

10.5. 2023 Liveability Census - North Sydney LGA results

AUTHOR	Anna Warren, Corporate Planning Coordinator
ENDORSED BY	Luke Harvey, Director Corporate Support
ATTACHMENTS	2023 Australian Liveability Census Executive Summary Report
CSP LINK	4. Our Social Vitality 4.1 North Sydney is connected, inclusive, healthy and safe 5. Our Civic Leadership 5.1 Lead North Sydney's strategic direction 5.2 Strong civic leadership and customer focussed services

PURPOSE:

The purpose of this report is to present the 2023 Liveability Census results to Council, highlighting the findings for the North Sydney local government area (LGA).

EXECUTIVE SUMMARY:

- North Sydney Council participated as a 'Distribution Organisation' in Place Score's 2023 Liveability Census, a social research project revealing trends, values, and performance data regarding liveability. The Census was conducted between 26 March and 30 June 2023.
- A baseline for the North Sydney LGA was established in 2021. In 2023, 387 residents shared what matters most in their ideal neighbourhood (care factor/community values) and 467 residents rated the suburb in which they live (performance).
- The attached high-level summary results for the North Sydney LGA are presented in context of national and state insights. Each LGA is given a place experience (PX) score out of 100, with North Sydney LGA achieving a PX score of 76/100, which is higher than the national average (67/100), NSW (67/100), and up one point from 2021 (75/100).

RECOMMENDATION:

- 1. THAT** the 2023 State of Place Report for the North Sydney LGA be received.

Background

Over 52,000 responses were collected nationally in 2023, making the *2023 Australian Liveability Census* the largest community engagement project in Australia, providing an unparalleled benchmark for understanding local experiences against the national benchmark.

The objectives of the 2023 Liveability Census were to:

- maintain a sound national baseline;
- provide the opportunity for everyone in Australia to share what is important to them, and advise how their neighbourhood are performing;
- understand differences in values and performance across Australia - not to rank LGAs, but to capture nationwide data for the purposes of long-term benchmarking, enabling comparison by region and different demographic groups etc., and
- provide actionable insights to partner organisations that lead to more liveable neighbourhoods.

Report

Council participated as a 'Distribution Organisation'; in exchange for promotion of the Census, Council received the Executive Summary report. The attached high-level summary results for the North Sydney LGA detail the findings in context of national and state insights. This is the second time the Census has been conducted, and findings can be compared to the baseline set in 2021. The following provides a summary:

Sample Size

Efforts were made by Council to ensure a sound representative sample was again achieved in 2023. The Census was widely promoted to residents and local networks/community groups, including Precinct Committees, Council's Reference/Working group members, and via Council's various eNewsletter subscriptions, social media, website/s, and noticeboard programs to ensure a sound respondent sample for the North Sydney LGA. Additionally, Place Score conducted intercept surveys at various locations across North Sydney LGA.

387 residents shared what matters most in their ideal neighbourhood (care factor/community liveability values)	467 residents rated the suburb in which they live (neighbourhood liveability performance)
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The 2023 participation rate achieved a 95% confidence level (+/-5%), which is consistent with that of our periodic *Customer Satisfaction Survey* that measures the importance of and satisfaction with key Council services and programs. However, it is noted that the Census was opt-in (as opposed to a directly polled random representative sample), the under 25 years age group was underrepresented and 70% of the respondents were female indicating it may not accurately reflect the North Sydney population.

Community Liveability Performance Score Place Score

Participants were asked to rate 50 neighbourhood liveability (or place) attributes to provide a place experience (PX) score out of 100. North Sydney LGA achieved a PX score of 76/100, which is higher than the national average (67/100), every State and Territory (NSW 67/100), and up one point from 2021 (75/100).

Place Attributes

These include prioritised aspects of the neighbourhood i.e., what respondents care about most/most important parts of their neighbourhood to understand the relative values of our community regarding ideal neighbourhoods and the performances of the places we live, work, and play in.

The following tables compare the place attributes (liveability) strengths and weaknesses for the North Sydney LGA with the national average benchmark, and compare the score of the top five for 2023 as well as the score for 2021.

As indicated in the table below, evening activities/nighttime entertainment remained North Sydney LGA's top strength (versus the national benchmark), up 2% since 2021. Evidence of community activity, sense of personal safety, and access to neighbourhood amenities dropped out of the top five strengths for 2023 and were replaced by evidence of Council/government management, place design/character, and evidence of public investment. Local history, historic buildings etc., remained a top strength and improved by 3%.

