

The logo consists of a white rectangular box with a small tail pointing down and to the right, containing the text "SPECTRUM COMMS." in white, uppercase, sans-serif font. The background features a light blue field with several overlapping, diagonal, rounded shapes in a gradient of orange, red, and pink.

**SPECTRUM COMMS.**

Lake Macquarie City Council  
100 Voices community summit

April 2024

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## 1. Executive summary

Lake Macquarie City Council is developing its Community Strategic Plan 2025–2035 (CSP), Council's highest-level plan that sets out the community's vision and aspirations for the future. The CSP outlines key strategies and actions required to achieve these aspirations.

Council's community engagement program to develop the CSP included running its second '100 Voices' community summit. Council engaged Lake Macquarie-based community engagement consultancy Spectrum Comms and Micromex Research to work with them to bring together 100 people from different backgrounds across the local government area to discuss their vision and aspirations for the next ten years and beyond.

The 100 Voices community summit was held on Saturday 20 April 2024 from 9am to 1pm at Rathmines Theatre. A total of 89 participants attended the summit (from a recruited 117) and took part in several workshop activities designed to help shape the future of the city.

The approach of forming a representative group of people was challenging due to difficulties reaching diverse stakeholder groups, particularly young people, however the process resulted in a dynamic and productive community engagement experience for both Council and participants. The high-level rain event on the day, along with a number of late withdrawals due to illness, accounts for the drop in attendance from the recruited 117.

Participants made thoughtful and innovative suggestions, and assisted in defining community priorities for Lake Mac, to help map out the strategies and actions that will achieve the community's long-term vision for the city. This feedback will be used to inform the development of Council's CSP and other strategic documents.



## 2. Why 100 Voices?

The success of the 2022 100 Voices community summit which Council held to discuss how it could improve the way it engages with the Lake Mac community, led Council to host a similar event to develop their new CSP.

Attempting to get 100 people in a room on the one day presented a challenge. However, thanks to a large campaign promoted through Council and through the recruitment by Micromex Research, 472 community members expressed their interest to take part in the community summit.

A total of 117 people were chosen through an independent process, which selected participants based on their demographic data, aiming to make the group demographically representative of the Lake Macquarie community profile.

From the 117 people selected and invited to the event, 89 people confirmed and attended.

## 3. Recruitment and selection process

### Recruitment

The recruitment and selection process for Lake Mac's 100 Voices was undertaken by Central Coast-based market and community research specialists, Micromex Research and Lake Macquarie City Council.

An expression of interest was developed in the form of an invitation flyer, asking people to register their interest to participate in the community summit. A copy of the flyer is provided in **Appendix A**.

As part of Council's biennial Community Satisfaction Survey, which was in the field in February–March 2024, Council included a recruitment question asking participants if they would like to attend the 100 Voices summit. Additional participants were recruited from 1400 previous research projects in Lake Macquarie undertaken by Micromex, where residents agreed to be recontacted for follow-up surveys.

Micromex Research supplemented the mail-out by also reaching out to the previous attendees of Council's 2022 summit.

The option to submit an expression of interest was also promoted on the following channels:

- Lake Mac Council social media channels
- Council's online engagement platform– Shape Lake Mac
- Council's e-newsletters
- Council's Youth Council

Expressions of interest closed on Friday 12 April 2024. In total, 472 expressions of interest were received.

### Selection process

Of the 504 expressions of interest received, 117 people were selected who, collectively, best represented Lake Macquarie's demographic profile.



While the aim was always to have 100 voices in the room, 117 people were selected to help ensure the minimum of 100 people may be met, if some people were unable to attend due to unforeseen circumstances.

An information pack was sent to each of the participants to officially invite them to take part in Lake Mac's 100 Voices. 117 people accepted the invitation. A copy of the Information Pack is provided in **Appendix B**.

An email and phone call/message to invitees the day before the community summit were sent as a final reminder. A total of **89** people attended the event.

An email was also sent to people who were not selected, to thank them for their interest.

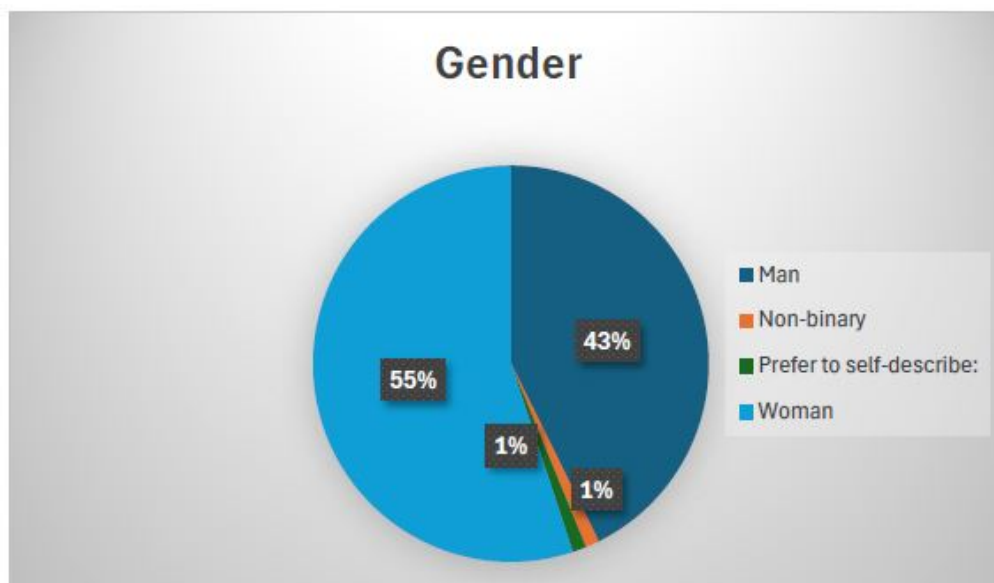
A breakdown of invitation type and replies is included below:

| Source  | Initial contact emails | Replied – Yes | Replied – No | Total replied | Invited to attend |
|---|------------------------|---------------|--------------|---------------|-------------------|
| <b>Council sent:</b>                          |                        |               |              |               |                   |
| Council's e-newsletters                       |                        | 258           | 10           | 268           | 56                |
| Social media                                  |                        | 15            | 15           | 30            | 11                |
| Invitation                                    |                        | 4             | 0            | 4             | 2                 |
| <b>Micromex sent:</b>                         |                        |               |              |               |                   |
| Council's Community Satisfaction Survey leads | 261                    | 40            | 2            | 42            | 11                |
| Micromex Panel                                | 1,127                  | 65            | 4            | 69            | 15                |
| 2022 100 Voices Panel                         | 376                    | 90            | 1            | 91            | 22                |
|   |                        | <b>472</b>    | <b>32</b>    | <b>504</b>    | <b>117</b>        |

### Demographics of attendees

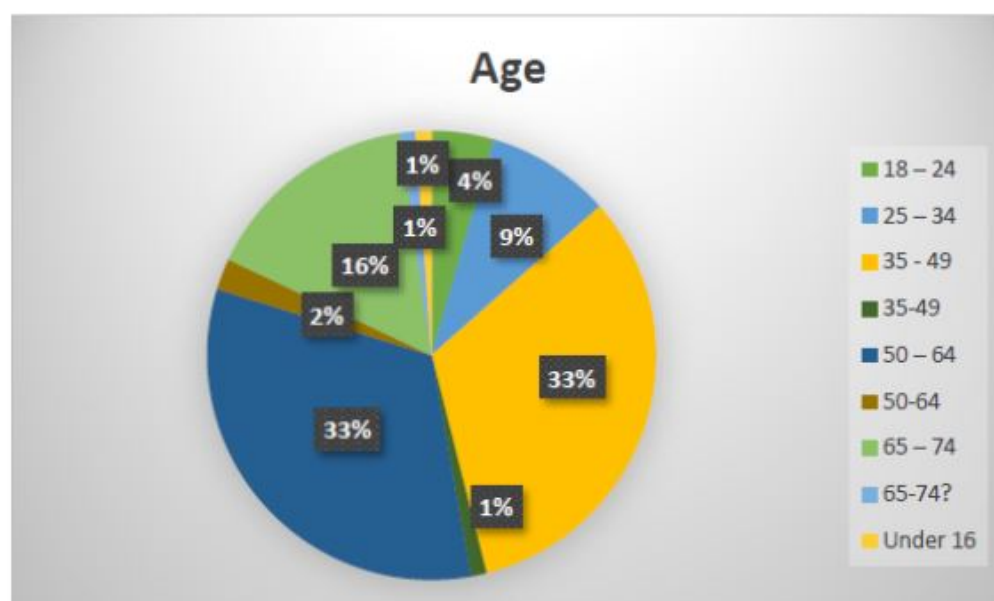
#### **GENDER**

Out of the 89 people who attended Lake Mac's 100 Voices 55 per cent were female, 43 per cent were male, one per cent were non-binary and one per cent preferred not to self-identify.



## AGE

Out of the 89 people who attended Lake Mac's 100 Voices, the age group between 35 and 49 and 50 and 64 had the equal highest representation sitting at 33 per cent. There were 16 per cent aged between 65 and 74, 9 per cent aged between 25 and 34 and 4 per cent were aged between 18-24.



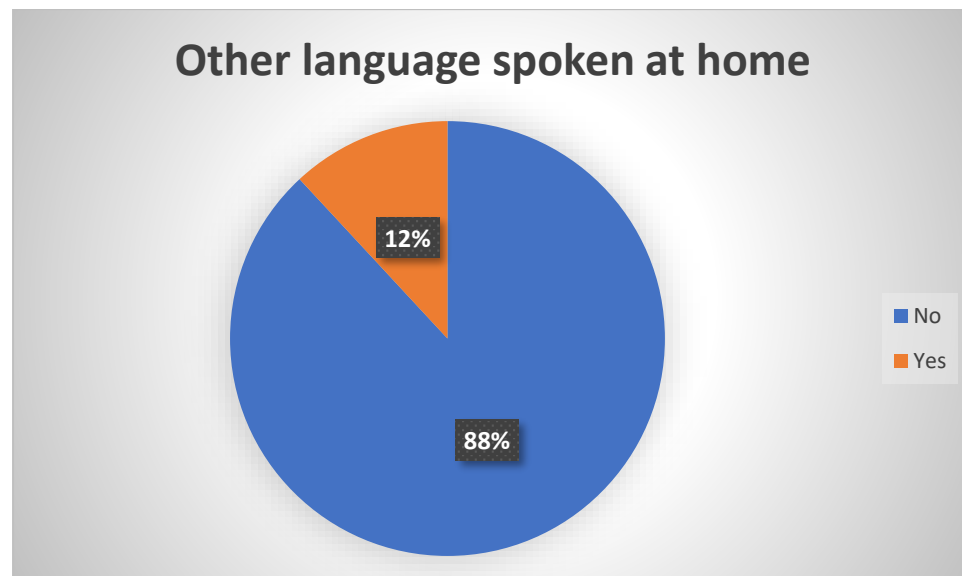
## PLACE OF RESIDENCE

Out of the 89 people who attended Lake Mac's 100 Voices, the following suburbs were represented:

|                |                    |             |                 |                 |
|----------------|--------------------|-------------|-----------------|-----------------|
| Balcolyn       | Cardiff            | Edgeworth   | Macquarie Hills | Swansea         |
| Balmoral       | Carey Bay          | Eleebana    | Marmong Point   | Toronto         |
| Belmont        | Catherine Hill Bay | Fennell Bay | Martinsville    | Valentine       |
| Belmont North  | Caves Beach        | Floraville  | Mirrabooka      | Warners Bay     |
| Blackalls Park | Charlestown        | Gateshead   | Morisset        | West Wallsend   |
| Blacksmiths    | Coal Point         | Glendale    | Morisset Park   | Whitebridge     |
| Bolton Point   | Cooranbong         | Holmesville | Mount Hutton    | Windermere Park |
| Bonnells Bay   | Croudace Bay       | Kilaben Bay | Rathmines       | Wyee            |
| Cameron Park   | Dudley             | Lakelands   | Speers Point    |                 |

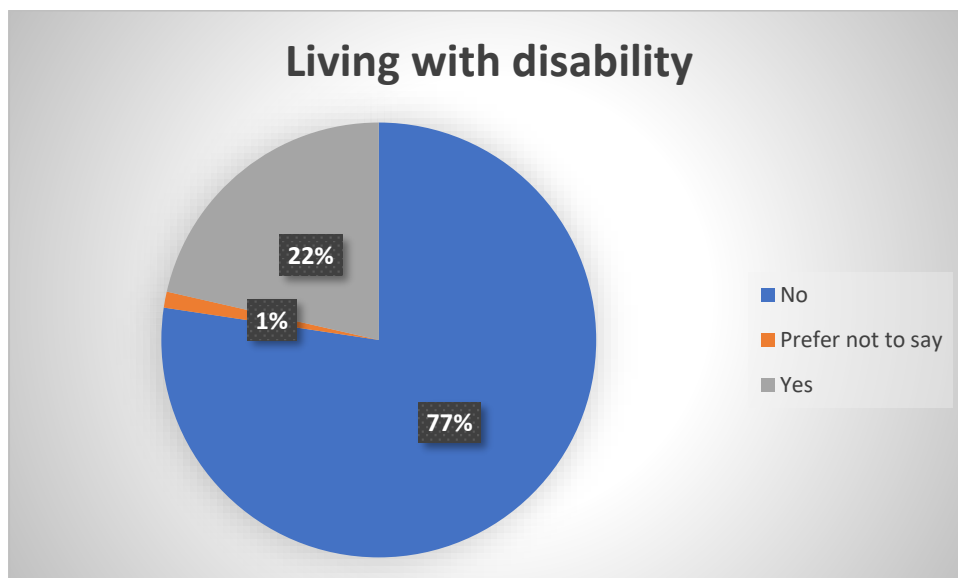
## LANGUAGES

Out of the 89 people who attended Lake Mac's 100 Voices, 12 per cent of participants speak a language other than English.



