

### **8.3. 2021 Liveability Census - North Sydney LGA results**

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**ENDORSED BY:** Shane Sullivan, Executive Manager Governance

**ATTACHMENTS:**

1. 2021 Liveability Census - North Sydney LGA results [8.3.1 - 5 pages]

**PURPOSE:**

The purpose of this report is to present the 2021 Liveability Census results to the 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 2021 Liveability Census, which is considered Australia's largest community-led social research project, revealing trends, values and performance data regarding liveability. The Census was conducted between 28 March and 30 June 2021.

A sound baseline for the North Sydney LGA was established, with 401 residents sharing what matters most in their ideal neighbourhood (care factor/community values) and 380 residents rating the suburb in which they live (performance), achieving a 95% confidence level (+/- 5%), which is consistent with the sample size/confidence level of our *Customer Satisfaction Survey*.

Attachment 1 provides the high-level summary results for the North Sydney LGA in context of national and state insights. While the objective was not to rank LGAs, each is given a place experience (PX) score out of 100. North Sydney LGA achieved a PX score of 75/100, which is higher than the national average (68/100), every State and Territory (NSW 70/100) and City of Sydney (74/100).

This report details the place attributes (liveability) strengths and weaknesses for the North Sydney LGA. The 2021 Census results provide third party validation to Council's long-term planning. The Census results, together with the 2021 Customer Satisfaction Survey results, will be used to inform the upcoming review of the *North Sydney Community Strategic Plan*, as well as targeted service planning across the organisation.

**FINANCIAL IMPLICATIONS:**

A total of \$952.50 was spent promoting the Census within the North Sydney LGA (paid from 2020/21), and \$2,000 for two additional pages/graphs within the Report (paid from 2021/22).

**RECOMMENDATION:**

- 1. THAT** the 2021 State of Place Report for the North Sydney LGA be received.

## LINK TO COMMUNITY STRATEGIC PLAN

The relationship with the Community Strategic Plan is as follows:

### 4. Our Social Vitality

4.1 North Sydney is connected, inclusive, healthy and safe

### 5. Our Civic Leadership

5.1 Council leads the strategic direction of North Sydney

5.3 Community is informed and consulted

## BACKGROUND

The key objectives of the 2021 Liveability Census were to:

- establish a sound national baseline,
- provide opportunity for everyone in Australia to share what is important to them, and how the neighbourhoods they are living in 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.

All councils were given the opportunity to participate via various levels of investment:

Level	Inclusions and Price
Distribution Organisation	Share the Census with local community via a minimum of 4 communications to receive the Base level results report. Optional extra: 2 additional pages/graphs in results report and 1:1 results presentation for \$2,000.
Census Partner	Commission a full Liveability Study for your LGA, including committing to a full promotional campaign and 3-4 year paid subscription to the Liveability Platform. Cost based on rate base.
Research Partner	Commission a research report. Cost based on rate base.

North Sydney Council participated as a Distribution Organisation.

## CONSULTATION REQUIREMENTS

Community engagement is not required.

## DETAIL

Due to this being the first time the Census was conducted, and the minimal level of investment required, North Sydney Council was amongst 44 councils participating as a

Distribution Organisation in order to access to the base level data findings which can be used to inform the review of the *North Sydney Community Strategic Plan*.

As the Census is an opt-in survey, establishing a robust baseline was important to obtaining representative data for the North Sydney LGA. The opportunity to participate was widely promoted by Council to residents and local networks/community groups, including Precinct Committees, and via Council’s various eNewsletter subscriptions, social media, website and some paid advertisements in an effort to ensure a sound respondent sample for the North Sydney LGA. Promotion was a joint effort across multiple Council divisions.

A sound baseline was established for North Sydney LGA, with 401 residents sharing what matters most in their ideal neighbourhood (care factor/community values) and 380 residents rating the suburb in which they live (performance). The baseline achieves a 95% confidence level (+/- 5%), which is consistent with the sample size/confidence level of our *Customer Satisfaction Survey*, which measures importance of and satisfaction with key Council services and programs. However, it is noted that this given the Census was opt-in (as opposed to a directly polled random representative sample) the under 25 years age group is underrepresented.

