

PART 1. OPERATIONAL PLAN OVERVIEW.

FOREWORD.

SYDNEY'S CENTRAL CITY

It is with great pleasure that we present the City of Parramatta Draft Operational Plan 2017-18 and Budget.

The Operational Plan describes Council's services, actions and projects, which together will improve the quality of life and make Parramatta an even better place.

In December last year, Council endorsed *Our Vision and Priorities* following extensive engagement and feedback.

Sydney's Central City, sustainable, liveable and productive – inspired by our communities.

In this vision are eight community priorities, organised under four themes to focus our activities. This framework provides direction for the Operational Plan and provides a starting point for the preparation of the draft Community Strategic Plan.

THE OPERATIONAL PLAN IS SET OUT IN FOUR PARTS:

PART 1: Overview

PART 2: Activities

PART 3: Budget

PART 4: Fees and Charges

Tell us what you think of this Operational Plan. Your feedback is important to make sure it meets the needs of our communities. All feedback must be received by 4.30pm on Monday 19 June 2017.

For information on how to make a submission see pg.27 for more details.

ACKNOWLEDGMENT OF LAND

The City of Parramatta Council acknowledges the Traditional Owners of the land and waters of Parramatta, the Darug peoples. Parramatta has been home to the Darug peoples for over 60,000 years, and they maintain an ongoing connection to country.

This connection to country transcends time and place and makes Parramatta an area of significance for the Aboriginal and Torres Strait Islander community.

At City of Parramatta, we are committed to the Reconciliation and to ensuring that Parramatta remains a place of choice to live, work and play for Aboriginal and Torres Strait Islander peoples.

Addressing the housing affordability needs of our Aboriginal and Torres Strait Islander peoples is critical to ensuring social sustainability within the City of Parramatta.

THE LAST 12 MONTHS: A YEAR OF GROWTH AND CHANGE.

This draft Plan builds on the achievements of the first year of the City of Parramatta Council's operation. Since Proclamation in May 2016, City of Parramatta Council has put the community at the forefront of all future planning. Council continues to focus on improvements to service delivery for our customers and community and to leverage the benefits of a larger local government area. The following is an overview of the key changes that have occurred over the last 12 months and their impact on our community.

ENHANCED COMMUNITY ENGAGEMENT AND SATISFACTION

The NSW Local Government Community Satisfaction Survey, coordinated by the NSW Department of Premier and Cabinet on behalf of the newly established councils to identify the levels of community satisfaction in the merged council areas. City of Parramatta Council received an indexed score of 68 - higher than the average state-wide index score of 58, and higher than the metropolitan index score of 61.

COUNCIL INCREASED ITS EFFORTS TO ENHANCE COMMUNITY ENGAGEMENT THROUGH INITIATIVES INCLUDING:

- Parramatta Square Citizens' Jury
- Youth Forum
- 'Imagine Ermington' and 'Imagine Epping'
- Numerous Master Plan consultations
- Disability Inclusion Action Plan
- Epping Town Centre workshops
- A suite of Strategic Plans and Policies consultations
- Pop-up kiosks across a range of locations
- Workshops on *Our Vision and Priorities*
- Increased online engagement through Council's *Our City Your Say* panel.

KEY ACHIEVEMENTS.

- Council's customer service staff received more than 142,615 calls, actioned 33,650 service requests and answered 27,596 face-to-face enquiries
- Enhanced community engagement resulting in an endorsed *Our Vision and Priorities*
- The Library Network had a strong increase in both library visits and library loans
- Arts, Culture and Events continued to grow with 320,000 people attending Council's major events for 2016/17 - up from 213,000 in 2015/16
- Delivered enhanced governance practices including establishing the Independent Hearing Assessment Panel (IHAP) and live streaming of Council Meetings
- Continued strong progress on Parramatta Square including the opening of the Western Sydney University campus
- Consulted and awarded projects to be funded under the \$15m Stronger Communities Fund
- Decrease in median timeframes for residential housing development approvals
- Secured \$30m of State Government funding to construct a new aquatic centre in Parramatta CBD.

MERGER SUCCESS

Improved services in key areas of the new LGA including street sweeping in areas formerly in the Hills, Hornsby and Auburn, introduced parking enforcement at Wentworth Point and electronic tracking of all Development Applications through Council's website.

Council is on track to meet the diversion of waste from landfill target of 70 per cent by 2018. Council has already achieved the June 2017 target of 60 per cent.

The launch of the new City of Parramatta website for the whole Local Government Area.

Continued to deliver capital projects endorsed by the former councils, acknowledging some projects are carried over from 2016/17 to enable further investigations, approvals and planning that were required.

Council reopened the Epping Aquatic Centre in October 2016 following \$300,000 of capital improvements to the centre. 38,000 patrons visited throughout the summer. The centre closed for winter at the end of April 2017 and Council is currently planning further improvements. Epping Aquatic Centre will reopen in early October 2017.

The revised Councillors' Expenses and Facilities Policy will save City of Parramatta Council around \$500,000 a year compared to the costs under the former Parramatta City Council by placing monetary limits on different types of expenditure.

