

Community Strategic Plan Review 2021

Community Survey Report



November 2021

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1.0 Introduction

Hornsby Shire Council is updating the Community Strategic Plan – *Your vision: Your future 2028*. One of the engagement activities was an online community survey conducted from 2 September to 15 October 2021. The survey focussed on the vision for the shire, what people love about Hornsby Shire, what could be improved, and identifying priority actions to achieve the vision. This report provides a summary of the rich insights gained from the 1,812 people who participated in the survey.

1.1 Purpose

The purpose of this report is to provide an overview of the findings from the online survey. This report will help inform the development of the new Community Strategic Plan (CSP), along with the thematical analysis undertaken on numerous other community engagements undertaken over the past two years.

1.2 Background

The Community Strategic Plan (CSP) is the highest-level plan that a council will prepare. The purpose of the CSP is to identify the community's main priorities and aspirations for the future and to plan strategies for achieving these priorities. It guides all of Council's other strategies and plans and must be developed by councils with and on behalf of the community. *Your vision | Your future 2028*, Hornsby Shire's current Community Strategic Plan, was adopted by Council in June 2018. The new Community Strategic Plan is required to be adopted by the incoming Council by 30 June 2022.

The minimum timeframe for a CSP is 10 years and it addresses 4 key questions:

1. Where are we now?
2. Where do we want to be in 10 years' time?
3. How will we get there?
4. How will we know we have arrived?

These questions help identify the community's vision, aspirations and priorities and establish baseline targets, strategies and measures to aid performance monitoring and reporting.

The online survey was designed to:

1. Bring the community on the journey in developing the new CSP and build relationships with the community and key stakeholders:
 - a. **Vision** – Is the community happy with the current vision?
 - b. **Outcomes** – Is the community happy with the current outcomes? What is missing?
2. **Challenges and Opportunities** – What challenges and opportunities might affect the community – the CSP will set directions for addressing key challenges and opportunities:
 - a. Opportunities: What is the community's "*One big idea*" for progressing the vision for Hornsby Shire; *What do you love about the Hornsby Shire? What would make Hornsby Shire a better place?*
 - b. Challenges: *What are the main challenges facing the Shire in the future?*
3. **Priorities** – What should Council, other levels of government and other groups be focusing on?

1.3 Overview

We heard from over 1,800 people during the online survey. Most responses were from people who identified as a resident of the Shire (90.65 per cent), however respondents also identified as a property owner (38.27 per cent), a worker (14.55 per cent), a business owner (8.64 per cent), a student (1.85 per cent) or a visitor (1.15 per cent). (NB. Respondents could select more than one category.)

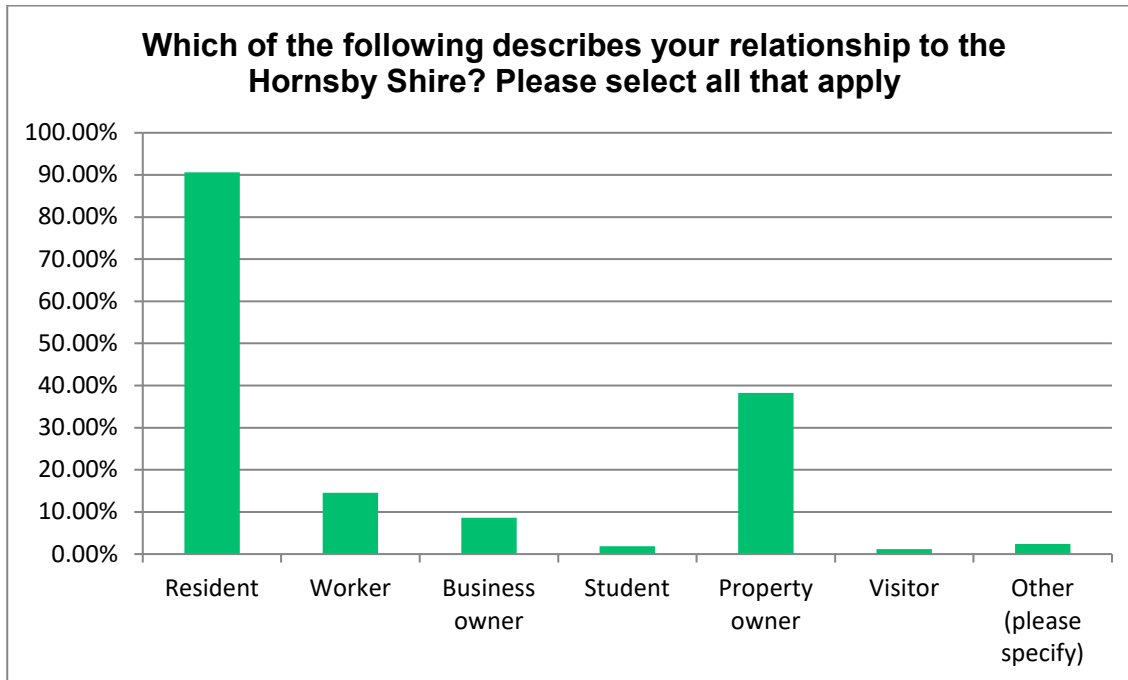


Figure 1: Survey participants' relationship with the Shire

Of the 1,812 survey responses, 1,752 (96.58 per cent) were from an individual and 62 (3.42 per cent) were on behalf of a group.

2.0 Methodology

The survey was open for six weeks, from 2 September to 15 October 2021. It was designed to deliver rich quantitative and qualitative data with a clear line of sight to the CSP and was widely promoted to all residents, businesses and stakeholders in the Hornsby Shire.

2.1 Survey Design

The survey questions (see Appendix 1) were designed to:

- Test the current vision of the CSP
- Identify community values and strengths
- Identify community opportunities and challenges
- Identify priorities.