Top 5 strengths versus national benchmark	2023	2021
1. Things to do in the evenings - bars, dining, cinema, live music etc.	+19%	+17%
2. Evidence of Council/government management (signage, street cleaners etc.)	+18%	n/a
3. Local history, historic buildings, or features	+17%	+14%
4. Unusual or unique buildings and/or public space design	+12%	n/a
5. Evidence of recent public investment (roads, parks, schools etc.)	+16%	n/a

Housing moved to the top North Sydney LGA weakness, with a 1% increase below the national benchmark since 2021. Ease of driving and parking improved by 3% compared to 2021 and has moved from the top weakness in 2021 to second in 2023. Children's services moved from below the national benchmark in 2021 to above the national benchmark in 2023.

Bottom 2 weaknesses versus national benchmark (below the benchmark)	2023	2021
1. Range of housing prices and tenues (low to high \$ buy or rent)	-7%	-6%
2. Ease of driving and parking	-5%	-8%

Competitive Advantage

North Sydney LGA's highest valued attribute compared with the National value was Elements of natural environment - natural features, views, vegetation, topography, water, wildlife etc., with a score of 77% compared to the National value of 71%.

Consultation requirements

Community engagement is not required.

Financial/Resource Implications

There was no participation fee in 2023, as the Greater Cities Commission subsidised the 'Distribution Organisation' participation cost for the 43 local governments in the Six Cities Region.

2023 AUSTRALIAN LIVEABILITY CENSUS **NORTH SYDNEY COUNCIL**

EXECUTIVE SUMMARY REPORT

North Sydney Council participated as a Distribution Council in the 2023 Australian Liveability Census (26 March - 30 June 2023).

This report provides a high level summary of the results from residents of North Sydney and the rest of Australia.

Greater Cities Commission

North Sydney Council's participation in the 2023 Liveability Census has been supported by the Greater Cities Commission.

This document is has been designed to be printed at A4.

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PLACE SCORE

Suite 1, Level 5, 2-12 Foveaux St,
Surry Hills 2010, NSW Australia
placescore.org

ABN 19 610 823 286

T: +61 2 8065 7401
E: kylie@placescore.org

We pay our respects to the traditional owners of this land, their Elders past, present and emerging, and acknowledge the continued rich culture and heritage of all Aboriginal people on this land.

2023 Australian Liveability Census

THE AUSTRALIAN LIVEABILITY CENSUS

Liveability is something that we all want to achieve for our communities, but historically it has also been difficult to measure and track. Liveability measurement has relied on secondary data such as health, crime and service locations, or external liveability rankings, but none of these capture what it is actually like for a community to live in their neighbourhood.

The Australian curriculum defines liveability 'as an assessment of what it is like to live in a place'. This is what the Australian Liveability Census covers. The results reveal what really matters to local communities and their priorities and ideas for making their neighbourhood better for them.

There are four categories of results:

1. COMMUNITY VALUES

Fifty neighbourhood place attributes are ranked according to how many people said they would value them in their ideal neighbourhood. Care Factor or CF data reveals where your community is in agreement and possible areas of conflict.

2. PLACE EXPERIENCE

Which place attributes contribute to or detract from liveability? Place experience or PX reveals how your community rates the lived experience of their current suburb of residence. Your PX Score is an aggregate of all the responses to produce an average liveability score for your whole area. Scores for significant attributes are included in this report.

3. STRENGTHS AND PRIORITIES

These actionable insights identify the place attributes that are highly valued and contributing positively - strengths; and those that are highly valued but performing poorly - priorities. Both may require investment, either to nurture and protect strengths or to improve what will bring the most significant benefit to the majority of your community.

4. COMMUNITY IDEAS

All respondents were also invited to share what would make their neighbourhood a better place for them to live in. These qualitative responses provide a wealth of local expertise to guide action in liveability improvements.

ACCESSING YOUR DATA

This *Executive Summary Report* provides a high level overview of the results collected for your area during the 2023 Australian Liveability Census (26th March - 30th June).