The high-level summary results for the North Sydney LGA (Attachment 1) detail the findings in context of national and state insights. The following provides a summary of the key findings:

### **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. In 2021, North Sydney LGA has a PX score of 75/100 - which is higher than the national average (68/100), every State and Territory (NSW 70/100) and City of Sydney (74/100).

### **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 compares the place attributes (liveability) strengths and weaknesses for the North Sydney LGA compared with the national average (with the % difference from the national average shown in brackets):

<b>Top 5 Strengths</b>	<b>Top 5 Weaknesses</b>
1. Things to do in the evenings - bars, dining, cinema, live music etc (+17%)	1. Ease of driving and parking (-8%)
2. Evidence of community activity - volunteering, gardening, art, community organised events etc (+15%)	2. Range of housing prices and tenures- low to high \$, buy or rent etc. (-6%)
3. Local history, historic buildings or features (+14%)	3. Child services - child care, early learning, after school care, medical etc. (-2%)
4. Sense of personal safety (+12%)	4. Physical comfort - including noise, smells, temperature etc. (0%)
	5. Spaces suitable for play - from toddlers

Top 5 Strengths	Top 5 Weaknesses
5. Access to neighbourhood amenities (+12%)	to teens (+1%)

### Competitive Advantage

The following table compares the results for North Sydney LGA with the National highest valued attributes:

Highest Valued Attributes	Nationally	North Sydney LGA
Elements of natural environment - natural features, views, vegetation, topography, water, wildlife etc.	73%	78%
General condition of public open space - street trees, footpaths, parks etc.	68%	72%
Walking/jogging/bike paths that connect housing to communal amenity - shops, parks etc.	55%	48%

### Net Promoter Score (NPS)

NPS measures community loyalty via a single question and reported with a number from -100 to +100. North Sydney achieved a positive NPS of +48 indicating that most residents positively promote where they live, with only 11% detractors.

The 2021 Census results provide third party validation to Council's long-term planning. The Census results, together with the 2021 Customer Satisfaction Survey results and other data, will be used to inform the upcoming review of the *North Sydney Community Strategic Plan*, as well as targeted service planning across the organisation.



# 2021 AUSTRALIAN LIVEABILITY CENSUS NORTH SYDNEY COUNCIL

**North Sydney Council participated as a Distribution Organisation in the 2021 Australian Liveability Census (23 March - 30 June 2021).**

**The following pages provide a high level summary of the results from residents of North Sydney Council and the rest of Australia.**



# North Sydney Council

New South Wales, Australia

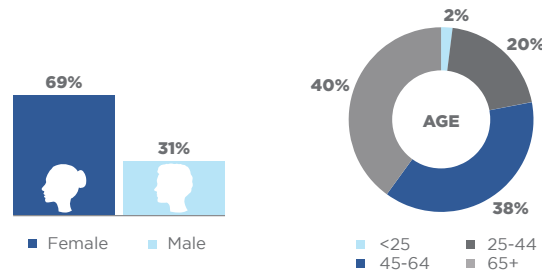


## COMMUNITY LIVEABILITY PERFORMANCE SCORE

Your community rated 50 neighbourhood liveability attributes to provide a score /100.

## ABOUT YOUR RESPONDENTS

**Population:** 67,658<sup>1</sup>  
**Total Responses:** 781 95% Confidence<sup>2</sup>  
 n= 401 (Community Values) n= 380 (Performance)



## AUSTRALIAN RESPONDENTS

Your data is being compared to the National Benchmark<sup>3</sup>.  
**Population:** 23,401,892<sup>1</sup>  
**Total Responses:** 31,710 95% Confidence<sup>4</sup>

## LIVEABILITY PERFORMANCE

Place Score invites communities to assess the liveability of their own neighbourhoods by rating 50 Place Attributes. These Place Attributes include topics across 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. National comparison data has been provided for three themes, encompassing 19 of the 50 individual Place Attributes.