## LIVING WITH DISABILITY

Out of the 89 people who attended Lake Mac's 100 Voices, 22 per cent identified as living with disability, while one per cent said they preferred not to say.



## HOUSEHOLDS

Regarding household status, the 89 attendees identified themselves as part of the following groups:

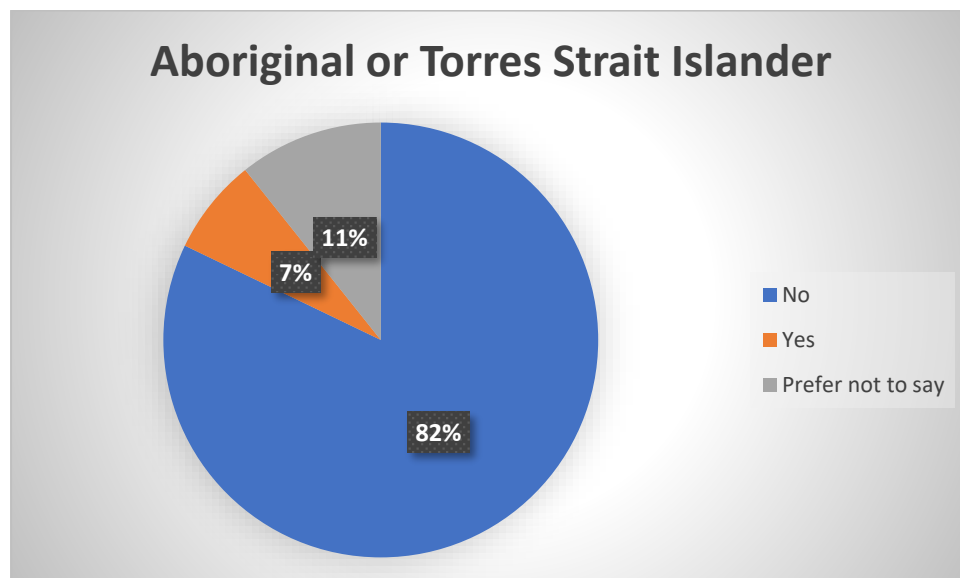
| Group  | % of attendees |
|--|----------------|
| Couple with no children at home                      | 26%            |
| Couple with children – at least one under 18 at home | 33%            |
| Couple with only children 18+ at home                | 12%            |
| Group/shared household                               | 1%             |
| Living at home with one or more parents              | 6%             |
| Single parent – at least one child under 18 at home  | 6%             |
| Single parent – with only children 18+ at home       | 6%             |
| Single/living alone                                  | 11%            |
| Other  | 5%             |

Individuals who selected 'other' identified as:

- Living with parents/other family or friends
- Caring for a parent

## ABORIGINAL OR TORRES STRAIT ISLANDER

Out of the 89 people who attended Lake Mac's 100 Voices, 7 per cent identified as Aboriginal or Torres Strait Islander and 11 per cent of people said they preferred not to say.



## LIVING SITUATION

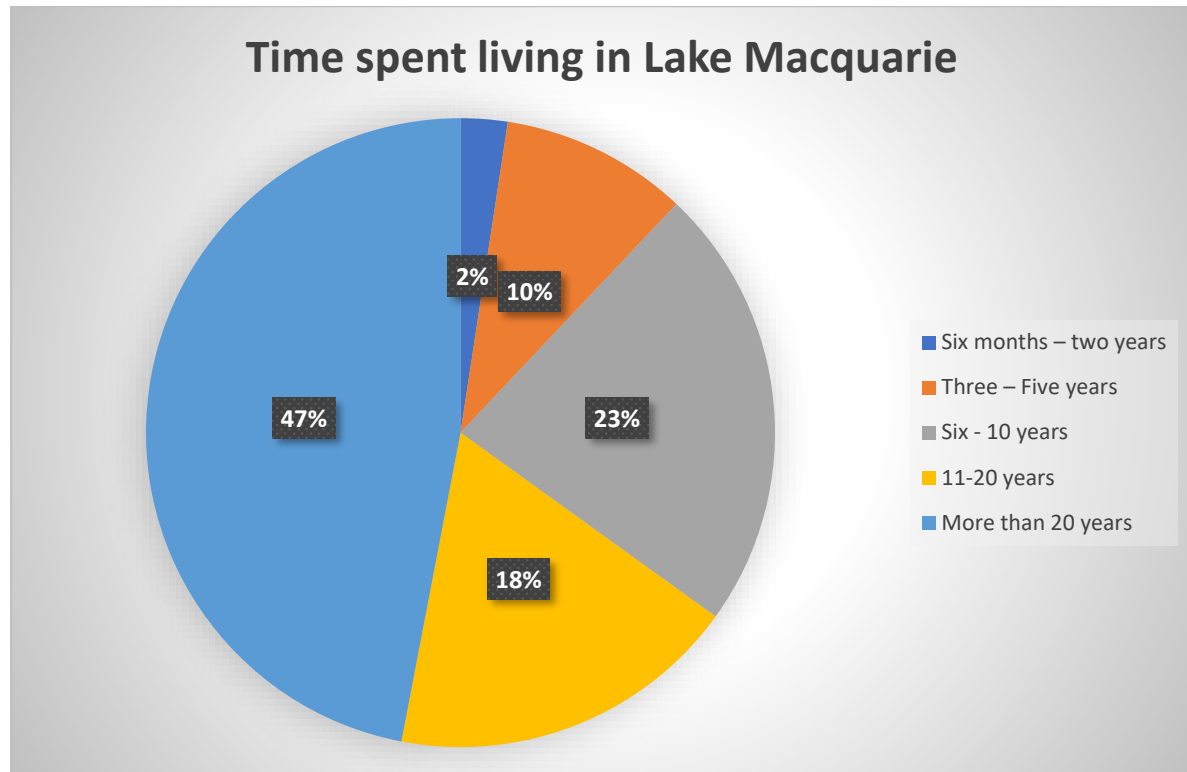
Out of the 89 people who attended Lake Mac's 100 Voices, 82 per cent owned or are currently buying the property they live in, 8% are renting and one per cent was experiencing homelessness.

| Group   | % of attendees |
|---|----------------|
| Currently renting in private housing                  | 7%             |
| Own or are currently buying the property they live in | 81%            |
| Living with parent/other family or friends            | 4%             |
| Other (renting while building)                        | 1%             |



## TIME SPENT LIVING IN LAKE MACQUARIE

Out of the 89 people who attended Lake Mac's 100 Voices, 47 per cent have lived in Lake Macquarie for more than 20 years, 23 per cent for six to 10 years and 2 per cent for less than two years.



## 4. Workshop activities

Attendees were welcomed to the summit by Lake Macquarie Mayor Cr Kay Fraser, who thanked participants for their attendance and outlined the role of the Community Strategic Plan in shaping the future of the city.

The first workshop activity was designed to 'test the tech' that was being used to gather feedback in two of the workshop sessions. The online platform Mentimeter allows participants to see their responses and the responses of the wider group presented on the screen in real time. A simple light-hearted series of questions was used to test the tech and have participants get used to the two different types of Mentimeter questions (single response multiple choice and open ended with optional multiple responses). Participants also had the option of providing hard copy feedback, if they preferred not to use technology. The opening questions and results are presented below:



## How are you feeling today?

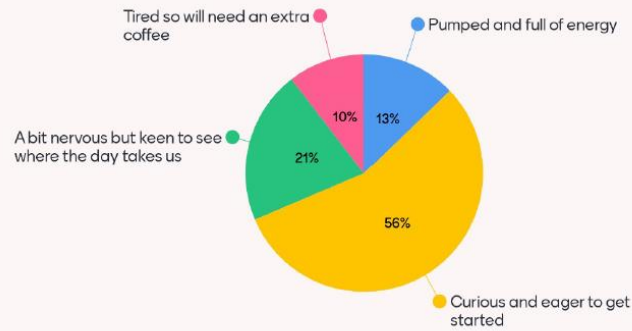


Figure 1. A total of 86 responses were received.

## Why are we here?



Figure 2. A total of 114 responses were received from 84 attendees.



Figure 3. An example of the 123 responses received from the 84 attendees who responded.

The full list of responses to the question of why participants chose to be a part of the 100 is below:

#### I chose to be a part of the 100 Voices today because...?

|  |
|--|
| • Something to do  |
| • A voice for the elderly  |
| • Free voucher   |
| • To help make a better future for my kids   |
| • To have a say in the direction of Lake Mac   |
| • I am queer and neurodivergent and worry I am not represented enough in my home space   |
| • Concerned Lake Mac resident  |
| • I can't complain if I haven't shared my thoughts.  |
| • Money  |
| • Time to start giving back  |
| • To help shape our future.  |
| • Concerned about the future of our beautiful Lake environment   |
| • Curious  |
| • For my children's future in Lake Mac.  |
| • To have my voice heard in shaping the future of Lake Macquarie.  |
| • I'm new to the area, and am loving it. Want to be a part of its growth and future.   |
| • To see what lake Mac could become for future generations   |
| • To help with the future of the city.   |
| • Thought I may make a difference  |
| • I want a say in how Lake Macquarie grows over the coming years.  |
| • Representing the interests of the LGBTQIA+SB community and advocating for better responses to domestic and family violence in Lake Mac |
| • Minority representation  |

|   |
|---|
| • I love living in Lake Mac and I want to have a say in the future of my city for me and my children's sake so we can enjoy all it has to offer |
| • To contribute my voice to my local community  |
| • To have some input for what may occur around the Lake   |
| • I decided it was worthwhile becoming more involved in the community and our collective future.  |
| • Lived in Lake Macquarie for HALF my life! (25 years to be exact!)   |
| • Because I care about where I and my family live.  |
| • To speak out  |
| • To help shape the strategic plan. To ensure council stays within its remit  |
| • I feel it's important to share our views and be part of the future of our great city  |
| • To be the voice for my children, education and sustainability   |
| • Free voucher  |
| • I care about the future of lake Mac for me, my family and my community.   |
| • I care about our city and its people and want to be part of how the future is shaped.   |
| • To talk about my aspirations for the City   |
| • To make Lake Mac more environmentally conscious.  |
| • I want this to be a good place to live  |
| • Want to see the city I will grow up in change for the better – the current status quo isn't sustainable                                       |
| • To care for the place i love and live. To provide a good future for our children.   |
| • I enjoy living in Lake Mac and I want to continue to it's sustainable future  |
| • Interest in how decisions are made.   |
| • Because I offered my views and I was selected   |
| • To have a liveable city   |
| • I want to see a better deal for my area in Lake Mac's planning for the future   |
| • I think as a small business owner , and resident and single mum . Everyone has a voice  |
| • To find out if better changes are coming to my suburb or whether f we'll be forgotten again.  |
| • So that i know what is going on and to have an input  |
| • Help the future of the community  |
| • To contribute to the future of where I live   |
| • I am invested in the sustainable growth of Lake Mac   |
| • To help shape the future of the area I've lived in all my life, almost 40 years.  |
| • We as a community should have input to what the majority see as important<br>Give council a direction to focus on for us                      |
| • I wanted to hear from other people regarding their thoughts and how mine compare.   |
| • I feel like the southern end of Lake Mac gets forgotten about. Morisset it in desperate need of better services.                              |
| • To represent community members and meet with others to shape future lake Mac  |
| • I love living in lake Mac ... have for 3 years<br>Want to see it continue to lead in sustainability   |
| Lake Mac is one of the best councils I have interacted with over my career  |
| • Curious to see what LMCC is looking at going in the future & to recommend improvements to my community  |

|  |
|--|
| <ul style="list-style-type: none"> <li>• To have a say in the future development for our retirement and our kids. To learn others thoughts and that of the council</li> </ul>  |
| <ul style="list-style-type: none"> <li>• To help improve the community infrastructure.</li> </ul>  |
| <ul style="list-style-type: none"> <li>• Because I care deeply about community and the future viability of maintaining the environment</li> </ul>  |
| <ul style="list-style-type: none"> <li>• Consulting family and friends we feel we have great ideas for lake mac</li> </ul>   |
| <ul style="list-style-type: none"> <li>• I love Lake Macquarie, and want to see it prosper without losing its essential character.</li> </ul>  |
| <ul style="list-style-type: none"> <li>• I think it's important to plan for the future with development facilities and growth.</li> </ul>  |
| <ul style="list-style-type: none"> <li>• I want to see Lake Mac focus on sustainable developments and community cohesion and environmental sustainability</li> </ul>   |
| <ul style="list-style-type: none"> <li>• I feel it is my responsibility to contribute positively to the future of my community and the beautiful area/environment that I live in</li> </ul>  |
| <ul style="list-style-type: none"> <li>• I'm proud of where I have lived for over 50 years &amp; I want ensure it's even a better community for our children.</li> </ul>   |
| <ul style="list-style-type: none"> <li>• As a long term, active resident and community member I would like to have an input into the place that I chose to live in and love to live in</li> </ul>  |
| <ul style="list-style-type: none"> <li>• To represent our area</li> </ul>  |
| <ul style="list-style-type: none"> <li>• If I don't speak up, I can't complain when I don't like it</li> </ul>   |
| <ul style="list-style-type: none"> <li>• Lake Mac children really need a basketball stadium. Too many denied to play due lack or courts.</li> </ul>  |
| <ul style="list-style-type: none"> <li>• To be the voice for my children, education and sustainability</li> </ul>  |
| <ul style="list-style-type: none"> <li>• For accessibility and sustainability and Because I'm passionate about my community and the amazing country I live in I want to make a difference for my 12 grandchildren to grow up in</li> </ul> |
| <ul style="list-style-type: none"> <li>• I want our area to stay beautiful</li> </ul>  |
| <ul style="list-style-type: none"> <li>• Remove acknowledgement to country</li> </ul>  |
| <ul style="list-style-type: none"> <li>• To give my ideas for the future. From Sienna</li> </ul>   |
| <ul style="list-style-type: none"> <li>• Ensure we are equitably represented and strategies are feasible</li> </ul>  |
| <ul style="list-style-type: none"> <li>• An opportunity to provide a view and opinion from our \perspective to help make it a great place for our kids</li> </ul>  |
| <ul style="list-style-type: none"> <li>• Represent our vulnerable community members</li> </ul>   |
| <ul style="list-style-type: none"> <li>• Help with strategic planning.</li> </ul>  |
| <ul style="list-style-type: none"> <li>• To bring a younger voice</li> </ul>   |
| <ul style="list-style-type: none"> <li>• Fight sprawl</li> </ul>   |
| <ul style="list-style-type: none"> <li>• Concerns about implementation of uniform strategic planning across all councils not reflecting local needs</li> </ul>   |
| <ul style="list-style-type: none"> <li>• Need footpaths for seniors in morisset area infrastructure</li> </ul>   |
| <ul style="list-style-type: none"> <li>• To have my voice heard.</li> </ul>  |
| <ul style="list-style-type: none"> <li>• Bring back Australia Day</li> </ul>   |
| <ul style="list-style-type: none"> <li>• Voice for keeping it real</li> </ul>  |
| <ul style="list-style-type: none"> <li>• To help the council prioritise its decision making for the future. Environment, housing, employment, transport and our elderly.</li> </ul>  |
| <ul style="list-style-type: none"> <li>• To get more funding for public transport, community libraries, spaces</li> </ul>  |
| <ul style="list-style-type: none"> <li>• I believe your actions should reflect your words and this is a way to provide feedback and take action</li> </ul>   |
| <ul style="list-style-type: none"> <li>• My thoughts and ideas are shared and valued, shape the future, provide safety to my children, protect environment,</li> </ul>   |
| <ul style="list-style-type: none"> <li>• To see how the area can be improved</li> </ul>  |