Further data, analysis and insights are available, if commissioned, via:

- *Priorities, Values & Performance Report* (Census Partner)
- *Strategic Performance Report* (Strategic Partner)
- *Liveability Platform* (by proposal)

For more information on these options contact LC23@placescore.org.

ABOUT THE 2023 DATA

Data was collected between 26th March and 30th June through our local and state government partners, our corporate and not-for-profit partners, social media campaigns, direct email and on-site field work.

This report includes all data collected for your area and has not been weighted.

2023 PARTNERS

We'd like to thank our 60 partners, including:



2023 Australian Liveability Census

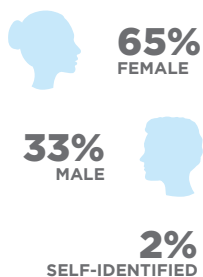
NATIONAL RESULTS

This page provides a snapshot of the key findings. Further analysis is available in the *2023 State of Place* report.

NOTES

1. The national Community Values (Care Factor, CF) data has a confidence level of 95% ± 0.6%.
2. The national Performance (Place Experience, PX) data has a confidence level of 95% ± 0.3%.
3. Source: ABS 2021 Census.
4. Strength = high value + high performance
Priority = high value + low/mid performance

RESPONSES



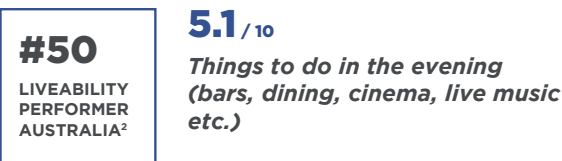
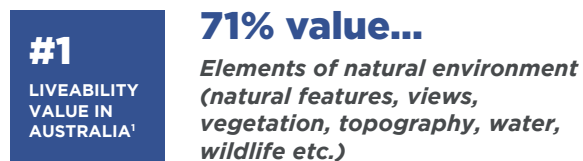
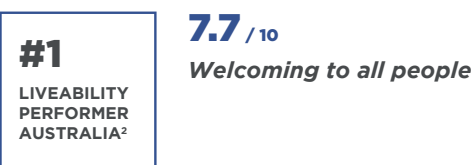
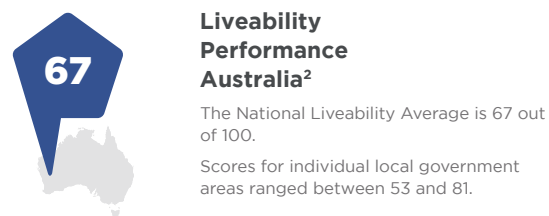
HOW DO WE COMPARE?

Everyone experiences their neighbourhoods differently. Seeing community satisfaction with liveability through the eyes of different groups reveals important insights that can maximise social impact and community benefit.

82% ARE SATISFIED WITH LIVEABILITY IN THEIR LOCAL NEIGHBOURHOOD²:
82% AGED 15-24
80% AGED 25-44
82% AGED 45-64
85% AGED 65+
84% MALE
82% FEMALE
73% OTHER GENDER

PEOPLE LIVING IN MEDIUM TO HIGH DENSITY HOUSING RATE LIVEABILITY HIGHER THAN THOSE LIVING IN STANDALONE HOUSES²
THOSE BORN OVERSEAS RATE LIVEABILITY THE SAME AS THOSE BORN IN AUSTRALIA²
ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLE RATE LIVEABILITY LOWER THAN AVERAGE²

KEY NATIONAL RESULTS



Your Results

This page provides a snapshot of the key findings for North Sydney.

NOTES

1. The local Community Values (Care Factor, CF) data has a confidence level of 95% ± 5%.
2. The local Performance (Place Experience, PX) data has a confidence level of 95% ± 2.3%.
3. Source: ABS 2021 Census.
4. Strength = high value + high performance
Priority = high value + low/mid performance

RESPONSES



Responses from across your area

Community Values n = 387¹
Performance n = 467²
Population 68,950³

IS LIVEABILITY THE SAME FOR EVERYONE?

Planning for everyone in your community needs a solid foundation that reveals how different people are experiencing their neighbourhoods.