2.2 Survey Promotion

The relatively high rate of participation was enabled by a comprehensive communications program, which sought to target all stakeholders throughout the Shire. Promotion included:

Table 1: Print Advertising

Publication	Advertising date	Target Audience
Living Heritage (editorial)	Sept 10	All residents and businesses in the LGA. Distribution Wisemans Ferry and rural communities
Bush Telegraph	Sept 30	All residents and businesses in the LGA. Distribution A & B Wards – Waitara, Hornsby, Hornsby Heights, Asquith, Mount Colah, Mount Kuring-Gai, Berowra, Berowra Heights, Berowra Waters, Cowan, Brooklyn, Dangar Island
Hornsby-Kuringai Post	Oct 1	All residents and businesses in the LGA. Distribution B & C Wards
Galston Glenorie Hills District Rural News	Oct 1	All residents and businesses in the LGA. Distribution A Ward – Galston and Glenorie area
Dooral RoundUp	Oct 1	All residents and businesses in the LGA. Distribution A & C Wards – Dural, Glenhaven, Cherrybrook

Table 2: Digital Footbridge

Content	Date	Target Audience
Have Your Say	September 6 – 15 October	All residents and businesses in the LGA. Foot and road traffic passing on Pacific Hwy Hornsby

Table 3: Website Carousel (Home page)

Content	Date	Target Audience
Have Your Say – link through to dedicated page	September 6 – 15 October	All residents and businesses in the LGA

Table 4: Website – Dedicated Project Page

Content	Date	Target Audience
Community Strategic Plan Review 2021	September 6 – 15 October	All residents and businesses in the LGA (985 page visits).

Table 5: Have your Say E-Newsletter

Content	Date	Target Audience
Council's weekly community engagement update	Sept 9	All residents and businesses in the LGA (67 recipients, 12.8 per cent click throughs).
	Sept 16	All residents and businesses in the LGA (73 recipients, 31.3 per cent click throughs).
	Sept 23	All residents and businesses in the LGA (75 recipients, 36.4 per cent click throughs).
	Sept 30	All residents and businesses in the LGA (77 recipients, 13.34 per cent click throughs).
	Oct 7	All residents and businesses in the LGA (79 recipients, 17.4 per cent click throughs).
	Oct 14	All residents and businesses in the LGA (79 recipients, 48.3 per cent click through).

Table 6: Council's E-Newsletter (links to 'Have Your Say' on website)

Content	Date	Target Audience
E-Newsletter subscribers – All of Council's activities	Sep 2	All residents and businesses in the LGA (28,758 recipients, 5.8 per cent click throughs).
E-Newsletter subscribers – All of Council's activities	Oct 4	All residents and businesses in the LGA (28,609 recipients, 10.6 per cent click through).
Dedicated E-Newsletter for CSP Survey E-Newsletter subscribers	Oct 6	All residents and businesses in the LGA (28,544 recipient, 24.2 per cent click through on CSP Review and 57.9 per cent click through on CSP Survey).
Dedicated E-newsletter for CSP survey to community organisations, sporting organisations, schools and government agencies	Sep 15	Community organisations, sporting organisations, schools and government agencies (400 organisations, 28,544 recipients, 24.7 per cent click through for CSP Review and 57.9 per cent click through on CSP survey)
Dedicated E-newsletter for CSP survey to community to businesses	Oct 6	Local businesses (24,411 recipients, 22.2 per cent click through on CSP Review and 67.9 per cent click through on CSP survey)

Table 7: Social Media

Post	Date	Target Audience
Facebook post	9 Sept	All residents and businesses in the LGA (3.2K reach).
Facebook post	14 Sept	All residents and businesses in the LGA (5.5K reach).
Facebook post	22 Sept	All residents and businesses in the LGA (2.9K reach).
Facebook post	4 Oct	All residents and businesses in the LGA (15.8K reach).
Facebook post	10 Oct	All residents and businesses in the LGA (5.7K reach).
Hornsby Localised Post	Sep 16	Local businesses (5 clicks)
Hornsby Localised E-Newsletter	Sep 21	Local businesses (14 clicks)
LinkedIn post	Oct 6	All residents and businesses in the LGA. (Impressions 546)
Twitter post	Oct 6	All residents and businesses in the LGA. (Impressions 756)

3.0 Demographic

The online survey was an opt-in survey which has some limitations when analysing the results. The results of the survey are not specifically demographically representative as participants self-selected to participate.

As shown in the charts below (Figures 2 and 3), the survey participants were similar between male and female and closely matched the LGA's overall adult gender profile. Although the survey participants were not equally distributed across age groups, with only 2.74 per cent (31 of the 1,132 people who responded to the question) being under the age of 25 years and 4.68 per cent (53 people) over the age of 75 years, the participant response of the interval age groups closely matches the demographic age structure of the Shire (see Figures 4 and 5). Most respondents were between the ages of 35 and 65 (70 per cent). Interestingly, when asked about which suburb respondents lived in, 40 per cent chose not to respond to this question. The remainder of respondents were fairly evenly distributed across the three Wards.

