.

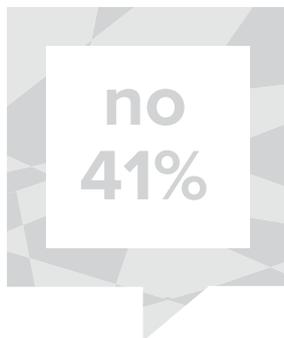
# Community Survey | Key Findings

## 10 What is your age bracket?



The majority of survey participants were aged between **35 to 44 years old** (31.21%) followed by participants aged from **45 to 54** (22.83%). The total number of respondents aged **25 years or under** was less than 5%, while the total percentage of respondents **above 65 years old** was just below 10%.

## 11 Would you like to be involved in a future workshop to provide input into Camden's vision for 20 years?



Close to two thirds of respondents were **open to taking part in further engagement** on the future of Camden (59%), while 41% **preferred not to take part**.

# Key Findings

Phase 1 Engagement activities helped Council to identify key community priorities and concerns that could be further explored and developed in more tailored engagement opportunities during Phase 2 Engagement. Between information gathered through onsite, short term engagement in centres and schools, and more detailed feedback provided in the online survey, key themes emerged to be further explored in a tailored interactive workshop program for both general community and key stakeholders and industry representatives.

## Infrastructure and Collaboration

- Interconnectivity of different centres through public transport is an issue that people feel needs to be solved
- Commuter parking also needs improvement
- Walkability in the LGA is a priority
- Traffic congestion is a recurrent issue throughout all Phase 1 Engagement activities
- The proximity to the airport should be considered an opportunity for the LGA

## Productivity

- The rural economy should be prioritised and seen as an opportunity
- Local, diverse employment opportunities are needed
- Education and health facilities need to accommodate growth and provide for the community
- The LGA's accessibility is directly connected to productivity

## Liveability

- Promoting housing diversity and affordability is a key priority for the LGA
- Overdevelopment and high rise are concerns, along with housing affordability
- Management of urban areas is needed to mitigate any potential negative growth impacts
- The rural and village feel is a key feature of the LGA's identity and maintaining it is perceived as a major challenge
- Supporting fresh, locally-sourced food production is a key priority to maintain liveability
- The family-friendly and strong community atmosphere of the area are highly valuable
- Sporting facilities are needed to provide recreation opportunities

## Sustainability

- Protecting the natural surroundings is a key priority and should be balanced with growth
- Protecting rural lands is a high priority, since it is a distinctive reflection of the LGA's identity
- Heritage and history are important to preserve



PHASE 2A

# Community Engagement



# Community Workshops

Camden Council hosted a series of three community workshops facilitated by People, Place and Partnership.

The workshops comprised a series of interactive dynamic activities aimed at understanding what the community considers priorities and challenges for the future of Camden LGA.

Camden Council invited community groups, sporting groups and local residents to attend a 90 minute workshop for each Ward area of the LGA.

- The Central Ward session took place at Narellan Library and was attended by 13 people.
- The South Ward session took place at Narellan Library with 27 people in attendance.
- The North Ward workshop took place in Oran Park Library and was attended by 30 community members.



## Workshop Approach

Camden Council has undertaken a thorough and robust engagement process to inform the creation of a Local Strategic Planning Statement which responds to local needs.

In accordance with the new requirements within the EP&A Act, Council must prepare a Local Strategic Planning Statement (LSPS). The LSPS will be framed around the four key themes from the Western City District Plan which are Infrastructure and Collaboration, Liveability, Productivity and Sustainability, as informed by community and stakeholder engagement.

A tailored workshop approach has been created in order to provide an insight into the feedback, priorities and ideas of the local community for each theme area. Feedback from Phase 1 Engagement enabled the identification of key priorities and issues for the community that were further explored in Phase 2, specifically examining key aspects of liveability local food production, exploring potential future infrastructure changes and improvements to accessibility.

An additional activity was provided to address local character in the LGA as a way to better understand community priorities and perceptions. The importance of the local rural setting, community and family-focused aspects of the Camden LGA were identified in Phase 1 through survey and face-to-face engagements and the workshops provided a valuable opportunity to expand on these features to understand the localised identity of the LGA.



# Workshop Sessions

## Introduction

An overview of the LSPS and LEP review process was provided by the Coordinator LEP Review from Camden Council and an overview of the workshop activities was provided by Jo Kelly of People Place and Partnership.

## Individual Activities:

- Optimistic and Concerned
- Liveability Priorities and Performance

## Small Group Activities (four rotating stations):

- Local Character
- Future Scenarios
- Sustainability Flagging
- Productivity Flagging

## Wrap Up and Workshop Close

## Key Objectives

- Gain a deeper understanding of issues raised in Phase 1 Engagement
- Explore opportunities and ideas for the LSPS



• Central Ward | 16 Feb



• South Ward | 20 Feb



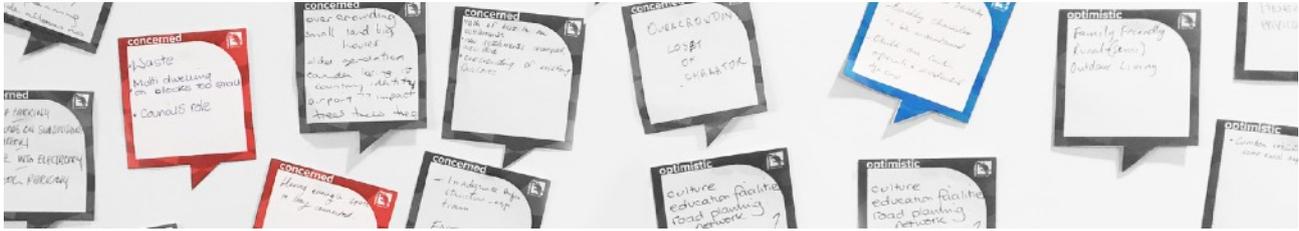
• North Ward | 23 Feb



# Workshop Activities

ACTIVITY A OPTIMISTIC & CONCERNED	ACTIVITY B LIVEABILITY PRIORITIES & PERFORMANCE	ACTIVITY C LOCAL CHARACTER	ACTIVITY D SUSTAINABILITY FLAGGING & ASPIRATIONS	ACTIVITY E FUTURE SCENARIOS	ACTIVITY F PRODUCTIVITY
					
<ul style="list-style-type: none"> <li>• Obtain a broad understanding of issues and opportunities</li> <li>• Provide a medium to express pressing comments that were not directly related to the workshop themes</li> </ul>	<ul style="list-style-type: none"> <li>• Identify how core aspects of liveability are performing in the LGA and opportunities or ideas to build on these areas</li> <li>• Understand which areas are of a higher priority, and whether the importance of each area correlated with its current performance</li> </ul>	<ul style="list-style-type: none"> <li>• Provoke a conceptual conversation around local character</li> <li>• Examine local character laterally using metaphors and visual aids</li> <li>• Providing an opportunity to reflect on the qualities and physicality of the LGA</li> </ul>	<ul style="list-style-type: none"> <li>• Understand key sensitive areas and places for protection</li> <li>• Understand opportunities and priorities for sustainability</li> </ul>	<ul style="list-style-type: none"> <li>• Provoke conversation about future change and potentially divisive issues</li> <li>• Understand where participants stand on key issues and how open they were to change</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the growth potential of different industry types</li> <li>• Explore the location and nature of industry growth</li> </ul>

# Optimistic and Concerned



At each community workshop participants were asked ‘what are you most optimistic and concerned about for the future of Camden?’. Participants were asked to share their thoughts and raise specific issues on small notes ‘optimistic’ (blue) and ‘concerned’ (red). Identified below is an overview of the 3 most consistent issues for each of the workshop locations.

	OPTIMISTIC	CONCERNED
 <p><b>Central Ward</b></p>	<ul style="list-style-type: none"> <li>• Protecting and celebrating Camden LGA's character</li> <li>• A sense of community</li> <li>• Preserving the environment and local wildlife</li> </ul>	<ul style="list-style-type: none"> <li>• Loss of trees and open space</li> <li>• Infrastructure not aligning to growth</li> <li>• Housing density and overdevelopment</li> </ul>
 <p><b>South Ward</b></p>	<ul style="list-style-type: none"> <li>• Unique heritage being recognised and maintained</li> <li>• Community ability to engage in the LGA's issues</li> <li>• Protection of the area's natural environment</li> </ul>	<ul style="list-style-type: none"> <li>• Public transport</li> <li>• Pressure on infrastructure due to growth</li> <li>• Loss of environment and bushland</li> </ul>
 <p><b>North Ward</b></p>	<ul style="list-style-type: none"> <li>• Growth potential of the area and the chance to plan for the LGA</li> <li>• Protection of open spaces and waterways</li> <li>• Community priorities in planning for the future</li> </ul>	<ul style="list-style-type: none"> <li>• Loss of natural habitats and environments</li> <li>• Overcrowding of infrastructure</li> <li>• Overdevelopment</li> </ul>

# Optimistic | Key Findings

The following key themes emerged from the three community workshops to reflect the areas that people raised most frequently under 'optimistic'.



**Many people were optimistic about the preservation of the local rural identity and heritage, protection of the natural environment and the community spirit in the region.**

**Participants were primarily optimistic about protecting the unique local identity of the LGA and its foundation in rural history, as well as seeing opportunities for collaboration in the community around decision making for the future.**



## Local Identity

- Preventing development from impacting on existing local character
- Promoting and celebrating history
- Rural identity as an attraction
- Local rural character



## Community

- Community actively engaged in planning
- Family friendly and full of opportunities
- Improved relationship with Council
- A range of ages



## Open Space and Parks

- Amenities and improved parks and gardens
- Play spaces for families



## Infrastructure

- Thoughtful planning and design for the future
- Improved roads and road networks

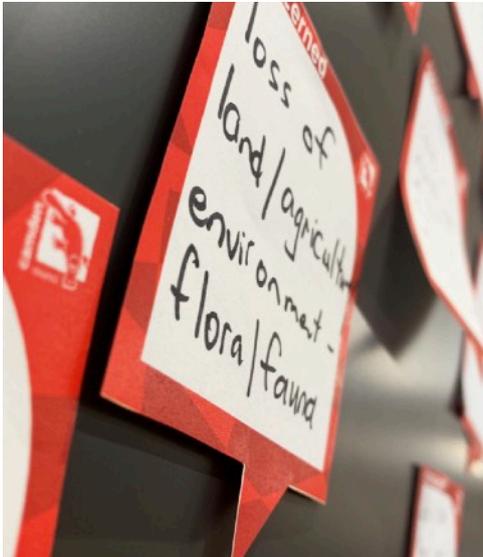


## Environment

- General protection of the environment
- Sustainable green spaces
- Rubbish management
- Flood control

# Concerned | Key Findings

The following key themes emerged from the three community workshops to reflect the areas that people raised most frequently under 'concerned'.



