



# Community Strategic Plan Community Engagement 2020-21

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## What our community said....



An overview  
of feedback  
received during  
community consultation  
for the review of the Griffith  
Community Strategic Plan



# Contents

Background .....	3
The Purpose .....	4
How we raised awareness .....	5
Imagine Griffith .....	6
Who we consulted .....	7
To sum it up.....	8
Next steps, reviewing our CSP .....	16
Appendix - 2021 Liveability Census Results.....	17





# Background

The Imagine Griffith report was prepared as part of the review process for Community Strategic Plan (CSP) .

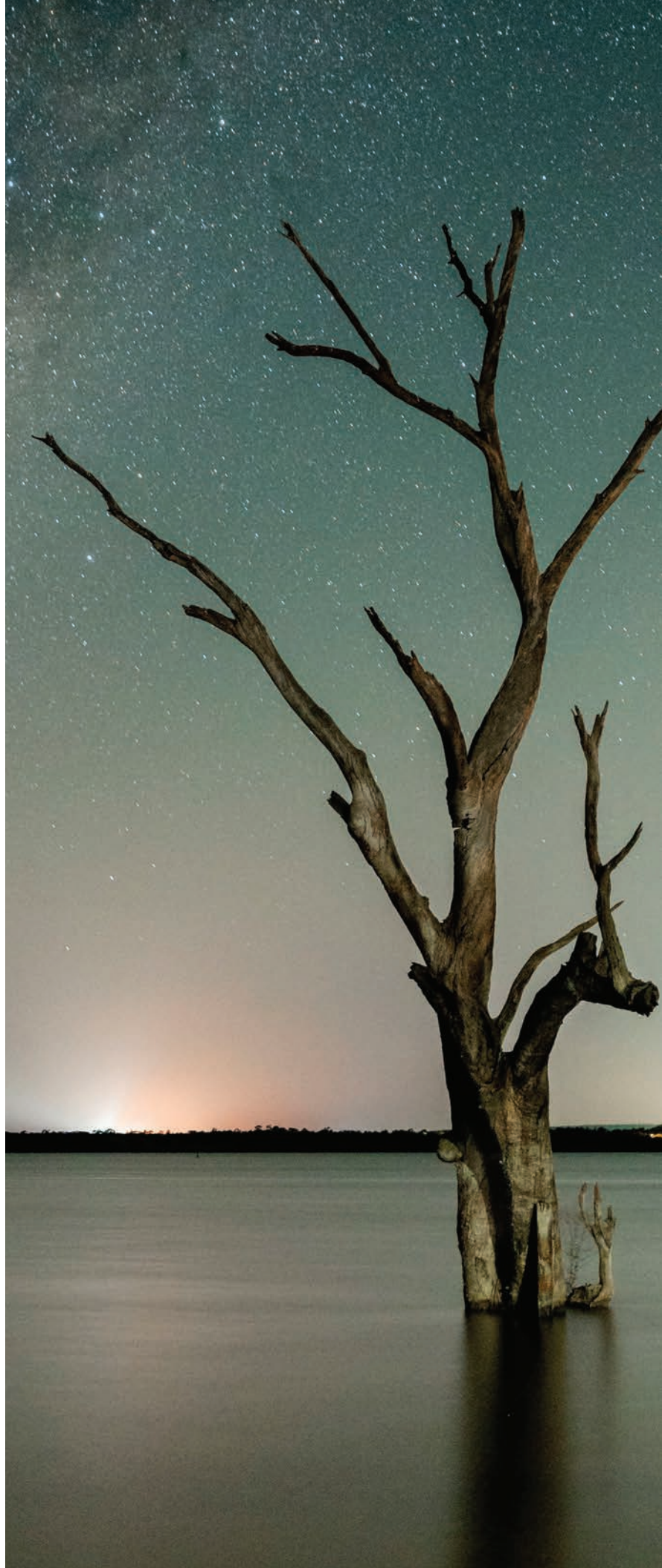
The aim is to help Council better understand what people currently love about Griffith, what they think is missing, and how they imagine the future.

It provides a snapshot in time; to give our community a better understanding of who we are, where we live and the direction we would like to head by providing insights into the ambitions and issues of our community.

Through this consultation, around 2,000 members of our community provided their views, with both concise and detailed comments received.

The end result will be the revised Community Strategic Plan 2022-2032 which will be released for comment in February 2022 and will help shape the direction of Council's work and spending for the next 10 years.