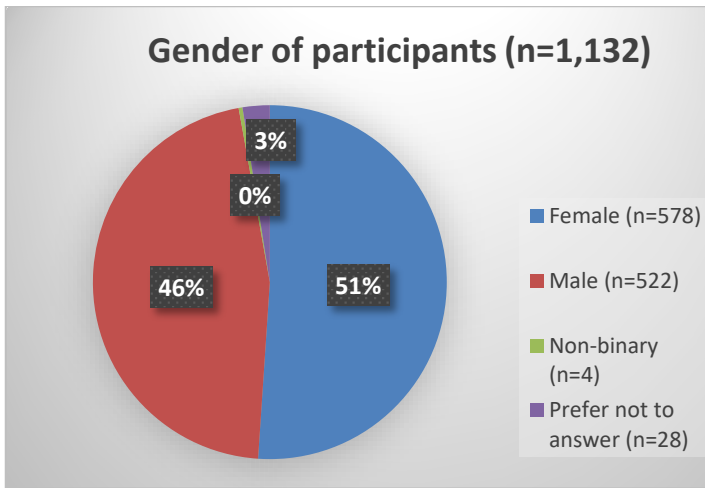


Figure 2: Gender of participants

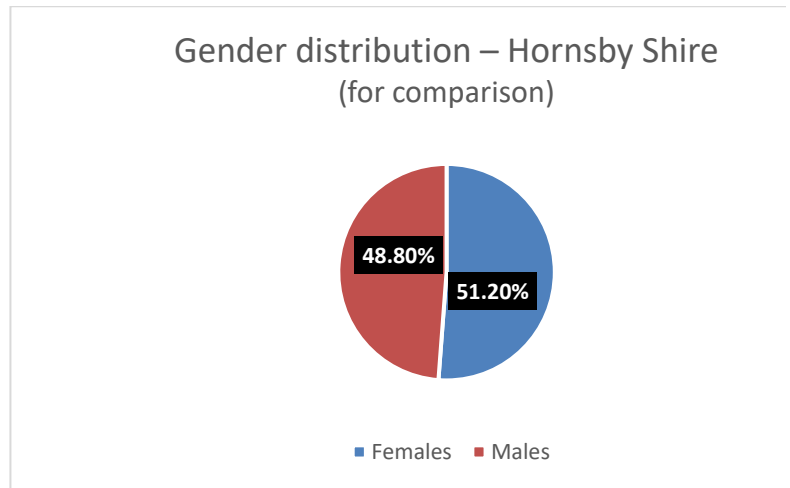


Figure 3: Gender profile of Hornsby Shire (for comparison)

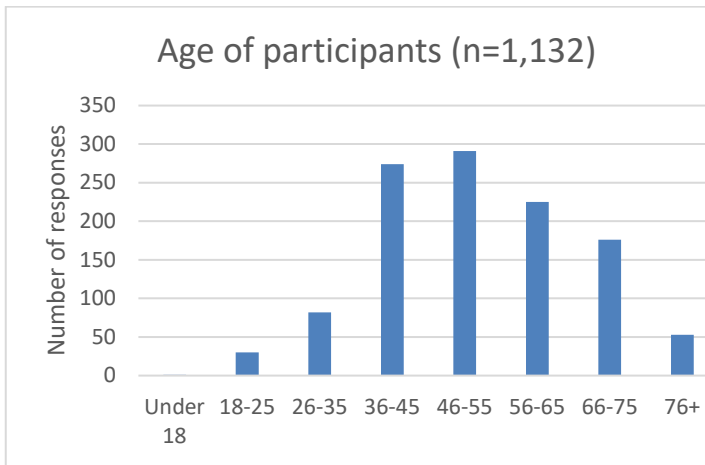


Figure 4: Age of participants

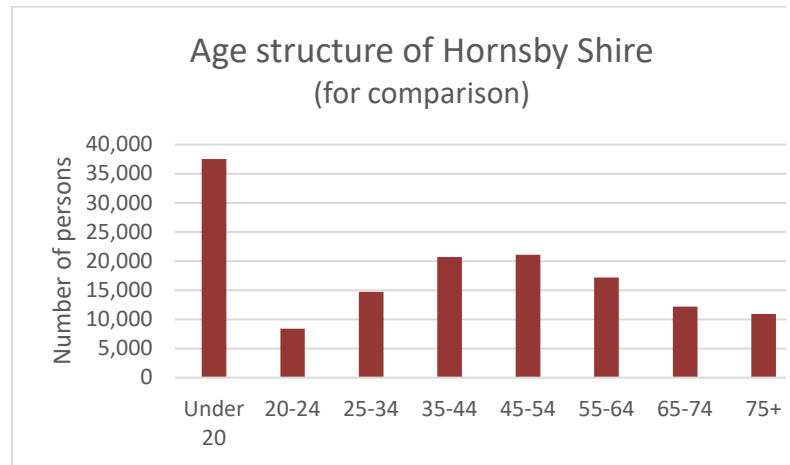


Figure 5: Age structure of Hornsby Shire (for comparison)

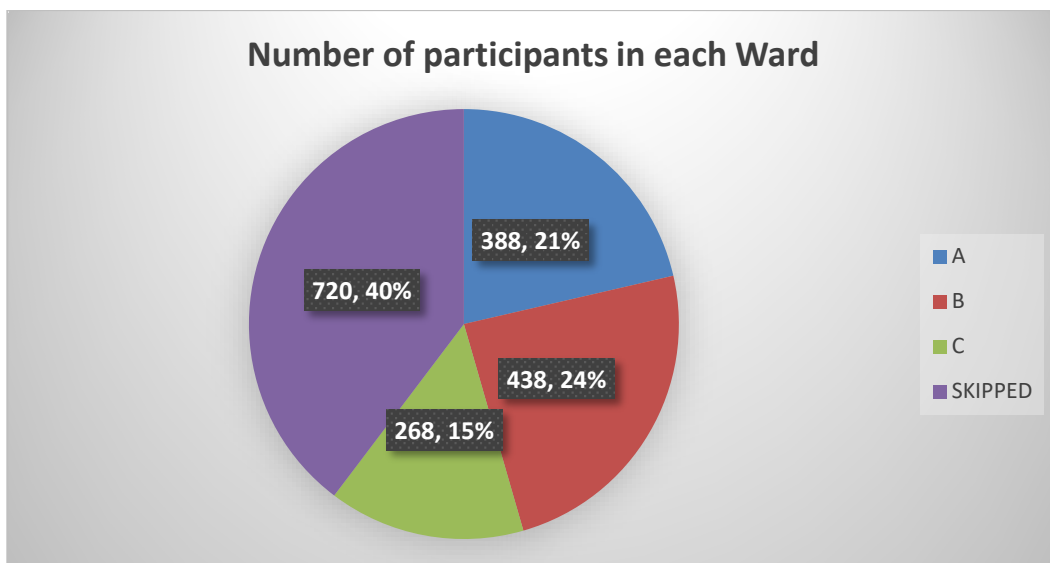


Figure 6: Number of participants in each Ward

The majority of survey participants (89.26 per cent of the 1,127 that responded to Question 15) indicated that they owned or part-owned their current home and 45.01 per cent had children under the age of 18 at home.

