

Western Sydney Infrastructure Grant (WSIG) Community Engagement Report

September 2024

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1 Executive Summary

Community engagement was conducted throughout July and August 2024 regarding the Western Sydney Infrastructure Grant projects (WSIG) at Strathfield Council. Council consulted on four park improvement projects, Hudson Park, Strathfield Park, Airey Park and Begnell Field.

This report outlines how we conducted the engagement, the results of the engagement, and how the data will be used as the projects progress.

How did we consult?

The approach to consultation was as per Council's Community Engagement Strategy, which states:

Council's approach to engagement is designed to deliver open, transparent, accessible, purposeful, timely and meaningful community engagement processes. Council considers that the community has a right to be informed about matters that affect them, which is underpinned by the following principles that engagement:

- *is purposeful and has clear aims and objectives*
- *is commenced as early as possible to provide reasonable time for community input*
- *is undertaken appropriately for the scope and likely impacts of the proposal*
- *is inclusive and accessible for the community to participate including 'hard to reach' groups with information presented in accessible and inclusive*
- *is respectful of the contributions from the community and that personal information is managed appropriately.*

Council's overarching engagement approach is guided by the principles of social justice. Social justice means a commitment to ensuring:

- *fairness in the distribution of resources (equity)*
- *rights are recognised and promoted (rights)*
- *fair access to the economic resources and services essential to meet basic needs and to improve quality of life (access)*
- *opportunity for genuine participation and consultation about decisions affecting lives (participation).*

How did we inform the community of the engagement project?

Following the WSIG Communications Plan, Council communicated the engagement project via a range of media including the

- eNews
- Social media
- Online information
- Face-to-face meetings
- Printed material.

How did we receive feedback?

Feedback was received via emails, pop-up stalls and an online survey.

Who provided feedback?

Feedback on the project has been gathered from a broad range of sources including park hirers, regular and casual visitors, sports clubs and the general public. Many demographics are represented in the survey, almost 50/50 gender representation, mainly people in their 40's who visit the parks weekly.

What were the key feedback themes?

HUDSON PARK

- Opposition to the synthetic turf for the centre wicket
- Advocating for a new pavilion
- Most respondents agree with the plans, however a not-insignificant portion strongly disagree, particularly with the synthetic cricket wicket.

AIREY PARK

- Agreed lighting needs improvement
- Agreed the oval drainage needed updating
- Overwhelming support for the plans.

BEGNELL FIELD

- Opposition to the Madeline Street Cul de Sac
- Majority of respondents agree with the plans
- Opinions split on the importance of closing Madeline St at Begnell Field (to replace the existing chicane).

STRATHFIELD PARK

- Opposition to demolishing the old amenities building
- Advocating for more storage for sporting group hirers
- The BBQ area is poorly positioned
- Advocating for more toilets and change rooms
- Advocating for more lights
- Advocating for more basketball courts
- The most polarising of the park surveys, 55% agree with the plans, 35% disagree.

Where to from here?

This consultation feedback will be used to enhance the plans for each park to ensure the parks are fit for purpose and relevant for the community into the future. Please see Appendix A for the full list of updates to the project plans.

2 Introduction

2.1 About the WSIG Project

The \$2 billion Western Sydney Infrastructure Grants Program (WSIG, formerly known as WestInvest) is funding transformational infrastructure projects across Western Sydney, home to one of the fastest growing and most diverse populations in the nation.

Strathfield Council was successful in applying for five projects, with a combined grant amount of \$22 million. Four of the projects required consultation, Strathfield Park, Airey Park, Hudson Park and Begnell Field. It is best practice to consult with the community to ensure the projects are fit for purpose and accepted by the users of the parks. Additionally, extensive community engagement is a requirement of the grant.

This report outlines how engagement was conducted, who we engaged with, what the results are, and the next steps.

2.2 About the Engagement Process

The WSIG Community Engagement process was held between 3 July – 12 August 2024. The engagement process was coordinated by the Communications and Project Management teams, with oversight from the Director, Engineering & Operations.