|  |
|--|
| • I want to have a voice in creating the future of our community   |
| • To have a say in the future direction if planning in my area & keep LMCC honest                          |
| • I'm here to have fun to be part of the new future  |
| • To help improve my area  |
| • I'm passionate about my beautiful community and accessibility and sustainability for my 12 grandchildren |
| • That the natural beauty is retained  |
| • Sustainable future   |
| • Sustainable & sensible building development  |
| • Responding to climate change   |
| • Footpaths, joining the whole lake together!  |
| • Consulting with family and friends I'm keen for our voices to be heard                                   |
| • To hear what others have to say  |
| • Accessibility to services for older people   |
| • Sustainability   |
| • Environment  |
| • Living in an area accessible to lots of resources & services in a village like neighbourhood             |
| • Community  |
| • Street trees   |
| • Preserving habitat   |
| • Green spaces   |
| • No pollution   |
| • Prioritising natural environment   |
| • Safe environment.<br>Open green space for community.   |
| • Climate change   |
| • Changing climate   |
| • Environment  |
| • Adaptability   |
| • Affordable housing   |
| • Sustainability   |
| • Connectivity across & around the lake  |
| • Protect natural environment & habitats   |

#### 4.1 Activity 1: It's my future – aspirational thinking

Participants were then asked to think more 'aspirationally' about what they wanted to see in Lake Mac over the next two decades and what they think will make their city even better. Results from the word clouds, tabled responses and group discussions are below:

Question 1: When I think about living in Lake Macquarie, the most important thing for me in the next 10 years is...



Figure 4 . A total of 311 responses from 79 respondents. A total of 9 likes.

Sustainability was the most popular response with 18 individual entries.

Also prominent were:

Safety: 11 entries

Community: 10 entries

Environment: 10 entries

Infrastructure: nine entries

| All responses   |
|---|
| • Shopping  |
| • Inclusion Diversity Innovation Domestic violence LGBTQIASB communities        |
| • Community Safety Quality of life Freedom                                      |
| • Sustainability  |
| • Safety Inclusive Accessible   |
| • Sustainability Ease of use  |
| • Public Transport Saving costs Saving environment Free public spaces Diversity |
| • Sustainability Education Families   |
| • Transport Entertainment Growth Infrastructure Community                       |



|   |
|---|
| • Safety  |
| • Cycleways Accommodation Environment Sustainability Economy                                      |
| • Climate Environment Equity  |
| • Green spaces Infrastructure Walkable city Community spaces                                      |
| • Housing Employment Culture Environment  |
| • Sustainability  |
| • Health of lake Bush land Play areas for my kids Environment                                     |
| • To make sure that we don  |
| • People Environment Sustainability   |
| • Keeping spaces public Keep it green Inclusivity Housing Entertainment                           |
| • Footpaths Community   |
| • Connection Improvements Inclusiveness   |
| • Lifestyle Traffic Outdoor spaces Entertainment Events   |
| • Sustainability Opportunity  |
| • Sustainability Cohesion Community Compassion Harmony  |
| • Representation Safety LGBTQIA Sustainability Activities for everyone                            |
| • Traffic Waterways   |
| • Security Preservation of environment Uncrowded Safe Accessible                                  |
| • Fishing Nature Sustainable development Cohesion   |
| • Public transport Healthcare centres Ferry Service Schools Lake Water Quality                    |
| • Environment Green space Parks and playground Infrastructure Activities                          |
| • infrastructure Roads Entertainment venues Greenspaces   |
| • My children Access to sport and music Active spaces Places to meet Sustainability               |
| • Sustainable growth Opportunities for my kids  |
| • Sport for children Basketball Outdoor dining More developments More over 50s development        |
| • Sustainability Community engagement Youth engagement Community responsibility                   |
| • Infrastructure Effective town planning Aussie made Walk ride around the lake                    |
| • Care for my parents and Preserving our natural Employment Education Community connectedness     |
| • Better traffic flow Tourism Safety Economy Employment   |
| • Housing affordable Road infrastructure Beautification Cleaning surrounds                        |
| • Keeping the green outlook Aboriginal heritage Fun stuff to do Arts and culture Live performance |

|  |
|--|
| • Frequent public transport Recycling Sustainability Ferry on opal card  |
| • transit walkability sense of community environment reducing sprawl   |
| • Inclusivity housing Community Green spaces   |
| • Safety Wellbeing Development   |
| • Infrastructure upgrades More events Development  |
| • Keep crime levels down Dredging of channel   |
| • Access to nature Medical facilities Safe environment Sustainability  |
| • Environment Housing Sustainable Family Business  |
| • Environmental integrity Community cohesion Environmentally friendly Creative areas<br>Green spaces protected             |
| • Keep lake mac beautiful Don't over develop Green spaces not concrete   |
| • Sustainable development Acces to recreation sites Net zero targets   |
| • Balance Between Natural And built Environments   |
| • Environment Services Public transport Sustainability Community   |
| • Affordable housing Care for vulnerable Sustainable development Vibrant<br>community Safe for all                         |
| • Safety Lifestyle   |
| • Infrastructure Quality schools Decent employment opps Low environmental impacts<br>More retail west lake mac             |
| • Business development Social development Advocacy for the region Health and<br>wellbeing Mental health                    |
| • Prosperity Safety Engagement Inclusion Free coffee   |
| • Hospitals Roads Town planning Homeless Schools   |
| • Developers under control Better roads Heritage buildings Water park Arts and<br>music                                    |
| • Sustainability Artistic Accessibility  |
| • Safety More Trees Healthy environment Community Sustainability   |
| • Sense of community Ability for socialisation Connectedness Safety Family events  |
| • Sustainability Home for all species Equity Indigenous culture Love   |
| • Cost of living Environmental impact shopping opportunity   |
| • North lake police station Covered play areas Unisex public toilets Council owned<br>cemeteries Sustainable built housing |
| • Private land use Retention of open spaces Community  |
| • Accessibility Improved services Environment Equity   |
| • Environment Safety   |

|   |
|---|
| • Balance Employment Space Maintenance Infrastructure   |
| • Job security Children friendly Accessible Amenities Liveability Social equity                     |
| • Accessibility Sustainability Safety Mental health Well being                                      |
| • Infrastructure Meeting place Greenspace   |
| • Employment variety Realistic car parking Focus on what people need Jobs Variety of commercial opp |
| • Sustainable development Footpaths Green transition Good governance Public transport               |
| • Growth Appearance of facilities Infrastructure Accessibility Population                           |
| • Happiness Security Environmentally Community Sustainability                                       |
| • Social cohesion Safety and security Environment preserved Core services                           |
| • Connection Community Greenspace Play space for children Sustainability                            |



A facilitator-led group discussion followed this question, allowing participants the opportunity to provide further insights into the top themes that emerged. Comments captured from the group discussion included:

- Concerns raised about the sustainability of development and how to maintain it, as growth occurs within the city.
- Concerns about how town planners may approve development at the expense of green space.
- Suggestions made around new developments like affordable housing where properties are designed with limited backyards resulting in a reliance on clothes dryers. Approval of new residential dwellings should give reference to sustainability sensitive architectural design.
- Our infrastructure should not just be sensitive to humans. Wildlife corridors should be considered so we can all exist together.

Question 2: What will make our city even better in the next 10 years...?

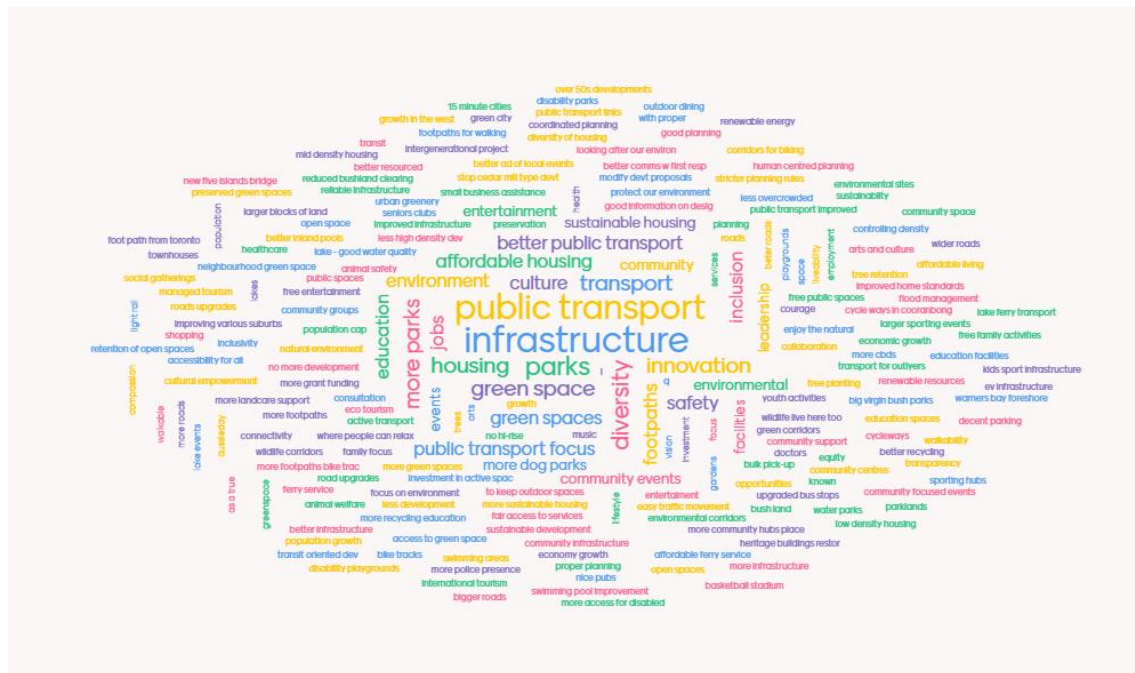


Figure 5. A total of 311 responses from 81 respondents. A total of 8 likes.