89% ARE SATISFIED WITH LIVEABILITY IN THEIR LOCAL NEIGHBOURHOOD²:

- 87% AGED 15-24**
- 87% AGED 25-44**
- 91% AGED 45-64**
- 91% AGED 65+**
- 90% FEMALE**
- 88% MALE**

PEOPLE LIVING IN MEDIUM TO HIGH DENSITY HOUSING RATE LIVEABILITY THE SAME AS THOSE LIVING IN STANDALONE HOUSES²

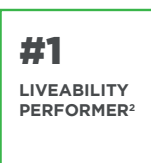
THOSE BORN OVERSEAS RATE LIVEABILITY THE SAME AS THOSE BORN IN AUSTRALIA²

KEY RESULTS



Liveability Performance²

Your PX Score out of 100 is comprised of the averaged results of all responses for 50 neighbourhood place attributes in your area.



8.8 / 10

Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)



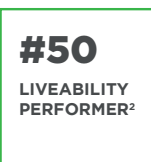
You should nurture

General condition of public open space (street trees, footpaths, parks etc.)



77% value...

Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)



4.8 / 10

Range of housing prices and tenures (low to high \$, buy or rent etc.)



Locally there are no attributes which are both highly valued and under performing.

North Sydney

New South Wales

NOTES

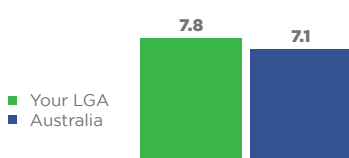
- 1. The local Performance (Place Experience, PX) data has a confidence level of 95% ± 2.3%.
- 2. The national Performance (Place Experience, PX) data has a confidence level of 95% ± 0.3%.



LIVEABILITY PERFORMANCE

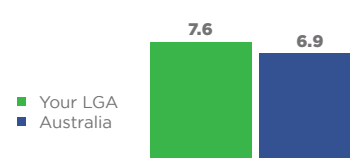
Place Score invited people in your community to assess the liveability of their own neighbourhoods by rating 50 Place Attributes¹. These Place Attributes cover a broad range of themes: open space, movement, local character, economy and more.

Some neighbourhoods may perform well in one theme but less well in others. National² comparison data is shown here for three themes (Movement, Community, Management and Safety), encompassing 19 Place Attributes.



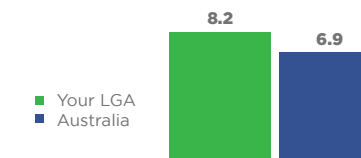
MOVEMENT

Relates to the movement of people and goods and connectivity.



COMMUNITY

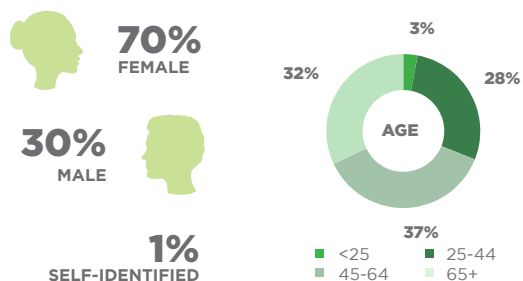
Relates to people's identity, how they express that identity, and how they interact and define the broader community.



MANAGEMENT AND SAFETY

Relates to the management of an area and its users feelings of safety.

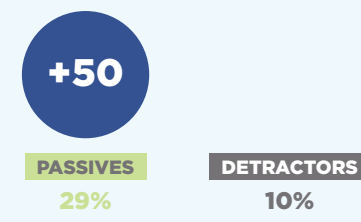
ABOUT YOUR RESPONDENTS



NET PROMOTER SCORE¹

How likely is your community to recommend your LGA?

NPS is a universal measure of community loyalty. The difference between the percentage of Promoters and Detractors results in a NPS between -100 and +100.



North Sydney

New South Wales

NOTES

1. Care Factor rank where #1 is most valued and #50 is least valued.
2. Place Experience Score out of 10.

CELEBRATE YOUR STRENGTHS

Liveability Strengths are Place Attributes that are valued by most people in your community, and which are performing well.

Liveability Priorities are Place Attributes that are valued by most people in your community, however, their performance is impacting them negatively.

Build on strengths and improve priorities - invest where there will be most community benefit.