2.3 Community engagement overview

Community engagement activities were conducted by Strathfield Council staff from 3 July – 12 August 2024 and included the following key engagement activities:

Type	Target and description	Outcome
Survey	Members of the public Featured on Have Your Say Page	452x completed surveys
Pop-up Stalls	Members of the public Face-to-face community engagement with Council staff at each of the 4 parks on 10 August 2024.	4x pop-up stalls 10x contributions were received from persons visiting the stalls. Staff: Ben Michel, Kumar Satkumaran

Type	Target and description	Outcome
Key Stakeholder Meetings	Invitation only – current hirers of sportsgrounds at the specific 4 parks Conducted by Strathfield Council staff and featured information on the plans and how hirers can have their say. Strathfield Town Hall; Wednesday 3 and Thursday 4 July 2024	25x number of people attended Staff: Cathy Edwards-Davis, Ben Michel, Ray Saleam
Councillor Workshops and Briefings	Strathfield Council elected representatives	1x number of briefings.
Dedicated email address	Available for online submissions Monitored by Project Managers Team.	16x emails received; 11x were submissions for the engagement.

2.4 Communication and Advertising of Engagement

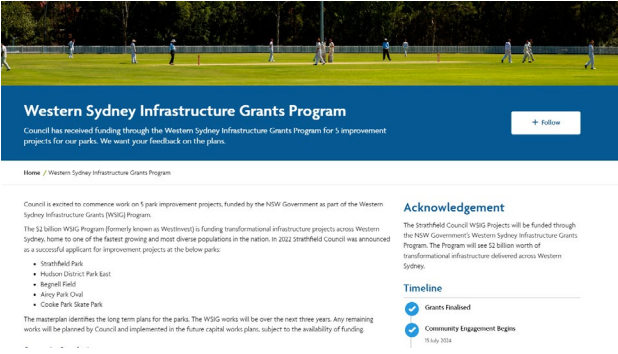
The engagement and opportunity for the community to have your say was advertised to the public in a number of ways. The table below provides an overview of the communication activities:

Type	Target and description	Outcome
Online Engagement Website	Open to all members of the public. Council's 'Have Your Say' engagement site provided a range of information including Frequently Asked Questions, plans, images, a timetable and access to the online survey.	Project webpage open from 21 July 2024 – ongoing.
Tri-fold Brochure	Issued to all households in Strathfield LGA. Publicising the engagement and featuring a QR code linking to the survey.	Distributed to 19,000 households
eNews	Those on Council's eNews distribution list. Publicising the engagement and linking to the survey.	1x special eNews 6x modules in weekly eNews c. 30,000

Type	Target and description	Outcome
Social Media	Followers of Councils social media pages – Facebook, X, Instagram. Publicising the engagement and linking to the survey.	10x social media posts (collective reach of 4,000+)
Direct Email to Hirers	People who have recently hired sportsgrounds at the specific 4 parks. Information about the plans and how they can provide feedback.	2x Direct emails to hirers, 79 hirers
Outdoor Signage & Posters	Members of the public. Publicising the engagement and featuring a QR code linking to the survey.	16x corflutes onsite 4x corflutes for pop-up stalls

Examples of Communication

Examples of Communication issued during the exhibition period.

Social Media: 	Have Your Say Webpage: 
Tri-fold flyer:	eNews:





Begnall Park Upgrades

- Upgraded lighting, pedestrian paths
- Upgrade of amenities building with accessible rooftop
- Upgrade of change rooms to be female friendly
- Tented grandstand area
- Outdoor gym and BBQs

Hudson Park Upgrades

- Oval upgrades - irrigation, drainage, fencing
- Upgraded seating, BBQs
- Pavilion upgrade with female change rooms
- Second floor viewing
- Car park extension

Strathfield Park Upgrades

- New BBQ and picnic shelter facilities
- Upgrade to the existing rotunda
- Replacement of basketball, with multi purpose courts for basketball, netball and pickleball
- Outdoor gym
- New amphitheatre seating area

Visit the website for the full list of upgrades - www.strathfield.nsw.gov.au



Strathfield Council | eNews



Have Your Say: Park Upgrades

As part of the Western Sydney Infrastructure Grant, Council is planning upgrades to Airey Park, Begnell Field, Hudson Park and Strathfield Park.