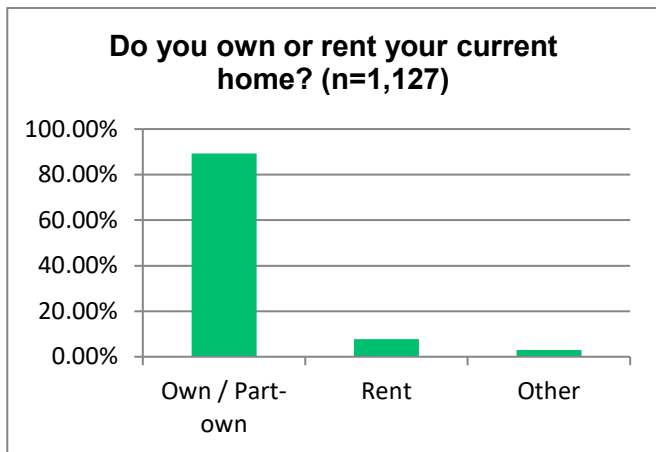


Figure 7: Home ownership of participants

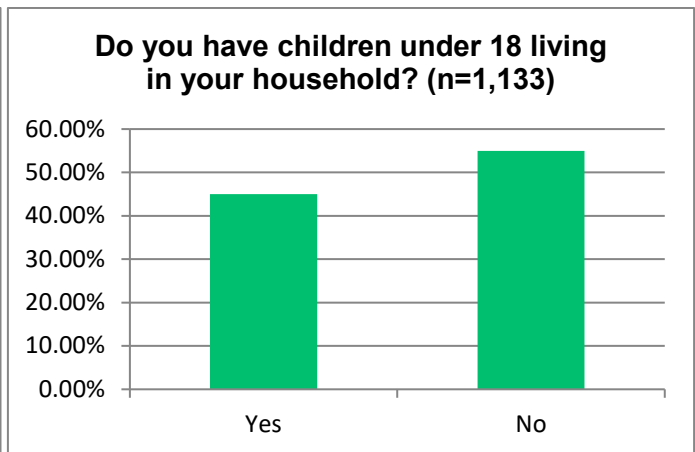


Figure 8: Do participants have children under 18 years

12.68 per cent of respondents (143 of the 1,128 that answered Question 14) also indicated that they commonly speak a language other than English in the home, with over 53 languages being represented. The most common languages other than English were Spanish, Hindi, Mandarin, Cantonese then German.

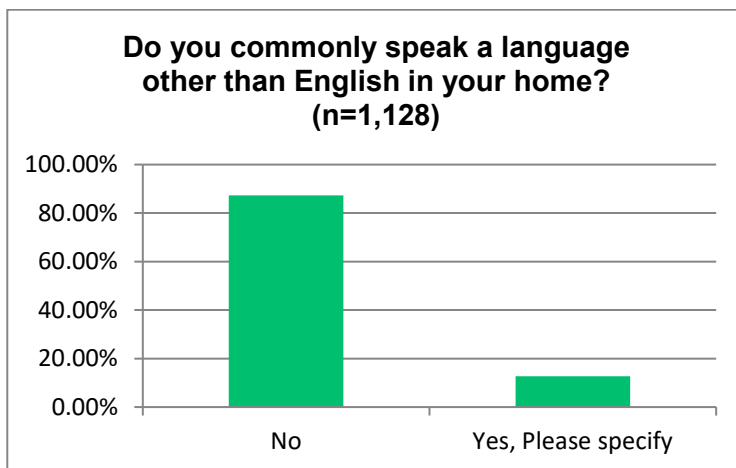


Figure 9: Commonly spoken language

51.7 per cent of respondents have lived in Hornsby Shire for more than 20 years and 2.91 per cent did not live in the Shire.

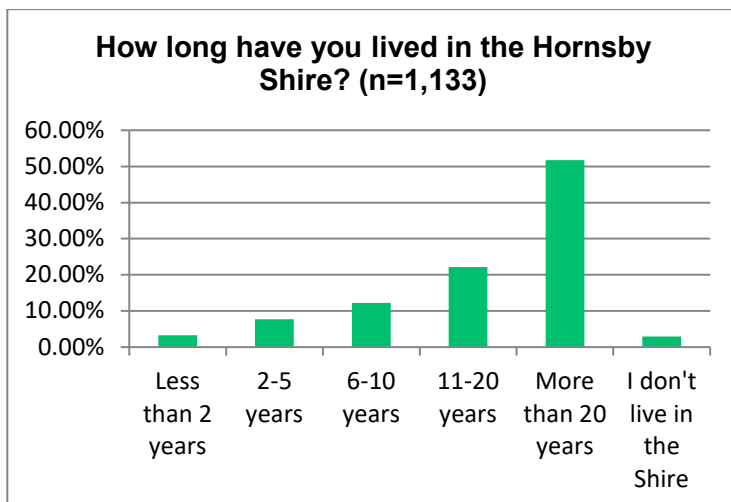


Figure 10: Length of time living in Hornsby Shire

- *Our Bushland Shire is a place for people of all ages, abilities, interests and backgrounds. Known for its impressive natural environments the Shire offers a great lifestyle for all members of our community.*
- *...exploding with cosmopolitan vibrance and multicultural harmony and indigenous respect*
- *Hornsby Shire has a community that understands the huge importance of its natural spaces and that supporting the transitioning to renewable energy will ultimately protect those spaces for future generations*
- *Our diverse community finds home nestled in amongst the tall blue gums and walks in the footsteps of the Darug and GuriNgai peoples. True to our name as the Bushland Shire, two-thirds of the shire encompasses National Parks and bushland which provides places of great beauty for recreation and a unique lifestyle to our residents... We support our community to succeed and live well and create opportunities for growth in jobs locally. As custodians of the environment, we protect and enhance our shire and make positive steps to secure the future of our community.*

4.2 Feedback on the CSP Outcomes

The current CSP has 12 Outcome Statements. Residents were asked if they agreed these statements reflected where they want the Shire to be in 10 years' time. The majority of participants agreed with all of the current Outcome Statements. The statements resonating the most with respondents were **"The area feels safe"** at 96 per cent, and **"People have good opportunities to participate in community life"** at 91 per cent.