TOP 3 LIVEABILITY STRENGTHS

CF# ¹	STRENGTHS	PX ²
2	General condition of public open space (street trees, footpaths, parks etc.)	7.9
1	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	8.5
3	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	8.7

YOUR COMPETITIVE ADVANTAGE

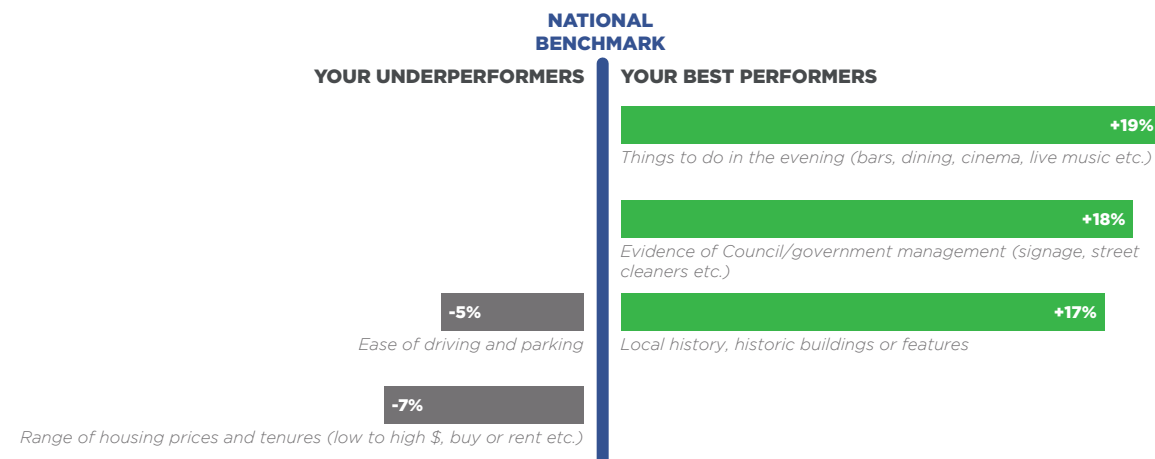
Every place has something that already is, or can be built into, a competitive advantage.

Your best performers are opportunities to distinguish your LGA from the pack. Consideration should be given to who values these attributes and how you can attract them to your area.

Underperformers can reveal your weaknesses but may not necessarily be priorities - if your community, or the segment you are trying to attract, does not value them.

NATIONAL BENCHMARK COMPARISON

This graph compares the performance of your LGA with Place Score's National Benchmark.



Nationally, the largest number of people value the following attributes:

- Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.) (71% vs 77% in your LGA)
- General condition of public open space (street trees, footpaths, parks etc.) (66% vs 74% in your LGA)
- Access to neighbourhood amenities (cafes, shops, health and wellness services etc.) (56% vs 73% in your LGA)

North Sydney

New South Wales

HOW DO YOU COMPARE?

Understanding your strengths and weaknesses compared to the National Benchmark can help you plan to build on your competitive advantage or improve areas that are underperforming.

PX SCORES

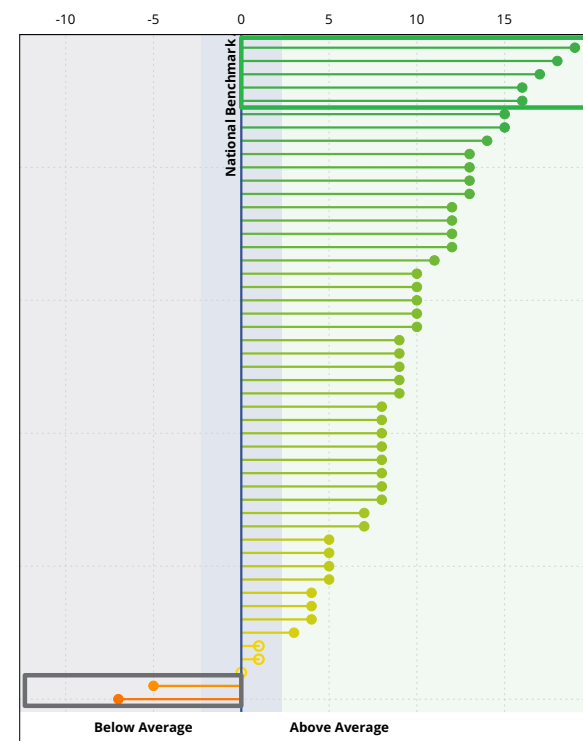


BEST AND UNDERPERFORMING ATTRIBUTES¹

TOP 5 ATTRIBUTES COMPARED TO THE NATIONAL BENCHMARK	VS NATIONAL BENCHMARK
<i>Things to do in the evening (bars, dining, cinema, live music etc.)</i>	19%
<i>Evidence of Council/government management (signage, street cleaners etc.)</i>	18%
<i>Local history, historic buildings or features</i>	17%
<i>Unusual or unique buildings and/or public space design</i>	16%
<i>Evidence of recent public investment (roads, parks, schools etc.)</i>	16%

