



Future Directions

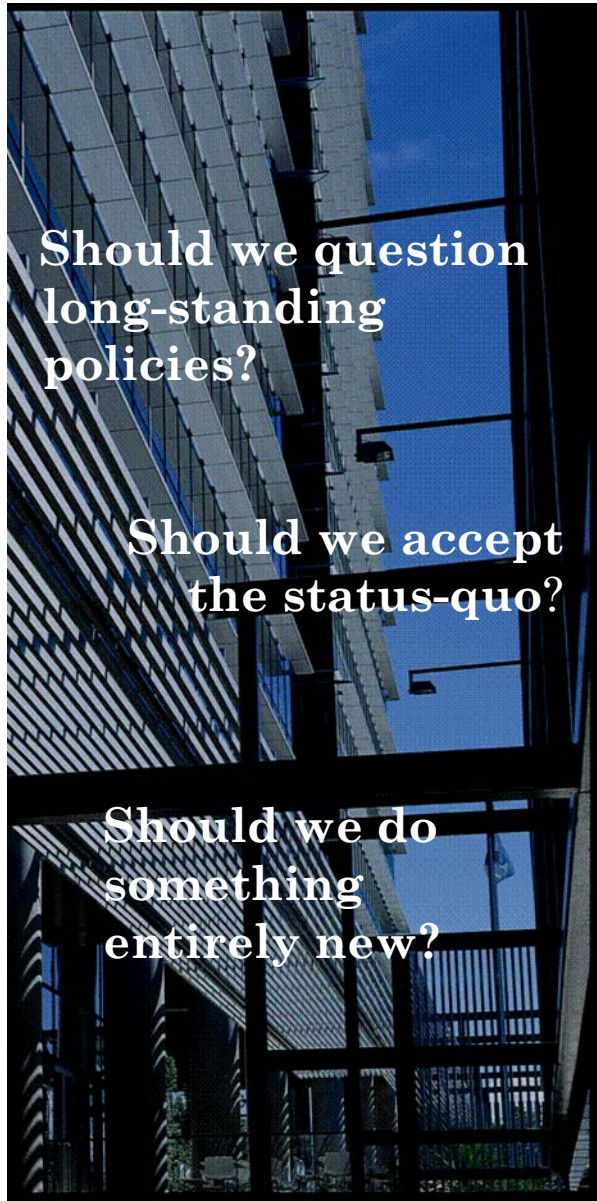
August 2005

There is nothing like a
dream to create the
future.

Victor Hugo

Because of the growing
population of Sydney, I am
looking to move my family
out of it. Sorry, its all yours.

**Granville Resident
Residential Development Survey**



Should we question long-standing policies?

Should we accept the status-quo?

Should we do something entirely new?

Future Directions

Sydney is facing a critical time. There has been much talk in the media, in the community, in business and in government about where Sydney is headed.

Within the context of greater Sydney, Parramatta is also facing many challenges. Population growth, residential development, pressures on the environment and over burdened transport networks all bring with them significant challenges.

Now is the time that to ask ourselves: **Can we continue to live, consume and travel in the same ways?**

Parramatta is not alone in this challenge. However, we do have a choice. Our response can be to wait and see what is around the corner, following an unknown path. Alternatively we can try to set the future. We can take on the challenges. We can respond to pressures. We can work with the community to explore the future we want to create.

There may be conflict. There may be disagreement. There will be some shared ideas. If we work together there will be hope.

This Future Directions document has been prepared to open debate on Parramatta's response to the challenges it faces. It is part of a processes of dreaming a future for Parramatta and developing ways of achieving this dream. We encourage you to think about these issues. To challenge yourself and us. To help work together to make...

Parramatta First: the leading city at the heart of Sydney

David Borger

Lord Mayor
Parramatta City Council

Brian Smith

Parramatta Mission

Stephanie Dale

President
Parramatta Chamber of Commerce

Peter Dixon

Executive Officer
Sydney Metropolitan Catchment
Management Authority



water change what we know healthy

Parramatta's unemployment rate in the March 2005 quarter was 3.8%, compared to 5.3% for NSW as a whole.

DEWR 2005

The ongoing drought has seen inflows to Sydney's dams drop to their lowest since 1939. The Warragamba Catchment received less than 60% of the long term average annual rainfall in 2004, and April 2005 was Sydney's hottest April on record.