Visit the website for the full list of upgrades.

AIREY PARK

On site corflutes:

Upgrades to this park are planned as part of the Western Sydney Infrastructure Grant program.

VIEW THE PLANS AND HAVE YOUR SAY

This Project will be funded through the NSW Government's Western Sydney Infrastructure Grants Program. The Program will see \$2 billion worth of transformational infrastructure delivered across Western Sydney.



SCAN HERE TO VISIT THE HAVE YOUR SAY WEBSITE
haveyoursay.strathfield.nsw.gov.au/WSIG




65 Humebank Road, Strathfield NSW 2135 | 0143 0013 | council@strathfield.nsw.gov.au | www.strathfield.nsw.gov.au

Pop-up stall corflutes:



HAVE YOUR SAY



SCAN HERE TO VISIT THE HAVE YOUR SAY WEBSITE
haveyoursay.strathfield.nsw.gov.au/WSIG

Western Sydney Infrastructure Grants Program

Project Overview

Council is excited to plan works for one of Strathfield's most popular parks! The amenities building, club room and oval are all included in the upgrade:

- Cost - \$4,354,000 million
- Upgraded sports oval, with improved drainage, irrigation and lighting
- Upgraded amenities building
- New pathway to be constructed around the oval, with lighting
- New oval entrance with upgraded paving and lighting
- Increased tree plantings



Airey Park Overview

Airey Park is a 7.7 hectare park providing a wide range of sporting and recreational facilities, including a highly sought after sports oval. The park is heavily utilised by the local community for annual athletic events and by local cricket associations.

Recent heavy rain events have put the importance of maintaining drainage around the sports oval to the forefront of the council's mind. The drainage and landscaping upgrades will ensure that rainfall is managed effectively and that the park remains a safe and enjoyable place for all.

Accurate landscaping and pathway work will ensure the green space is in good condition and has increased accessibility.



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council@strathfield.nsw.gov.au | www.strathfield.nsw.gov.au

3 Overview of community feedback

3.1 Overview

Council received the following feedback during the exhibition period:

PROJECT	Email	Pop-Up Stall	Online Survey	TOTAL
Hudson Park	7	1	211	219
Airey Park	0	1	105	106
Begnell Field	3	5	37	45
Strathfield Park	1	3	99	103
TOTAL	11	10	452	473

3.2 Survey responses

The following is a detailed breakdown of feedback received through the community survey.

Demographics

A total of 452 surveys were received. Below is the demographic data of those who responded to the survey. The responses show that a broad spectrum of the community have expressed their views and this include community both within and outside the Strathfield LGA.

The survey response demographics showed most respondents visited the parks once a week, they are local residents or play sport at the parks, they are 40-49 years old, male and from Strathfield suburb or other areas outside of the Strathfield LGA.

HOW OFTEN DO YOU VISIT THE PARK?

	HUDSON PARK	AIREY PARK	STRATHFIELD PARK	BEGNELL FIELD	TOTAL
At least once a week	177	75	80	36	368
At least once a month	24	26	11	1	62

Couple of times each year	9	3	6	0	18
Once a year	0	1	1	0	2
Every couple of years	0	0	1	0	1
Never	1	0	0	0	1
TOTAL	211	105	99	37	452

WHAT IS YOUR CONNECTION TO THE PARK?

	HUDSON PARK	AIREY PARK	STRATHFIELD PARK	BEGNELL FIELD	TOTAL
I am a local resident living in the Strathfield Council area	69	44	71	20	204
I am a local business owner	2	0	3	0	5
I am a visitor from outside the local area	22	11	6	3	42
I am a student at a school in the Strathfield Council area	63	50	7	2	122
I play sport at the park	115	29	46	23	213
I am a member of an organisation that uses the park	38	13	27	11	89
I work in the Strathfield Council area	0	0	2	0	2
Other	16	15	1	0	32
Total	211	105	99	37	452

WHAT IS YOUR AGE GROUP

	HUDSON PARK	AIREY PARK	STRATHFIELD PARK	BEGNELL FIELD	TOTAL
Under 18 years	11	6	1	6	24
18-29 years	48	5	7	5	65
30-39 years	22	13	27	5	67
40-49 years	75	50	32	15	172
50-59 years	43	27	15	6	91
60 - 70 years	7	1	6	0	14
70 years	1	2	10	0	13
Rather not say	4	1	1	0	6
Total	211	105	99	37	452

WHAT IS YOUR GENDER?