Efficiency gains of \$105,570 per annum for the management of our 51,000 street trees.

NEW PARTNERSHIPS

Council's Memorandum of Understanding with TAFE NSW strengthens local jobs growth, including the operation of the Parramatta Skills Exchange to provide opportunities for young, unemployed and underemployed workers.

A seamless service delivery was achieved through the new council transition by means of proactive, collaborative arrangements with neighbouring councils.

Developed in partnership with The Live Music Office and APRA AMCOS, City of Parramatta Council commenced its 12-month pilot project 'Amplify' to help support the growth of the City's live music industry.

Council's Memorandum of Understanding with Sydney Olympic Park Authority ensures the best level of amenity for the residential, commercial and working population. Through this partnership, Council will continue working with the Sydney Olympic Park Authority to influence development of robust and complete neighborhoods, accessibility and sustainable mobility, a diverse and resilient local economy, vibrant public spaces, and affordability for future residents, visitors and workers.

CULTURE AND EVENTS

Western Sydney attracts more than 9.6 million visitors a year and the region ranks fourth in the State in terms of total annual visitors. Parramatta's reputation as a cultural destination continues to grow with an increase of 107,000 people attending Council's major events. The Tropfest short film festival is a new event that has been added to the annual City of Parramatta calendar.

In its first year of operation the National Theatre of Parramatta (NToP) produced six major pieces, and played to audiences of 7,420.

Council announced the discussion paper, *Culture and Our City*, which sets out a plan to expand the reach of Parramatta and strengthen the cultural and social fabric of the region. This paper sets out actions that would help the City reach its cultural vision.

DEVELOPMENT AND PLANNING

Council established an Independent Hearing and Assessment Panel (IHAP) to consider all planning proposals and determine development applications which receive more than 10 objections or are deemed to be in the public interest. This process provides greater transparency and enables Council to better focus on driving policies and projects that

meet community needs. On average Development Applications (DAs) determined at a council meeting take about 40 per cent longer to determine than DAs under delegation with IHAP. The introduction of IHAP and revision of the delegations Council has brought the number of DAs determined by Council back to the NSW average of 2 per cent compared with the former Parramatta City Council average of 12 per cent.

Electronic tracking of all DAs is now available across the expanded local government area. A total of 1,209 DAs were determined between 12 May 2016 and 4 May 2017, with a total value of \$1,933,212,880.

Median timeframes for residential housing development approvals have decreased by ten days, despite a 55.9 per cent increase in the number of DAs lodged with Council.

GOVERNANCE

Council improved its transparency and accountability by introducing the live-streaming and recording of Council meetings, which can be viewed or accessed on the web.

With the inclusion of IHAP and a resolution to appoint an Internal Ombudsman stronger governance controls have been established. The role of the Ombudsman is to provide an impartial and independent mechanism for complaints, misconduct and enhanced governance procedures for Council's property development activities to ensure the City plays its role as a model developer. ■

A STRONGER COUNCIL CREATES STRONGER COMMUNITIES.

The City of Parramatta through its Stronger Communities Fund (SCF) is investing in local community groups to build more vibrant, sustainable and inclusive communities and kickstarting projects including playgrounds, park upgrades, cycleways and more.

SCF: COMMUNITY GRANTS \$1 MILLION

34 not-for-profit community groups were awarded grants of up to \$50,000 to deliver projects to benefit the City as part of the Stronger Community Fund Grants program. More details are available on our website: www.cityofparramatta.nsw.gov.au/living-and-community/grants/stronger-communities-fund

SCF: MAJOR PROJECTS \$14 MILLION

The City of Parramatta Council undertook extensive consultation to identify and prioritise potential

major projects to be delivered over three years.

Council established an innovative website, futureparramatta.com, for the community to plot their project ideas on a map. Over 170 proposals were received, with an estimated value of \$192 m.

All suggestions were presented to a '21st Century' Town Hall Workshop where community members provided feedback on the projects that were most important to them. Internal panels of Council Officers also reviewed project ideas based upon the mandated selection criteria. Business cases were prepared which explored costs, benefits and risks.

The SCF Assessment Panel (comprising the Administrator and seven local State Members of Parliament or their delegates and an independent auditor) used all available information to assist in its determination of which projects should obtain funding.

This methodology demonstrated to the community Council's ability to incorporate greater accessibility, equity and inclusion into decision-making. ■



EXECUTIVE SUMMARY.

OUR COMMITMENTS 2017/18

This draft Operational Plan builds on the achievements of the first year of the City of Parramatta Council's operation and is structured on the inaugural *Our Vision and Priorities* document released in December 2016. Our community has set a vision to be **Sydney's Central City, sustainable, liveable and productive – inspired by our communities**. This vision and its underpinning eight priorities, were developed by listening to the views of over 9,000 residents in 2016.

An important milestone will be the first local government election for the City of Parramatta Council, to be held on 9 of September 2017.

In 2017/18 Council will engage with our communities on the Community Strategic Plan (CSP) and the associated (3-Year) Delivery Program and Resourcing Strategy. These plans will establish both the long-term community aspirations and how the new Council will meet the community's needs during their 3-year term.