## NET PROMOTER SCORE

The Net Promoter Score is a universal tool to measure community loyalty. NPS scores are measured with a single question and reported with a number from -100 to +100.

How likely is your community to recommend your LGA?

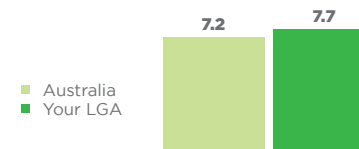


## ACCESS ALL YOUR DATA

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.

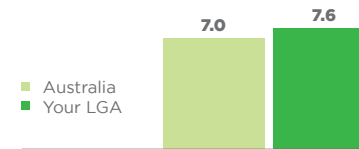
## MOVEMENT

Relates to the movement of people and goods and connectivity.



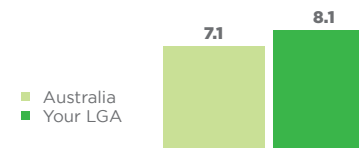
## COMMUNITY

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



## MANAGEMENT & SAFETY

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



## NOTES

1. Source: ABS 2016 Census.
2. Confidence levels are provided for Care Factor (community values) respondents ± 5%.
3. Data from the 2021 Australian Liveability Census (23 March to 30 June 2021).
4. Care Factor ± 0.8%; Place Experience ± 0.4%.
5. Within the margin of error. Meaning this attribute is not significantly below the National Benchmark average.

# North Sydney Council

New South Wales, Australia

## CELEBRATE YOUR STRENGTHS

Liveability Strengths are defined as local neighbourhood attributes that your community values as being important to them. These Place Attributes are contributing positively to local liveability and should be protected and built on.

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

Invest where there will be most community benefit - build on strengths and improve priorities.

### TOP 3 LIVEABILITY STRENGTHS

CF	STRENGTHS	PX
7	Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)	8.8
10a	Landscaping and natural elements (street trees, planting, water features etc.)	8.1
3	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	8.8

### TOP 3 LIVEABILITY PRIORITIES

CF	PRIORITIES	PX
6	Protection of the natural environment	7.3
10b	Quality of public space (footpaths, verges, parks etc.)	7.7
5	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)	8.0

## YOUR COMPETITIVE ADVANTAGE

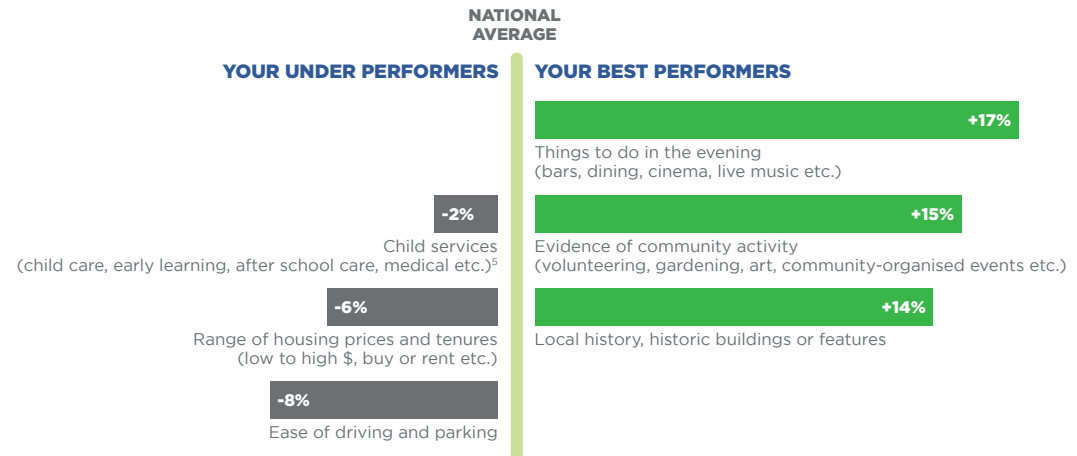
Every place has something that already is, or can be built into, a competitive advantage.