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# The purpose

The purpose of this document is to show:

- our future priorities
- what we currently love about Griffith
- what we can do to make Griffith even better

The information will be used:

- to help review the Community Strategic Plan
- to inform Council and other government and non-government stakeholders and agencies which have a role in working towards the future of Griffith and supporting the ambitions of our collective community
- to help us and our residents understand what the community as a whole considers important

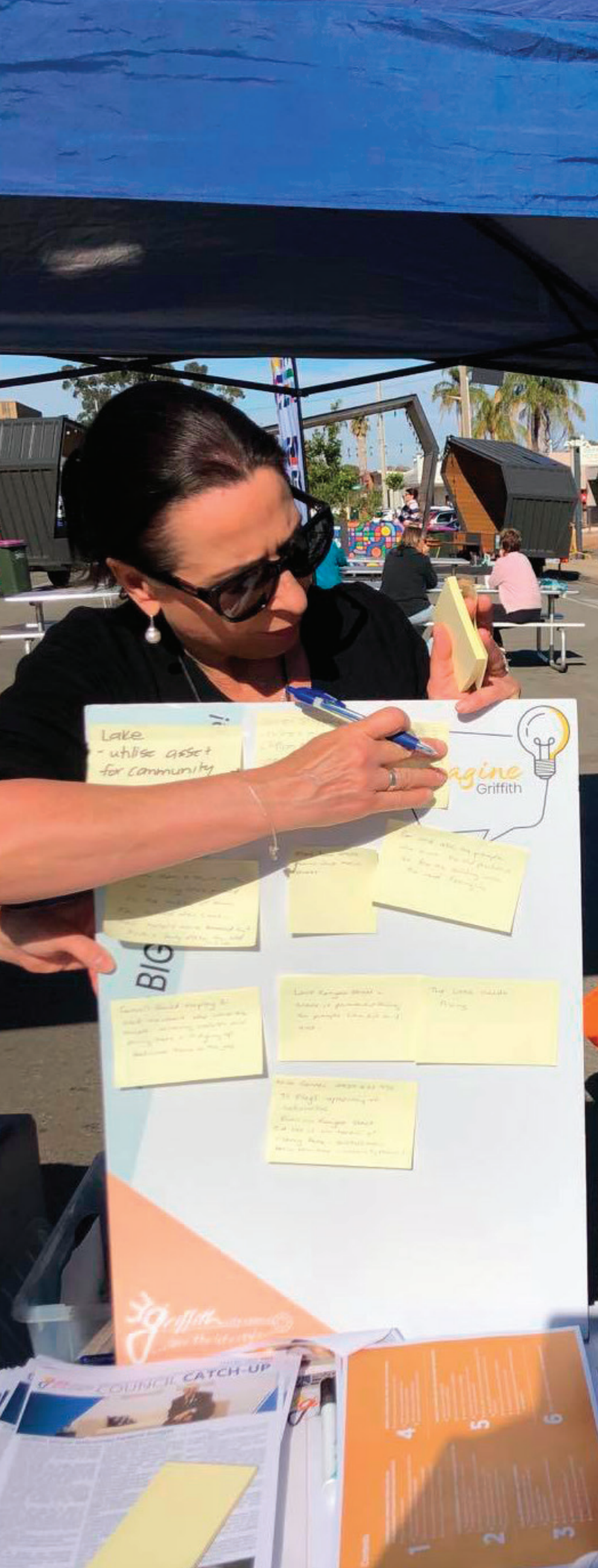
Through our community engagement we learned that:

We love our family and friends, living in a smaller city and our friendly community.

We also value our indigenous heritage and cultural activities including music, arts and community events. We are proud of our thriving multicultural community.

In the future we would like more support for local events and entertainment and cultural opportunities that highlight our multicultural diversity.

We also heard about the need for increased mental health support and more youth activities.





# How we raised awareness

This report is the result of valuable feedback provided by members of our community.

These people took the time to share their views and offer feedback to enable us to review our CSP and ensure the future aspirations remain relevant.

The input received from community members has given us a better understanding of what is important.

Thank you to everyone who has been involved and shared your thoughts and ideas.

Over the last 18 months we have been actively seeking to hear all voices from our community, through a range of engagement activities including: surveys, ideas walls, Council Committees and working groups, events, school visits and pop-up stalls.

We would like to thank those members of our community who supported and helped promote the Imagine Griffith campaign.

During consultation, (between March 2020 and June 2021) we provided many ways to share your long term vision for Griffith.