The draft 2017/18 Operational Plan will deliver real savings for ratepayers which include:

- Implementation of a new waste collection and resource recovery contracts for the City which will result in a reduction in annual waste charges for many residents and better environmental outcomes
- The pensioner rebate of \$100 is to be extended on an annual basis to all eligible pensioner ratepayers within the City of Parramatta LGA.

SERVICE IMPROVEMENTS

The Plan also provides for a range of service improvement initiatives, including:

- Online lodgement of development applications via a partnership with the NSW Government
- Increase in Regulatory Service resources to help manage growth areas
- 7-day a week public domain cleaning in the Parramatta CBD and other major centres
- Introducing better waste collection and resource recovery services including green waste collection for the former Holroyd Council households and four booked bulk clean ups each year
- Introduction of a new Healthy and Active Communities Program to encourage healthier lifestyles

- New community based programs across our library network such as digital literacy classes for seniors to support their participation with our 'SmartCity'
- Implementing actions resulting from the 'Building Service Excellence for Our Customers' program designed to achieve service excellence, innovation and improved service delivery for our community
- Delivering the next phase of the Food Services 'Let's Dine Out Program' following a successful pilot program. This program enables residents to dine out and access affordable restaurant-quality food, to reduce social isolation.
- The new Community Event grant funding category streamlines funding to support events and festivals delivered by the community.

KEY INITIATIVES

This Plan provides for the delivery of a wide range of day-to-day services as well as specific actions and projects in 2017/18. A full listing of the services, facilities, actions and projects to be provided can be found in Part 2 of this Plan.

Some key initiatives being undertaken in 2017/18 include:

- The appointment of an Internal Ombudsman to provide for the impartial determination of complaints received relevant to the role to ensure Council and Council Officers act fairly and reasonably
- The delivery of our Environmental Sustainability Plan to ensure our resources are efficiently managed and the local environment is protected for future generations
- Implementation of priority actions identified in Council's Reconciliation Plan, Disability Inclusion Action Plan and Youth Engagement Strategy to promote social inclusion and ensure that our diverse communities are valued and that their contributions are respected, considered and acted upon
- The continued development of the Parramatta CBD as an economic hub for employment growth
- Completion of a feasibility study and concept design for a new Aquatic Leisure Centre in Parramatta.

NEW COMMUNITY FACILITIES

In a year full of change and improvements, 2017/18 will see the completion of a number of buildings and infrastructure, including:

- North Rocks Preschool in July 2017
- Macquarie Street, Parramatta, multi-level car park in September 2017
- The upgraded West Epping Park community and sporting facilities in October 2017
- New Wentworth Point Community Centre and Library, early in 2018.

CAPITAL WORKS

A \$70.2m New Capital Works Program is planned for 2017/18 along with a \$36.5m Capital Renewal Program. In addition to these programs the Stronger Communities Fund program will provide \$15m in funding over three years to improve community facilities and major infrastructure and support community groups. Details of all these programs are included in Part 2 of this Operational Plan, which sets out the investment in our footpaths, drainage, kerbs and gutters, community buildings, natural areas and roads.

MAJOR PROPOSALS

The City is undergoing an unprecedented level of growth and is working jointly with the State Government on a number of key projects including:

- Parramatta Light Rail
- Western Sydney Stadium
- WestConnex and Hill Road ramps
- Museum of Applied Arts and Sciences
- high-tech vertical CBD high school
- Parramatta North heritage precinct
- Telopea Town Centre
- New CBD Aquatic Facility
- New commuter car park at Murray Farm
- Westmead medical precinct.

Substantial leasing commitments have been secured from National Australia Bank and the State Government at Parramatta Square.

MANAGING GROWTH

Managing the impacts of growth is vital to the liveability of our city. Council will continue to address this through the ongoing development, implementation and review of key strategic plans,

including our Local Environment Plan, which will ensure that growth is managed and delivers quality design and local jobs, attracts investment and supports our heritage. Further precinct planning will happen through the completion of the Epping Planning Review and early social infrastructure actions as well as other Master Plans that are being developed and implemented through this Plan in those areas experiencing high growth: Carlingford, Hill Rd precinct (Wentworth Point), Camellia, Telopea, Rydalmere and North Rocks Park.

Council will also commence the process to consolidate the five Local Environmental Plans and five Development Control Plans into one Local Environmental Plan and one Development Control Plan for the City of Parramatta.

The development of the Integrated Transport Plan which responds to major transport and parking challenges, driven by substantial growth forecast in the residential population and jobs within the CBD by 2056 will also be a priority in 2017/18.

To better manage the immediate consequences of development, this plan provides for an increase in enforcement resources that will deliver specific targeted programs to reduce unlawful parking in residential areas, monitor and enforce building sites to protect local amenity and reduce environmental pollution.