Infrastructure was the most popular with 20 individual entries. Also prominent were:

Public Transport: 16 entries

Parks: six entries

Diversity: five entries

Green space: four entries

Housing: four entries

Innovation: four entries

Transport: four entries

## All responses

- Inclusion Housing Diversity Innovation More grant funding
- Diversity Free public spaces Animal safety Public transport focus Public transport focus
- Mid density housing More CBDs Population growth International tourism
- Growth Preservation Investment
- Consultation Infrastructure Collaboration
- Bigger roads Ev infrastructure Public transport
- More infrastructure More roads More parks
- Public transport Community events Entertainment Swimming areas
- Housing Inclusion Community Infrastructure Environment
- Doctors Parks Jobs Education facilities Managed tourism
- Public transport
- Entertainment Social gatherings
- Footpaths Infrastructure
- Water parks Better infrastructure More parks Heritage buildings restore Lake events
- Safety Jobs
- Sustainability Environmental Shopping Better public transport More police presence
- Accessibility for all
- Roads upgrades Healthcare Housing Public transport
- Ferry service Public transport Better recycling
- Walkable Renewable energy Diversity Infrastructure
- transit townhouses transit oriented dev walkability 15 minute cities
- Stricter planning rules Reduced bushland clearing Public transport focus Infrastructure Arts and culture
- Community Space
- Bike tracks Public transport links Green space Culture
- Connectivity Innovation Inclusivity Cultural empowerment
- Basketball stadium Kids sport infrastructure Outdoor dining Over 50s developments Lake ferry transport
- New five islands bridge Foot Path from Toronto
- Facilities Affordable Housing Diversity Inclusion More parks
- Sporting hubs Preserved green spaces Population Transport Nice pubs

|  |
|--|
| • Light rail Infrastructure Culture Compassion Parklands   |
| • Decent parking Wider roads Warners Bay foreshore   |
| • Infrastructure Growth in the west Innovation More Dog parks Jobs   |
| • Infrastructure Community groups Green spaces trees Services  |
| • Known As a true Green city With proper Infrastructure  |
| • Focus Courage Vision   |
| • Beter roads Infrastructure   |
| • Infrastructure Events  |
| • Parks Eco Tourism Green corridors Gardens Tree planting  |
| • Bush land Parks Flood management Lakes   |
| • Better public transport More sustainable housing Improved infrastructure   |
| • Greenspace Good planning Coordinated planning Footpaths for walking Corridors for biking                         |
| • Planning Leadership Cycleways Community Events Economy growth  |
| • Arts Events Diversity of housing   |
| • Better public transport More parks   |
| • Innovation Infrastructure Culture Safety Environment   |
| • Disability parks Disability playgrounds More access for disabled   |
| • Public transport Free family activities Sustainable housing Community focused events Green spaces                |
| • Infrastructure Leadership Aussie Day   |
| • Population cap Good information on design Wildlife live here too Lake - good water quality                       |
| • Infrastructure Animal welfare Better resourced   |
| • Larger blocks of land Controlling density  |
| • Open spaces Environmental sites Public Transport Swimming pool improvement                                       |
| • Retention of open spaces Transparency Footpaths Low density housing  |
| • More green spaces No hi-rise No more development Protect our environment Less development                        |
| • Environmental corridors More footpaths bike trac Upgraded bus stops More recycling education Better inland pools |
| • Education Affordable housing Free Entertainment Parks Playgrounds  |
| • Infrastructure Small business assistance Community support Family focus  |
| • Space Facilities Liveability Lifestyle   |
| • Safety Community Infrastructure Education Environment  |



|   |
|---|
| • Public spaces Music Investment in active space Youth activities Environmental   |
| • To keep outdoor spaces Where people can relax Enjoy the natural Natural environment                                       |
| • Active Transport Public Transport Green Spaces  |
| • Affordable Ferry service Infrastructure Green space   |
| • Road upgrades Public transport Community infrastructure Improving various suburbs   |
| • Green space Infrastructure Parks Less overcrowded Community centres   |
| • Larger sporting events Improved home standards Transport  |
| • Wildlife corridors Neighbourhood green space Sustainable housing Tree retention Public transport                          |
| • Less high density dev   |
| • Affordable housing Public transport Reliable infrastructure Green space   |
| • Looking after our environ More community hubs place Open space Education spaces Public transport                          |
| • Equity Renewable resources Intergenerational project Infrastructure Diversity   |
| • Proper planning Human centred planning  |
| • Footpaths Access to green space Easy traffic movement Bulk pick-up Public transport                                       |
| • Education Public Transport Affordable living  |
| • Fair access to services Focus on environment Modify devt proposals Stop cedar mill type devt Transport for outlyers       |
| • Transport Entertainment Housing Health Seniors clubs  |
| • Infrastructure Roads Employment Transport Parks   |
| • Sustainable development More footpaths Urban greenery Public transport  |
| • Opportunities Economic growth Cycle ways in Cooranbong Public transport More dog parks                                    |
| • More Landcare support Big virgin bush parks Better ad of local events Public transport improved Better comms w first resp |

A facilitator led group discussion again followed this question, allowing participants the opportunity to provide some further insights into the top themes that emerged. The facilitator also asked for some further insights into the theme of diversity. Comments captured from the group discussion included:

- Infrastructure – better integration of public transport (two comments made on this subject)
- The impact of more development and in-turn, more housing, means that there are more cars on the road. Adequate investment in public roads is important.

- Funding for the Glendale Interchange.
- Walkable cities – adequate footpaths for people to get around
- As much as we would like to focus on public transport, getting people out of their cars will be hard
- Diversity – cohesive spaces for neuro-divergent people.
- Diversity is public spaces including unisex toilets

**Question 3:** When I think about living in Lake Macquarie, the most important thing for me in the next 20 years is...



Figure 6. A total of 322 responses from 84 respondents. A total of 17 likes.

Infrastructure was the most popular with 16 individual entries. Also prominent were:

Public transport: 13 entries

Accessibility: 11 entries

Green spaces: nine entries

Community: eight entries

Transport: eight entries

Footpaths: seven entries

Housing: seven entries

Safety: seven entries

#### All responses

- Infrastructure

|   |
|---|
| • People centric planning   |
| • Innovation Economy Inclusion Housing Domestic violence                                    |
| • Development Community spaces Lake health Nature Jobs                                      |
| • Work safety   |
| • Environmental safety Public transport Public transport Public safety Public spaces        |
| • Public transport Community Public transport Entertainment Public transport                |
| • Sustainability Infrastructure Environment   |
| • Hospitals   |
| • Transport Medical access Jobs Tourism Entertainment                                       |
| • Education Opportunity House value   |
| • Mental health Accessibility Mobility parking Health                                       |
| • Schools Infrastructure Green space Environment  |
| • Affordable housing Connection to culture Green spaces Sustainable development Sustainable |
| • Keep what we have   |
| • Diversity Values Small business Freedom Safety  |
| • Renewable energy Community groups EV infrastructure Social housing Diversity              |
| • Family Self sufficiency Community Happiness FREEDOM                                       |
| • Housing Access to services Community Employment Green spaces                              |
| • Safe places Employment Social activities  |
| • Health Facilities Housing Development Green spaces Healthy Lake                           |
| • Housing Employment Infrastructure Community Sustainability                                |
| • Roads Parking Footpaths Space Development   |
| • Environmental Sustainable Infrastructure Public transport Shopping                        |
| • Roads Housing   |
| • Climate change  |
| • Accessibility Environment Infrastructure Sustainability Culture                           |
| • Parking Roads Interesting jobs Big attractions Motor sport                                |
| • public transport walkability sense of community pedestrian lively streets transit         |
| • Jobs and green space  |
| • Doctors Jobs Childcare Activities Accessibility   |
| • Transport Commerce Green spaces   |
| • Lifestyle Leisure Community Belonging Respect   |
| • Housing Accessibility Public spaces Public transport Economy                              |
| • Infrastructure Clean waterways Park land  |
| • Infrastructure Pedestrian accessibility Jobs Housing affordability                        |
| • Accessibility Affordability Infrastructure Safety Inclusion                               |
| • Electric vehicles Aged care Public transport Bigger roads Safety                          |
| • Aged care at home Climate change Services   |
| • People movement   |
| • Family spaces Family Lake Fishing Bush  |
| • Healthcare Safety Clean environment   |
| • Aged care Sustainability Infrastructure Medical facilities                                |
| • Mobility in the community Green space   |
| • Transport Green spaces Sensible development Music and arts                                |
| • Footpaths Footpaths Footpaths Better roads More parks                                     |

|   |
|---|
| • Jobs Economy Public transport Roads   |
| • Accessibility physical Education Employment Training jobs Leisure   |
| • Aged care Security  |
| • Aged care living Accessibility Kids future  |
| • Innovation Safety Ecological integration  |
| • Environment Sustainable development Community input   |
| • Environment Health facilities Infrastructure  |
| • Employment Aussie made Health Accessibility   |
| • Infrastructure Transport Parks Retirement Hospitals   |
| • Environment Light rail Community batteries Green spaces Roads   |
| • Access Community Arts Open spaces Friendships   |
| • Safety Housing Transport Hospitals Accessibility  |
| • Childrens sport Sport facilities Basketball stadium Kids in sport Footpaths walking access                        |
| • Free parking Less development Sporting fields Community gardens   |
| • Community development Social networking Community transport   |
| • Clean water Native fauna Innovation Contemporary public trans   |
| • Better roads Water parks More culture Lake sports Heritage buildings  |
| • 20 year old trees Streamlined traffic Walkable suburbs Connected community  |
| • Staying Alive Health Support Free coffee Senior clubs   |
| • Public Transport Employment Opportunities Recreational facilities Footpaths and bike lanes Parks and green spaces |
| • Free entertainment Affordability Building community   |
| • Safety Community Infrastructure Transport Employment  |
| • Services in Morisset area Accessibility Public transport Care for elders Public spaces                            |
| • Roads Water supply Services police Schools e Parking  |
| • support for the elderly More footpaths Good access to shops Green spaces  |
| • Accessibility Nature Aged care Open space   |
| • Public transport Green spaces Sports Identity Tourism   |
| • Footpaths Parks Public parks Hospital in Morisset Community   |
| • Affordable retirement Affordable housing Infrastructure   |
| • Lifestyle Transport Space Accessibility Infrastructure  |
| • Footpaths Public transport Greener streets Sustainable development  |
| • Growth Over population Over housing Infrastructure Soylent Green  |
| • Keeping land Leaving properties alone   |
| • Safety Infrastructure to suit Green spaces Drought preparedness Fire preparedness                                 |
| • Aged care Community transport Better connections road Lake side connection Lake activation                        |
| • Social infrastructure   |
| • Footpaths   |
| • Transport   |

A facilitator led group discussion again followed this question, allowing participants the opportunity to provide some further insights into the top themes that emerged. The facilitator also asked for some further insights into the theme of community. Comments captured from the group discussion included:

- We need to look at infrastructure from a holistic perspective including pedestrian access, moving away from reliance on cars, water, sewer, internet and electricity. It's more than just roads.
- Social infrastructure – how we connect as people. This is can be hard to measure and hard to see but includes investment in social welfare, isolated communities and support structures. Putting care and support services in the right areas which may not always be centralised locations. For example, Western Lake Macquarie needs more services.
- Community ferry service connecting one side of the lake to the other. This could be useful for accessing health services.
- Better footpaths for Morisset
- More holistic approach to infrastructure. This includes what Council is responsible for and what the State Government can offer financial support for. Council to campaign to the State Government to get more resources we need and then Council can clearly explain what commitment and limitations there are in pursuing these avenues.

#### Question 4: What will make our city even better in the next 20 years...?

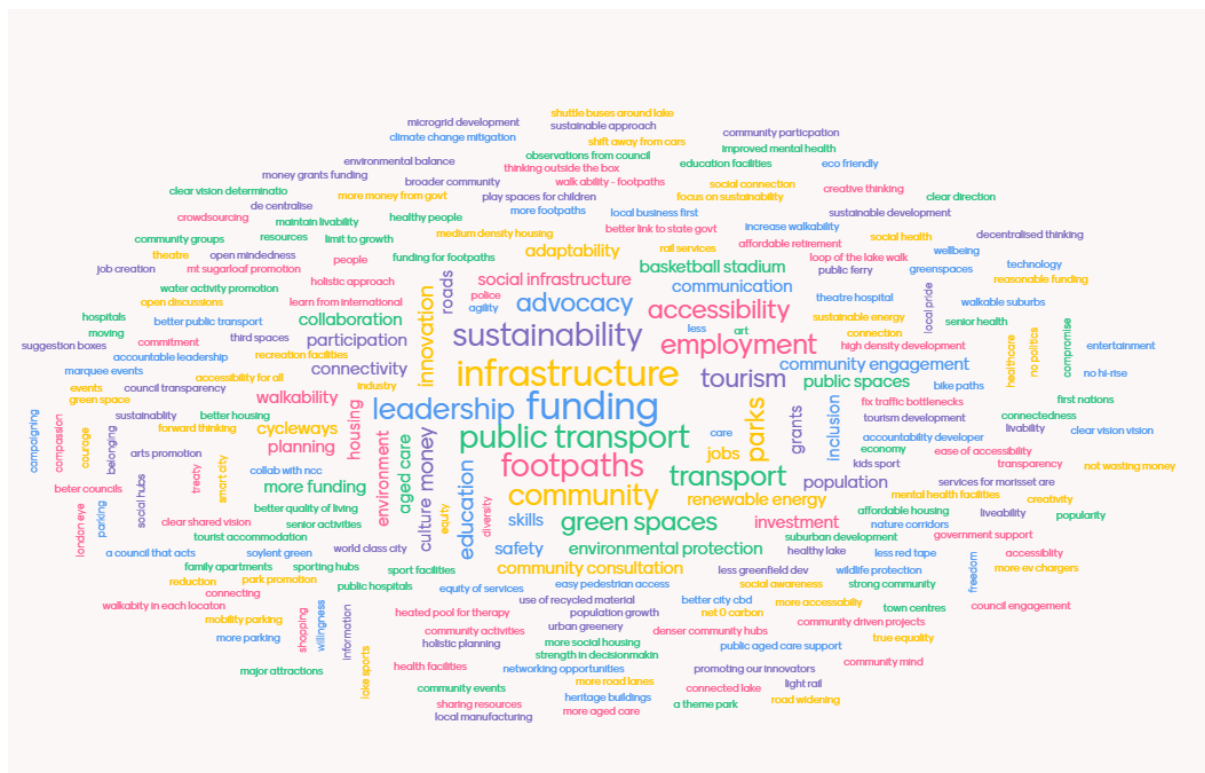


Figure 7. A total of 341 responses from 84 respondents. A total of 10 likes.