**Sydney Water
31 May 2005**

More than 50% of people in Australia holding Temporary Protection Visas – about 3000 people – now live in the Western Sydney.

**Parramatta City Council
Social Position Paper 2005**

\$80,000 a year is required per household to afford an average \$370,000 home in western Sydney.

**Sydney Morning Herald
30 May 2005**

Parramatta residents hail from more than 120 countries with the major countries of origin being China (5.6% in 2001 Census), Lebanon (4.2%), UK (3.1%) India (2.3%), New Zealand (2.0%) and Korea (1.7%).

**Parramatta City Council
Social Position Paper 2005**

Construction of the Parramatta to Epping link will be deferred. Spending \$1.2 billion on a project cannot be justified.

**The Hon. Michael Costa MLC
Address to the State Chamber of
Commerce Luncheon 2003**

Public open space covers approximately 820 hectares, representing 13.8% of the local government's total area.

**Parramatta City Council
Open Space Plan 2003**

Each year Sydney uses 2.2% more electricity than the year before. Peak demands are forecast to grow primarily due to air-conditioner use.

**Network 2015
Integral Energy 2005**

Population projections to the year 2026 show that Parramatta's average population growth is expected to increase by 0.8% per annum, to a population of 178,829 persons.

Parramatta Biz Facts 2005

In 2004-04, Council staff processed 1,607 applications for development within the local government area.

**Parramatta City Council
Annual Report 2003-04**

Some areas of Parramatta are perceived as being unsafe but the actual trends in recorded crime statistics in the Parramatta LGA from 1999 to 2003 show a marked decrease in criminal activity.

**Parramatta City Council
Social Position Paper 2005**

The distance travelled by car on an average weekday has grown from 15km to 19km per person between 1981 and 2001, while the distance travelled by public transport has stayed the same at 5km per person.

**Metropolitan Strategy Discussion
Paper 2004**

The total vacancy factor for all useable office space in the Parramatta CBD was 9.0% in January 2005, up from a level of 5.8% in January 2004.

Parramatta Biz Facts June 2005

Scientists believe that the Earth's average temperature will rise by 1.4° to 5.8° by 2100 if nations do not act to control greenhouse emissions.

Australian Greenhouse Office 2005

Riverside Theatres had a total of 64 714 paying audience members in 2003-04, almost 30% above the target of 50 000.

**Parramatta City Council
Annual Report 2003-04**

Average daily passenger numbers through all train stations in Parramatta City totalled 54,260 in 2004, a decrease of 7.8% from the total recorded in 2003 (58,870).

Parramatta Biz Facts June 2005

The University of Western Sydney has about 35,000 students at four colleges - Arts, Education and Social Sciences; Law and Business; Science Technology and Environment and Social and Health Sciences. It is also home to the Sydney Graduate School of Management.

**University of Western Sydney
Website 2005**

In 2003-4 a total of 54,929 tonnes of waste was collected from residential properties in Parramatta.

**Parramatta City Council
Environmental Position Paper 2005**



scared
excited
anxious

how we feel

People in our block of units are worried to leave home due to being scared of having our stuff stolen. Some have added huge secure screen front doors for protection.

Respondent
Management Plan Survey 2005-06
Residents' Panel

As a father of a young child, I know that an efficient transport system needs to get mums and dads home at a decent hour so that they can be with their kids.

Clr David Borger
Lord Mayor
Parramatta City Council

Rates in CBD need to increase to reflect usage of council funds removal of ALL car parking spaces for council employees from CBD - if workers in other areas have to drive and pay so should ALL council employees.

Respondent
Management Plan Survey 2005-06
Residents' Panel

In the coming energy crisis we must start planting vegetables in our gardens again.

Respondent
Residential Development Strategy
Survey

Parramatta is a vibrant, multicultural fascinating City that is expanding very rapidly, safety issues for the residents I consider to be paramount.

Respondent
Management Plan Survey 2005-06
Residents' Panel

Its six o'clock and its getting dark
Scared to walk through the park
Hostile attitudes and we're the victims
Facing of life is pure fiction
24/7, 9/11 too many young lives going to heaven
Got to stop all the hate.

Adrick, Taua, Eva, Tina
Perceptions of Safety in Granville
October 2004

You obviously do not have to work or run business in Parramatta otherwise you'd know about the musical chairs game for parking in Parramatta every morning!
Submission to Council's Management Plan 2005-06



The State Government and Parramatta City Council are probably pursuing the right strategies, but they have to take a long view and they have to be vigilant in ensuring Parramatta is as attractive to business as possible.