SUPPORT BUSINESS & ATTRACT VISITORS

Local CBD businesses will be supported during development of the region by the Church Street Retail Frontage Improvement Program (RFIP) and other targeted CBD activation projects during the construction of Parramatta Square, Western Sydney Stadium, high-tech vertical CBD high school and light rail. Improvements will be made to a number of our commuter car parks to support transport mode shift (such as park and ride), to provide parking for major CBD events, reduce congestion and meet the demand on the CBD from additional residents, workers and visitors. The City of Parramatta is known as an event destination, delivering outstanding cultural experiences and events that respect the unique qualities of this area to locals and visitors. Council will continue its tradition of hosting major cultural events and programs in 2017/18 including Parramasala, Tropfest and New Year's Eve, as well as a year-round program of performances and occasions hosted at Council's own Riverside Theatres.

OTHER KEY COUNCIL PLANS & STRATEGIES

Council has recently developed and consulted on a number of important plans aimed at making the City of Parramatta more productive and enhancing the amenity, including: Disability Inclusion Action Plan, Cultural Plan Discussion Paper, Parramatta Ways Plan; Parramatta CBD Pedestrian Strategy, Parramatta Bike Plan, Civic Link Framework Plan, Parramatta CBD Public Car Parking Strategy, Charles Street Square Strategy, Socially Sustainable Parramatta Framework and Reconciliation Action Plan, as well as an audit of the social infrastructure needs of whole LGA.

The strategic directions that emerge from the adoption of these plans will be incorporated into the future Community Strategic Plan, Delivery Program and Operational Plan, due in June 2018.

WE WOULD LIKE YOUR FEEDBACK

We welcome your thoughts on this Plan and invite you to provide feedback during the public exhibition period which will run from 23 May to 19 June 2017. Details on how to make a submission are shown on page 28. ■



FINANCIAL SUMMARY.

BUDGET SUMMARY

FOR EVERY \$100 CITY OF PARRAMATTA COUNCIL SPENDS IN 2017/18:

\$18

PARKS,
RECREATION &
CULTURE

\$16

MAINTAINING
ROADS, FOOTPATHS
& DRAINS

\$14

MAJOR
WORKS &
CONSTRUCTION

\$12

GOVERNANCE
& FINANCIAL
MANAGEMENT

\$9

WASTE
MANAGEMENT

\$8

LIBRARY &
COMMUNITY
SERVICES

\$8

PLANNING &
DEVELOPMENT

\$6

ENGINEERING &
TRAFFIC

\$5

ENVIRONMENTAL
SUSTAINABILITY

\$4

TRADES & FLEET
MANAGEMENT

Council's 2017/18 budget, revenue policy and fees and charges have been aligned to the direction provided by the *Our Vision and Priorities*. This is the second full year budget for the City of Parramatta and while we have learnt a lot about the operating revenues and costs for our new communities we still have some work to do. Some of our services will continue to be provided by former Councils in 2017/18, however we expect transitional arrangements to be finalised by December 2017. The budget includes additional resources to manage the larger Council area and to ensure we can meet the challenge of becoming Sydney's Central City.

The draft budget projects a full year's surplus of \$0.6m with revenues of \$245.1m and expenditure of \$244.5m (excluding the new Council implementation costs of \$3.7m).

Full details and explanations are contained in Part 3 – Draft Budget and Revenue Policy 2017/18 and Part 4 – Draft Fees and Charges 2017/18.

FEES AND CHARGES

The fees and charges of the five councils involved in the City of Parramatta merger have been harmonised into one fee structure for the start of the 2017/18 financial year. In conjunction with this process, a full review was undertaken of all fees and charges to identify opportunities to simplify the fee structures currently in operation and, in several cases, eliminate redundant fees. There are changes proposed for 2017/18 to the structure of fee exemptions that operated in some of the former council areas. Full details of all the proposed changes are contained in Part 4 of this Operational Plan.

NSW GOVERNMENT RATE PATH FREEZE AND THE FIRE & EMERGENCY SERVICES LEVY

In accordance with the NSW Government policy for all newly merged councils, the current rate structure including category and subcategories of the former council will continue to be maintained for four years post-proclamation. During this four-year period, Council will plan to undertake a rates harmonisation review, across the whole LGA.

This means rate structures will only change in line with the approved IPART rate increase and decisions and changes in land values. In 2017/18, however all properties within the City of Parramatta have been

revalued by the Valuer General to accommodate the introduction of the Fire and Emergency Services Levy (FESL).

The FESL replaces the current Emergency Service Levy collected through property insurance policies and is to be collected alongside council rates in 2017/18. Further information on the impact of this levy and proposed rate increases are contained in Part 3 of this Operational Plan.

SAVINGS – IMPROVED VALUE FOR MONEY

The efficiency benefits of the larger council are already delivering real savings for ratepayers. The City of Parramatta has recently completed a competitive tendering process to secure contractors for waste collection and resource recovery services to commence during 2017/18.