Funding was the most popular with 13 individual entries. Also prominent were:

Public transport: eight entries

Footpaths: seven entries

Sustainability: seven entries

Community: six entries

Leadership: six entries

Employment: five entries

Transport: five entries

Green spaces: four entries

Parks: four entries

Tourism: four entries

| All responses   |
|---|
| • Leadership  |
| • Marquee events  |
| • Community mind Suggestion boxes Campaigning Courage Public spaces                       |
| • Basketball stadium Kids sport Recreation facilities Sport facilities Basketball stadium |
| • holistic approach Funding Community consultation  |
| • Employment Inclusion Connection Safety Diversity  |
| • Population growth Better city CBD Housing Tourism                                       |
| • Funding Infrastructure Social awareness Aged care                                       |
| • Infrastructure Sustainability Transport   |
| • Maintain Liveability  |
| • Money Resources Education   |
| • Leadership Planning Creative Thinking Advocacy Environmental Balance                    |
| • Funding Adaptability Creativity Compromise Community engagement                         |
| • Funding Collaboration Transparency  |
| • Climate change mitigation   |
| • Sustainability Walkability Culture Liveability  |
| • Transport Green space   |
| • Footpaths Cycleways Town centres Connecting   |
| • De centralise Footpaths Heritage buildings Lake sports Community events                 |
| • More funding Roads  |
| • Infrastructure Leadership Employment No politics  |
| • Social hubs Networking opportunities Open discussions Funding Observations from council |
| • Clear direction Council engagement Job creation Entertainment Tourism                   |
| • Commitment  |
| • Population Sustainability Economy Investment Agility                                    |
| • Theatre Art Compassion Light rail Parks   |
| • Technology Funding Skills Events Popularity   |
| • Safety Employment Infrastructure Wellbeing Community                                    |
| • Public transport Footpaths Community Public transport Funding                           |
| • Connected lake Employment Green spaces Renewable energy Tourism                         |
| • Education Skills Culture Accessibility Money grants funding                             |
| • True equality First Nations Treaty Community Belonging                                  |
| • Planning  |
| • Footpaths Parking Road widening Major attractions London eye                            |
| • Beter councils Funding  |



|  |
|--|
| • A council that acts Government support Funding Open mindedness Willingness                               |
| • Funding Money Grants Money Grants  |
| • Community driven projects Sustainable development Walkable suburbs Infrastructure Social health          |
| • Accessibility Mobility parking Improved mental health Accessibility Accessibility                        |
| • Public spaces Local manufacturing  |
| • Innovation Community Connectedness Leadership Social infrastructure                                      |
| • Education facilities Renewable energy Health facilities Aged care Environmental protection               |
| • Collaboration Advocacy Innovation Promoting our innovators Care  |
| • Advocacy   |
| • public transport walkability public transport shift away from cars family apartments                     |
| • Environment Infrastructure Shopping Sustainability Freedom   |
| • Housing Employment Community Leadership Sustainable Approach   |
| • More road lanes More parking More ev chargers A theme park More aged care                                |
| • Liveability Sustainability No hi-rise  |
| • Eco friendly Sustainability Parks Infrastructure Cycleways   |
| • Sustainability Adaptability Education Connectivity Communication   |
| • Not wasting money Tourism Jobs Funding   |
| • Community engagement Advocacy Reasonable funding   |
| • Hospitals Infrastructure Footpaths Public transport Environment  |
| • Green spaces Community groups Sharing resources Community participation                                  |
| • Infrastructure Transport Less Reduction Moving   |
| • Participation Funding Crowdsourcing microgrid development Clear vision Vision                            |
| • Shuttle buses around lake Clear vision determination Walkability in each location Decentralised thinking |
| • More funding Accessibility for all Better housing Public transport Parks                                 |
| • Funding Public Ferry More Footpaths Mental Health Facilities Public Hospitals                            |
| • People Easy pedestrian access Roads Jobs Industry  |
| • Communication Connectivity Inclusion Accessibility Participation   |
| • Innovation Learn from international Use of recycled material Sustainable energy                          |
| • Suburban development Fix traffic bottlenecks Tourism development   |
| • accountability developer Transport Community consultation  |
| • Medium density housing High density development Less greenfield dev Collab with NCC Rail services        |
| • Better quality of living World class city Ease of accessibility Council transparency Less red tape       |
| • Leadership Forward thinking Strength in decision making  |
| • clear shared vision Holistic planning Accountable leadership   |
| • Park promotion Water activity promotion Mt Sugarloaf promotion Arts promotion Public aged care support   |
| • More money from govt Thinking outside the box Broader community Soylent Green Healthcare                 |
| • Senior health Parks Police Community Information   |
| • Footpaths Greenspaces Social connection Play spaces for children Nature corridors                        |
| • Net 0 carbon Denser community hubs Urban greenery Increase Walkability Smart city                        |
| • Investment Population Public transport Sporting hubs Loop of the lake walk                               |

|  |
|--|
| • Green spaces Third spaces Sustainability Public transport Bike paths   |
| • Focus on sustainability Limit to growth Community activities Walk ability – footpaths Environmental protection |
| • Better public transport More accessibility More social housing Social infrastructure                           |
| • Services for Morisset are Tourist accommodation Equity Wildlife protection Transport                           |
| • Green spaces Local pride Healthy people Strong community   |
| • Equity of services Better link to State govt   |
| • Funding for footpaths Infrastructure Heated pool for therapy Senior activities Theatre Hospital                |
| • Affordable housing Footpaths Affordable retirement Local business first  |
| • Healthy lake   |

A facilitator-led group discussion again followed this question, allowing participants the opportunity to provide some further insights into the top themes that emerged. The facilitator also asked for some further insights into the theme of community. Comments captured from the group discussion included:

- We currently undersell ourselves in the tourism industry.
- Tourism infrastructure to bring people here and support for tourism operators to show off Lake Macquarie to others.
- Development in Morisset. We have so many natural tourism assets but when we develop more tourism assets, we need to make sure the infrastructure is there to support it.
- We need to balance tourism with existing local business needs. For example, tourism activation spaces at Warners Bay leave limit parking and access for the permanent businesses.
- The Happiness Factor – We don't need to reinvent the wheel in Lake Macquarie. When you look at other cities around the world, we already have so many positive things.
- There is not a better Council in the world.
- We have a lot of different villages, and we don't want to become Sydney's aged care facility. We recognise that it's a great place to retire, but that's not all we want. There are opportunities to do big things in the development space that still balances the commercial, environmental and employment opportunities. Example cited – Black Rock Motor Park.
- We like living here for a reason and we don't want to lose that space with densification. Example cited – Cardiff multi-storey development. If we want what we have to be better, it's not just about growth. If we want more, more, more, this means, more people, more cars and more houses.
- Commercial retail developers need to be more responsible for the impact they have on the community. Example, when thinking about parking and environmental spaces, they need to be more collaborative with the community.
- No more next stage development until all 7.11 Contributions are spent.
- High density development needs to give adequate consideration to emergency service access (relevant for ageing population), and waste services.
- No 'tick-a-box' approach to open and green space. Example cited – you can't plant a native tree into an existing car space and credit it as greens space.

- Accountability on where developer contributions are spent on local services and infrastructure. Example cited – Catherine Hill Bay and Rose Group development.

#### 4.2 Activity 2– Persona adoption and vision boards

There were 10 tables of participants in the room and each table was provided with a ‘Persona Pack’. Participants were assigned a table number at registration, which enabled Council to have a range of demographics at each table. Each pack contained a made-up persona of a Lake Macquarie resident that the participant were to adopt and create a vision board with the aspiration of that persona.

Each pack contained a small biography of the persona and a series of images that they may choose to use to create their vision board. To following questions were posed to guide the development of the vision board.

1. What is the most important thing for you over the next 10 years?
2. What is the most important thing for you over the next 20 years?
3. What services or infrastructure do you *want* to see in Lake Mac to support your future?
4. What services or infrastructure do you *need* to see in Lake Mac to support your future?



*Each Persona and image deck was presented in an envelope marked with ‘Your Identity for Today Inside’, with the folder marked ‘Your New Identity Inside: Proceed with Enthusiasm’.*

Each persona, vision board, and notes from the facilitator lead discussion where five groups presented their persona to the room are included below:

## Persona 1: Charlie

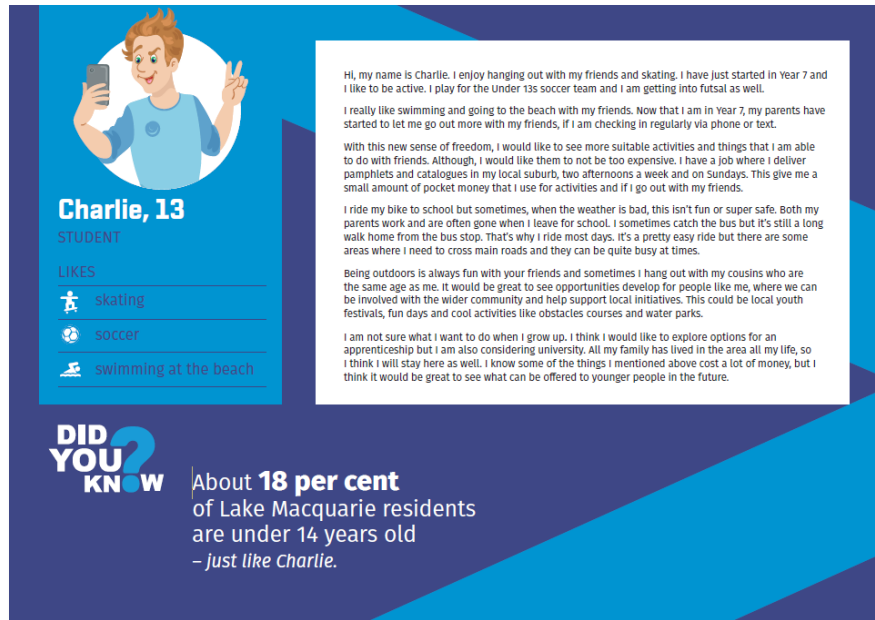


Figure 8: Charlie's persona description

Transcript of Charlie's persona poster is provided below:

## What is the most important thing for you over the next 10 years?

- Sporting fees reduced
- More connectivity to public transport
- Better career/skill training
- Accessibility
- More affordable housing

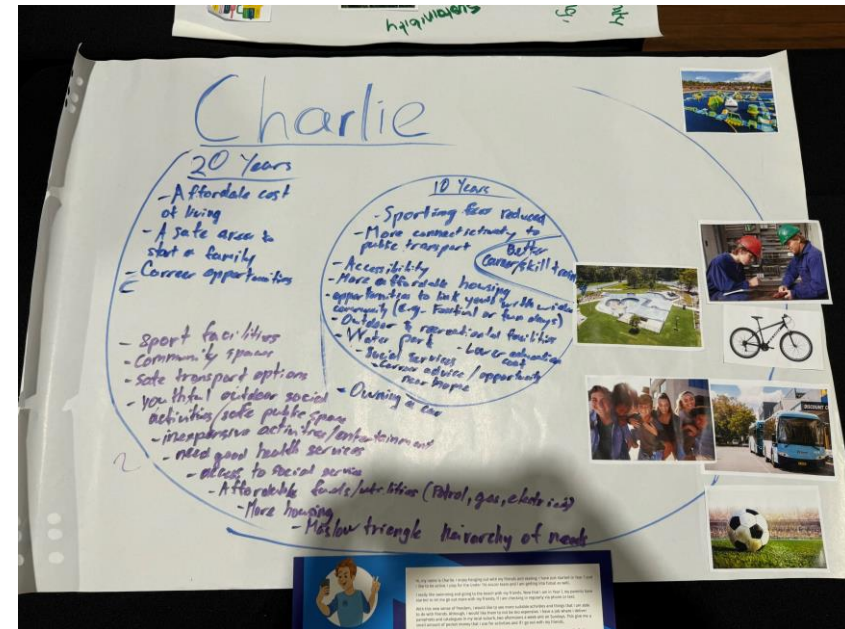


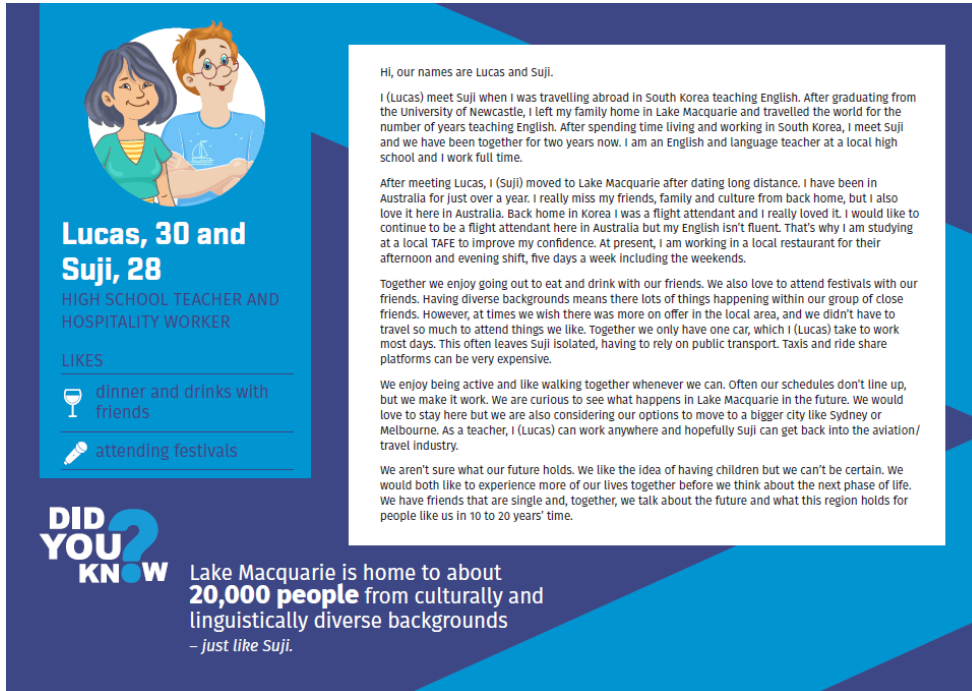
Figure 9: Charlie's vision board

- Opportunity to link youth with wider community (e.g festivals or fun days)
- Outdoor and recreational facilities
- Water park
- Lower education costs
- Social services
- Career advice/opportunities near home

**What is the most important thing for you over the next 20 years?**

- Affordable cost of living
- A safe area to start a family
- Career opportunities
- Sport facilities
- Community spaces
- Safe transport options
- Youthful outdoor social activities/safe public space
- Inexpensive activities/entertainment
- Need good health services
- Access to social services
- Affordable fuels/utilities (petrol, gas, electricity)

## Person 2: Lucas and Suji



**Lucas, 30 and Suji, 28**  
HIGH SCHOOL TEACHER AND HOSPITALITY WORKER

**LIKES**

- dinner and drinks with friends
- attending festivals

**DID YOU KNOW?** Lake Macquarie is home to about **20,000 people** from culturally and linguistically diverse backgrounds – just like Suji.