## Infrastructure and Planning

- Infrastructure timing and provision for new communities
- Lack of paths and walkways for pedestrians
- Insufficient forward thinking in planning
- Overcrowding and population growth



## Housing and Development

- Rate and insufficient planning of development
- Increased traffic and pressure on roads and facilities
- Density and crowding of new developments
- Small lot sizes

**Many people were concerned about loss of natural environment, growth and infrastructure changes, and overdevelopment.**

**Participants were mainly concerned about the impact of increased population on infrastructure and the implications of planning decisions making.**

**People were also concerned about how housing and development can damage the natural environment through things like bushland clearing and lack of waste / water management.**



## Environmental Damage

- Urban heat and land clearing for development
- Loss of trees and natural habitats
- Loss of agricultural land
- Waste management
- Water quality



## Transport

- Lack of transport connections and infrastructure
- Impact of public transport on the area
- Traffic impacts and increases
- Lack of parking facilities

# Liveability Priorities and Performance

Participants were given a coloured worksheet with 5 themes relating to liveability. Using a scale from low to high, participants were asked to rate each theme according to how it was currently performing. They were also asked to rate the priority of each between low to high of each theme and provide comments on ideas for improvement. The purpose of this activity was to identify priorities for the future and perceive gaps in provision and need.



The following key results emerged from the three community workshops to reflect areas of priority and an indication of existing performance.

## Local Fresh Food Production

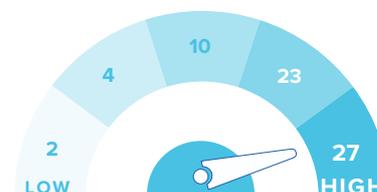
While local fresh food production was considered a high priority overall, a need for management and support of agriculture was identified

performance



- The current performance of fresh food production across the LGA was considered by most people to be medium to high
- Current provision is considered by some people to be threatened by residential development
- Some people raised the cost, access to local produce, competition from major supermarkets and management of agricultural land as impacting on performance

priority



- The provision of local fresh food was considered to be a high priority for the majority of participants
- Some people reflected that the management and support of the local agricultural industry and farming land was of high importance, as well as the positive social impacts of fresh food production

## Local Parks and Open Space

Local parks and open space were rated as a high priority that currently performs very well

performance



- Parks and open space were considered to be performing between medium to high for most people
- While some people reflected that parks were in need of more maintenance, especially in Cobbitty, many others felt that they were kept in good condition
- Some people specifically considered newer parks, dog parks and water play facilities to be performing well
- Areas impacting on performance included parking, connection and access and sports field maintenance

priority



- Almost half of the total respondents for this theme rated parks and open space as a high priority
- The role of exercise and open space was cited by some people as a key reason for its importance, as well as smaller backyards and more built up residential areas
- Preserving native bushland open space and passive spaces was also considered to be an important priority

# Liveability Priorities and Performance

## Improved Access for people with disabilities

Disability access was considered a high priority, with few workshop participants needing to use disability facilities

performance



- Most people rated the performance of this topic between medium to high
- Participants cited footpath quality especially in Camden, as well as a lack of accessible transport options, as impacting on performance

priority

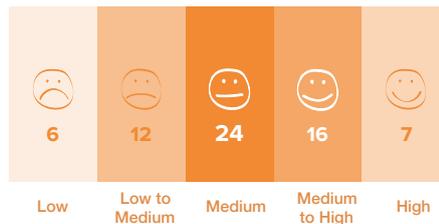


- For most people, disability access was considered a medium priority
- Some participants commented that it is hard to reflect on the experiences of people with a disability as they are able bodied

## More Entertainment Options

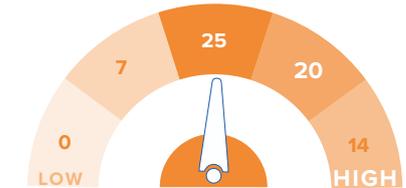
Entertainment options were mostly of an average performance and priority for the majority of people, with many ideas for improvement

performance



- Most people rated the current performance of entertainment options as medium to high
- Many people raised a range of ideas to improve or add to entertainment options in the area, suggesting a desire for variety in provision for different ages and interests

priority



- Entertainment options were rated as medium to high priority for most participants
- Some people reflected that this theme was not as high of a priority as other areas, such as natural areas and family facilities

## More Social/Cultural Opportunities

Social and cultural opportunities were of medium to high priority and above average performance, with promoting local history an important feature

performance



- Many people rated this area to be performing between medium and high
- Some people cited the provision of facilities to be inadequate and a lack of awareness of cultural opportunities to detract from performance

priority



- Most people felt that this social and cultural opportunities were of medium to high priority
- The importance of maintaining and celebrating local culture and providing social opportunities for families, individuals and older people were raised by some participants

# Liveability | Key Findings

Fresh local food production and local open spaces and parks were consistently considered the highest priorities and performing the best.

Overall, entertainment was not considered as important in comparison to other aspects of liveability.

Participants were also asked to provide ideas or actions to help to improve the performance of each theme area in the future.

## KEY IDEAS

- Organic and healthy local food options
- More locally available produce and land for farming
- Supporting the agricultural industry
- Protection of water for farming
- Local fresh food markets and local shops stocking produce
- Community gardens and backyard gardens
- Using flood zones for farming

## KEY IDEAS

- Spaces for celebrating local culture and history
- Promotion of existing heritage attractions
- Performance and night time entertainment venues
- Community based social opportunities for the elderly, individuals and families to combat isolation

## KEY IDEAS

- Theatre and performance venues
- Entertainment for all ages and particularly young people
- Large outdoor entertainment venues for festivals and performance
- Nature and lifestyle based options
- Promoting local heritage

## KEY IDEAS

- Improved footpaths
- Local transport options and access for disabled people
- Pavement access for disability and ageing population
- Extended services and service hours
- Reduced entry fee to Mount Annan pool

## KEY IDEAS

- An increase in trees and bushland corridors/habitats
- Improved amenities, lighting and sporting facilities
- Improved maintenance of parks and facilities
- Walking and cycling tracks
- Parks and open space near the Nepean River
- Access to bushland and vegetation



# Local Character

Participants were given a set of image cards of different desserts and asked 'to select 2 cards that represent the character of Camden to you'. They were then asked to provide reasoning for their choices. This activity provides insights into how participants perceive Camden's current and future character.

## Central Ward

- The desserts chosen represented the connection to the area's natural environment and rural history
- The family-friendly qualities of the area were frequently mentioned



- Connection to nature
- Rural and healthy



- European heritage
- Traditional



- Historic
- Sophistication

## South Ward

- Food culture was consistently referred to as people felt that cafes and restaurants bring the community closer together
- The local character considered to be highly rural and perceived by many people as a village lifestyle that should be preserved



- Distinctiveness of the area
- Natural suburb in the Sydney region
- Fresh food production



- Richness of the heritage
- Fundraising



- Australian town
- Country style
- Heritage

## North Ward

- Uniqueness in the LGA is felt to be based on heritage, a family-friendly community and natural feel
- Key place based issues raised by participants included higher density, the need for improved connectivity and the fragmented character of centres



- Agricultural character
- Food bowl
- Freshness



- Traditional look and values
- Historic village

# Local Character | Key Findings

The key attributes identified below were consistent themes raised relating to the character of the LGA. The images included below reflect common associations to the recurring themes raised by participants, rather than the frequency that each card was raised.

## Agriculture



Healthy, market, connection to nature

## Heritage



Country Womens, Association, Camden Show, Heritage

## Housing



Americanised, stacked, commercialised

## Dairy



Historic connection to dairy industry, wealth

## Values



Aspirational, aesthetic, historical

## Local Focus



Local food products, socialising

## Food Culture



Evolution of cafe culture, tourism, classic

## Welcoming



Traditional values, welcoming people, interconnected

## Family



Family friendly, attractions

## Landscape



Connection to nature, landscape values

## Growth



Growth, old and new, higher density

## Variety



Diversity, uniqueness

# Sustainability Aspirations

Participants were asked to provide two 'sustainability aspirations' or priorities for the future that they considered important.

## Central Ward

- Protection of waterways and native fauna and flora
- Management of waste disposal

## South Ward

- Tree replanting in new development areas
- Sustainable infrastructure to face the region's growth
- Maintaining the rural character of the LGA

## North Ward

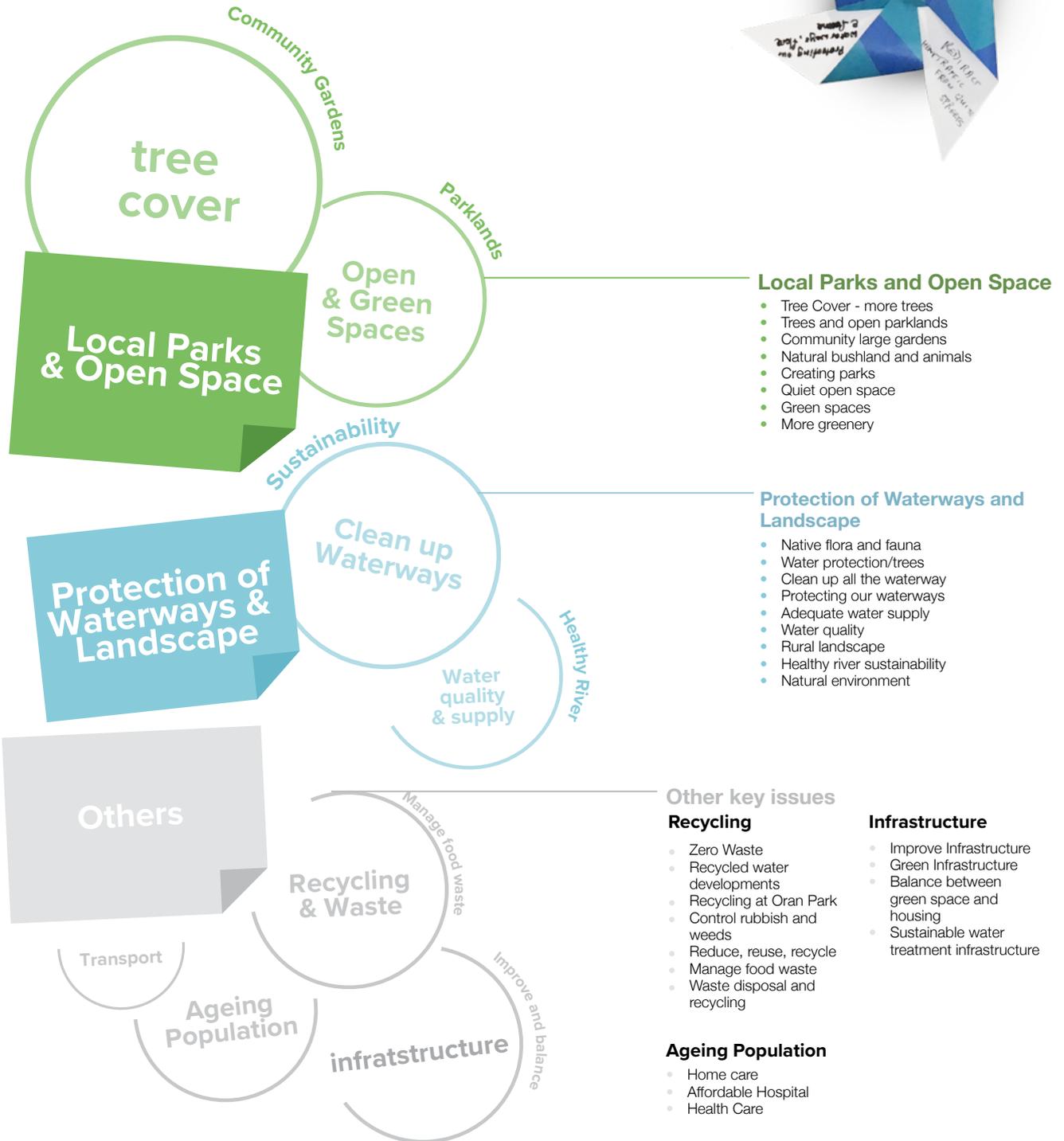
- Preserve natural bushland and trees
- Control waste disposal and weeds from damaging the area
- Appropriate infrastructure for ageing population



# Sustainability Aspirations | Key Findings

The key themes raised from the activity are outlined below.