	HUDSON PARK	AIREY PARK	STRATHFIELD PARK	BEGNELL FIELD	TOTAL
Male	133	48	51	21	253
Female	71	53	47	16	187
Prefer not to say	7	4	1	0	12
Total	211	105	99	37	452

WHERE DO YOU LIVE?

	HUDSON PARK	AIREY PARK	STRATHFIELD PARK	BEGNELL FIELD	TOTAL
Strathfield	68	30	52	8	158
Strathfield South	14	2	12	14	42
Homebush	11	10	11	3	35
Homebush West	15	9	3	0	27
Greenacre/Chullora	5	3	6	4	18
Other	98	51	15	8	172

Total	211	105	99	37	452
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Results Snapshot

HUDSON PARK

- 139 respondents were opposed to the synthetic turf for the centre wicket
- 9 respondents advocated for a new pavilion

Overall, how do you feel about the proposed Hudson Park project?	
Strongly agree	73
Agree	56
Neither agree nor disagree	18
Disagree	16
Strongly disagree	48

AIREY PARK

- 11 respondents agreed lighting needs improvement
- 10 respondents agreed the oval drainage needed updating
- 6 respondents advocated for new sports facilities (tennis, volleyball, basketball)

Overall, how do you feel about the proposed Airey Park project?	
Strongly agree	78
Agree	24
Neither agree nor disagree	2
Disagree	1
Strongly disagree	0

BEGNELL FIELD

- 8 respondents wrote in feedback that they oppose the Madeline Street Cul de Sac

Overall, how do you feel about the proposed Begnell Field project?	
--	--

Strongly agree	20
Agree	8
Neither agree nor disagree	2
Disagree	6
Strongly disagree	1

Road closure of Madeline Street, at Begnell Field (to replace the existing chicane)	
Important	7
Neutral (neither agree nor disagree)	13
Unimportant	7
Very important	10

STRATHFIELD PARK

- 33 respondents oppose demolishing the old amenities building
- 17 respondents advocated for more storage for sporting group hirers
- 15 respondents stated the BBQ area was poorly positioned
- 15 respondents want more toilets and change rooms
- 9 respondents want more lights
- 8 respondents want more basketball courts

Overall, how do you feel about the proposed Strathfield Park project?	
Strongly agree	24
Agree	30
Neither agree nor disagree	10
Disagree	16
Strongly disagree	19

3.3 Pop-Up Stalls

Feedback received the community attending Pop-up stalls. Comments which are similar and made on multiple occasions have been consolidated.

Strathfield Park:

- 2x Proposed BBQ location is not good
- Fencing not in good condition
- Difficult to get to fields
- Keep old amenities building and renovate
- More toilets/change rooms

3.4 Written submissions

11 submissions were received during the exhibition period. The submissions were primarily made by the general public and sporting teams:

Hudson Park

- Questioning why the leash-free dog area is not open yet
- Provision of detailed plans for an upgrade to the amenities building.
- 5x Opposition to synthetic cricket wicket

Begnell Field:

- 2x Objection to Madeline St Cul de Sac
- Concern about playground jeopardising privacy of neighbouring houses.

Strathfield Park:

- Objection to demolition of old amenities facility

3.5 Conclusion from feedback

Overall, respondents were positive about the changes the projects would bring to the parks. Airey Park changes were overwhelmingly positive, and with the exclusion of the traffic changes, Begnell Field was well received.

Sports field hirers were the most vocal in their feedback. They mostly opposed the plans, at Hudson and Strathfield Parks and requested elements that were outside of the scope of works.