In early 2020 we launched community and youth surveys. The COVID-19 pandemic somewhat impacted the ability to consult face-to-face, however a total of 637 people still completed the surveys.

In January 2021 the Imagine Griffith campaign was introduced and our mascot Walt was born. Walt stands for Working And Living Together and is also a nod to the designer of Griffith, Walter Burley Griffin.





# Imagine Griffith Campaign

## Videos

Animated videos for both the community and staff were created introducing Walt, who helped raise awareness and explain the importance of the Community Strategic Plan.

## Social media

The Imagine Griffith Community Opinion Facebook Group, Council's Facebook Page and website were all utilised.

Residents were invited to participate in Tell us Tuesday – Question of the Week, which included: What do you think should be a top priority for Griffith's future? What do you want Griffith to be like in 10 years?, What do you love about Griffith?, and What are your big ideas? We also introduced Find Out Friday, sharing fun facts about Council.

## Priority for the future:

"More social and affordable housing."

## In 10 years:

"I would love the Lake to be looked after and eventually have a path around it. This is an untapped draw-card."

## Love about Griffith:

"It's a happening joint. It's growing and we love the culture and events. Griffith is the jewel in the Riverina."

## Big ideas:

"Improve areas around Canal Street - install a walking path along the canal connecting to City Park."

## 'Walt Walls' (Boards)

The Walt (Working and Living Together) Wall provided an easy way for residents to add their ideas for the future using a Post-it note. These portable 'walls' were set up at various locations around the City including facilities such as the Griffith City Library, Art Gallery, Council's administration building and Visitors Information Centre. The Walt Walls were used at all Council Cafes and taken to other events.





# Who we consulted

Engagement methods were chosen to maximise existing networks and audiences and to capitalise on recent consultation to avoid over consulting. Recent projects/plans yielded a substantial amount of stakeholder feedback regarding emerging issues and priorities which will be used to inform the revised CSP. We advertised on radio, local newspaper, Council's website, Facebook page and weekly Council Catch Up newsletter, displays in the Library, Art Gallery, Administration Building and media releases, flyers and posters.

## Feedback came from

Targeted engagement- stakeholder consultation included:

- Annual School Leaders Event in Memorial Park- 30 March 2021 – (27 responses)
- Western Riverina Community College – Walt Wall and teacher presentation to students- April 2021- (24 responses)
- Elevate 2021 Youth Week Event at PCYC- April 2021 (54 responses)
- Riverina Field Days – 14 & 15 May – Information stall and Walt Wall – (180 responses)
- East Griffith Public School Years 5 & 6 visit – 10 & 11 June – (343 responses)
- Council Cafe held each month at the Kiosk in Banna Avenue- 18 February 2021, 18 March 2021, and 19 April 2021 at Alma Bamblett Centre Pioneer, 20 May 2021 during Street Scapes and Griffith City Library 17 June and 15 July 2021.
- All Staff Breakfast on 13 May 2021 provided an opportunity for staff to add their ideas and feedback.
- Submissions – submissions were received, via a mix of formats including online forms, emails, letters as well as hard copy forms completed at the Information Stalls – Council Café etc.
- Community Survey Feb/March 2020 (574 responses)
- Youth survey 2020 (63 responses)
- Community Services Expo- Memorial Park – 3 December 2020 (19 responses)
- Imagine Griffith- Community Strategic Plan – Review survey (89 responses)
- ED Strategy, Evolve Griffith 2020 – 2025
- Griffith Destination Tourism Plan 2021-24
- Griffith Pedestrian & Bicycle Strategy – 2021
- Kooyoo Street redevelopment
- 2021/22 Budget Presentation
- Lake Wyangan (Village) Masterplan
- Residential Development Control Plan & Local Strategic Planning Statement - Growing Griffith to 2045
- Disability Inclusion & Action Plan (DIAP) review survey February and March 2021- (98 responses)
- Presentation to the Combined Pensioners and Superannuants Meeting 9 March 2021
- Emailed eNewsletter to just over 1,000 people asking for input- 23 March 2021.
- Interagency Meeting held 26 May 2021 at Wellways, presentation to agencies.
- The Griffith Aboriginal Medical Service (AMS) Walt Wall (22 responses)
- Griffith Community Centre Walt Wall (9 responses)
- Headspace Griffith – Walt Wall (8 responses)
- Personnel Group – Walt Wall (8 responses)
- Competitions: Art and Photography Competitions were held. Art for primary aged children and the photo for youth and adults.
- The Imagine Griffith- Our Future Art Competition asked junior artists to share their vision for the future of the area through drawings and paintings. Ninety two (92) students created artwork.
- #welovegriffith Photo Competition asked photographers to capture what they love about Griffith, landmarks, events, people etc. Twenty four (24) entries were received, with some to be used in our revised CSP document.
- Council also participated as a distribution organisation in the 2021 Liveability Census (March to June 2021). The results are an Appendix to this report.