Environmental sustainability is a clear priority for participants, who showed a deep sense of protection for the LGA's indigenous fauna and flora. The existence of parks and open spaces in the future of Camden and the focus on comprehensive waste planning outlines the importance of sustainable development in the LGA. Sustainability was considered a pressing issue due to population growth in the area - participants advocated for sustainable infrastructure, specifically transport and health care, that serves the needs of the community.



# Sustainability Flagging | Key Places

Participants were given coloured flags on which they answered specific questions and added them to a map of the LGA.

Some participants' answers were not towards a specific pinned location, but represented instead a broader interest across the LGA, for example the waterways - referred by the community as a whole system; or the tree cover, that is insufficient in all new development areas.

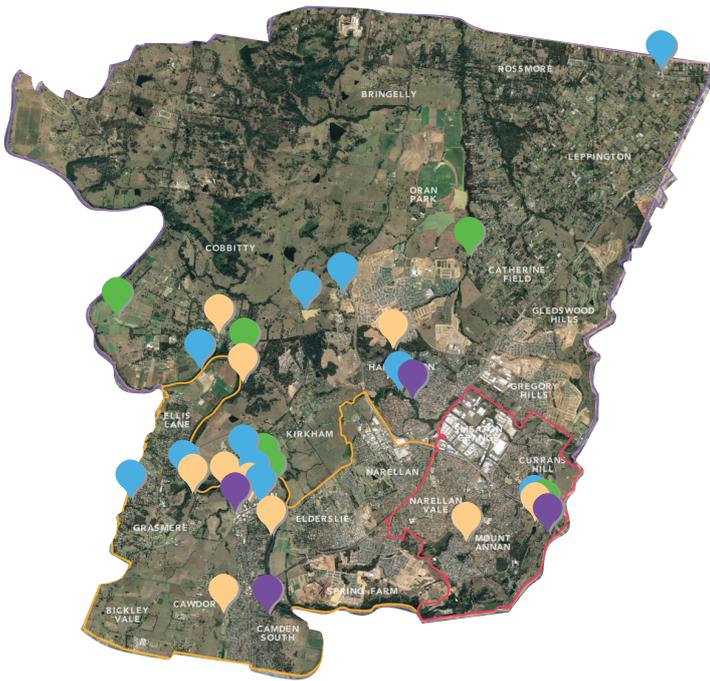


Q1 Important landscapes and waterways

Q3 Tree cover

Q2 Scenic view corridors and landscapes

Q4 Passive or quiet relaxation



## Central Ward

### Landscapes and Waterways

- Nepean River and all LGA's waterways
- Mount Annan Botanic Gardens
- Harrington Park Lake

### Tree Cover

- Camden South along cycle track
- Mount Annan Botanic Gardens
- Older suburbs

### Scenic Views and Corridors

- St John's
- Camden Town Centre
- University Land in Cobbitty
- Mount Annan Botanic Gardens

### Passive Relaxation

- Bike track along the Nepean River
- Harrington Park
- Cobbitty Markets
- Macarthur Park
- Equestrian Park

## South Ward

### Landscapes and Waterways

- Nepean River and all LGA's waterways
- Sickles Creek
- Flood Plain
- St John's Precinct
- Camden town farm
- Macarthur Park

### Tree Cover

- Bush corridors
- All road corridors
- Trees needed in all new developments

### Passive Relaxation

- Tigers fields
- Botanic Gardens
- Nepean River
- Little Sandy near bridge
- Camden walking track

### Scenic Views and Corridors

- Mount Annan Botanic Gardens
- Douglas Park
- John Street, Camden
- Rural views
- South Creek bushland

## North Ward

### Landscapes and Waterways

- Nepean River and all LGA's waterways
- Cumberland Plain Forest
- Cobbitty Hills
- Cobbitty Farming Land

### Tree Cover

- Along the river banks
- All road corridors
- Trees needed in all new developments

### Passive Relaxation

- Bike trails
- Harrington Park
- Botanic Gardens
- Nepean River
- Small cafes in Mt Annan
- Camden walking track

### Scenic Views and Corridors

- Kirkham Paddocks
- Douglas Park
- Camden Town Precinct
- Bushland
- Oakdale

# Sustainability Flagging | Key Findings

## Which landscapes and waterways are important to protect? Why?

Participants perceive the LGA's landscape as a whole system centred on the Nepean River, as it serves the indigenous fauna and flora as well as providing community recreational options

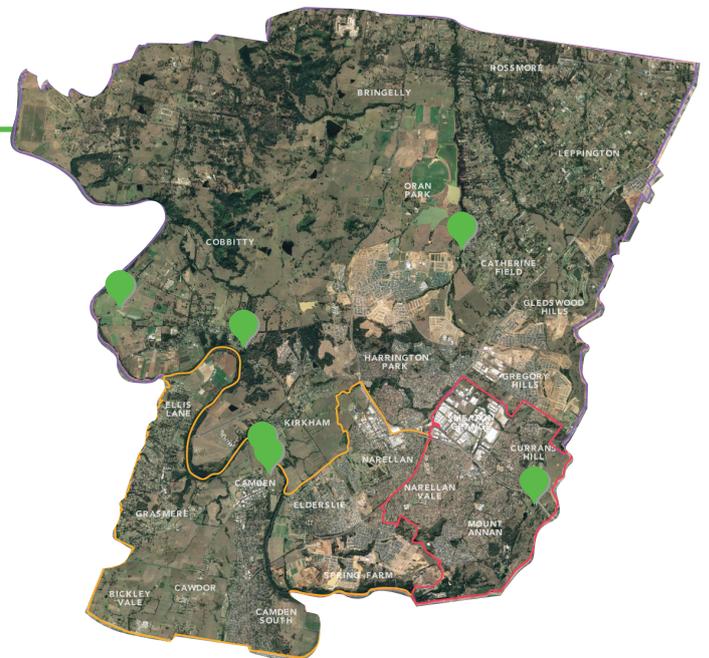
- Participants considered local waterways to be a valuable local feature, and particularly considered the Nepean River to be a key landmark, as well as small creeks such as South Creek and Cobbitty Creek
- Waterways are seen to help to balance the area as a system, avoiding flooding, providing for indigenous fauna and flora and overall a valuable resource
- Issues such as the lack of access to those landscapes they wish to enjoy and protect were raised specifically Nepean River and the bushland
- Participants also deemed traditional, rural landscapes with historical significance as important to maintain the area's "village-like" identity



## Which scenic view corridors and landscapes are valuable? Why?

The unique heritage and the rural character of the LGA is highly valued by the community, paired with natural landscapes and the bushland that align with the area's identity.

- Landscapes were considered important to protect particularly where they provide habitats for wildlife. Key landscapes also included areas with high tree cover including Razorback Hills and local bush corridors
- Scenic corridors with a rural character or aspect were considered highly valuable priorities to maintain, especially in rural areas surrounding Camden and Mount Annan
- Landscaping within new housing developments is also valuable to provide a natural feel for residents, as well as the importance of maintenance (eg weeds treatment) in housing developments), which was raised by participants

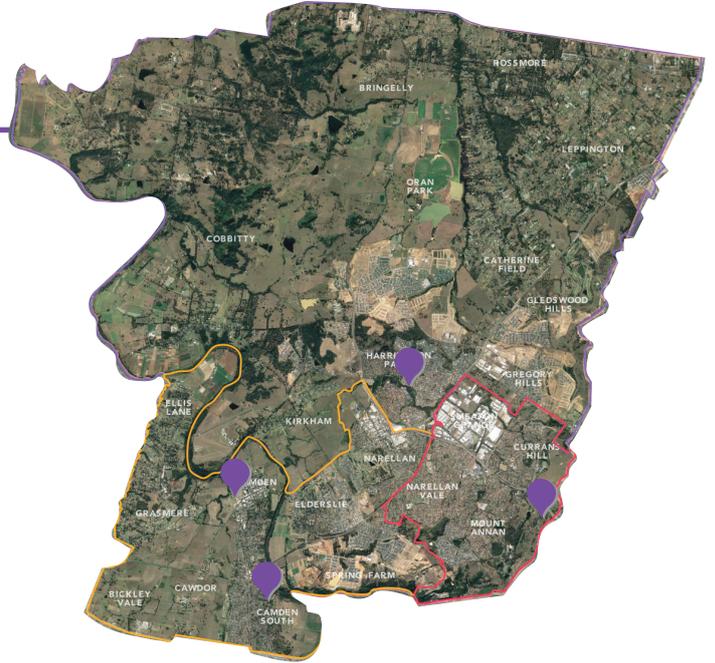


# Sustainability Flagging | Key Findings

## Where is tree cover best provided in the LGA? Why?

Tree cover is provided in well established areas, whereas there is a clear need for tree cover across all new development areas.

- Key areas where tree cover was considered sufficient included both the Australian Botanical Gardens Mount Annan and Harrington Park Lake for many participants
- Tree cover is also provided in older, established areas of Camden and in bush corridors
- Participants reflected a strong need for increased tree cover in new development areas to replace tree cover which has been removed
- Tree cover was considered vital due not only to its role in offsetting urban heat, but also in providing ecological benefits such as reducing water runoff and improving soil structure



## Where do you go for passive or quiet relaxation? How important is this to you?

Most participants find quiet relaxation in natural, open spaces or tracks along the river. Encounters with native animals, peaceful ambience and contact with nature are the main reasons why these areas are important to the community.

- Participants reflected a preference for natural, open spaces for passive relaxation
- Areas that provide opportunities to interact with native flora and fauna were particularly prioritised
- Waterways and well maintained parks - such as Harrington Park Lake - that are accessible and close to home were popular amongst participants
- The lack of access to some places that provide quiet experiences, for example Nepean River and bushland in the LGA was a key issue raised by participants



# Future Scenarios | Key Findings

Participants were asked to consider scenarios for the future and respond with 'I could see that here' or 'Not for us' to indicate whether they think these scenarios could happen in the LGA. If they were unsure, they were instructed to place their paddles down. This activity was designed to provoke thought around possible future change. The images displayed below show the future scenarios most participants could see in the LGA for the next 20 years, along with the total number of participants who voted 'I could see that here' across all three community workshops.



People were most able to see proactive responses to climate change and rising urban heat, empowering opportunities for young people and businesses, and providing facilities for the elderly.

## Central Ward

Participants welcomed scenarios that aligned with the importance of the LGA's natural environment and its sense of community.

'Ageing population' received 100% support as people felt that planning for senior services should start now.

## South Ward

Individuals supported future scenarios that could provide facilities for the whole community, expressing the need for improved technology and interaction in public spaces.

'Urban heat and climate change' facilities and rooms were considered relevant as climate change impacts are already being felt by participants.

## North Ward

The most popular future scenarios reflected a strong sense of community within Camden's LGA - North Ward participants said 'yes' consistently to urban heat and climate change facilities, education and collaboration precincts, support for ageing population and shared community facilities.

**URBAN HEAT**  
and climate change **35**

With rising urban heat and climate change impacts, do we want public urban cool rooms in public space?