Hi, our names are Lucas and Suji.

I (Lucas) meet Suji when I was travelling abroad in South Korea teaching English. After graduating from the University of Newcastle, I left my family home in Lake Macquarie and travelled the world for the number of years teaching English. After spending time living and working in South Korea, I meet Suji and we have been together for two years now. I am an English and language teacher at a local high school and I work full time.

After meeting Lucas, I (Suji) moved to Lake Macquarie after dating long distance. I have been in Australia for just over a year. I really miss my friends, family and culture from back home, but I also love it here in Australia. Back home in Korea I was a flight attendant and I really loved it. I would like to continue to be a flight attendant here in Australia but my English isn't fluent. That's why I am studying at a local TAFE to improve my confidence. At present, I am working in a local restaurant for their afternoon and evening shift, five days a week including the weekends.

Together we enjoy going out to eat and drink with our friends. We also love to attend festivals with our friends. Having diverse backgrounds means there lots of things happening within our group of close friends. However, at times we wish there was more on offer in the local area, and we didn't have to travel so much to attend things we like. Together we only have one car, which I (Lucas) take to work most days. This often leaves Suji isolated, having to rely on public transport. Taxis and ride share platforms can be very expensive.

We enjoy being active and like walking together whenever we can. Often our schedules don't line up, but we make it work. We are curious to see what happens in Lake Macquarie in the future. We would love to stay here but we are also considering our options to move to a bigger city like Sydney or Melbourne. As a teacher, I (Lucas) can work anywhere and hopefully Suji can get back into the aviation/travel industry.

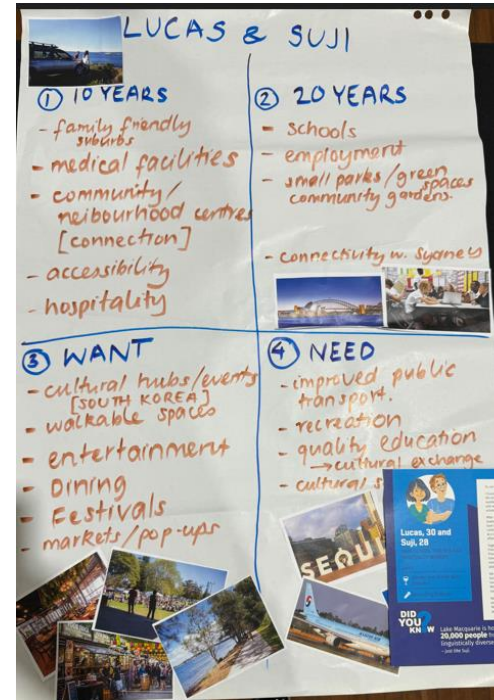
We aren't sure what our future holds. We like the idea of having children but we can't be certain. We would both like to experience more of our lives together before we think about the next phase of life. We have friends that are single and, together, we talk about the future and what this region holds for people like us in 10 to 20 years' time.

Figure 10: Lucas and Suji persona description

Transcript of Lucas and Suji's persona poster is provided below:

### What is the most important thing for you over the next 10 years?

- Family friendly suburbs
- Medical facilities
- Community/neighbourhood centres (connection)
- Accessibility



**LUCAS & SUJI**

**① 10 YEARS**

- family friendly suburbs
- medical facilities
- community/neighbourhood centres [connection]
- accessibility
- hospitality

**② 20 YEARS**

- schools
- employment
- small parks/green spaces
- community gardens
- connectivity w. Sydney

**③ WANT**

- cultural hubs/events [south Korea]
- walkable spaces
- entertainment
- dining
- festivals
- markets/pop-up

**④ NEED**

- improved public transport
- recreation
- quality education → cultural exchange
- cultural s

**SEUL**

Lucas, 30 and Suji, 28

**DID YOU KNOW?** Lake Macquarie is home to about 20,000 people from culturally and linguistically diverse backgrounds – just like Suji.

Figure 11: Lucas and Suji vision board

- Hospitality

#### What is the most important thing for you over the next 20 years?

- Quality education facilities for their children
- Great employment opportunities
- Smalls parks or green spaces for community gardens
- Easy and fast connection to Sydney

#### What services or infrastructure do you want to see in Lake Mac to support your future?

- Walkable spaces like parks and places for and recreation
- Places for dining – like festivals and pop-up events and markets
- Cultural events
- Needs
- Good public transport
- Quality education that is culturally appropriate
- Cultural support

#### What services or infrastructure do you need to see in Lake Mac to support your future?

- Education for Suji as she transitions to life in Australia
- Reliable and quality public transport
- Cultural support

Participants from this table reported back to the room on their persona. Comments from the table representative are below:

*“As a multicultural couple that formerly lived overseas, Lucas and Suji would want to have world-class schools and employment opportunities that are comparable to where the couple lived previously in South Korea.*

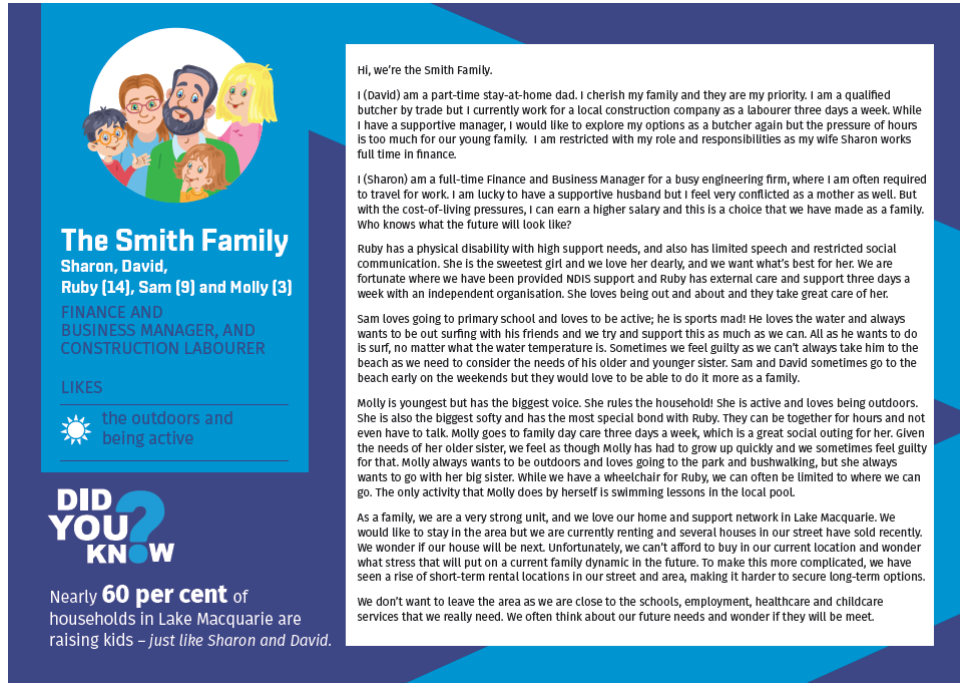
*They would want to have parks, and outdoor recreational opportunities that reflect the great natural resources we have in this area. As well as the ability to locally attend great dining and outdoor festivals and events.*



*As they are used to travelling globally, we would have to have equally as amazing cultural events here in Lake Macquarie. We would need improved public transport to rival that of their previous experiences of living internationally. This would enable us to compete with larger metropolitan areas across Australia.*

*For the future goals of the couple to be met, we would have to have quality education facilities for people who are wanting to start a family.”*

### Persona 3: The Smith Family



**The Smith Family**  
Sharon, David,  
Ruby [14], Sam [9] and Molly [3]

FINANCE AND  
BUSINESS MANAGER, AND  
CONSTRUCTION LABOURER

LIKES  
☀️ the outdoors and  
being active

**DID YOU KNOW?**  
Nearly **60 per cent** of  
households in Lake Macquarie are  
raising kids – just like Sharon and David.

Hi, we're the Smith Family.

I (David) am a part-time stay-at-home dad. I cherish my family and they are my priority. I am a qualified butcher by trade but I currently work for a local construction company as a labourer three days a week. While I have a supportive manager, I would like to explore my options as a butcher again but the pressure of hours is too much for our young family. I am restricted with my role and responsibilities as my wife Sharon works full time in finance.

I (Sharon) am a full-time Finance and Business Manager for a busy engineering firm, where I am often required to travel for work. I am lucky to have a supportive husband but I feel very conflicted as a mother as well. But with the cost-of-living pressures, I can earn a higher salary and this is a choice that we have made as a family. Who knows what the future will look like?

Ruby has a physical disability with high support needs, and also has limited speech and restricted social communication. She is the sweetest girl and we love her dearly, and we want what's best for her. We are fortunate where we have been provided NDIS support and Ruby has external care and support three days a week with an independent organisation. She loves being out and about and they take great care of her.

Sam loves going to primary school and loves to be active; he is sports mad! He loves the water and always wants to be out surfing with his friends and we try and support this as much as we can. All as he wants to do is surf, no matter what the water temperature is. Sometimes we feel guilty as we can't always take him to the beach as we need to consider the needs of his older and younger sister. Sam and David sometimes go to the beach early on the weekends but they would love to be able to do it more as a family.

Molly is youngest but has the biggest voice. She rules the household! She is active and loves being outdoors. She is also the biggest softy and has the most special bond with Ruby. They can be together for hours and not even have to talk. Molly goes to family day care three days a week, which is a great social outing for her. Given the needs of her older sister, we feel as though Molly has had to grow up quickly and we sometimes feel guilty for that. Molly always wants to be outdoors and loves going to the park and bushwalking, but she always wants to go with her big sister. While we have a wheelchair for Ruby, we can often be limited to where we can go. The only activity that Molly does by herself is swimming lessons in the local pool.

As a family, we are a very strong unit, and we love our home and support network in Lake Macquarie. We would like to stay in the area but we are currently renting and several houses in our street have sold recently. We wonder if our house will be next. Unfortunately, we can't afford to buy in our current location and wonder what stress that will put on a current family dynamic in the future. To make this more complicated, we have seen a rise of short-term rental locations in our street and area, making it harder to secure long-term options.

We don't want to leave the area as we are close to the schools, employment, healthcare and childcare services that we really need. We often think about our future needs and wonder if they will be met.

Figure 12: Smith family persona description

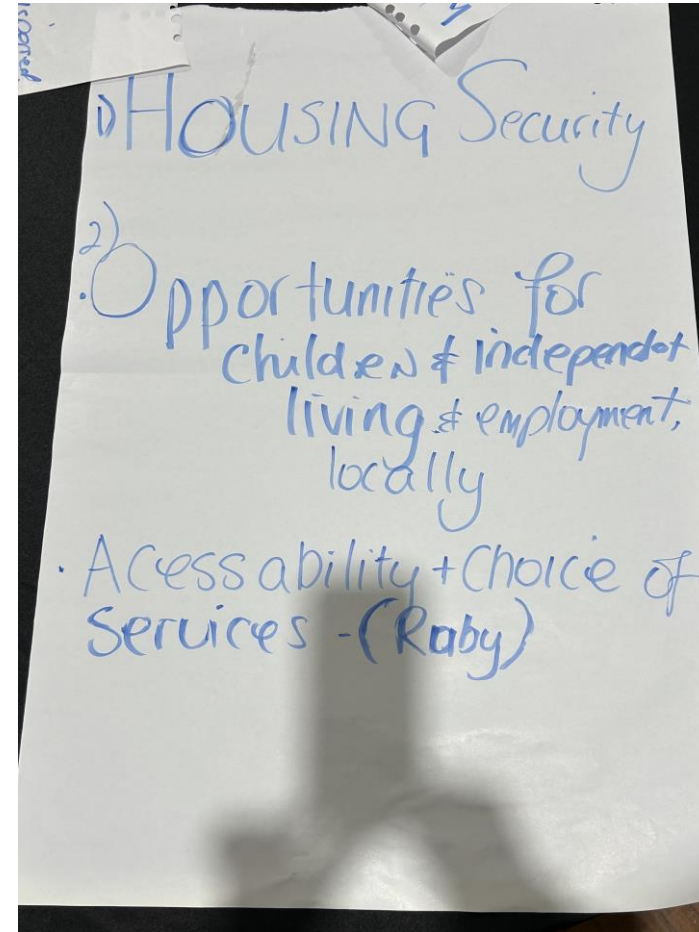


Figure 13: Smith family vision board (sheet 1)

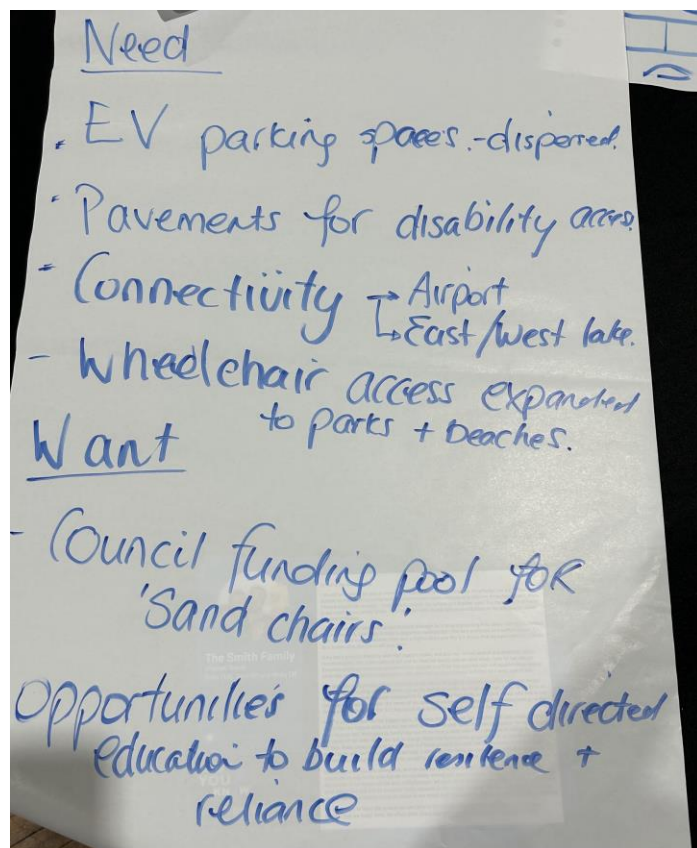


Figure 14: Smith family vision board (sheet 2)