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

Under Performers can reveal your weaknesses but may not necessarily be priorities - if your community, or the people you are trying to attract, do not value them.

## NATIONAL BENCHMARK COMPARISON

This graph compares the performance of your LGA with Place Score's National Benchmark.<sup>2</sup>



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

- Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.) (73% vs 78% in your LGA)
- General condition of public open space (street trees, footpaths, parks etc.) (68% vs 72% in your LGA)
- Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.) (55% vs 48% in your LGA)



# North Sydney Council

New South Wales, Australia

## 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 under-performing.

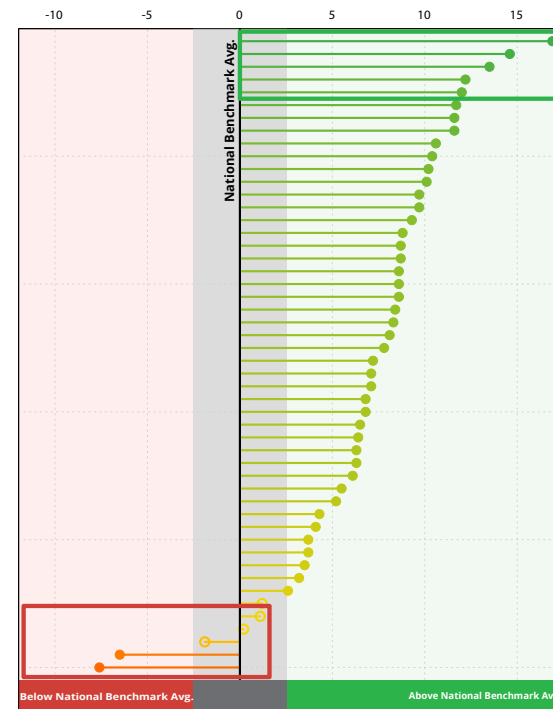
### PX SCORES



### BEST AND WORST PERFORMING ATTRIBUTES<sup>1</sup>

TOP 5 ATTRIBUTES COMPARED TO THE NATIONAL AVERAGE	DIFFERENCE FROM NATIONAL AVERAGE
Things to do in the evening (bars, dining, cinema, live music etc.)	17%
Evidence of community activity (volunteering, gardening, art, community-organised events etc.)	15%
Local history, historic buildings or features	14%
Sense of personal safety (for all ages, genders, day or night)	12%
Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)	12%

BOTTOM 5 ATTRIBUTES COMPARED TO THE NATIONAL AVERAGE	DIFFERENCE FROM NATIONAL AVERAGE
Ease of driving and parking	-8%
Range of housing prices and tenures (low to high \$, buy or rent etc.)	-6%
Child services (child care, early learning, after school care, medical etc.)	-2%
Physical comfort (including noise, smells, temperature etc.)	0%
Spaces suitable for play (from toddlers to teens)	1%



### NOTES

1. The grey area in the graph covers attributes that are within the margin of error, meaning you should be cautious as they could be lower, higher or the same as the National Benchmark average. National average sample used n=15,084.
2. A threshold difference of 10 points between the CF Rank and PX Rank is used to ensure that displayed priorities are not within the margin of error.
3. Care Factor (CF) ranking out of 50. The lower the number, the higher the number of people who think this attribute is important. Strengths have a high CF and high PX. Priorities are the poorest performing CF ranked in the overall top 10.
4. Considerations are the worst performing attributes outside of the Top 10 CF. Only the top three Considerations are displayed. More Considerations that have a lower CF rank may exist.
5. This Attribute is considered 'neutral', it is on the edge of becoming a consideration if its performance decreases.