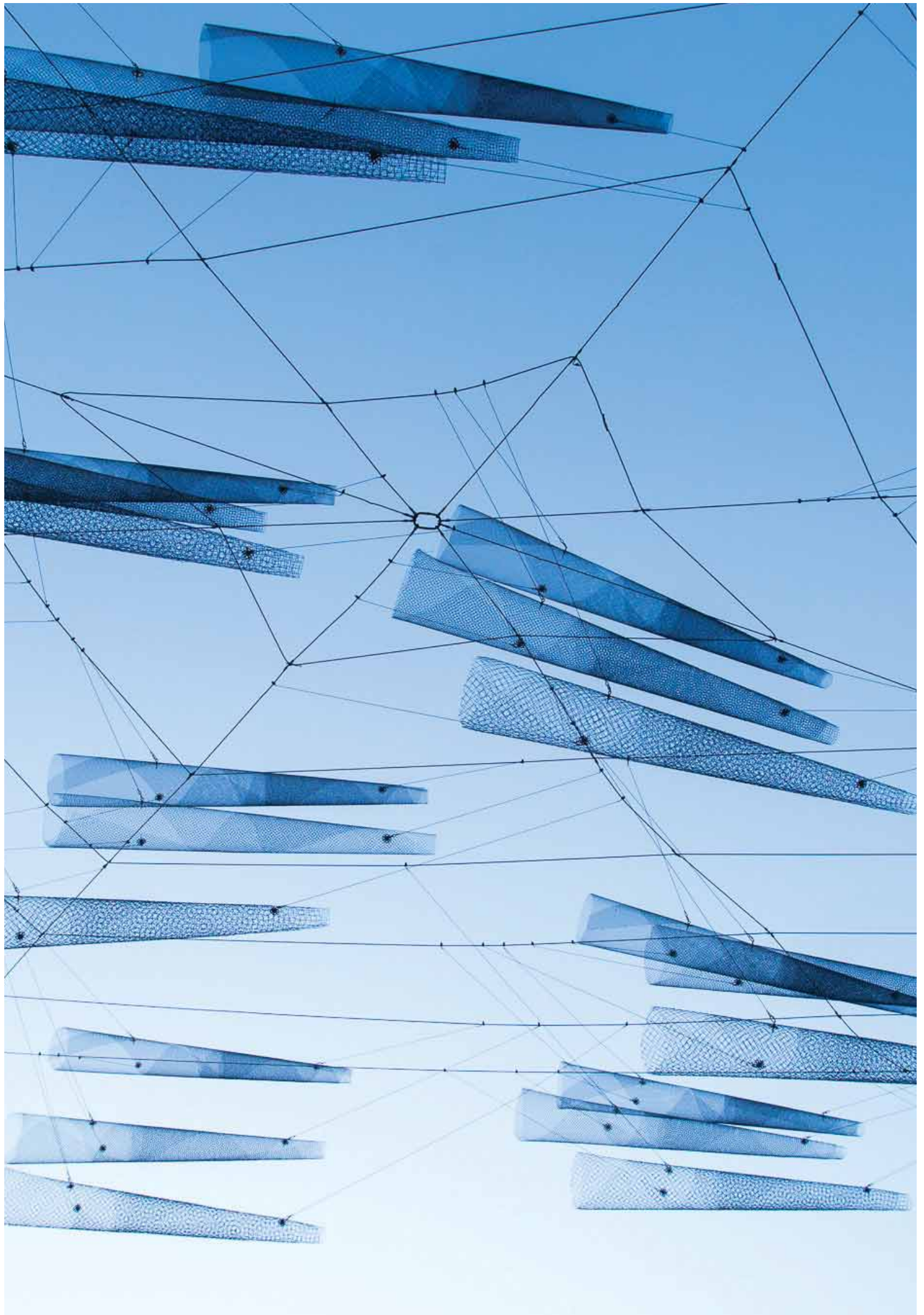
There will be no increase in 2017/18 to the domestic waste fees for all City of Parramatta households who were previously in the Parramatta City Council area. For households that were previously in one of the other four local government areas the domestic waste fees will be reduced by up to \$40 p/a as the City of Parramatta fees are lower than those charged by their previous Council.

A review of pensioner concessions identified that eligible pensioner ratepayers in the areas formerly Hills, Hornsby and Auburn Councils received less concessions than those in the former Parramatta City Council area. The former Parramatta City Council is one of the few Councils that granted an additional voluntary rebate of up to \$100 to eligible pensioners on top of the \$250 State Government rebate. In 2017/18 this is to be extended to all eligible pensioner ratepayers within the City of Parramatta LGA.

Council is working towards net financial savings of \$32.5m over ten years. These savings are to be reinvested back into community facilities and services. ■

ABOUT THIS PLAN.

THIS OPERATIONAL PLAN ESTABLISHES
THE SERVICES, ACTIONS, PROJECTS
AND MEASURES THAT COUNCIL
HAS PLANNED FOR 2017/2018.



OUR COMMUNITY VISION.

OUR VISION AND PRIORITIES PUBLISHED IN DECEMBER LAST YEAR PROVIDES HIGH-LEVEL DIRECTION THAT HAS INFORMED THE DEVELOPMENT OF THIS OPERATIONAL PLAN.