The proposed synthetic cricket wicket at Hudson Park oval received the most negative feedback. As this element is a result of a Council resolution, Councillors should be briefed on the feedback before a final decision is made. Respondents also made requests for the upgrading of the amenities building, which is already included in the scope, as well as complained about the ongoing closure of the oval and dog park due

to the issues with the driving range.

The removal of the old amenities building caused contention in relation to the Strathfield Park project, with some hirers concerned they would lose storage space and toilets. A review of toilet availability at Strathfield Park, with comparable data from other parks, may help to assuage this concern. Additional storage for hirers may be able to be accommodated in the proposed staff storage building.

3.6 How Council will use this data

This data will be used to modify and enhance the plans to ensure the plans are fit for community use.

The following elements of the plans will be modified, and communicated to the public as such:

	Feedback	Comments
HUDSON PARK	Proposed installation of synthetic cricket wicket at Hudson Park.	This element came from a resolution passed by Council in the interests of the community. Feedback from this engagement will be provided to Councillors for consideration before a final decision is made.
	Installation of a new pavilion	The project plan includes an extensive upgrade to the pavilion which will see the inclusion of female change rooms, renovated bathrooms and a second-floor viewing platform. The plans have been developed to service the needs of the community and hirers, as well as meet budget requirements.
AIREY PARK	Installation of new sports facilities (tennis, volleyball, basketball)	These items cannot be included in the current project scope, however Council will revisit them as part of the Recreation and Wellness Strategy.
	Installation of water fountain	This element has been added to the project plan
	Additional seating	This element has been added to the project plan
	Installation of skate park	Unfortunately, the location of Airey Park is not conducive to a skate park, due to the number of residences nearby. The noise created by the skate park would be unwelcome. Council has a skate park in Cooke Park, Belfield, which is due to be upgraded in 2024-2025.
BEGNELL FIELD	Objection to Madeline St Cul de Sac	Feedback regarding this element will be considered by Council's Traffic team and alterations made if appropriate.
	Installation of scoreboard	Under consideration, pending cost.
	Concerns regarding park security and vandalism	The Project Team agrees with the concern and will consider a number of options to increase the popularity of the park thereby reducing the opportunity for anti-social behaviour. These elements are pending feasibility and cost, and include: - New lights - Easier access to the park - Way finding signage - New facilities

	Open Blanche Street	Feedback regarding this element will be considered by Council's Traffic team and alterations made if appropriate. More information will be provided to the community when ready.
	Field to be sports club use only	Council provides playing fields for all members of the community and will not limit the use to one group.
	Concern about playground impacting privacy of nearby homes	Location of the playground will be considered during the design phase to ensure privacy is maintained.
STRATHFIELD PARK	Objections to demolishing the existing amenities building; request for more toilets and change rooms	A review of the amenities available at Strathfield Park with comparable data from other parks will be conducted to determine whether more bathrooms are required.
	Request more storage for sportsfields hirers	Storage for hirers will be built into the plans for the proposed Council storage building.
	BBQ area poorly positioned	Alternative locations for this element will be considered during the design phase.
	More basketball courts	This will be considered as part of Council's Recreation and Wellness Strategy, however it should be noted that a balance is struck between providing these amenities to the public and ensuring noise is kept to a minimum for neighbouring houses.
	Additional seating	To be considered during the design stage.
	Water Fountain	This element has been added to the project plan