Thank you to everyone  
involved, your feedback  
is greatly appreciated!



# To sum it up

## What we love most about living in Griffith

The things we like best about living in Griffith are our welcoming, multicultural community, the slower pace, our facilities, great food and the environment. We asked our community what they love about Griffith to help identify key community strengths that can be leveraged in future service delivery.

That Griffith is  
so multicultural.

Good food,  
good coffee and  
nice  
people.

## We love - what you said...

*"Griffith is pumping and the empty shops are filling."*

*"I love the new murals in Banna Lane."*

*"I'm happy with the way Griffith continues to grow."*

*"I love the lights in the trees in the Main Street."*

*"Thanks Council for bothering to ask what we think."*

*"The new pool is a wonderful asset."*

*"The Information Centre is tops!"*

*"Street Scapes is such a great community event."*

*"Extremely good Art Gallery."*



# We love...

Combining Post-it note and short survey responses, 329 people answered the question, what do you love about Griffith?

From these answers a variety of ideas were put forward which were allocated into one or more of 9 categories listed below.

1. Local facilities and services - 134
2. People and community spirit - 82
3. Food and wine - 53
4. Festivals and events - 34
5. Multicultural community - 32
6. Business, growth and potential - 26
7. Peace, quiet and open space - 20

8. Natural environment, weather - 12

9. Council communication and performance - 10

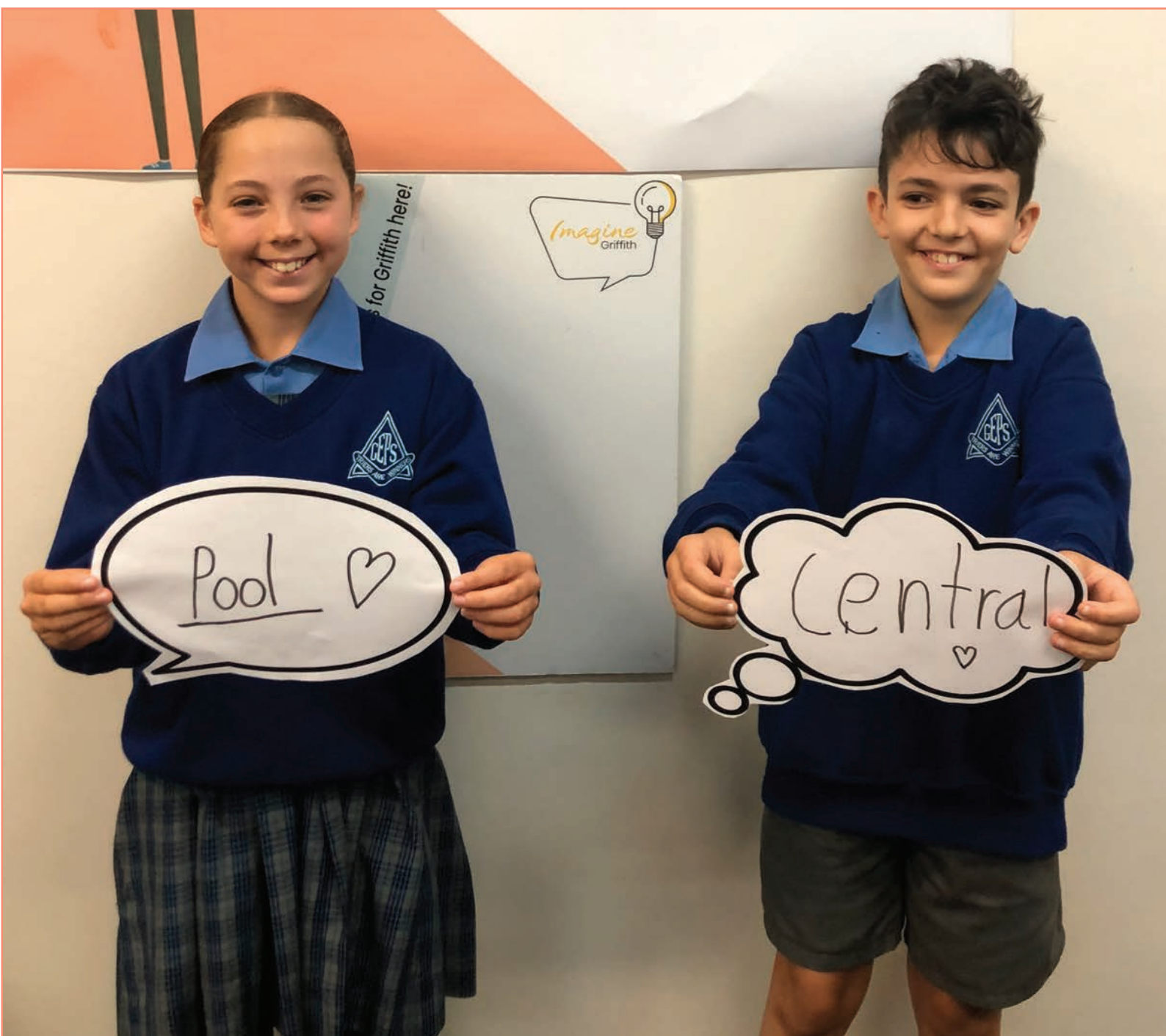
Of these ideas:

93% relate to Lifestyle (people, multicultural community, facilities, services and food)

17% relate to Growing our City (events, festivals and business growth and potential)

3% relate to Environment (landscape, nature and wildlife)

2% relate to Leadership (Council communication and performance)





# Our top priorities for Griffith

In general, residents told us they are happy with the way Griffith is growing, however the main areas they would like to see improved are, Lake Wyangan, footpaths, roads, housing, youth, events, business and the overall appearance of the City.



The Lake needs fixing.



More for teenagers to do.

## What you want us to focus on

From our online survey and Post-it note responses combined, 866 people answered the question: What do you think should be a priority for Griffith's future?

From these answers a wide variety of ideas were put forward which were placed into one or more of the 12 categories listed below.

Mentions

1. Footpaths, roads, pedestrian crossings and parking – 115
2. Economic growth, new business - 106
3. Events, tourism - 106
4. Parks, gardens and water parks - 102
5. Lake Wyangan - 88
6. Youth - 70
7. Housing - 57
8. Clean and green - 50
9. Council leadership - 49
10. Health, including mental and other services - 37
11. Water slide, diving board at the Pool - 18
12. Other - 82

Of these ideas:

73% relate to Growing our City (tourism, growth, employment and assets)

62% relate to Lifestyle (housing, cultural diversity, services and facilities, wellbeing)

17% relate to Environment (natural and built, resources)

10% relate to Leadership (Council communication and performance)

Note: Many responses relate to more than one category

### Some of the community ideas mentioned:

- A trampoline park
- A water park at the Lake
- Mini golf
- Ice skating
- A roller skating rink
- Retail stores such as Big W and Rebel Sports
- More multicultural events
- More to do at the Lake
- Hangout areas for young people
- Water slides at the pool
- Improve/develop the little zoo at Lake Wyangan
- Promote local businesses
- Regular night markets in CBD
- More trees planted and more playgrounds
- More family events
- Youth music and arts festival
- Affordable housing, housing in general
- Cinema under the stars in Memorial Park
- Free Safe Drivers course for under 21s
- Provide splash pads in the villages
- Increase footpaths around the city
- More mental health support services
- Recycling bins on the main street
- Pedestrian crossings in busy areas
- Improve the outlying villages such as Yenda
- An Art Club, like Book Club for art lovers
- A mountain bike park at Scenic Hill
- A student Council
- Cleaner streets and gardens
- Improve street lighting
- Unskilled and skilled worker shortage is an issue
- More attention on outlying roads, not just CBD
- Be more caravan and RV friendly



# Economic Development feedback

## Housing Shortfalls

Despite Griffith's enviable regional city lifestyle, consultation undertaken for the Economic Development Strategy, Evolve Griffith 2020 – 2025 suggested that a shortage of quality low to medium-cost housing is a major constraint on economic development.

Discussions held during the targeted consultations suggested that housing shortfalls constrain Griffith's capacity to attract business investment and skilled labour, including professionals such as teachers and health care professionals as well as government bureaucrats and their families.

Analysis undertaken showed that Griffith has a higher than average rate of homelessness compared with NSW, and has experienced an increase in the number and rate of people who are homeless. This includes a high rate of people who are living in severely overcrowded dwellings, in cars and temporary or insecure accommodation rather than 'street homelessness'.