THE SUCCESSFUL IMPLEMENTATION OF THE 2017-18 OPERATIONAL PLAN ADVANCES OUR COMMUNITY'S VISION TO BE **SYDNEY'S CENTRAL CITY, SUSTAINABLE, LIVEABLE AND PRODUCTIVE - INSPIRED BY OUR COMMUNITIES.**

SYDNEY'S CENTRAL CITY

Sustainable, Liveable and Productive – inspired by our communities

OUR VISION

LIVEABLE

Supporting all of our community to live well and succeed

Champions of our community and culture.



SUSTAINABLE

Stewards of our built and natural environment

Fostering vibrant neighbourhoods, places and development that are well-balanced, connected and sustainable.



PRODUCTIVE

Drivers of the economy

Creating local jobs by positioning Parramatta as a global centre for business and investment.



LEADING

Accountable

An agile, listening and transparent Council working in partnership and providing great services now and into the future.



SUPPORTING ARTS AND CULTURE
CELEBRATIONS AND DESTINATIONS

MANAGING GROWTH
AND TRANSPORT

PROVIDING OPPORTUNITIES
FOR RECREATION AND LEISURE

CREATING VIBRANT
NEIGHBOURHOODS & PRECINCTS

COMMUNITY
PRIORITIES

CREATING A STRONG ECONOMY
WITH A STRONG CITY CENTRE

PROMOTING GREEN SPACES
AND THE ENVIRONMENT

BUILDING A STRONGER, MORE
INNOVATIVE COUNCIL FOR OUR
COMMUNITY'S FUTURE

HAVING A COMMUNITY FOCUS

COUNCIL VALUES

INNOVATION

TEAMWORK

CUSTOMER
FOCUS

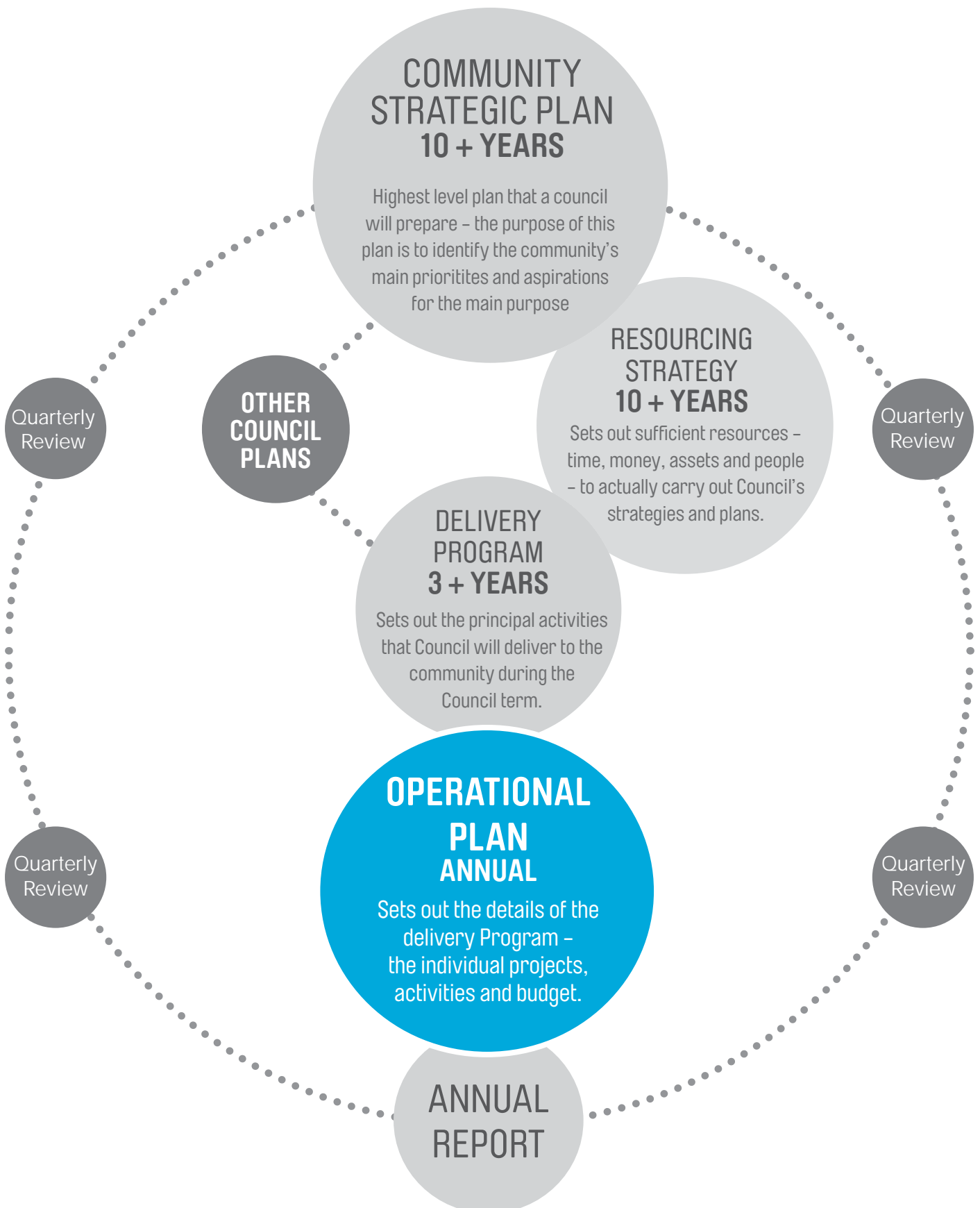
INTEGRITY

DEVELOPING THE PLAN.