**AGEING**  
population **33**

As people begin to live to 100 or older, should we start to plan facilities in this region specifically for seniors?

**EDUCATION**  
precincts **33**

With the rise of tertiary education in Western Sydney, should the LGA provide opportunities for tertiary education precincts?

**Collaborative**  
**BUSINESS**  
precincts **33**

With the growth in popularity of the sharing economy and more mixed use medium density neighbourhoods, will shared economic workspaces and businesses be suitable for the LGA?

**SHARED**  
Facilities **28**

In response to a greater demand on facilities, should we plan shared facilities which provide for mixed uses, such as community groups using rooms in schools?

**TREE**  
cover **27**

With a 40% shortfall of tree coverage leading to ever increasing urban heat, should private landowners commit to planting more trees on their land?

**Private**  
**URBAN**  
farming **23**

With less available land for food production, should Council support shared private land for food production and social connection?

**unexpected**  
**CLIMATE**  
**MIGRATION** **22**

As some people begin to have to move long distances - sometimes overseas - due to sudden or long term climate changes where they live, should the LGA have a role in housing these climate refugees?

**Fresh**  
**LOCAL**  
**FOOD** **22**

Responding to a need for more local fresh food, will urban farming or rooftop farming continue to be appropriate for Camden?

**Road Based**  
**TRANSPORT** **20**

With a major road network already in place in the area, could interim, road-based public transport options like a rapid bus network work here?

# Future Scenarios | Key Findings



The images displayed below show the future scenarios most participants do not consider suitable for the future of the LGA, along with the total number of participants who voted 'not for us' across all three community sessions.

People felt most strongly that density changes, household diversity and drone usage were unsuitable for this area, as well as drone usage and paying extra for waste management. Many fewer participants were opposed to change, than in support of it

**Expected POPULATION GROWTH** 19

As the population continues to grow and we use more land for development, should we consider increasing density with options that allow more height and dwelling types?

**unexpected CLIMATE MIGRATION** 14

As some people begin to have to move long distances - sometimes overseas - due to sudden or long term climate changes where they live, should the LGA have a role in housing these climate refugees?

## Central Ward

Few scenarios were rejected by participants, however waste collection fees and urban heat facilities were among the two future scenarios that were disagreed with by some participants.

**CO-LIVING housing** 13

As our population grows and changes, should we be encouraging intentional co-living hubs with shared amenities, which house different communities?

**DRONES** 13

As drones become more popular, can you see drone deliveries happening in your neighbourhood?

## South Ward

Participants were most opposed to ideas that might impact on the LGA's community, such as drone deliveries or co-living housing, as well as waste collection changes.

**WASTE Management** 12

As more people advocate for a waste free future, should Council take the lead and consider limiting the amount of rubbish collected from residents and businesses in order to reduce waste?

**POPULATION changes** 10

As the demographic profile of the LGA, should we provide higher density housing for those in most need?

## North Ward

Individuals were most opposed to scenarios that could impact on the character and amenity of the LGA and were consistently against the idea of increased density.

**DRIVERLESS cars** 8

As we seek to reduce car usage and carbon emissions, can you see driverless cars being used in this region?

**PEDESTRIAN streets** 7

As the LGA becomes home to more people and families, should we open our streets and roads to people for temporary events and celebrations?

# Future Scenarios | Key Themes



- **Ageing Population**

Facilities for the ageing population received no 'Not for us' responses throughout all the workshops. The importance of providing adequate services for the already ageing population was raised.

- **Natural Environment**

Participants in all three community workshops agreed that protecting the natural environment was important. As seen in other activities, the creation of spaces for quiet relaxation is a huge priority for the community in Camden LGA. This is a multi-layered scenario as the current issue is not a lack of passive relaxation spaces but lack of access to those spaces - particularly Nepean River and local bushland.

- **Interim Transport**

Participants could assuringly see interim road based transport networks taking place, but discussion was raised regarding whether infrastructure development could sustain additional future transport. Structural road and existing traffic issues were considered to require solving prior to this taking place. The arrival of a heavy railway to Oran Park/Narellan was seen by participants as useful.

- **Urban Heat**

Urban heat solutions for the LGA were welcomed by all participants. Urban heat amongst new developments is an already existing problem - participants consider land sites for housing too small for trees to be planted, which combined with dark rooftops throughout the new developments substantially increases urban heat.

- **Tree Cover**

Participants agreed on the need to increase tree cover throughout the LGA in the future, especially around bus stops, as well as maintaining existing trees. However, some participants consider that the responsibility of increasing tree canopies should not be placed on landowners.

- **Expected Population Growth**

Expected Population Growth was felt to be "not for us" by many people. Although, there is currently strong and rapid population growth, many workshop participants did not want to consider higher density development options for the LGA. Instead, participants expressed a wish to maintain the rural identity of the area based on a community atmosphere that protects the local environment.

- **Waste**

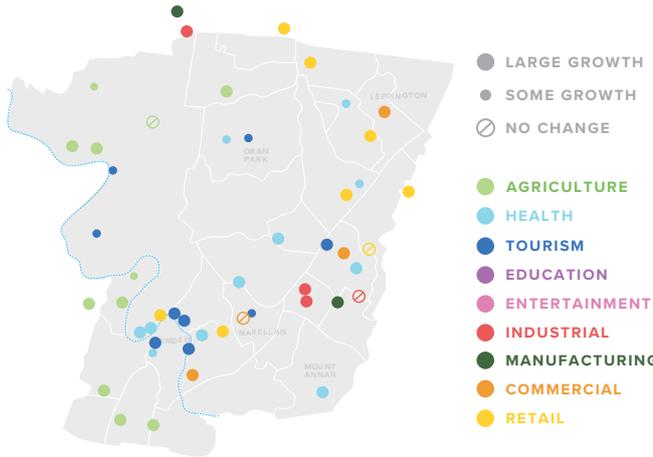
Even though waste management is considered by some to be a sustainability priority, people felt that the future should be built based on waste education instead of Council limiting the amount of rubbish collected from residents and businesses.

- **Population Changes**

Similarly to changes in density to accommodate growth, participants felt that providing higher density housing options for those in need proved unpopular. Some participants encouraged 2/3 storey houses for greater private space.

# Productivity Flagging

Participants were asked to pin different-sized images representing common industry types onto a regional base map, in order to show where each industry should be concentrated. The sizes of each image reflected the scale of growth desired or expected for each industry, between no change, some growth and large scale growth. The purpose of the Productivity Flagging activity was to understand individual aspirations for each industry and opportunities for the future economic role of Camden LGA. The following industry categories were considered:

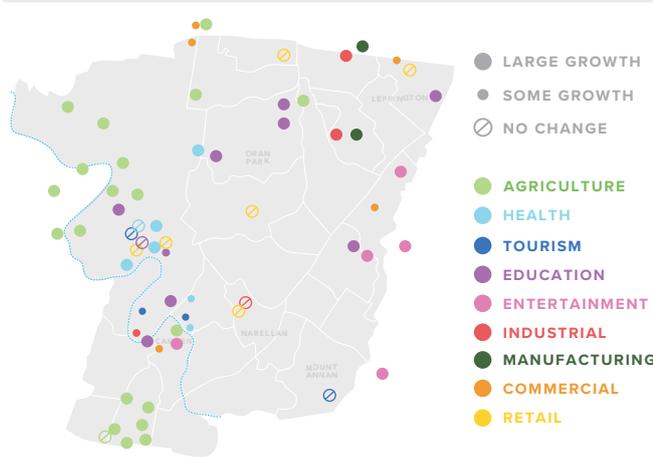
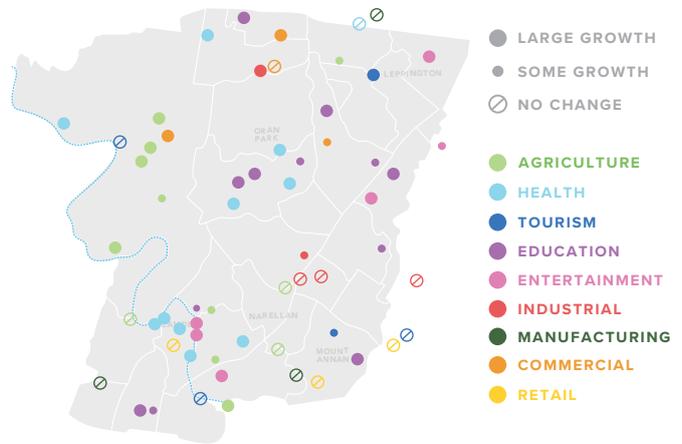


## Central Ward

- Participants were concentrated on growth within and around Camden Town Centre in the tourism and health sectors
- Growth was also considered in new residential areas such as Gregory Hills and Leppington, to support new communities
- The agricultural sector was particularly prioritised as participants saw opportunities in the south-west and north-west of the LGA for increased fresh food production

## South Ward

- Participants prioritised growth in the health industry around both Camden and Oran Park, as well as growth in the education sector in newer areas around Oran Park and Leppington
- Growth in the agricultural industry was supported around Cobbitty and near to the Nepean River
- Some participants believed that no growth was needed in the industrial sector in Smeaton Grange, as well as being opposed to adding new manufacturing areas to rural parts of the LGA's south

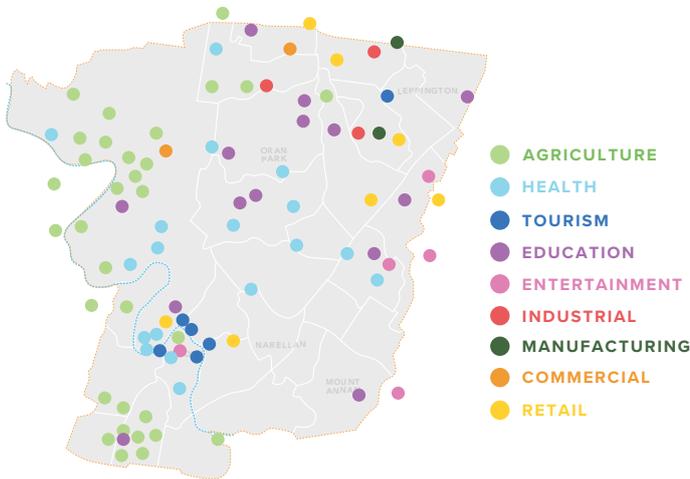


## North Ward

- Participants in the North Ward workshop were strongly in favour of increasing growth in the agricultural industry in the north-east and south-east of the LGA
- Strong growth in education across all levels was favoured around newer areas such as Oran Park, Leppington and Gregory Hills, as well as Camden
- The need for entertainment opportunities was identified around Gregory Hills and the east of the LGA to support new communities and suburbs
- While growth in the health sector was proposed around Cobbitty, growth in retail was discouraged here in order to preserve the village feel

# Productivity Flagging | Key Findings

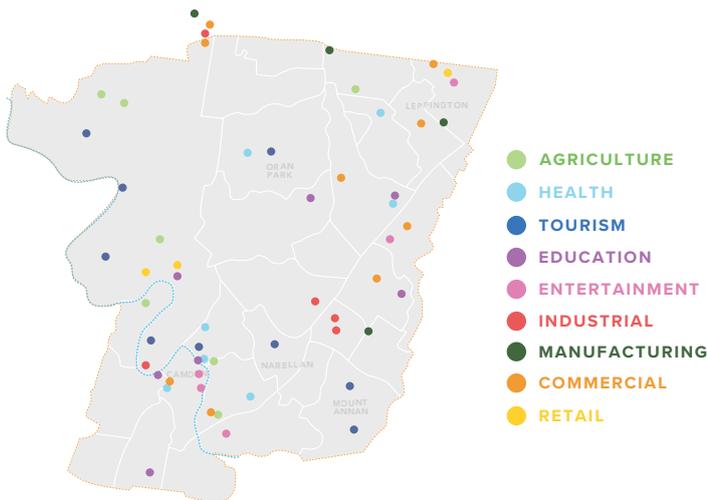
Participants were asked to indicate the scale to which they expected or wanted each industry to grow. Across each session, more participants chose to represent large scale growth across a variety of industry types, over choosing to show some growth or no change, signifying that they are prepared for increased economic activity across a range of sectors in the future.