## Education, Training and Workforce Development

Griffith has some notable skills gaps, including professionals and managers, as well as some trades (e.g. welders). Attracting quality teachers has also been identified as a challenge in Griffith.

## Griffith's Retail Challenge

Griffith's trade sector is suffering from a general industry downturn as consumer behaviours evolve (e.g. more online shopping), compounded by the

impacts of the COVID-19 pandemic.

Stakeholder consultations undertaken suggest that Griffith's retail/commercial centre suffers from a number of inactive spaces.

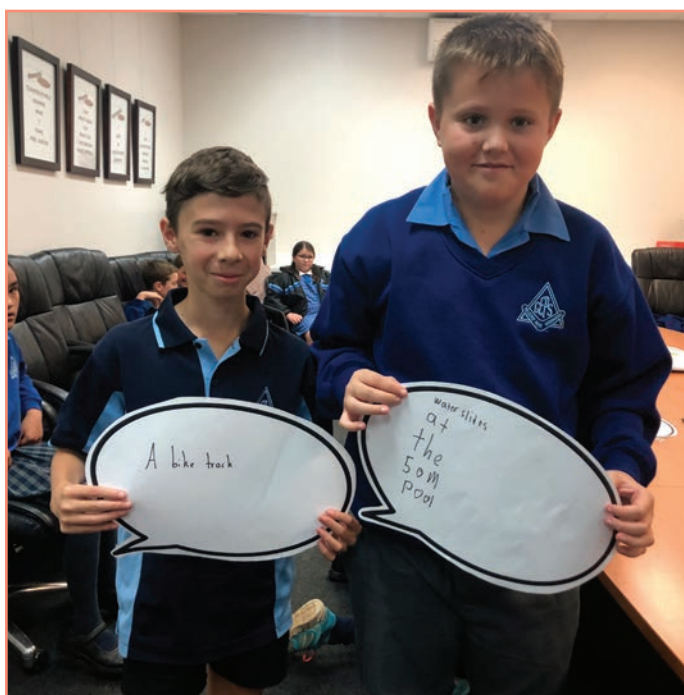
## Tourism - Growing the Visitor Economy

There is an opportunity to do more to market Griffith to attract tourists to stop and stay in the area. This needs to be backed up with good destination management. Griffith's rich multiculturalism could be better leveraged to attract visitors.

The consultations undertaken suggested there is a lack of diversity in visitor accommodation in Griffith, particularly 3 and 4-star motels/hotels. There is also a lack of caravan park capacity to accommodate the grey nomad market.

## Consulted organisations and businesses

NSW Government - Department of Regional NSW, NSW Government – Trade and Investment, NSW Treasury, AusIndustry, RDA Riverina, Destination Riverina Murray, Business NSW, Western Riverina Community College, TAFE NSW Griffith, Western Riverina Country Universities, Murrumbidgee Regional High, The Committee of the Griffith Business Chamber (held via Zoom), Caesars, Resto Pro, St Vincent's Private Hospital, Three Rivers, CSU, BEC and Griffith Base Hospital.







## Our priorities - what you said...

*"Having a wide range of events all year round."*

*"Fix the Lake's recreational area for families."*

*"We need more footpaths for seniors."*

*"Affordable housing, roads and footpaths."*

*"More support for mental health services."*

*"More things for the Youth."*

*"Fix the roads properly."*

*"Tharbogang Tip needs a commercial arm for drop-off and sale of recyclable materials and goods."*

*"A Changing Place including a toilet and hoist."*

*"Celebrate our multicultural community more."*



# Destination Tourism Plan feedback

The Griffith Destination Tourism Plan (GDTP) 2021-24 will drive Griffith to realise the full economic and social benefits of the growing visitor economy, while contributing to the sustainable growth of its tourism industry into the future.

Over 140 stakeholders were consulted face-to-face either individually or in group settings, providing positive feedback and some common themes coming out of each of the sessions.

Sessions were targeted at particular industry sectors and allowed interactive discussion between participants.

Groups represented in the consultation process were as follows:

- Griffith Tourism Team
- Councillors of Griffith City Council
- Council Tourism and Events Committee
- Council Senior Management and key staff
- Griffith Business Chamber
- Griffith Women in Business
- Accommodation Industry
- Wine and Beverage Industry
- Restaurant and Foodie Industry
- Clubs, Pubs and Entertainment
- Events Industry
- Attractions and Experiences
- Sports Council & Sporting Groups
- Industry Volunteers

Face-to-face consultation was also undertaken with Federal and State political representatives, Destination NSW, Destination Riverina Murray, NSW Parks & Wildlife Service, AusIndustry, and neighbouring Councils (Leeton, Narrandera, Carrathool, Hay, Murrumbidgee, Cobar).