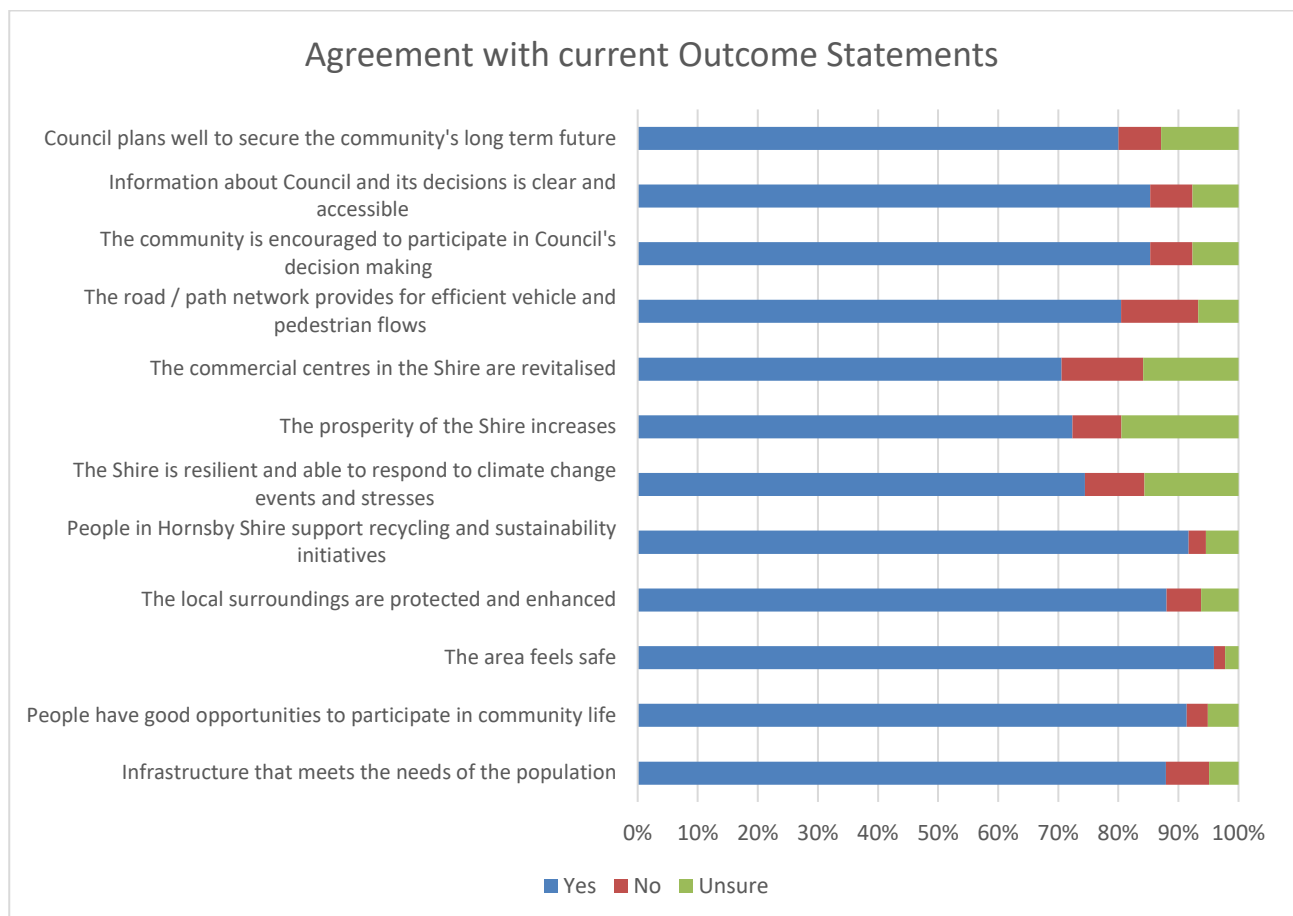


Figure 12: Agreement with current Outcome Statements

Participants were also asked “Have we missed anything?” or if they had any suggestions. Over 550 participants provided ideas/suggestions on the Outcome Statements.

The 20 most frequently grouped suggestions were:

- | | |
|---|-----------------------------|
| 1. Natural environment | 11. Infrastructure |
| 2. Active transport | 12. Sustainable transport |
| 3. Over development | 13. Housing diversity |
| 4. Recreation | 14. Traffic |
| 5. Vibrant town centres | 15. Heritage |
| 6. Sustainability | 16. Parks |
| 7. Climate change mitigation and adaptation | 17. Inclusion and diversity |
| 8. Sustainable development | 18. Community focus |
| 9. Consultation | 19. Economy |
| 10. Social equity | 20. Safety. |

4.3 What do you love about living here

Participants love living in the Hornsby Shire because of the natural environment particularly the bushland, national parks, trees and green spaces. The community is passionate about protecting the region, looking after each other, and collaborating with Council. In their responses, 1,252 participants expressed an appreciation for what the Hornsby Shire has to offer by way of the beautiful natural environment, peaceful lifestyle, proximity to the city and welcoming community.

Participants value the community spirit, friendly neighbourhoods, amenities and recreational opportunities that exist amongst our great open spaces. The most common sentiments are expressed in the word cloud to the right.