## Large Scale Growth

**Agriculture and health were the main industries in which people could see large scale growth occurring across the LGA**

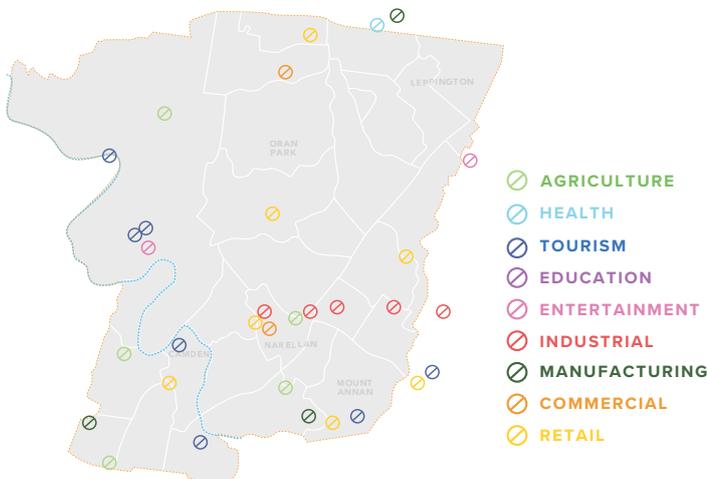
- While large scale growth was well spread across the northern half of the LGA to support the largely undefined suburbs in the area, strong growth in the southern half of the LGA was restricted mainly to Camden and Cawdor
- The growth potential identified around Oran Park, Leppington and surrounding areas reflects the potential of these new precincts to provide services and facilities to support the communities living there, as well as the LGA as a whole



## Some Growth

**The key industries recommended to experience some limited growth include the commercial and tourism sectors, which are both spread across the LGA in relation to opportunity areas**

- Limited commercial growth is proposed around key emerging residential communities including Leppington, Gregory Hills and adjacent to the airport at the northern border of the LGA



## No Change

**Many participants reflected no need for growth around the existing industrial area at Smeaton Grange**

- Some people sought no further growth in tourism in key natural areas around Camden, Cobbity and Mount Annan
- Change in retail growth was also discouraged by some participants across a range of areas including Narellan, Camden and Mount Annan

# Productivity Flagging | Key Findings

A series of key industries emerged as significant across the workshop sessions and were consistently concentrated around certain locations or opportunity areas.

## Key Industries



### Agriculture

- Growth opportunities in the agricultural industry were commonly identified in the south-west, west and north-west of the LGA
- Proposed opportunities included local organic food available for residents of the LGA, an enhanced link between tourism and agriculture based on the rural history of the area such as fruit picking, and a tertiary education centre focusing on agriculture based around Cawdor



### Health

- While growth in the health industry was proposed in a range of locations across the LGA, a need to for large scale health facilities was identified around Camden, Oran Park or Cobbity
- Participants raised the need for larger facilities with reduced waiting times, specialist facilities and services such as paediatric and maternity care
- Other opportunities included growing Camden Hospital into a major health hub, and upgrading existing health facilities



### Education

- Many participants across all sessions proposed the introduction of more primary and secondary schools across the LGA, particularly in areas to support new residential communities such as Leppington and Gregory Hills
- Opportunities and ideas for education facilities included a bush or nature school, tertiary education branches with specialty agricultural education around Cawdor, and a private non-religious school.



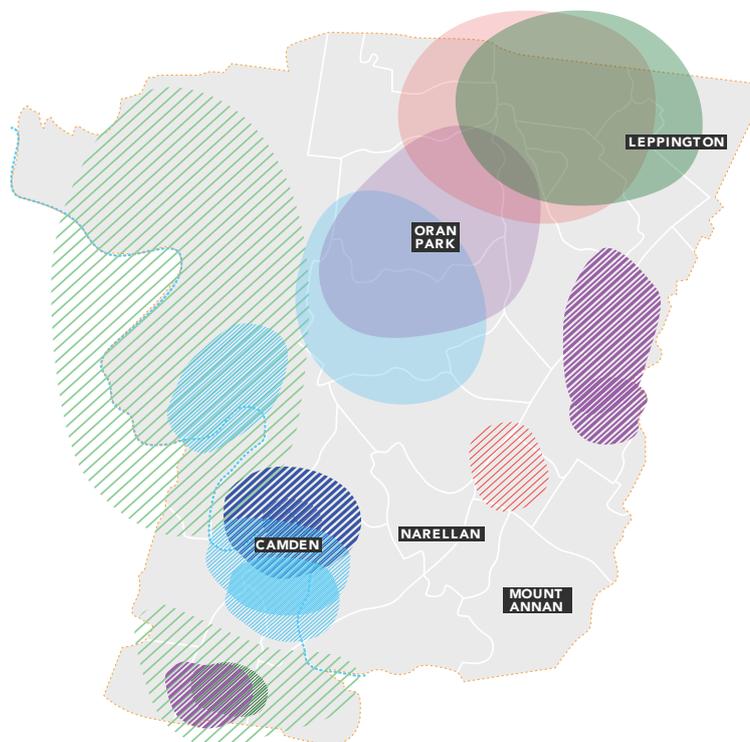
### Tourism

- Growth in the tourism industry was mainly targeted around Camden and Camden Town Centre and the enhancement of natural assets throughout the LGA
- Key opportunities and ideas for tourism attractions included making better use of the river and its access, ecotourism and rural tourism, promoting the Mount Annan Botanic Gardens and creating new cultural and sporting performance spaces



### Industrial

- While many people did not want to see more growth in the existing industrial area at Smeaton Grange, some people saw opportunities for large or limited growth in the area as industrial business is already its primary use
- Some people also suggested a place for both industrial activity and manufacturing in the north of the LGA around Leppington, as this area is closer to the airport and therefore more suitable



 SUPPORTING EXISTING AREAS

 PROVIDING FOR GROWTH

PHASE 2B

# Productivity Workshop



# Productivity Workshop

Camden Council hosted a targeted stakeholder workshop facilitated by People, Place and Partnership with local business and industry representatives.

The workshop comprised a series of interactive dynamic activities aimed at understanding the current productivity of the LGA from an industry perspective, as well as priorities and challenges for the future.

Camden Council invited local businesses, business groups and industry representatives, including Camden Regional Economic Taskforce (CRET), to attend a 120 minute workshop at Oran Park Library on February 27th 2019. Elizabeth Dibbs, Western City District Commissioner attended the session.



## Workshop Approach

Camden Council has undertaken a thorough and robust engagement process to inform the creation of a Local Strategic Planning Statement which responds to local needs.

The Greater Sydney Commission has identified four theme areas through the Western City District Plan which are considered key priorities: Infrastructure and Collaboration, Liveability, Productivity and Sustainability. The Local Strategic Planning Statement is asked to directly respond to each of these themes.

A separate workshop focusing solely on Productivity was proposed in order to examine the existing local economy and identify opportunities and priorities for the LSPS. A tailored workshop program was created based around connecting the themes of the LSPS as they apply to business and industry in the LGA.

An opportunity was provided to address local character in the LGA as a whole as a way to better understand the priorities and perceptions of the business community.

A new activity was added that focused exclusively on employment, industry growth and centres to better understand key priorities for the local economy as seen by the local business community. This activity sought to understand more about themes arising from Phase 1 Engagement, including opportunities in rural economy, centres and local jobs.



# Workshop Session

## Introduction

Camden Council Mayor Peter Sidgreaves opened the session and an overview of the workshop activities was provided by Jo Kelly of People Place and Partnership.

### Individual Activities:

- Optimistic and Concerned
- Priorities and Performance

### Small Group Activity:

- Jobs Growth

### Rotating Small Group Activities:

- Local Character
- Future Scenarios
- Sustainability Flagging

### Wrap Up and Workshop Close



### Key Objectives

- Gain a deeper understanding of issues raised in Phase 1 Engagement
- Explore opportunities and ideas for the LSPS

# Workshop Activities



- |   |  |  |  |   |  |
|---|--|--|--|---|--|
| <ul style="list-style-type: none"> <li>• Obtain a broad understanding of issues and opportunities</li> <li>• Provide a medium to express pressing comments that were not directly related to the workshop themes</li> </ul> | <ul style="list-style-type: none"> <li>• Identify how core aspects of the LGA are performing and opportunities or ideas to build on these areas</li> <li>• Understand which areas are of a higher priority, and whether the importance of each area correlated with its current performance</li> </ul> | <ul style="list-style-type: none"> <li>• Identify which industries and locations hold potential for industry growth and increased jobs</li> <li>• Understand the current role of centres, as well as the industries needed to support growth in and around each</li> <li>• Understand which industries are priorities and how they may be supported and grown</li> </ul> | <ul style="list-style-type: none"> <li>• Provoke a conceptual conversation around local character</li> <li>• Examine local character laterally using metaphors and visual aids</li> <li>• Provide an opportunity to reflect on the qualities and physicality of the LGA</li> </ul> | <ul style="list-style-type: none"> <li>• Understand key sensitive areas and places for protection</li> <li>• Understand the relationship between business and the environment</li> <li>• Understand priorities for improvement</li> </ul> | <ul style="list-style-type: none"> <li>• Provoke conversation about future change and potentially divisive issues</li> <li>• Understand where participants stand on key issues and how open they were to change</li> </ul> |
|---|--|--|--|---|--|

# Optimistic & Concerned | Key Findings

Participants were asked to share their thoughts and raise specific issues on what they were 'optimistic' (blue) and 'concerned' (red) about in Camden's future.

## OPTIMISTIC

Many people were optimistic about business opportunities alongside population growth, local employment and the chance to invest early in infrastructure to accommodate the community.

Population growth was considered by most participants as something optimistic, especially in regards to a younger and more engaged community, which will highly benefit infrastructure, business and employment opportunities as well as the area's identity.

## CONCERNED

Many people were concerned by infrastructure not enduring the LGA's growth, over restrictive planning and transport and traffic issues.

Timing was considered by some participants as a key feature in planning for the future, so that foundations for the LGA's growth can be placed in time to meet needs. Some individuals raised the issue of overpopulation and its impact on environmental issues and loss of community bonds.