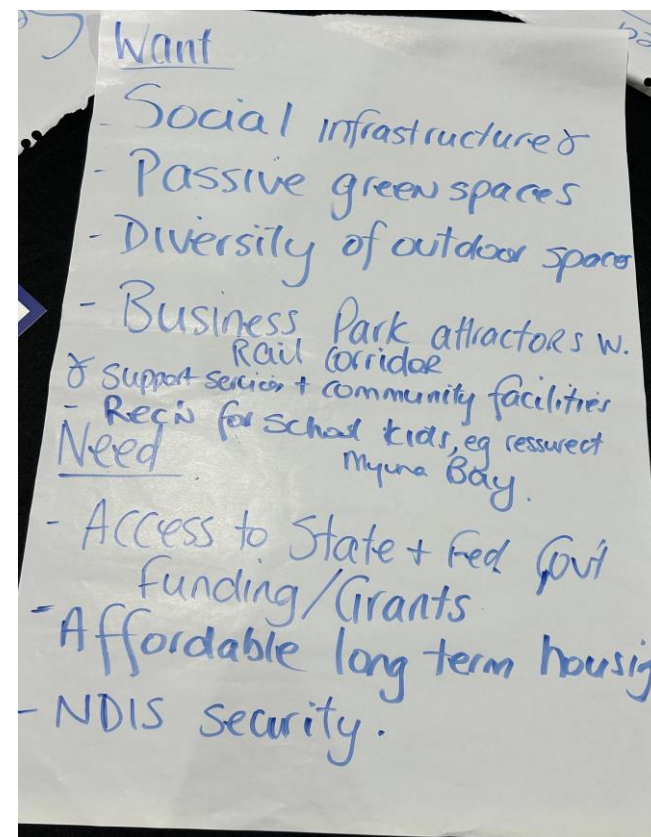


Figure 15: Smith family vision board (sheet 3)

Transcript of the Smith family persona poster is provided below:

What is the most important thing for you over the next 10 years?

- Housing security

- Opportunities for children and independent living and employment locally
- Accessibility and choice of services for Ruby

**What services or infrastructure do you want to see in Lake Mac to support your future?**

- Council funding pool for “Sand chairs”
- Opportunities for self-directed education to build resilience and self-reliance
- Social infrastructure
- Passive green spaces
- Diversity of outdoor spaces
- Business park attractors with rail corridor
- Support sector and community facilities.

**What services or infrastructure do you need to see in Lake Mac to support your future?**

- EV parking spaces dispersed throughout the community.
- Pavements for disability access connectivity to the airport from both east and West of Lake Macquarie
- Wheelchair access expanded to parks and beaches.
- Recreation for school kids
- Resurrect Myna Bay
- Accessible access to State and Federal government funding/grants
- Affordable long-term housing
- NDIS security

## Persona 4: Lucy

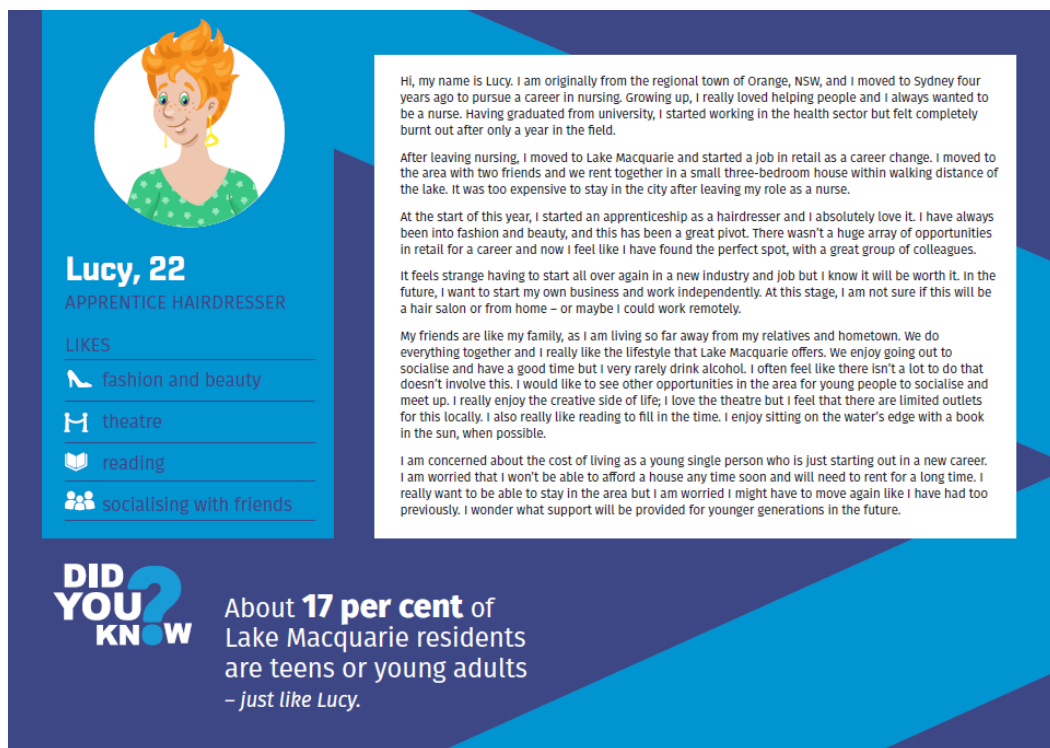


Figure 16: Lucy's persona description

Transcript of Lucy persona poster provided below:

What is the most important thing for you over the next 10 years?

- Career, building a business
- Cost of living

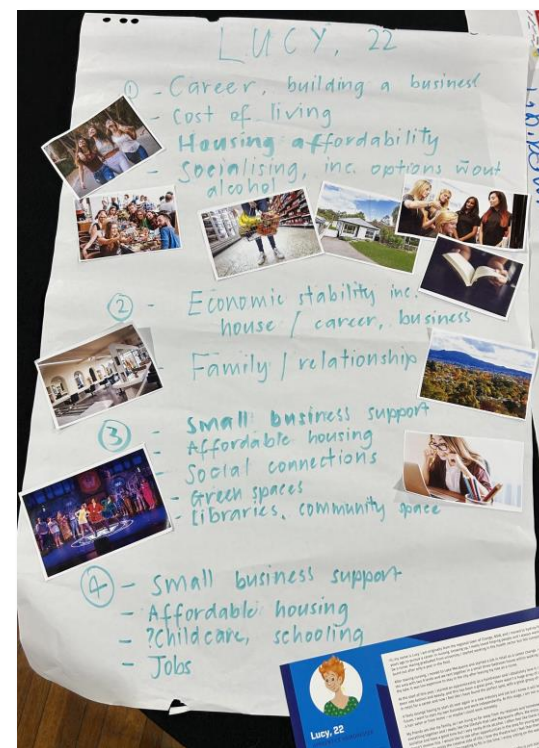


Figure 17: Lucy's vision board

- housing affordability socialising, including options without alcohol.

What is the most important thing for you over the next 20 years?

- Economic stability
- House/ career, business
- Family/ relationship

What services or infrastructure do you want to see in Lake Mac to support your future?

- Small business support
- Affordable housing
- Social connections green spaces
- Libraries, community space

What services or infrastructure do you need to see in Lake Mac to support your future?

- Small business support
- affordable housing
- Childcare, schooling
- Jobs

Participants from this table reported back to the room on their Persona. Comments from the table representative are below:

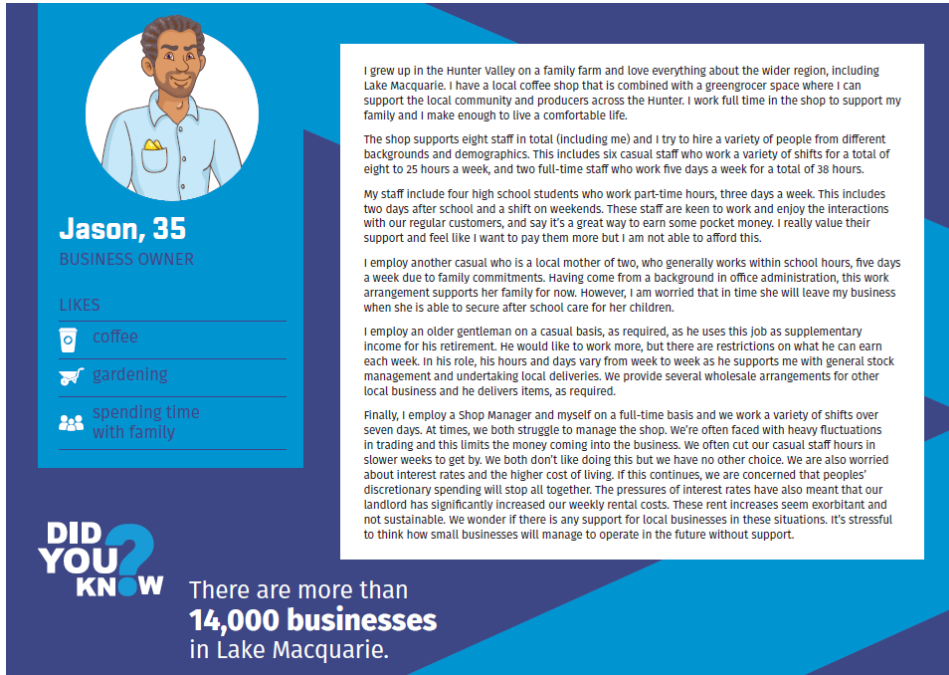
*“We believe the following issues is important to our profile, Lucy:*

- *housing affordability*
- *ways to socialise without alcohol*
- *economic stability*
- *reduce barriers to entry for small businesses.*

*“Lucy would need access to social connections and local community facilities like libraries. At around the 20-year mark, perhaps childcare may be important to Lucy, and schooling diversity if she has children.*



## Persona 5: Jason



**Jason, 35**  
BUSINESS OWNER

**LIKES**

- coffee
- gardening
- spending time with family

**DID YOU KNOW?** There are more than **14,000 businesses** in Lake Macquarie.

I grew up in the Hunter valley on a family farm and love everything about the wider region, including Lake Macquarie. I have a local coffee shop that is combined with a greengrocer space where I can support the local community and producers across the Hunter. I work full time in the shop to support my family and I make enough to live a comfortable life.

The shop supports eight staff in total (including me) and I try to hire a variety of people from different backgrounds and demographics. This includes six casual staff who work a variety of shifts for a total of eight to 25 hours a week, and two full-time staff who work five days a week for a total of 38 hours.

My staff include four high school students who work part-time hours, three days a week. This includes two days after school and a shift on weekends. These staff are keen to work and enjoy the interactions with our regular customers, and say it's a great way to earn some pocket money. I really value their support and feel like I want to pay them more but I am not able to afford this.

I employ another casual who is a local mother of two, who generally works within school hours, five days a week due to family commitments. Having come from a background in office administration, this work arrangement supports her family for now. However, I am worried that in time she will leave my business when she is able to secure after school care for her children.

I employ an older gentleman on a casual basis, as required, as he uses this job as supplementary income for his retirement. He would like to work more, but there are restrictions on what he can earn each week. In his role, his hours and days vary from week to week as he supports me with general stock management and undertaking local deliveries. We provide several wholesale arrangements for other local business and he delivers items, as required.

Finally, I employ a Shop Manager and myself on a full-time basis and we work a variety of shifts over seven days. At times, we both struggle to manage the shop. We're often faced with heavy fluctuations in trading and this limits the money coming into the business. We often cut our casual staff hours in slower weeks to get by. We both don't like doing this but we have no other choice. We are also worried about interest rates and the higher cost of living. If this continues, we are concerned that peoples' discretionary spending will stop all together. The pressures of interest rates have also meant that our landlord has significantly increased our weekly rental costs. These rent increases seem exorbitant and not sustainable. We wonder if there is any support for local businesses in these situations. It's stressful to think how small businesses will manage to operate in the future without support.