Ken Morrison
Executive Director
Property Council NSW Division

I'd like [Epping] back as the little village of fifty years ago.

Resident
Epping Cultural Framework

We need the community to adopt more ecologically sustainable lifestyles and to participate in environmental protection and decision making. We need better coordination between government, business and community and a clearer understanding of the agreed priority actions required for Parramatta.

John Neish
General Manager
Parramatta city Council
State of the Environment Report 2004

I would like to see more wheelchair buses become available.

Respondent
Management Plan Survey 2005-06
Residents' Panel

The approval of over-development on small blocks has reach plague proportions and will result in catastrophe (if not already!)

Dundas Resident
Residential Development Strategy Survey

Clean the River!!!!

Respondent
Management Plan Survey 2005-06
Residents' Panel

Perhaps on the surface it seems benign and friendly but underneath there are other layers with lack of education, a lack of voice, people in dire poverty, people missing out on social skills. Some say it's like a village but it also has a raw edge of sex and drugs.

Community Consultation
Guildford Cultural Framework

Almost every night for the past month I hear police sirens wizzing around my neighbourhood. I have recently seen a burnt out car a few streets away from my home and an abandoned car with windows smashed in right outside my daughters day care. I have lived in my neighbourhood for approximately 20 years and have never felt unsafe until recently.

Respondent
Management Plan Survey 2005-06
Residents' Panel





We all do it - we dream. Whether in the car, over coffee, while walking, or talking with family, we envision the future.

Dreaming the best dream for Parramatta will require us to explore our thoughts, experiences, observations and knowledge, as well as our feelings, hopes, expectations and aspirations.

The Process

We already know much about the challenges and opportunities that lie before us. We know many of the community's aspirations, expectations and concerns. Our task is to bring these factors together to balance complex, and often competing, priorities.

To perform this balancing act we need an agreed vision. The vision needs to be supported by clear strategies which serve as both a map and an itinerary to our decision making. It also needs to drive our resource allocation, to ensure that our dream becomes our future.

This process has already begun with the development of Social, Environmental and Economic Strategies. It is continuing with this Directions Paper, which will soon lead to a summit in which residents and stakeholders will come together.

By the end of the year a balanced and prioritised Strategic Plan will have been prepared, and will be followed by a detailed Implementation Plan which sets out how we will achieve our dream.



the challenges

Will the children of the future be healthier and happier than today's children...
...or will they be worse off?

Will Parramatta remain the second CBD of Sydney and the capital of Western Sydney...
...or will it be overtaken by other centres?

Can Parramatta become known as a centre for culture...
...or is it doomed by its westie past?

Can we survive the drought by using less water and recycling more...
...or will technology such as desalination come to the rescue?

Is it a tragedy that we are losing our talented young people to other parts of Sydney and the world...
...or is this a natural and acceptable result of the global economy?

Can we put up with higher density neighbourhoods...
...or are we willing to see quarter acre blocks sprawling in outer areas of Sydney?

Would you be willing to use public transport more often...
...or do we accept that we are now a car dominated society?

Are we becoming less tolerant of each other...
...or is diversity becoming an accepted part of society?

Are our communities increasingly unsafe...
...or are our fears of crime changing our everyday activities?

Must we accept responsibility for supporting ourselves in retirement...
...or is it the right of the elderly to be supported by Government services?

Will communities decay if local shops disappear...
...or can a community continue to prosper without them?

Will it ever be possible to create a 'sustainable' Parramatta...
...or do we have to accept that this is a fantasy?

To begin the process of 'dreaming' we ask you to challenge both your views and ours.

Challenge what we know.
Challenge how we feel.

As a priority, we invite you to bring your ideas to the **Stakeholder Forum** on
Friday 26 August 2005
8:30am—1:30pm
Parramatta RSL Club

You can also...


Write:
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See the web site:
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Phone:
9806 5200

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9806 5929

An aerial photograph of a city, likely San Francisco, showing a dense urban area with a mix of residential and commercial buildings. A prominent river or canal winds through the city, surrounded by green spaces and parks. The overall scene is a mix of urban development and natural elements.

**We should all have to be
concerned about the future
because we will have to spend
the rest of our lives there.**

**Charles Franklin Kettering
(inventor, engineer and prolific dreamer)**