## Key Themes

### Infrastructure



- Opportunities created by the Western Sydney Airport
- Planning ahead of time
- Connecting communities

### Infrastructure



- Ensuring infrastructure mirrors growth to accommodate community needs
- Timing and efficiency for infrastructure to grow alongside the population
- Infrastructure sustainability in the future growth was questioned by one individual

### Business



- By attracting people and services, the whole LGA will benefit from new business opportunities
- Population growth in the area is an essential driver for business growth

### Environment



- Loss of trees
- Air pollution
- Waste and recycling services

### Employment



- Employment opportunities for the local community
- Some individual ideas included:
- Creation of CBDs in the LGA
  - Local employment will mean residents no longer need to travel outside the LGA to work

### Transport



- More variety and efficiency of means of transport needed
- Management of traffic issues

# Priorities & Performance

Participants were given a worksheet with five themes (shown below) and asked to rate the priority and current performance for each individually, and discuss opportunities for improvement in pairs.

‘Housing connectivity’ and ‘centres and local services’ were outlined as the highest priorities for the LGA as the highest percentage of participants considered both a high priority. Even though ‘centres and local services’ had an average to good performance, housing connectivity was considered the lowest performing area.

## Housing connectivity to jobs, services & infrastructure

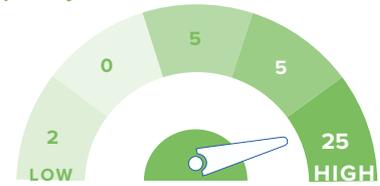
Participants considered this area to be the highest priority and one of the lowest performing areas

performance



- Overall performance was considered to be low to very low
- Transport was considered by most to be the key issue regarding housing connectivity: lack of public transport, supporting parking at stations and traffic matters
- Leppington station was mentioned by many people as a clear example of lack of parking in train stations

priority



- Connectivity of housing to jobs, services and infrastructure was a very high priority area
- Most participants focused on discussing the urgent need for public transport and for essential services

## Centres & Local Services

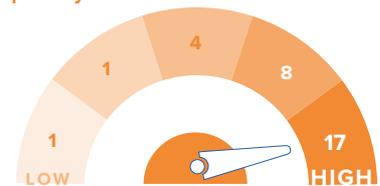
Centres were considered to be of a very high priority and performing between average and good by most participants

performance



- Most participants agree that service availability across town centres is performing well and improving
- Some individuals reflected that there should be a clearer strategy around centres as there is an abundance of town centres but their individual roles are scattered

priority



- Centres were considered to be of a very high priority by most individuals
- During group discussion, many participants reached the conclusion that centres should complement each other

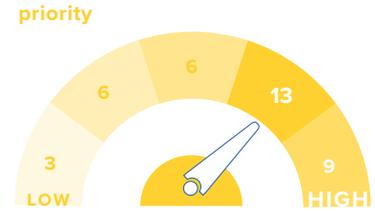
# Priorities & Performance

## Housing choice & Affordability

Participants rated housing choice and affordability between average to very high for both priority and performance



- Housing affordability was still deemed as average to good by many people, as compared to Greater Sydney’s housing market
- Some participants perceived planning and bureaucracy as a cause for the lack of diversity in housing



- Most participants agree with the need for diversity in the housing mix and that the lack of choice is impacting affordability
- In group discussions around choice and affordability, participants were consistent in considering the need for more diverse housing choice, clearly stating the need for larger lot sizes

## Housing Supply

Housing supply was largely considered to be of both average to high priority and performance



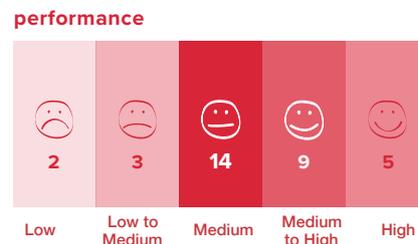
- Although the demand for housing is slowing down, it is still considered high and workshop participants felt that housing supply should keep up to avoid future affordability issues
- The sizing of lots was an issue raised by most participants along the need to plan for infrastructure to support housing supply



- Housing supply was considered to be between average to high priority
- When discussing this theme in pairs, some participants concluded that housing supply should align with the LGA’s character in combining suburban and country living

## Accessibility to Urban Services

Though a high priority, people felt that access to urban services was of average current performance



- Most participants considered this area to be performing at an average level
- Established areas are considered to be performing better, but newer areas require service and business zoning



- This theme was felt by most participants to be a high to very high priority

# Priorities & Performance | Key Findings

Participants were asked to provide ideas or actions to help to improve the performance of each theme area in the future.

The key actions represented below summarise suggestions made by participants to provide a pathway to reach higher performance in areas that are prominently prioritised.

## KEY IDEAS

- Increase local employment
- Retain talent within the LGA by providing corporate business parks such as Norwest
- Infrastructure planning including tertiary education, train station parking and roads
- Justice precinct
- Medical specialist centres
- Train service including rail links to surrounding areas

## KEY IDEAS

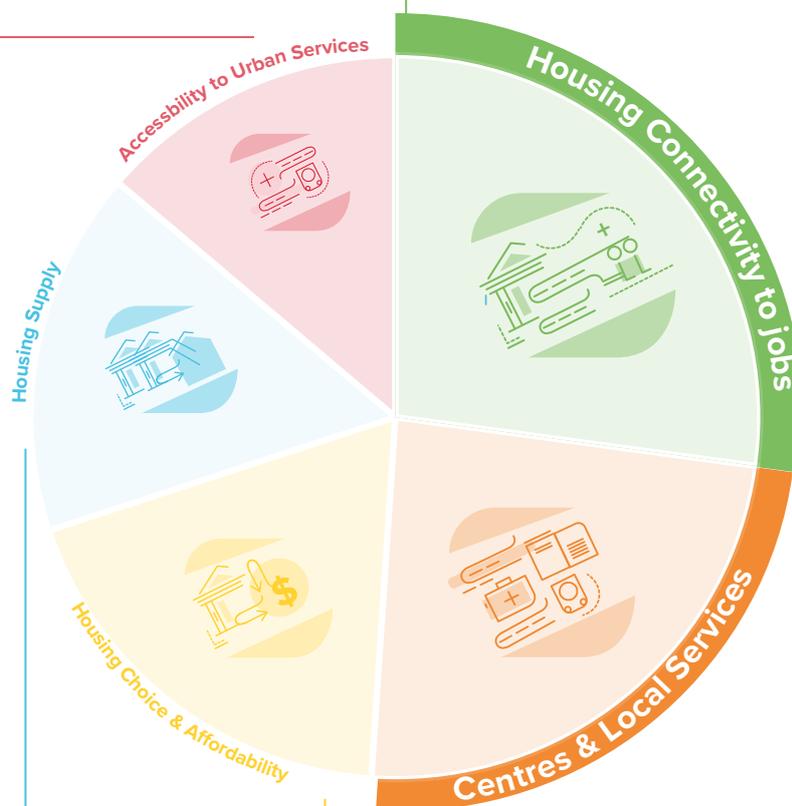
- Consistent zoning in new growth areas
- Improve road planning (for example, building M9)
- Improve public transport, especially the train network

## KEY IDEAS

- Housing supply to keep up with demand
- Increase supply of larger sized housing
- Further planning in growth centres

## KEY IDEAS

- Supply different housing types
- Attracting young families
- Reducing fees would increase affordability

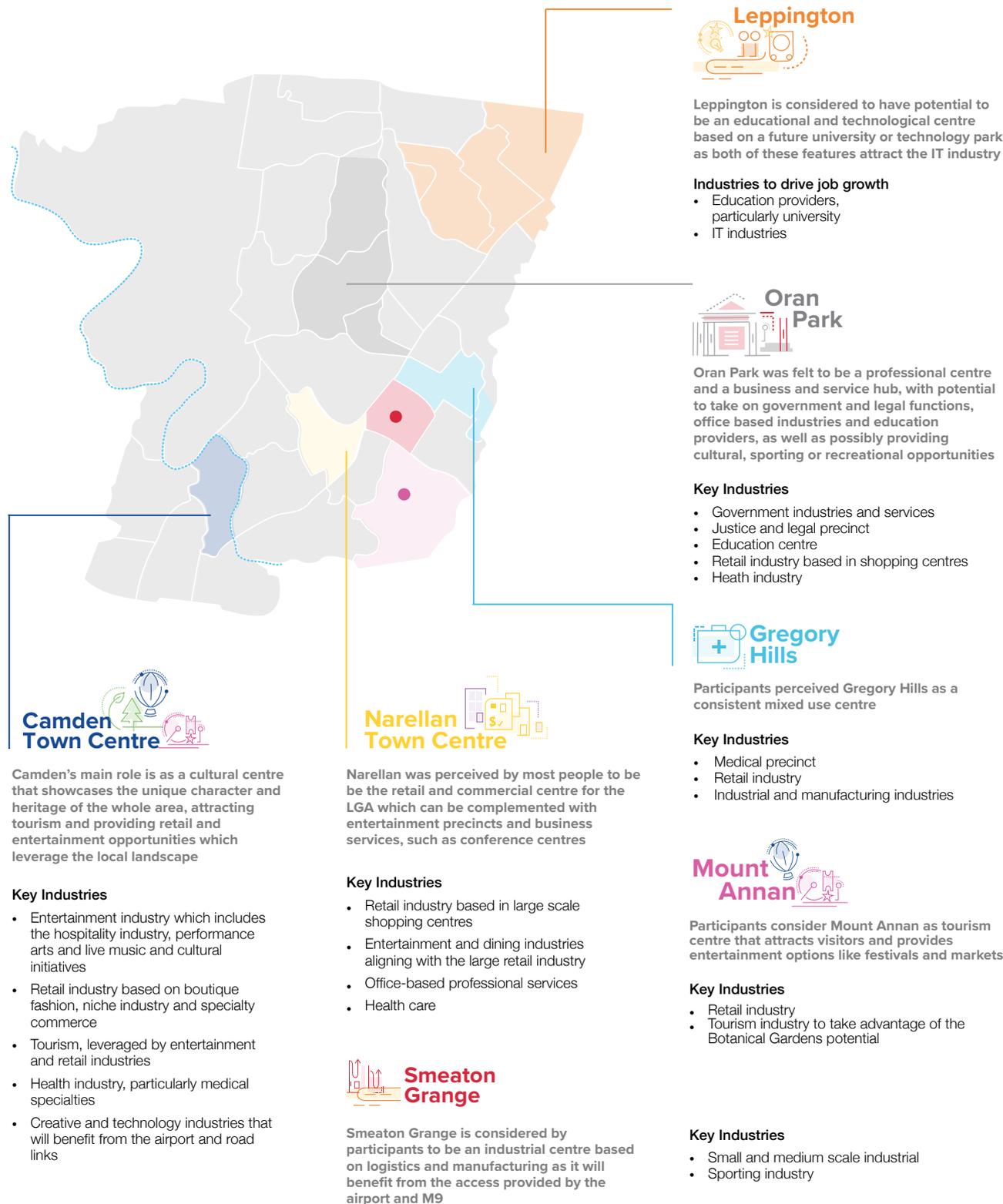


## KEY IDEAS

- Develop services based on demand
- Local libraries
- Function centres and meeting places for the community
- Strategic planning so the different centres complement each other
- Clarify the role of the different town centres

# Jobs Growth

Participants were asked to outline the role, function and industries needed in key centres across the LGA. The key centres discussed are outlined below.



# Jobs Growth

Participants were also asked to consider two key industries and in small groups discuss the opportunities, barriers and actions inherent in each. The key industries raised were education and health.