Figure 13: Word cloud of things participants love about living in Hornsby Shire

4.4 What would make Hornsby Shire better

While 1,252 participants expressed what they love about the Hornsby Shire, 1,251 also provided a response on what would make Hornsby Shire a better place. The most common suggestions or areas for improvements were under the themes:

1. Active transport
2. Suburbs low density – keep low density, no more population growth
3. Vibrant Town Centres – cafes, outdoor dining
4. Sports and Recreation – facilities, water play, bike tracks, basketball courts, swimming pools, picnic areas, bushwalking, organised sports
5. Parks – more parks and green spaces, better playgrounds

6. Traffic and Transport – roads, congestion, car parking, safety
7. Mountain Biking Tracks
8. Public transport – connections to outer areas, commuter parking, express services
9. Bushland – protection, care, maintenance, including trees, wildlife, waterways
10. Infrastructure to support new development
11. Housing diversity
12. Youth – facilities, support
13. Night-time economy
14. Economic Development – tourism, local jobs
15. Sustainable development – quality design
16. Arts and culture hub
17. Revitalise Hornsby Town Centre
18. Trees
19. Environment – including environmental education
20. Sustainability
21. Community facilities – community gardens, buildings, spaces
22. Education infrastructure – co-ed public high school
23. Maintenance.

4.5 Main challenges facing our community

Many of the challenges identified by the 1,161 participants that answered Question seven were common between participants and reflect a range of external pressures. Key challenges identified by the community included managing development and population growth, ensuring infrastructure needs keep up with new developments, managing climate change impacts, reducing traffic congestion and improving transport, ensuring environmental sustainability is achieved, ensuring housing affordability and diversity, reducing environmental impacts and maintaining the 'natural environment' amidst the need to address development, and planning for more resilient communities especially in relation to bushfires.

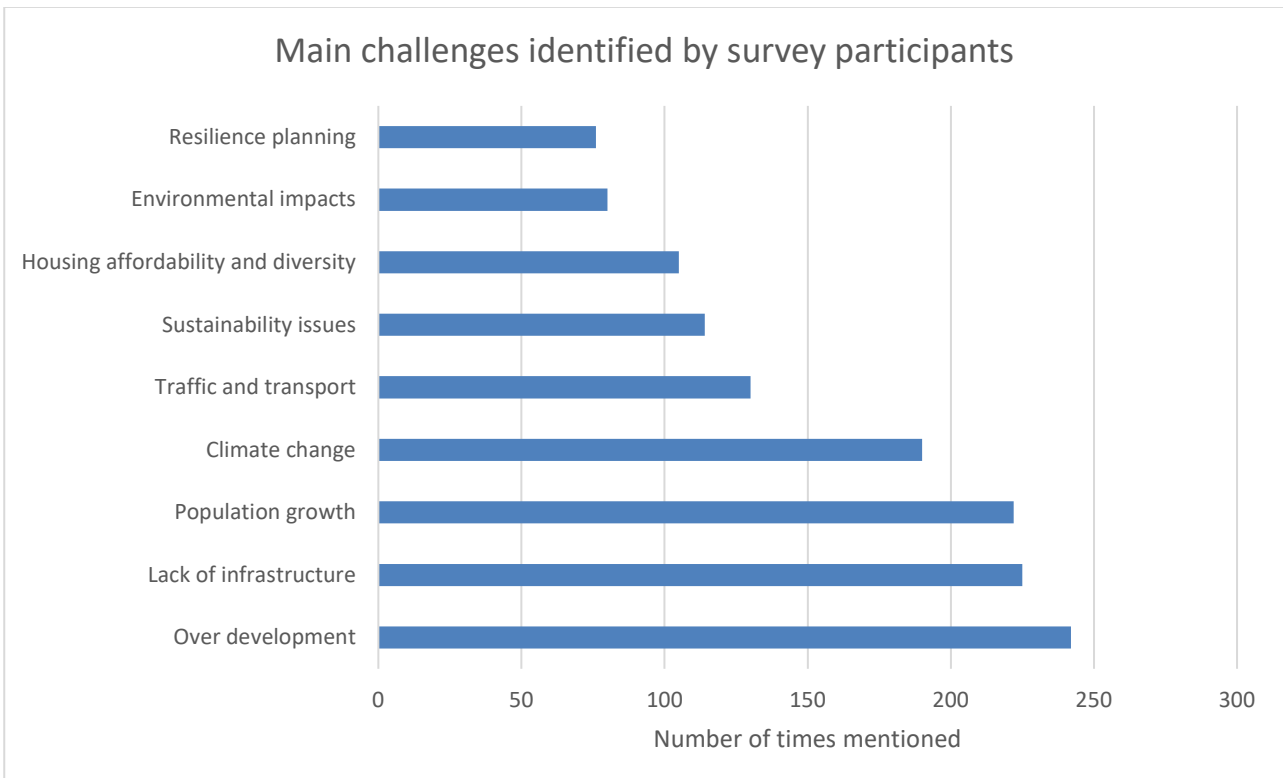


Figure 14: Main challenges identified by survey participants

4.6 Big ideas!

Question eight of the survey asked for participants “One Big Idea” on improving the future of Hornsby Shire. Below are some of the great examples of how our community thinks the Shire can be more liveable, sustainable, productive and collaborative over the next 10 years.

- Drone based last mile logistics
- Becoming the sporting hub of Sydney’s north
- Electrification of vehicles
- Creativity hubs for all age groups
- Focus on the unique, natural beauty of the area
- To be the leading shire combatting climate change in Sydney
- Promote local tourism
- More multicultural events
- Providing more tube stock native plants, suitable for gardens, to ratepayers to help increase green cover in shire
- Pedestrian friendly community hubs and hospitality precincts
- The Quarry Precinct. There is an opportunity to do something unique and dramatic here that really puts Hornsby on the map. We should become known for this area
- Being a leading force in a sustainable future.

4.7 Priority Areas

Survey participants nominated ‘**Bushland and waterways**’ as the number one priority for the Hornsby Shire in Question nine (50.04 per cent of participants). This was followed by ‘**Sustainable transport** (public transport, walking, cycling and EVs)’ (41.02 per cent of participants) and ‘**Community spaces** – local shops, multi-purpose community facilities and libraries’ (35.14 per cent of participants). This sentiment was very consistent with priorities captured across the community engagements over the past two years. ‘Capacity building – strengthening skills communities need to survive and adapt’ was the least common priority with only 5.7 per cent of participants identifying this, though participant responses about ‘Resilience to climate change and natural disasters’ (26.56 per cent of participants) suggest that this is simply not a relative priority at this moment in time.