THIS OPERATIONAL PLAN FORMS PART OF THE INTEGRATED PLANNING AND REPORTING (IP&R) FRAMEWORK THAT IS A LEGISLATIVE REQUIREMENT FOR ALL NSW COUNCILS AND REQUIRES COUNCIL TO PLAN FOR ITS ACTIVITIES BASED ON THE FRAMEWORK REPRESENTED IN THE DIAGRAM.

IN 2017-18 WE WILL BE DEVELOPING A NEW COMMUNITY STRATEGIC PLAN, RESOURCING STRATEGY, DELIVERY PROGRAM AND OPERATIONAL PLAN 2018-19.

HOW OUR PLANS FIT TOGETHER



ACCOUNTABILITY.

All the actions outlined in this Operational Plan are integrated throughout our internal business plans including departmental plans, project plans, service standards and individual work plans. The Operational Plan reflects the assignment of responsibilities, timeframes for projects and key performance measures for services to various operational units within Council. The Operational Plan and various internal business plans are used to ensure accountability in our reporting mechanisms.

MONITORING OUR PROGRESS

We measure and report our effectiveness in providing services through a suite of service and operational

measures to ensure full accountability to our community. The measures are included in Part 2.

To know if we are delivering the outcomes proposed by this Plan, Council is also developing a dashboard of key community indicators to provide Council, managers and the community with feedback on our progression towards achieving our vision.

The dashboard will be published along with the final Plan in July. The dashboard will provide how we are progressing towards our vision of becoming more Liveable, Sustainable, Productive and Leading.

We will publish our performance measure results regularly quarterly and annually in the following ways:

PLAN	WHAT IS MEASURED	REPORTING METHOD
<i>Integrated Planning and Reporting - Community focused</i>		
COMMUNITY STRATEGIC PLAN	Outcomes: Progress towards achieving target outcomes	CSP is reviewed and updated every four years at the end of each Council Term
DELIVERY PROGRAM	Outcomes: Progress towards achieving strategic indicators	Annual Review when finalising the annual Operational Plan
OPERATIONAL PLAN	Outcomes: Progress towards achieving community outcomes and priorities	Quarterly community progress and financial reporting
<i>Internal operationally focused</i>		
BUSINESS UNIT PLAN	Performance – delivery of identified services and projects for each program	Internal operational reporting Periodic reporting to council
SERVICE INDICATORS		
STANDARD OPERATING PROCEDURES		
<i>Governance and Accountability focused</i>		
ANNUAL AUDIT REPORT	Performance – did council deliver everything it said it would in the Operational Plan?	Annual Community Report Council Report Office of Local Government Council Report
ANNUAL REPORT		
SPECIAL LEVY REPORTS		

YOUR CITY, YOUR COUNCIL.

COMMUNITY PROFILE

Information about the size, structure and demographics of our City and the structure of the Council are essential elements for the preparation of this Plan.

This draft Operational Plan must deliver local services and facilities to meet the needs of a rapidly changing City. Our community is young and fast-growing. As Australia's tiger economy, located 25km west of Sydney's CBD, Parramatta is transforming itself into a place of growth and long-term prosperity for businesses and residents. You can read more demographic information on our website: <https://www.cityofparramatta.nsw.gov.au/about-parramatta/key-council-documents/demographics/>

OUR CITY

The City of Parramatta LGA is divided into five electoral areas known as Wards:

- North Rocks
- Epping
- Parramatta
- Dundas
- Rosehill.

CHANGE IN THE CITY

Major urban renewal is changing the area from a low-scale, suburban centre to Sydney's Central City, which is increasingly the centre of services, infrastructure, transport, culture and employment for Western Sydney, where more than half of Sydney's population live.

ECONOMIC GROWTH

Parramatta's \$14 billion economy is being fuelled by population and job growth. By 2021, it is expected that the City's economic growth rate will nearly double from 2.4 to 4.6 per cent per annum, and

more than \$10 billion will be invested in constructing light rail, hospitals, schools, universities, a museum, a sports stadium, roads and new public spaces.

The intensity of growth and investment in the City of Parramatta will create many opportunities for a new and more diverse mix of high quality housing, jobs and infrastructure in a liveable, productive and sustainable City.

POPULATION GROWTH

Population is forecast to grow by 41,000 over the next five years.

In twenty years an additional 152,057 people will live in our City, increasing the population from 245,282 residents in 2017 to 397,339 residents in 2036.

Parramatta's population growth rate is predicted to be 2.7 per cent, compared to NSW's growth of 1.4 per cent, Sydney 1.7 per cent and the fastest growing major city, Melbourne, which grew at 2.1 per cent.

YOUNG, DIVERSE, SKILLED

City of Parramatta is very diverse with approximately half of the residents born overseas. The median age of our community is just 35. Residents are well above the greater Sydney average for qualifications and the City is recognised as an education and knowledge hub.