## Education

### Opportunities

- Tertiary education providers are desired considering the growth of young population
- Exchange programs
- Education based on agriculture
- Specialist study related to airport could work

### Barriers

- Lack of infrastructure and transport
- Zoning and allocation for education locations and accomodation

### Actions

- Develop infrastructure, including internet
- Develop collaborative spaces, conference and study areas
- Provide suitable accomodation for students



## Health

### Opportunities

- Aged care facilities needed
- Improve health care quality
- Opportunity for paediatrics considering growing population

### Barriers

- Health industry to keep up with the area's growth
- Competition from other centres has prevented the introduction of a public hospital and a maternity facility in the area
- Lack of connectivity and transport

### Actions

- Collaboration and communication are key solutions
- Improve transport and connectivity



## Construction

### Opportunities

- Population growth
- Land availability

### Barriers

- Policy changes
- Time-frames

### Actions

- State-supported planning and facilities such as hospitals and schools can foster growth



## Transport & Logistics

### Opportunities

- Population growth attracting younger people and professionals
- Airport and industrial belt would improve connectivity

### Barriers

- Overdevelopment in the area without accompanying infrastructure
- Political challenges and bureaucracy causing delays
- Environmental degradation

### Actions

- Infrastructure planning
- Development of high speed rail



## Tourism

### Opportunities

- Building on the area's assets: heritage and natural resources
- 'Glamping' potential
- Improving food culture

### Barriers

- Lack of facilities and accomodation
- Lack of advertising about the area's potential

### Actions

- Cutting red tape
- Leverage local attractions and history, particularly the Nepean River and Camden town
- Promote adventure tourism



## Professional Services

### Opportunities

- Population growth leading to the increase of skilled population
- Specialisation in niche industries
- Business hub to cause local jobs growth
- Justice precinct

### Barriers

- Transport infrastructure
- Governance barriers

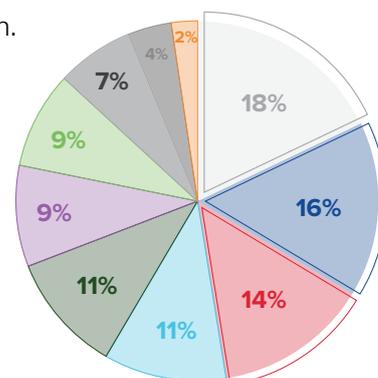
### Actions

- Improve public transport
- Implement 5G
- Develop business park

Participants were asked to outline their three overall priority industries for growth.

The key priority industries for growth were professional services, including business and technology, tourism and entertainment, as well as industrial, including light industrial.

- Professional Services (18%)
- Tourism + Entertainment (16%)
- Industrial (14%)
- Health (11%)
- Manufacturing & Warehousing (11%)
- Education & Research (9%)
- Agriculture (9%)
- Transport (7%)
- Residential & Development (4%)
- Commercial (2%)



# Local Character

By picking up a dessert to represent Camden and explaining the links between the dessert and the area, participants shared their thoughts on what is unique and of most value for them in the LGA. Participants individually explained why their choice represented Camden followed by a lateral thinking group exercise. In this activity, the whole group discussed together how selected desserts represented Camden. Shown below are the key findings about Camden's local character provided by the productivity workshop participants.

## Heritage



Traditional area; Old fashioned style; Historic buildings; Recognisable branding with the aim to create a trademark for the LGA; Agricultural past; Handmade character; Strong food culture

## Growth



Combines old and new, rural and urban; Fast-paced changes; Growth based on innovation and opportunities; Housing options moving towards high rise and simple layouts

## Community Friendly



People's sweetness; Different cultures combined together; Strong sense of community; Inclusive integration

## Landscape



Fragile nature of landscapes; Quality of views and landscapes; Richness of the land

## Infrastructure



Disconnected between different town centres ; Communities are boxed by major roads

# Future Scenarios

Participants are given a ‘paddle’ with ‘Yes’ on one side and ‘No’ on the other, then presented with hypothetical future scenarios and asked to use their paddle to indicate whether they think these scenarios should happen in Camden. The ‘Future Scenarios’ activity aims to provoke discussion around the community’s key issues and priorities in future challenges.



The images displayed below show the future scenarios most participants could see in the LGA for the next 20 years, along with the total number of participants who voted ‘I could see that here’

Productivity workshop participants hypothetical scenarios proposed different situations compared to the community workshops. Individuals consistently agreed on improving opportunities for the **young population** of the LGA, particularly regarding access to the workforce but also acknowledging the importance of education precincts as a priority.

Participants found ‘**fresh local food**’ scenario interesting from an innovation point of view as a way of combining urban and agricultural character and welcomed the need to think about agriculture differently.

This aligns with the bespoke adhesion for ‘**natural heritage**’ that can be leveraged in the LGA by:

- Activating the Nepean river
- Providing community gardens
- Taking advantage of the scenic hills in the area

<p><b>Youth Workforce</b>  <b>33</b></p> <p>To support opportunities for young people in the LGA, could youth support programs and school to work pathways to work here?</p>	<p><b>Fresh Local Food</b>  <b>30</b></p> <p>Responding to a loss of rural land, will urban farming be appropriate for Camden?</p>
<p><b>Low Carbon Precincts</b>  <b>30</b></p> <p>Could the Camden LGA support low-carbon business precincts?</p>	<p><b>Freight Centres</b>  <b>28</b></p> <p>As distribution and freight corridors become more important, could Camden LGA become a key freight connector to other centres?</p>
<p><b>Natural Heritage</b>  <b>23</b></p> <p>In addition to LGA's rich pastoral heritage, could the LGA become a centre for the environmental heritage and education?</p>	<p><b>Education Precincts</b>  <b>23</b></p> <p>With the increased demand for the tertiary education in Western Sydney, should the LGA provide opportunities for tertiary education precincts?</p>
<p><b>Main Street Decline</b>  <b>19</b></p> <p>With the increased growth in online and centre based shopping, will main street retail continue in its current form?</p>	<p><b>Tree Cover</b>  <b>18</b></p> <p>With a 40% shortfall of tree coverage leading to ever increasing urban heat, should private land owners commit to planting more trees?</p>
<p><b>Expected Population Growth</b>  <b>18</b></p> <p>As the population continues to grow and we use more land for development, should we consider increasing density with options that allow more height and dwelling types?</p>	<p><b>Collaborative Business Precincts</b>  <b>11</b></p> <p>With the growth in small business, sole trades and the sharing economy, will flexible and shared workspaces be suitable for the LGA?</p>

# Future Scenarios



The images displayed below show the future scenarios most participants do not consider suitable for the future of the LGA, along with the total number of participants who voted 'not for us'.

The 'main street decline' scenario got a 'No' from almost half of the productivity workshop participants.

The development of 'freight centres' in the community was rejected by a third of the participants, even though the airport was acknowledged as a big opportunity to develop freight centres in Camden's LGA.

**Main Street Decline**  **17**

With the increased growth in online and centre based shopping, will main street retail continue in its current form?

**Freight Centres**  **14**

As distribution and freight corridors become more important, could Camden LGA become a key freight connector to other centres?

**Co-Living Housing**  **12**

As our population grows and changes, should we be encouraging intentional co-living hubs with shared amenities, which house different communities?

**Expected Population Growth**  **5**

As the population continues to grow and we use more land for development, should we consider increasing density with options that allow more height and dwelling types?

**Fresh Local Food**  **4**

Responding to a loss of rural land, will urban farming be appropriate for Camden?

**Low Carbon Precincts**  **4**

Could the Camden LGA support low-carbon business precincts?

# Sustainability Flagging

## Which areas are important to protect? Why?

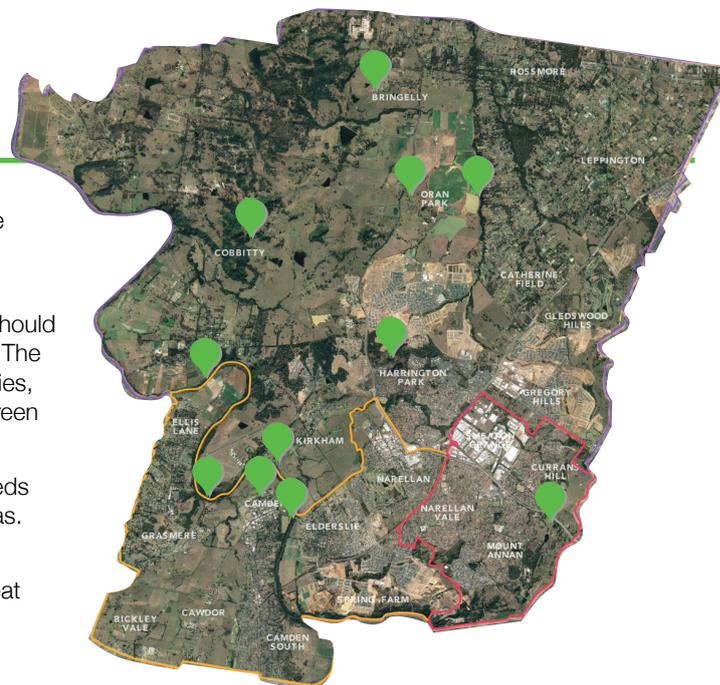
Participants considered the LGA's natural character should be protected, based on its rural identity, charming heritage and abundance of natural landscapes.

Camden and Cobbitty provide good examples of areas that should be protected due to their historic value and unique character. The area's heritage can be leveraged to attract tourism opportunities, combined with the predominant agricultural landscape and green views.

Oran Park is flagged by many participants as an area that needs intervention and as a case study for all new development areas. Participants suggested measures to protect the area:

- Improve tree cover for environmental benefits - shading, heat reduction, encouraging wildlife
- Regenerate cow pastural lands
- Redevelop South Creek and provide amenities

The Nepean River, similarly to community workshop findings, is considered a key natural environment for the whole LGA by providing recreational activities that attract locals and tourists, as well as promoting water and air quality.

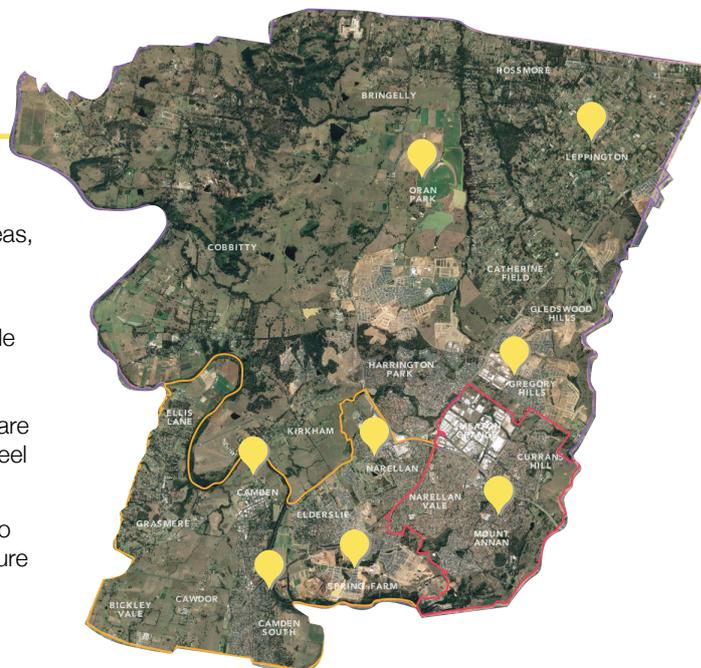


## Where should tree cover be increased? Why?

Tree cover should be increased across all new development areas, both to improve ambience and mitigate the heating effect of housing.