# North Sydney Council

New South Wales, Australia

## HIGH IMPACT INVESTMENT

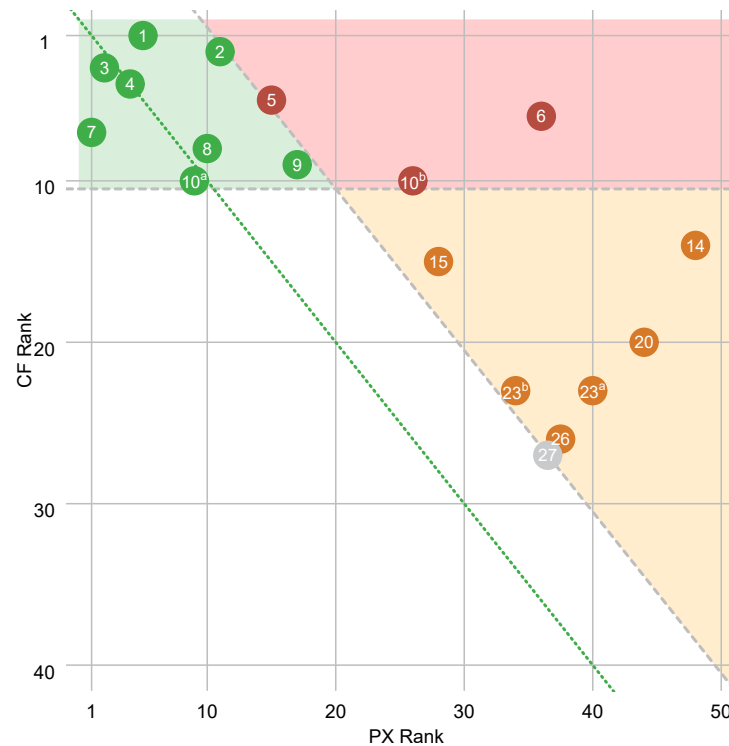
Build on, and improve local liveability by investing in what matters to your community. By understanding what your community values and how they rate the performance of each Place Attribute, you can preserve what is working well and recommend the areas for investment that will bring the most benefits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

These tables and graph illustrate your town centre strengths, improvement priorities and considerations.

STRENGTHS should be celebrated and protected.

IMPROVEMENT PRIORITIES identify the aspects of your LGA that are important to people but are currently under-performing. Improving these attributes will have the most significant impact on your community.

FOR CONSIDERATION are attributes to look-out for, they are negatively affecting your local liveability, but valued by fewer people.



**LEGEND**  
 - - - Horizontal: Top 10 CF threshold  
 Diagonal: Threshold showing attributes whose PX Rank performs 10 points worse than its CF Rank<sup>2</sup> (PX=CF+10)  
 — Equal CF Rank and PX Rank (PX=CF)

CF	STRENGTHS <sup>3</sup>
7	Connectivity (proximity to other neighbourhoods, employment centres, shops etc.)
10 <sup>a</sup>	Landscaping and natural elements (street trees, planting, water features etc.)
3	Access to neighbourhood amenities (cafes, shops, health and wellness services etc.)
4	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)
8	Sense of neighbourhood safety (from crime, traffic, pollution etc.)
1	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)
9	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)
2	General condition of public open space (street trees, footpaths, parks etc.)
CF	IMPROVEMENT PRIORITIES <sup>3</sup>
6	Protection of the natural environment
10 <sup>b</sup>	Quality of public space (footpaths, verges, parks etc.)
5	Access and safety of walking, cycling and/or public transport (signage, paths, lighting etc.)
CF	CONSIDERATIONS <sup>4</sup>
14	Sustainable urban design (water sensitive design, transport-oriented design, sustainable building design, density etc.)
20	Sustainable behaviours in the community (water management, solar panels, recycling etc.)
23 <sup>a</sup>	Things to do in the evening (bars, dining, cinema, live music etc.)
15	Amount of public space (footpaths, verges, parks etc.)
23 <sup>b</sup>	Physical comfort (including noise, smells, temperature etc.)
26	Mix or diversity of people in the area
27	Local history, historic buildings or features <sup>5</sup>