A number of common perceptions emerged through the consultation process with industry stakeholders and included:

- Lack of adequate and appropriate accommodation to address future growth in business, leisure, cultural and sports events
- Lack of current range of unique accommodation to meet the needs of the business, leisure, group and event visitor
- Perceived red tape for existing and potential tourism and event organisers is a deterrent
- Lack of regular collaboration and dialogues between local industry sectors such as event, sporting, attractions, restaurants and wineries
- Griffith has a lack of family friendly experiences and activities for children
- The precarious state of Hermits Cave and Scenic Lookout, requiring investment by Council
- Lake Wyangan precinct an underutilised tourism leisure asset
- Lack of evening entertainment





# CSP short survey - what's important?

The 89 people who answered the question: What is most important to you? Named a range of different ideas. These were placed into one or more of 12 categories.

1. Lifestyle, family and friends – 21
2. Health and wellbeing – 20
3. Education – 11
4. Affordable housing – 10
5. Green and overall appearance of the City – 8
6. Safety – 8
7. Good Council leadership – 6
8. Tourism – 5
9. Footpaths, roads – 5

10. Employment – 3
11. Fixing Lake Wyangan – 2
12. Other - 3

Of these ideas:

69% relate to Lifestyle (people, multicultural community, facilities, services and food)  
15% Growing our City (events, festivals and business growth and potential)  
12% Environment (landscape, nature and wildlife)  
7% Leadership (Council performance)



## In 10 years...

Our Imagine Griffith - Community Strategic Plan - Review survey also asked: What do you want Griffith to be like in 10 years?

The 89 responses provided a range of ideas, which were placed into one or more of the 13 categories listed below.

1. Growing, vibrant, prosperous, more shops - 45
2. More affordable housing - 18
3. Improved recreation facilities & open spaces - 16
4. An innovative and proactive Council - 13
5. Better roads, parking and footpaths - 12
6. Improved availability of medical services - 12
7. More diversification, promotion of tourism - 10
8. A family friendly, safe community - 10
9. Environmentally friendly, green - 10
10. Improved appearance of the City and villages - 9
11. Welcoming and inclusive - 9
12. More youth based activities - 9
13. Improved Lake Wyangan - 6

Of these ideas:

90% Growing our City (tourism, growth, employment and assets)  
58% relate to Lifestyle (housing, cultural diversity, services and facilities, wellbeing)  
26% Environment (natural and built, resources)  
24% Leadership (Proactive, forward-thinking Council)

# Community survey results 2020

Combining comments from Questions 42 and 44 of the Community Survey, which asked for concerns or feedback, the most commonly mentioned themes were:

- Roads and footpaths - 73 mentions
- Council performance - (including both positive and negative) 72
- Parks, gardens and weeds - 48
- Water - 37
- Youth - 37
- Lake Wyangan - 36
- Communication - 34
- Housing - 26

Meanwhile, Question 43, which focused on issues in immediate neighbourhoods, the most common themes were:

- Roads and footpaths – 76 mentions
- Safety, crime and drugs – 67
- Parks, gardens and weeds – 50
- Lack of street lighting – 20
- Rubbish – 16

- Animal control – 11
- Water – 8
- Housing – 5

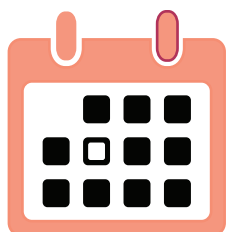
Comments were also received about health, education, business and employment, DAs, lack of entertainment and events, litter control and rubbish dumping, green waste collection, community safety/ crime prevention and the 50 metre pool.

What we can improve on overall:

From the feedback received it is clear that the highest priority issues include:

- Improving and maintaining local roads and footpaths
- Maintenance of parks and gardens, including weed control
- Council performance
- Water concerns
- Youth issues
- Improving Lake Wyangan
- Lack of communication
- Housing

From the 574 residents who completed the survey between February and March 2020:



**74%**

of residents are satisfied with events held each year.



**86%**

of residents are satisfied with garbage collection.

**56%**

of residents are unsatisfied with our City entrances.



**Griffith City Library**

is rated the Council facility with the most community value.



**79%**

of residents are satisfied with Council's customer service.



**79%**

of residents are satisfied with sporting grounds and facilities.