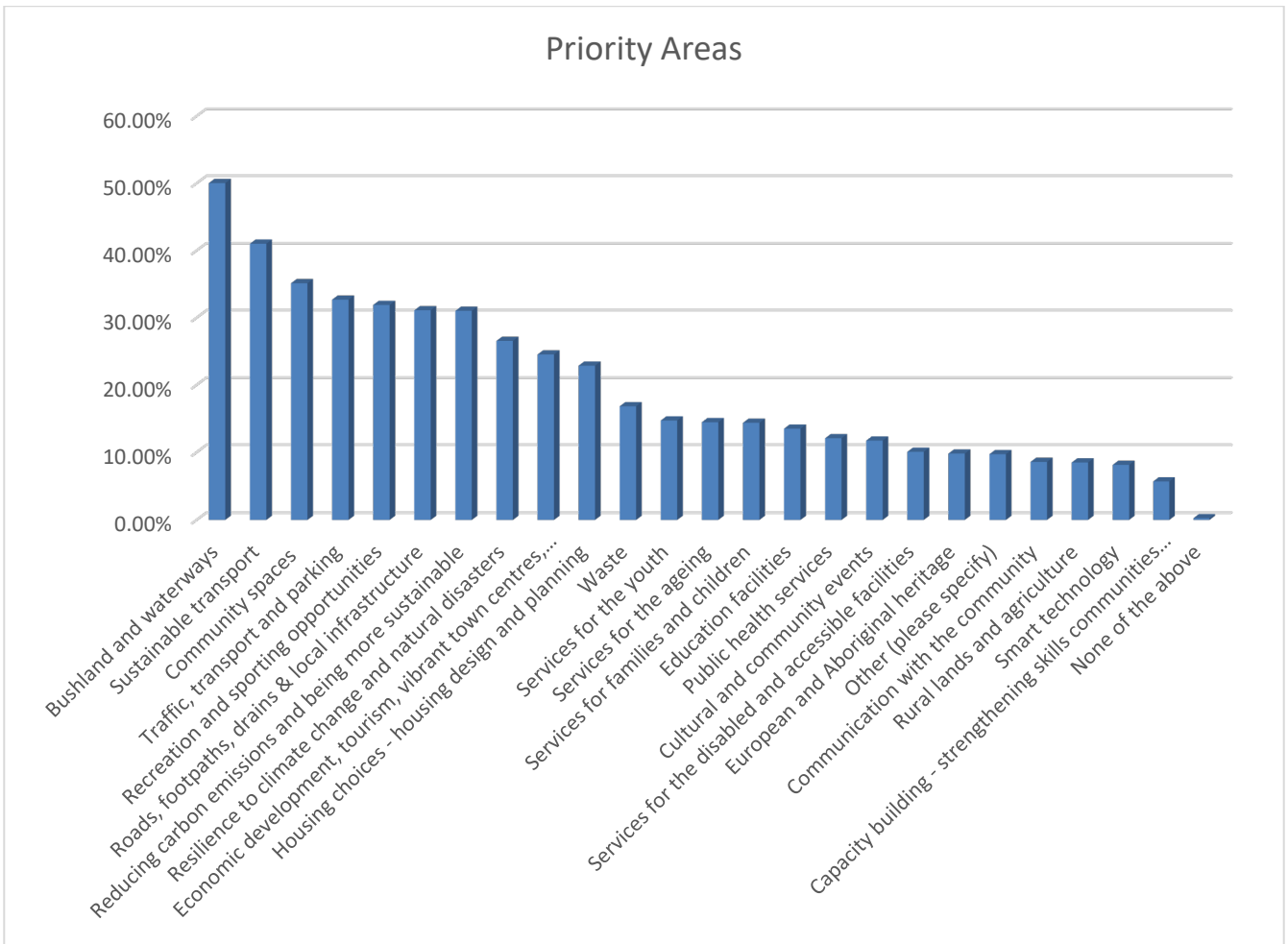


Figure 15: Priority areas for participants

5.0 Appendix 1 – Survey Questions



Community Strategic Plan - Hornsby Shire

Review of *Your vision | Your future 2028*, your current Community Strategic Plan

We are reviewing your Community Strategic Plan *Your vision | Your future 2028* and would like to hear your ideas, aspirations and priorities for the future in Hornsby Shire.

The Community Strategic Plan describes the community's vision and aspirations for a period of ten or more years and is the community's plan for its future. Council has a custodial role in engaging, refining and preparing the plan on behalf of the community, which may include aspirations and priorities that are the responsibility of other levels of government or community groups to deliver.

The survey will be open until 15 October 2021, and will take approximately 8-10 minutes to complete.

We will use your feedback to ensure the updated Community Strategic Plan reflects our shared vision for the future of the Hornsby Shire.

For more information visit our [Community Strategic Plan Review 2021 website](#).

Click here to read [Your vision | Your future 2028](#), your current Community Strategic Plan

* 1. Are you responding as an individual or a group?

Individual

Group



Community Strategic Plan - Hornsby Shire

Review of Your Vision | Your Future 2028, your current Community Strategic Plan

2. Would you mind telling us what group you are representing?



Community Strategic Plan - Hornsby Shire

Review of Your vision | Your future 2028 VISION

Every four years, when a new Council is elected, we are required to review the Community Strategic Plan (CSP) to ensure it still reflects the priorities and aspirations of our local community.

An important part of a CSP is a Vision statement and we need to ensure that it captures what the community wants the future to be in the Hornsby Shire.

VISION

"Our Bushland Shire is a place for people. It has impressive places and wonderful environments and offers a great lifestyle for all members of our community."

*** 3. Do you feel the existing Vision statement reflects the kind of place you would like Hornsby Shire to be?**

Strongly disagree

Disagree

Unsure

Agree

Strongly agree

Is there anything you would change or add?