4 Appendix A: Engagement Results

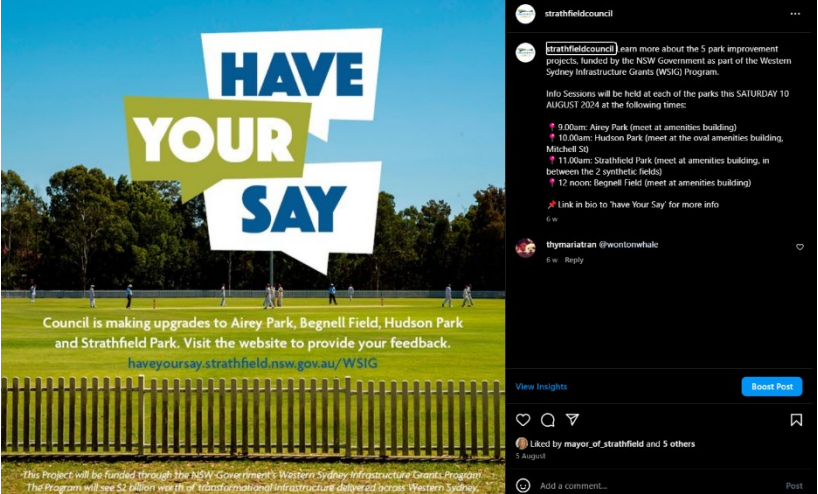
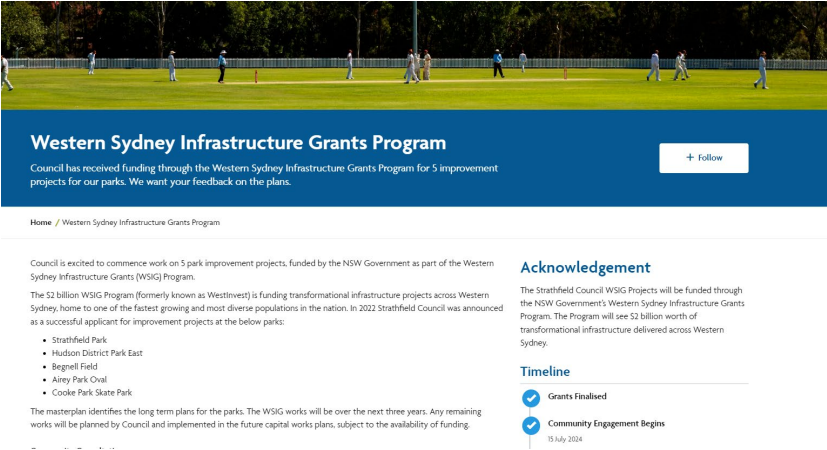
Including survey, pop-up stalls and email submissions.

See document

WSIG Consultation Results 2024.xls

CM10 number

5 Appendix B: Project Advertising Collateral

2x Direct emails to hirers, 79 hirers	From: Lauren Paul Sent: Wednesday, June 12, 2024 10:19 AM Subject: Upgrade of Council Facilities Discussion Good Morning You are receiving this invitation as you are a regular hirer of one of Council's outdoor facilities. Strathfield Council would like to discuss the works being funded by Western Sydney Infrastructure Grants - WSIG (formerly Westinvest) and the Draft Masterplans. These works may include Amenities Building Refurbishments, upgrades to Ovals and Parks and other general improvements. Discussions will evolve around what the project entails, the benefits of the project, how long the project will take and alternative locations whilst the project is underway. Details of these meetings are as follows: Day: Wednesday Date: 3 July 2024 Time: 4.00pm – 5.30pm Venue: Strathfield Council 65 Homebush Road, Strathfield RSVP: 28/6/2024 (to Lauren via email – lauren.paul@strathfield.nsw.gov.au) Day: Thursday Date: 4 July 2024 Time: 4.00pm – 5.30pm Venue: Strathfield Council 65 Homebush Road, Strathfield RSVP: 28/6/2024 (to Lauren via email – lauren.paul@strathfield.nsw.gov.au)
10x social media posts (collective reach of 4,000+)	 The image shows a promotional graphic for 'HAVE YOUR SAY' overlaid on a photo of a park with a green field and trees. Below the graphic, text reads: 'Council is making upgrades to Airey Park, Begnell Field, Hudson Park and Strathfield Park. Visit the website to provide your feedback. haveyoursay.strathfield.nsw.gov.au/WSIG'. At the bottom, it states: 'This Project will be funded through the NSW Government's Western Sydney Infrastructure Grants Program. The Program will see \$2 billion worth of transformational infrastructure delivered across Western Sydney.' The second part of the image is a screenshot of a Facebook post from 'strathfieldcouncil'. The post text says: 'Strathfield Council team more about the 5 park improvement projects, funded by the NSW Government as part of the Western Sydney Infrastructure Grants (WSIG) Program. Info Sessions will be held at each of the parks this SATURDAY 10 AUGUST 2024 at the following times: 9.00am: Airey Park (meet at amenities building), 10.00am: Hudson Park (meet at the oval amenities building, Mitchell St), 11.00am: Strathfield Park (meet at amenities building, in between the 2 synthetic fields), 12 noon: Begnell Field (meet at amenities building). Link in bio to 'Have Your Say' for more info.' It shows 6 likes and a comment from 'thymaiatran @wontonwhale'.
Have Your Say Webpage	 The screenshot shows the 'Have Your Say' webpage. The header features a photo of a park and the title 'Western Sydney Infrastructure Grants Program'. Below the header, it says: 'Council has received funding through the Western Sydney Infrastructure Grants Program for 5 improvement projects for our parks. We want your feedback on the plans.' There is a '+ Follow' button. The main content area has a breadcrumb: 'Home / Western Sydney Infrastructure Grants Program'. The text reads: 'Council is excited to commence work on 5 park improvement projects, funded by the NSW Government as part of the Western Sydney Infrastructure Grants (WSIG) Program. The \$2 billion WSIG Program (formerly known as Westinvest) is funding transformational infrastructure projects across Western Sydney, home to one of the fastest growing and most diverse populations in the nation. In 2022 Strathfield Council was announced as a successful applicant for improvement projects at the below parks:' • Strathfield Park • Hudson District Park East • Begnell Field • Airey Park Oval • Cooke Park Skate Park. Below the list, it states: 'The masterplan identifies the long term plans for the parks. The WSIG works will be over the next three years. Any remaining works will be planned by Council and implemented in the future capital works plans, subject to the availability of funding.' On the right side, there is an 'Acknowledgement' section: 'The Strathfield Council WSIG Projects will be funded through the NSW Government's Western Sydney Infrastructure Grants Program. The Program will see \$2 billion worth of transformational infrastructure delivered across Western Sydney.' Below that is a 'Timeline' section with two items: 'Grants Finalised' (with a checkmark icon) and 'Community Engagement Begins' (with a checkmark icon) dated '19 July 2024'.
eNews articles	