Participants mostly referred to Oran Park as the biggest example of why new residential areas require abundant tree cover: trees provide nature engagement and ambience for residents, while improving air quality, reducing heat and providing shade. Trees are equally important in Gregory Hills as to present a more natural feel in an industrial area.

Some participants also identified Camden as an area in which to improve tree cover, mostly to further improve rainfall for agriculture in the river areas and also to attract tourism in the town centre.



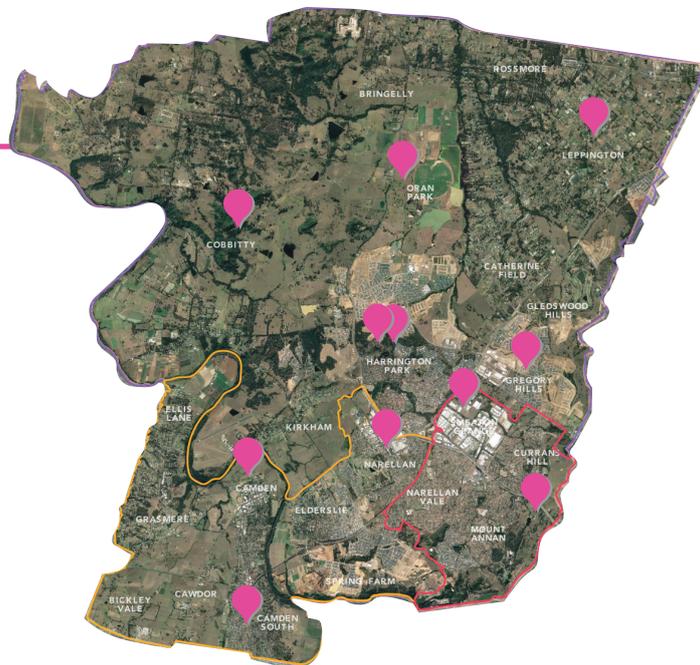
# Sustainability Flagging

## Where and how does industry manage the relationship between built form and environment?

This question allowed participants to provide key information about which areas are already performing well in managing built form and environment.

Participants consider that industries have a good management between built form and environment when they combine development and building with open spaces and natural landscapes.

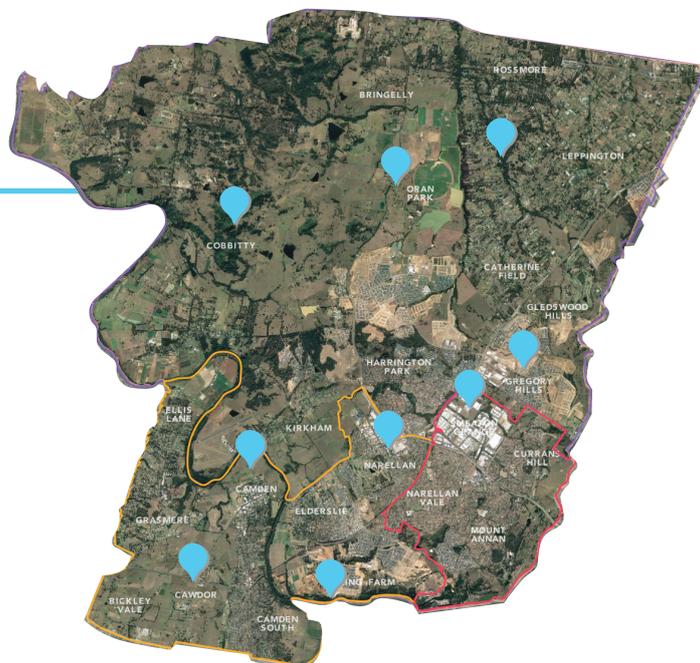
Relevant examples of a good relationship between built form and environment, provided by participants, were Harrington Park, Harrington Grove and Camden Town Centre. In these areas, industry managed to keep a balanced blend of buildings, parks and landscaping, and improve walkability. Mount Annan is also referred as having balanced built form and environment in combining a residential area with the Botanical Gardens.



## Where are there issues that industries need to respond to?

Participants agree that industries should have a proactive role regarding the protection of heritage and small businesses along with environment protection. The main issues raised by most participants were:

- Waste disposal and recycling - participants agree on the need for education on waste and placing procedures for waste management
- Impacts of the poultry industry on the surrounding population
- Tree and open space removal
- Air and water quality
- Small business and agribusiness deterioration



PHASE 2

# Conclusions & Key Findings



# Key Conclusions

The Greater Sydney Commission has required Council to prepare a Local Strategic Planning Statement which responds to the four key themes identified in the Western City District Plan: Infrastructure and Collaboration, Liveability, Productivity and Sustainability, as informed by community and stakeholder engagement.

Council has taken this opportunity to undertake in-depth strategic work and explore perceptions and priorities of the LGA at a community level to support the creation of the LSPS. Engagement was undertaken with community and key stakeholders in digital and face to face contexts between November 2018 and February 2019.

The Phase 2 Engagement program was tailored to build an understanding of priorities identified in Phase 1 and explore community perceptions and tangible future opportunities in depth. The resulting outcomes reflect that the LGA is currently experiencing change in the face of widespread growth, which needs to be planned for and managed in order to preserve the unique appeal of the area.

The following pages provide key insight collected in community and stakeholder engagement aligned with the four pillars of the Western City District Plan as well as the outcomes of additional activities addressing future sentiment and local character.

## Optimistic and Concerned

- Many people were optimistic about the preservation of the local rural identity and heritage, protection of the natural environment and the community spirit in the region
- Optimism around business opportunities alongside population growth, local employment and the chance to invest early in infrastructure to accommodate the community also emerged
- Many people were concerned about loss of natural environment, growth and infrastructure changes, and overdevelopment
- Participants were also concerned by infrastructure not enduring the LGA's growth, over restrictive planning and transport and traffic issues

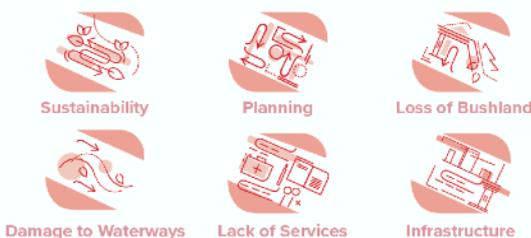
### Key Considerations for the LSPS:

Managing development, planned and appropriate infrastructure and protection of the natural environment protection are clear priorities for the LGA.

#### KEY OPTIMISTIC THEMES



#### KEY CONCERNED THEMES



## Local Character

In reflecting on the LGA as a whole, community and businesses raised a number of key themes when considering local character:

- Camden is the jewel in the crown of the LGA and has strong visual character and a cultural role based on its rural heritage
- Newer centres and suburbs are beginning to develop their own characteristics, however most are open to being shaped as the LGA grows
- The contrast between new and traditional places and the need to preserve the old and integrate the new across the LGA is a recurring discussion point which people perceive is yet to be resolved
- The identity of the community is aligned to connections to nature and healthy lifestyles
- The mixed identity of the LGA and increasing diversity, variety and change within the character and population of the LGA are ongoing conversations which have the power to shape the LGA
- Interconnectivity and disconnection between suburbs is an ongoing issue
- Higher density and high rise buildings are considered unappealing and mass produced housing is seen as visually unsuitable for the area
- A sense of local opportunity and entrepreneurship is part of the business community and industries such as agriculture have a part to play in the identity of the LGA
- The family-friendly aspect of the LGA should be promoted in public spaces and cultural opportunities

### Key Considerations for the LSPS:

A balance between the visual character of historic, rural and new developments is key to retaining the appeal of the LGA as an aspirational residential location for current and future communities.

# Key Conclusions

## Infrastructure and Collaboration

- Connections within, into and throughout the LGA are seen as intermittent
- People were most able to see social infrastructure changes such as proactive responses to climate change and rising urban heat, empowering opportunities for young people and businesses, and facilities for the elderly
- The introduction of a local heavy rail network is seen as both an opportunity for improved connections and a catalyst for population growth
- People were consistently opposed to increases in housing density across the LGA
- The appropriate planning of infrastructure to meet demand and population change is considered a high priority and dependent on good governance
- The introduction of transport infrastructure is seen as an important factor in supporting the creation of local jobs.
- Infrastructure and public transport provision are clear priorities in building the future of Camden LGA

### Key Considerations for the LSPS:

LGA-wide transport links and connectivity are key to the continued vitality of the area and should be well planned with future growth in mind.



## Liveability

- Fresh local food production and local open spaces and parks were consistently considered the highest priority aspects of liveability and performing very well
- The relationship between local jobs and transport was highlighted by the business community as a major barrier to connectivity between housing, jobs and services.
- Access to open space and the natural environment were considered to be highly important in relation to the liveability of the LGA
- The local community spirit is highly valuable and people want to remain engaged in decision making for their LGA
- The LGA's rich heritage is highly valuable for the liveability of the area
- Connectivity is key for the growth of the different centres, along with providing access to services and cultural opportunities

### Key Considerations for the LSPS:

Liveability is inherently connected to the provision of effective services, infrastructure, and the preservation of the local heritage, environment, community and character for which the LGA is known.



# Key Conclusions

## Productivity

- Health, agriculture and education were considered the highest priority industries for growth across the region
- People perceive opportunities across the LGA to grow and diversify the health and education industries, especially around new growth areas
- Tourism has the potential to grow and further align to the rural heritage of the region, the unique qualities of Camden and the local agricultural industry
- Newer suburbs and centres like Oran Park and Leppington have large potential to house economic growth and are ideal locations for offices and professional hubs, providing local work for residents
- Business workshop participants were open to opportunities for innovation, particularly in youth employment, business collaboration and the local agricultural industry

### Key Considerations for the LSPS:

Opportunities for economic and industry growth align closely to residential growth and the need to both support new communities and increase local jobs.



The need for quality local health facilities at a large scale was raised consistently by all groups



The role and potential of Camden as a tourist destination to be supported was also demonstrated by all groups



Quality education facilities at all levels were consistently proposed, especially in new growth areas and in the form of specialised tertiary studies



Fresh food and agricultural production was desired, especially around the outskirts of the region



Most Participants did not want industrial activity to grow in Smeaton Grange, while some saw opportunities closer to the airport

## Sustainability

- Rural landscapes are considered among the most valuable in the LGA and inherently tied to the local identity
- The Nepean River is consistently identified as a key natural landmark to be protected and promoted
- The presence of local native bushland is a significant feature of the area which should be preserved
- Pedestrian relationship and access to the environment was prioritised by all participants
- Future planning should be based on the protection of Camden LGA's natural assets, which should be accessible and promoted

### Key Considerations for the LSPS:

Environmental protection is a clear priority and should encapsulate both native bushland and iconic rural landscapes, as well as the Nepean River.



Important landscapes and waterways

Participants perceive the LGA's landscape as a whole system centred on the Nepean River as it serves the indigenous fauna and flora as well as providing community recreational options



Scenic view corridors and landscapes

The unique heritage and the rural character of the LGA is highly valued by the community, paired with natural landscapes and the bushland that align with the area's identity



Tree cover

Tree cover is best provided in well established areas, whereas there is a clear need for tree across all new development areas



Passive or quiet relaxation

Most participants find quiet relaxation in natural, open spaces or tracks along the river. Encounters with native animals, peaceful ambience and contact with nature are the main reasons why these areas are important to the community