BOTTOM 2 ATTRIBUTES COMPARED TO THE NATIONAL BENCHMARK	VS NATIONAL BENCHMARK
<i>Range of housing prices and tenures (low to high \$, buy or rent etc.)</i>	-7%
<i>Ease of driving and parking</i>	-5%

NOTES
 1. The blue area in the graph represents the margin of error. The attributes in this area could be lower, higher or the same as the National Benchmark.



North Sydney

New South Wales

HIGH IMPACT INVESTMENT

Build on, and improve local liveability by investing in what matters to your community. By understanding what your community values and how they rate the performance of each Place Attribute, you can preserve what is working well and recommend the areas for investment that will bring the most benefits to your community.

These tables and graph illustrate your LGA's strengths and priorities.

NURTURE

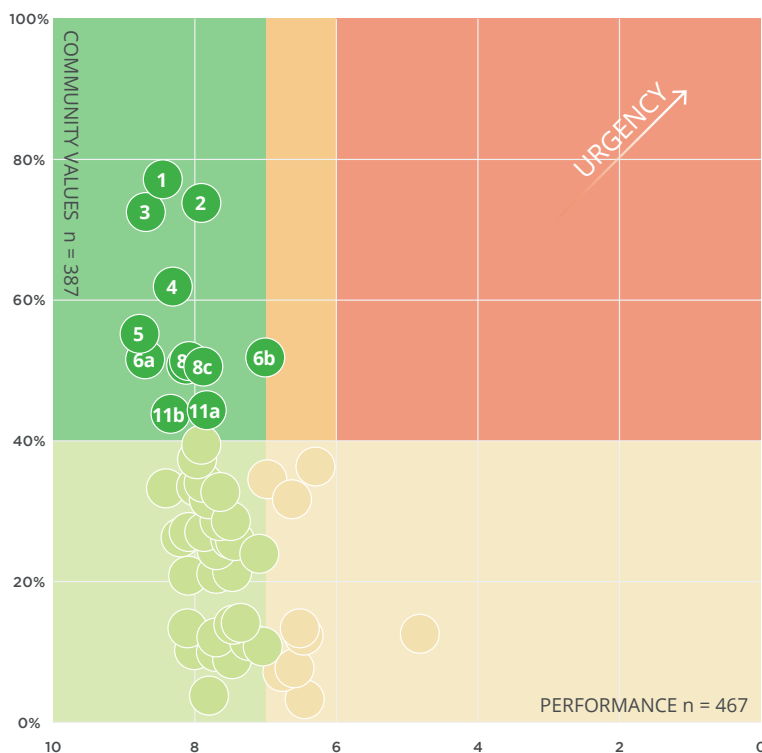
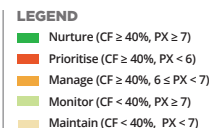
These attributes are the strongest contributors to liveability because a significant proportion of your community values them and rated them positively. Consider how to strengthen them, and protect them from potential threats.

PRIORITISE

Increase the performance of these attributes to deliver the biggest benefit to your community. They identify aspects of your neighbourhood that are important to most people, but are currently underperforming.

MANAGE

Not quite an emergency but not performing as well as they could. Increase investment to make them great contributors to local liveability, or maintain the current level of investment to prevent future problems.



CF#	NURTURE
2	General condition of public open space (street trees, footpaths, parks etc.)
1	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)
3	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)
6 ^b	Protection of the natural environment
4	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)
8 ^c	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)
8 ^b	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)
8 ^a	Landscaping and natural elements (street trees, planting, water features etc.)
5	Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)
11 ^a	Quality of public space (footpaths, verges, parks etc.)
6 ^a	Sense of personal safety (for all ages, genders, day or night)
11 ^b	Sense of neighbourhood safety (from crime, traffic, pollution etc.)

ACCESS ALL YOUR DATA

To access all your results, nine themes, along with detailed performance and priorities data, contact Place Score to unlock your *Liveability Platform*, an online tool for your whole organisation.