# Your big ideas

Eight individual 'big idea' submissions were received and suggestions included:

- A walking/bike track constructed around Lake Wyangan
- Upgraded amenities at Collina Oval with a double storey clubhouse, new canteen and seating
- A purpose built Art Gallery and Cultural centre built on the vacant land next to the Visitors Centre
- Eating venues in the public places used for recreation such as cafes at Ted Scobie Oval and the swimming pool
- Improvements around Canal Street - install a walking path along the canal connecting to City Park
- Run an annual best store front competition and hold more sidewalk sales in Banna Avenue
- Formalise parking area in the section of land surrounded by Altin Street - currently an eyesore and parking in the area is an issue. Access and egress to Altin Street and Blumer Avenue is a safety issue. Install traffic lights to assist the flow of traffic in this area
- More public toilets at parks - example Enticknap Park



## Next steps, reviewing our CSP



The key reason for compiling the Imagine Griffith Report is to help understand what our community considers the highest priorities for the future. This feedback will now inform the review and development of the new Community Strategic Plan 2022-2032.

The Community Strategic Plan is a long term visionary plan and is the main strategic and aspirational document for a Council area in NSW. It identifies the main priorities and aspirations of the community. The Community Strategic Plan is not a Council owned document, however, it is Council's role to facilitate the composition and publication of the document.

Due to COVID-19 shortened time-frames, the draft Community Strategic Plan 2022-2032 will be presented to Council in February 2022 and will then be placed on public exhibition for 28 days before it is adopted by Council in April 2022.

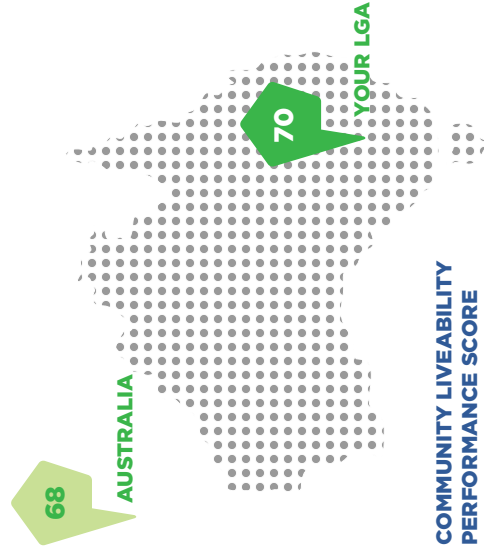


# 2021 AUSTRALIAN LIVEABILITY CENSUS GRIFFITH CITY COUNCIL

Griffith City 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 Griffith City Council and the rest of Australia.



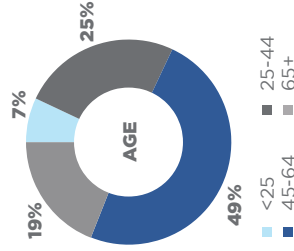


## COMMUNITY LIVEABILITY PERFORMANCE SCORE

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

## ABOUT YOUR RESPONDENTS

Population: 25,641<sup>1</sup>  
Total Responses: 218 95% Confidence<sup>2</sup>  
n = 115 (Community Values) n = 103 (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.

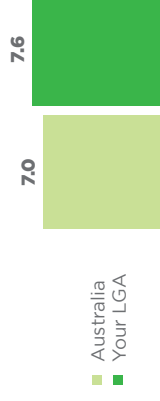
## MOVEMENT

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  $\pm 9\%$ .
3. Data from the 2021 Australian Liveability Census (23 March to 30 June 2021).
4. Care Factor  $\pm 0.8\%$ ; Place Experience  $\pm 0.4\%$ .

## 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
5	Locally owned and operated businesses	7.9
10	Local businesses that provide for daily needs (grocery stores, pharmacy, banks etc.)	7.5
6	Sense of belonging in the community	7.7

### TOP 3 LIVEABILITY PRIORITIES

CF	PRIORITIES	PX
7	Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.)	6.4
2	Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.)	6.6
1	General condition of public open space (street trees, footpaths, parks etc.)	6.8

## 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.

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

- Elements of natural environment (natural features, views, vegetation, topography, water, wildlife etc.) (73% vs 67% in your LGA)
- General condition of public open space (street trees, footpaths, parks etc.) (68% vs 70% in your LGA)
- Walking/jogging/bike paths that connect housing to communal amenity (shops, parks etc.) (55% vs 51% in your LGA)

## NATIONAL BENCHMARK COMPARISON

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







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