OUR ORGANISATION

We are currently in our second year of Administration. Following the 9 September 2017 local government elections the City of Parramatta will be governed by a Lord Mayor and Councillors.

At an operational level, the organisation is led by the Executive Team comprised of the Chief Executive Officer and Directors, structured into the Directorates and Business Units shown on the next page. ■

COMMUNITY

COUNCIL

ADVISORY COMMITTEES

Independent Hearing Assessment Panel

CHIEF EXECUTIVE OFFICER

Internal Ombudsman

DIRECTORATES

FINANCIAL SERVICES

STRATEGIC OUTCOMES & DEVELOPMENT

CITY SERVICES

PROPERTY & SIGNIFICANT ASSETS

MARKETING & CITY IDENTITY

CORPORATE SERVICES

OFFICE OF THE CEO

BUSINESS UNITS

Financial Reporting & Control
Business Planning & Analysis
Information Technology

Development & Traffic Services
City Strategy
Future City

Place Services
City Operations
City Assets & Environment
Social & Community Services

Asset Strategy & Property Management
Property Development

City Activation
Marketing & Economic Development
Community Engagement
Media & Communications
Riverside Theatres

Regulatory Services
Customer Contact Centre
Governance & Risk
Project Management Office
Legal Services

Human Resources
Transformation & Change
Council Executive Support

COMMUNITY

HAVING YOUR SAY ON THIS PLAN.

This is your Plan and your feedback is very important in ensuring the Plan meets the competing needs of our community.

EXHIBITION PERIOD

The draft Operational Plan 2017/18 will be placed on public exhibition for 28 days from 23 May to 19 June 2017.

WHAT HAPPENS TO YOUR FEEDBACK?

Your feedback will shape the final detail of the draft Operational Plan and Budget, which must balance the competing needs of the community within available resources. Council will consider the community's feedback at its meeting on Monday 26 June 2017 and resolve any amendments to improve the final Operational Plan.

HOW DO I MAKE A SUBMISSION?

We welcome your submissions. There is no set format and feedback can be electronic or handwritten. If you would like to speak to someone in person we can arrange for a verbal submission. Your submission may contain facts, opinions, arguments and recommendations.

SUBMISSIONS CAN BE MADE THROUGH ANY OF THE FOLLOWING:

Online: www.cityofparramatta.nsw.gov.au

Post to: Draft Operational Plan 2017/18
City of Parramatta
PO Box 32
Parramatta NSW 2150

Email to: operationalplan@cityofparramatta.nsw.gov.au

Phone: 02 9806 5050 from 8:30 am to 5:00 pm
Monday - Friday

Our City Your Say - community panel:
www.cityofparramatta.nsw.gov.au/living-and-community/our-city-your-say

If you have accessibility concerns, please contact the National Relay Service on <http://relayservice.gov.au/> and provide them with the City of Parramatta number you want to call (02 9806 5050).

For non-English speakers, phone interpretation services are available by TIS National on 131 450.

Submissions will close at 4:30pm on Monday 19 June 2017.

EXHIBITION LOCATIONS

Copies of the draft Operational Plan, proposed rate area maps and Fees and Charges can be viewed at the following locations:

LIBRARY BRANCHES

Carlingford

Lloyds Avenue, Carlingford NSW 2118

Epping

Chambers Court, Epping NSW 2121

Constitution Hill

Emma Crescent Shopping Centre,
20 Hollis Street, Constitution Hill NSW 2145

Ermington

River Road, Ermington NSW 2115

Parramatta City Centre

1-3 Fitzwilliam Street, Parramatta NSW 2150

Dundas Valley

Sturt Street, Telopea NSW 2117

CONTACT CENTRE

City of Parramatta

Customer Contact Centre

126 Church Street, Parramatta NSW 2150
Monday - Friday 8:30am - 5pm
Closed weekends.

Council is also running a series of community drop-in sessions as listed below. Staff will be available to answer questions and receive your feedback, suggestions and opinions. No booking is required.

DAY	DATE	TIME	SUBURB	LOCATION
Thursday	25-May	9am to 1pm	Epping	Laneway between Rawson Street and Beecroft Road
Thursday	25-May	3pm to 6:30pm	Northmead	Campbell Street, Shopping Centre
Friday	26-May	10am to 2pm	Parramatta CBD	Centenary Square
Saturday	27-May	9am to 11:30am	Telopea	Waratah Shops
Saturday	27-May	1:30pm to 4:30pm	Wentworth Point	Pulse Club Gym
Tuesday	30-May	3pm to 6:30pm	Parramatta CBD	Argyle Street, Transport Terminal
Wednesday	31-May	3pm to 6:30pm	Epping	Laneway between Rawson Street and Beecroft Road
Thursday	1-Jun	3:30pm to 6:30pm	Newington	Newington Marketplace
Saturday	3-Jun	9am to 12pm	Ermington	Market by the River
Saturday	3-Jun	1:30pm to 4pm	Toongabbie	Binalong Park
Sunday	4-Jun	9am to 12pm	North Rocks	RIDBC Markets