* 4. These 12 statements describe where we want to be in ten years time. Do you agree that these statements reflect where we want Hornsby Shire to be?

	Yes	No	Unsure
1. Infrastructure that meets the needs of the population	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. People have good opportunities to participate in community life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. The area feels safe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. The local surroundings are protected and enhanced	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. People in Hornsby Shire support recycling and sustainability initiatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. The Shire is resilient and able to respond to climate change events and stresses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. The prosperity of the Shire increases	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. The commercial centres in the Shire are revitalised	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. The road / path network provides for efficient vehicle and pedestrian flows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Yes	No	Unsure
10. The community is encouraged to participate in Council's decision making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. Information about Council and its decisions is clear and accessible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. Council plans well to secure the community's long term future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Have we missed anything? Do you have any other suggestions? Or if you Disagree with any of the 12, why?

* 5. What do you love about the Hornsby Shire?

* 6. What do you think would make Hornsby Shire a better place?



Community Strategic Plan - Hornsby Shire

CHALLENGES AND OPPORTUNITIES

The Community Strategic Plan will set directions for addressing key challenges and opportunities over the next ten years or so. When answering the following questions we would like you to think of the long-term issues Council should be thinking about now.

* 7. What do you see as the main challenges facing our community?

* 8. What is the one big idea or opportunity you see for progressing the vision of Hornsby Shire?

*** 9. What areas do you think Hornsby Shire Council should be prioritising or advocating for?**

Please select your top 5

- Bushland and waterways
- Waste
- Housing choices - housing design and planning
- Reducing carbon emissions and being more sustainable
- Resilience to climate change and natural disasters
- Traffic, transport and parking
- Sustainable transport (public transport, walking, cycling and electric vehicles)
- Community spaces - local shops, multi-purpose community facilities and libraries
- Recreation and sporting opportunities
- Services for the disabled and accessible facilities
- Services for the ageing
- Services for families and children
- Services for the youth
- Cultural and community events
- Capacity building - strengthening skills communities need to survive and adapt
- Rural lands and agriculture
- Economic development and tourism, vibrant town centres, diverse and local employment
- European and Aboriginal heritage
- Roads, footpaths, drains and other local infrastructure
- Education facilities
- Public health services
- Communication with the community
- Smart technology
- None of the above
- Other (please specify)



ABOUT YOU

Now there are some questions about you so that we can compare results across different demographic categories. We appreciate your time with this.

* 10. Which of the following describes your relationship to the Hornsby Shire?

Please select all that apply

- | | |
|---|---|
| <input type="checkbox"/> Resident | <input type="checkbox"/> Student |
| <input type="checkbox"/> Worker | <input type="checkbox"/> Property owner |
| <input type="checkbox"/> Business owner | <input type="checkbox"/> Visitor |
| <input type="checkbox"/> Other (please specify) | |

11. What is your age?

- | | |
|--------------------------------|-----------------------------|
| <input type="radio"/> Under 18 | <input type="radio"/> 46-55 |
| <input type="radio"/> 18-25 | <input type="radio"/> 56-65 |
| <input type="radio"/> 26-35 | <input type="radio"/> 66-75 |
| <input type="radio"/> 36-45 | <input type="radio"/> 76+ |

12. Gender

- | | |
|----------------------------------|--|
| <input type="radio"/> Female | <input type="radio"/> Other |
| <input type="radio"/> Male | <input type="radio"/> Prefer not to answer |
| <input type="radio"/> Non-binary | |

13. Do you identify as any of the following?

Please select all that apply

- | | |
|---|---|
| <input type="checkbox"/> Person with a disability | <input type="checkbox"/> Lived experience of homelessness, mental health or alcohol / drug issues |
| <input type="checkbox"/> Aboriginal or Torres Strait Islander | |
| <input type="checkbox"/> LGBTQIA+ | <input type="checkbox"/> None of the above |

14. Do you commonly speak a language other than English in your home?

No

Yes, Please specify

15. Do you own or rent your current home?

Own / Part-own

Rent

Other

16. Do you have children under 18 living in your household?

Yes

No

17. How long have you lived in the Hornsby Shire?

Less than 2 years

2-5 years

6-10 years

11-20 years

More than 20 years

I don't live in the Shire



WHAT SUBURB?

18. What suburb do you live in?

- | | |
|---------------------------------------|--|
| <input type="radio"/> Arcadia | <input type="radio"/> Glenorie |
| <input type="radio"/> Asquith | <input type="radio"/> Hornsby |
| <input type="radio"/> Beecroft | <input type="radio"/> Hornsby Heights |
| <input type="radio"/> Berowra | <input type="radio"/> Laughtondale |
| <input type="radio"/> Berowra Creek | <input type="radio"/> Maroota |
| <input type="radio"/> Berowra Heights | <input type="radio"/> Middle Dural |
| <input type="radio"/> Berrilee | <input type="radio"/> Milsons Passage |
| <input type="radio"/> Brooklyn | <input type="radio"/> Mount Colah |
| <input type="radio"/> Canoelands | <input type="radio"/> Mount Kuring-gai |
| <input type="radio"/> Castle Hill | <input type="radio"/> Normanhurst |
| <input type="radio"/> Cheltenham | <input type="radio"/> North Epping |
| <input type="radio"/> Cherrybrook | <input type="radio"/> Pennant Hills |
| <input type="radio"/> Cowan | <input type="radio"/> Singleton's Mill |
| <input type="radio"/> Dangar Island | <input type="radio"/> Thornleigh |
| <input type="radio"/> Dural | <input type="radio"/> Wahroonga |
| <input type="radio"/> Fiddletown | <input type="radio"/> Waitara |
| <input type="radio"/> Forest Glen | <input type="radio"/> West Pennant Hills |
| <input type="radio"/> Galston | <input type="radio"/> Westleigh |
| <input type="radio"/> Glenhaven | <input type="radio"/> Wisemans Ferry |