Special eNews (30,000+ reach)



Strathfield Council | eNews



Have Your Say: Park Upgrades

As part of the Western Sydney Infrastructure Grant, Council is planning upgrades to Airey Park, Begnell Field, Hudson Park and Strathfield Park.

Visit the website for the full list of upgrades.

AIREY PARK

4x Corflutes for Pop Up Stall

Western Sydney Infrastructure Grants Program

Project Overview

Council is excited to plan works for one of Strathfield's most popular parks! The amenities building, club room and oval are all included in the upgrade:

- Cost - \$4,954,000 million
- Upgraded sports oval, with improved drainage, irrigation and lighting
- Upgraded amenities building
- New pathway to be constructed around the oval, with lighting
- New oval entrance with upgraded paving and lighting
- Increased tree plantings

Airey Park Overview

Airey Park (275 hectares) is a popular park providing a wide range of sporting and recreational facilities including high quality sports ovals and the park is heavily utilized by the local community for social activities events and by local schools.

Recent heavy rain events have posed the importance of increasing drainage around the oval to ensure the ground is sufficient to full capacity. The design and building of the oval entrance and the oval paving, concrete and lighting around the oval will substantially reduce the risk of water damage to the oval and the surrounding area.

Additionally, the club room will be refurbished and upgraded into a pavilion, and the addition of concrete paths and landscaping will add a change around the oval to ensure the area is safe and secure.

Additional landscaping and pathways will ensure the grounds are in good condition and the increased security.

85 Blaxland Road, Strathfield NSW 2155 | 02 954 9999
council@strathfield.nsw.gov.au | www.strathfield.nsw.gov.au

16x Corflutes installed on site	
19,000x flyers mailed to residents	
Face-to-Face meeting with hirers (approx. 25x people)	Wednesday 3 July 2024 Thursday 4 July 2024 Strathfield Town Hall Attended: Cathy Edwards-Davis, Ben Michel, Ray Saleam
Face-to-Face pop-up stalls (approx. 10x people)	Saturday 10 August 2024 Onsite at all 4 parks Ben Michel Kumar Satkumaran