Figure 18: Jason's persona description

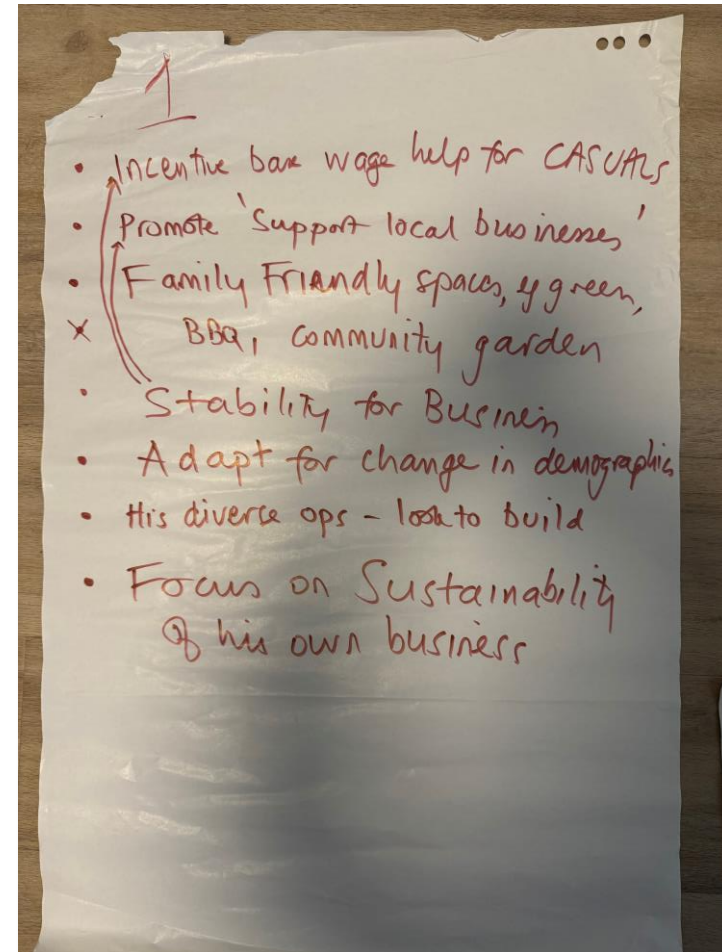


Figure 19: Jason's vision board (sheet 1)



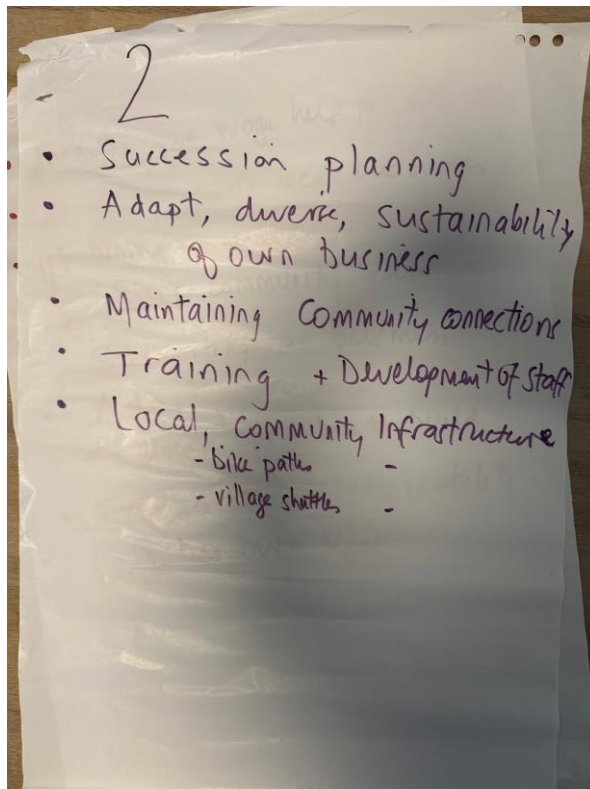


Figure 20: Jason's vision board (sheet 2)

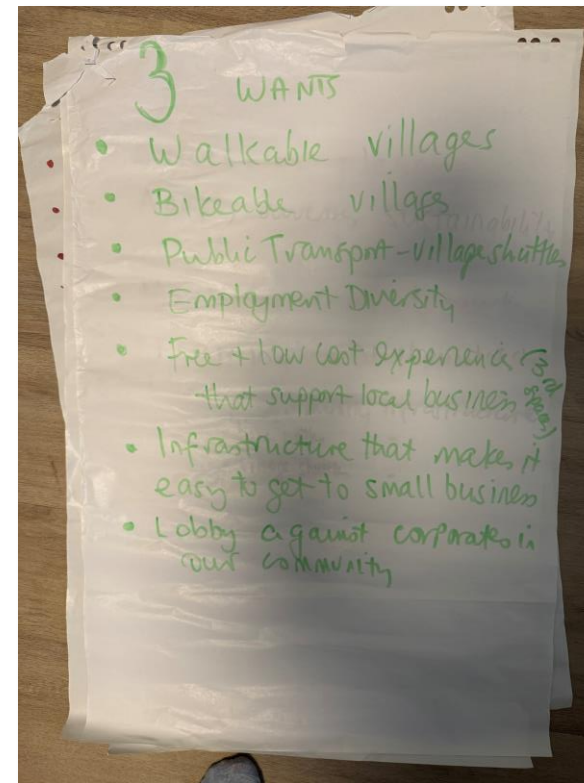


Figure 21: Jason's vision board (sheet 3)

Transcript of Jason persona poster provided below.

What is the most important thing for you over the next 10 years?

- Incentive base wage help for casuals
- Promote support of local businesses
- Family friendly spaces (e.g. green, barbeque, community garden)

- Stability for business
- Adapt for change in demographic
- His diverse ops-look to build
- Focus on sustainability and his own business

#### What is the most important thing for you over the next 20 years? (2)

- Succession planning
- Adapt, diverse, sustainability of own business
- Maintaining community connections
- Training and development of staff
- Local, community infrastructure (eg. bike paths, village shuttles)

#### What services or infrastructure do you want to see in Lake Mac to support your future? (3)

- Walkable villages
- Bikeable villages
- Public transport – village shuttle
- Employment diversity
- Free and low cost experiences that support local businesses
- Lobby against corporates in our community

#### What services or infrastructure do you need to see in Lake Mac to support your future? (4)

- Control costs (ie. rental caps)
- Circular economy not capitalist corporations
- Educating families and school children to support local
- School curriculum to include life skills like budgeting, cooking, maintaining and repairing
- Learn and teach to sell (communicating value, community need)
- Decentralisation not centralise
- Cooperation not corporation
- Maintenance of existing infrastructure

Participants from this table reported back to the room on their persona. Comments from the table representative are below:

*“In addition to the comments on our poster today, we have to following concerns that are also critical for Jason’s future success.*

*Like most people here today, we all have concerns regarding cost of living. We believe that current big monopolies block the ability of small business owners to be successful. People need to know about the circular economy and not just rely on the capitalist economy.*

*We need a strong Council strategy for supporting local business. We believe a decentralised council strategy is required to reflect the diverse needs of the variety of villages in Lake Macquarie.*

*We need to educate people in our community the importance of supporting local businesses and how to sell the value of local businesses.*

*Another important point is not just expanding infrastructure to meet future needs but also the maintenance of our existing infrastructure.”*

## Persona(s) 6: Sarah and Katrina



**Sarah and Katrina**  
BUSINESS OWNERS

LIKE

- bushwalking
- getting out on the lake

**DID YOU KNOW?** Lake Macquarie attracts more than **1.3 million** tourists a year.

Hi, we are Sarah and Katrina. We are both in our 50s with older families and together we operate a local adventure tour and hire business. We have a small shop near the lake where we hire out lifestyle and adventure items for tourists and locals to enjoy. The most popular items that we hire include stand-up paddle boards, fat-wheel bikes, e-bikes and kayaks.

Additionally, we also undertake tours for groups across Lake Macquarie and greater Hunter region. We operate a small bus that can take eight guests. We have several casual staff who we call on from time to time to help with tours when we are unavailable. This includes two local retirees and a local student who is attending university.

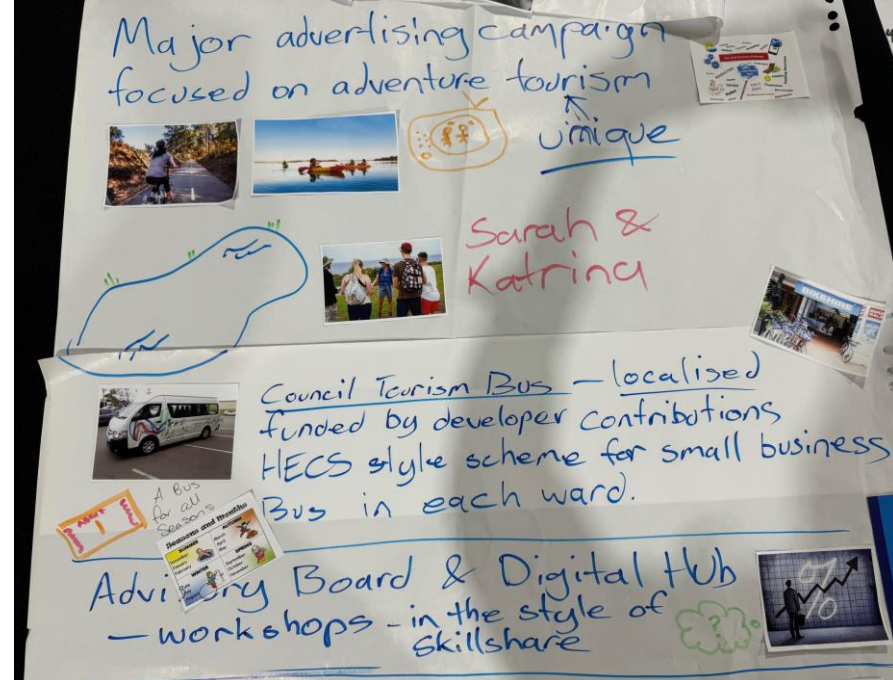
Throughout the recent pandemic, our business was virtually non-existent, and the pressures were felt throughout our families and local community. It stills feels like we are trying to get over the setbacks. Fortunately, Katrina's dad owns the building we operate out of, so that was a blessing throughout the lockdowns. However, this significantly impacted his retirement as he helped us manage the financial pressures with limited rent paid.

We would love to pool together our funds and purchase this premises and take the next step in our business together, but the pressures are too much to manage. Financially, it's very hard for us to secure a loan given the current interest rates and since our business is quite seasonally focused and relies heavily on tourism.

Our business is based in Lake Macquarie and we can't pack up and move locations. We are conflicted with what to do. This is all we have known for the last decade having left our travel agent jobs where we worked together previously. We feel as though our business is in the position to expand but it all seems like too much.

We would like to be able to support more locals with a variety of employment opportunities but it's often easier to just worry about us. We often wonder if small business, especially those in the tourism sector, are valued within the community and by council. We aren't sure what the future holds and that can be daunting to think about.

Figure 22: Sarah and Katrina's persona description



Major advertising campaign focused on adventure tourism

unique

Sarah & Katrina

Council Tourism Bus - localised funded by developer contributions HECS style scheme for small business Bus in each ward.

Advisory Board & Digital Hub - workshops - in the style of Skillshare

Figure 23: Sarah and Katrina's vision board



- Appeal to schools within reach.
- Extra flights in and out of Pelican
- Light rail or extra bus services

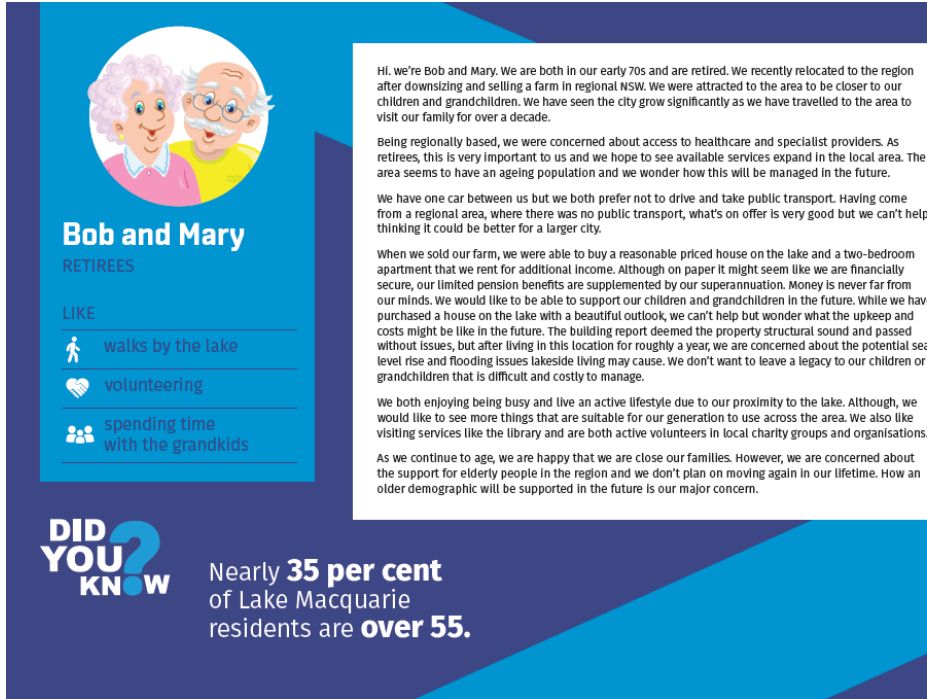
Participants from this table reported back to the room on their persona. Comments from the table representative are below:

*“Our table did not want to break down our feedback based on the four questions. We were more solutions focused and this is what we think would be beneficial supports for Sarah and Katrina to grow and succeed in adventure tourism in Lake Macquarie:*

- *Adventure tourism advertising*
- *Council funded tourism bus. Perhaps this could be paid for by developer contributions (e.g. Cedar Mill development)*
- *Advisory board and digital hub*
- *Skill share style training*
- *Phone a Council advisor to help small businesses*
- *Digital hub and directory for tourism*
- *Reach out to schools to use adventure destinations outside of peak tourism seasons*
- *What about Pelican airport, can that be used for incoming flights?*
- *Could there be a light rail around the lake?*
- *Extra bus services”*



## Persona(s) 7: Bob and Mary



**Bob and Mary**  
RETIREES

LIKE

- walks by the lake
- volunteering
- spending time with the grandkids

Hi, we're Bob and Mary. We are both in our early 70s and are retired. We recently relocated to the region after downsizing and selling a farm in regional NSW. We were attracted to the area to be closer to our children and grandchildren. We have seen the city grow significantly as we have travelled to the area to visit our family for over a decade.

Being regionally based, we were concerned about access to healthcare and specialist providers. As retirees, this is very important to us and we hope to see available services expand in the local area. The area seems to have an ageing population and we wonder how this will be managed in the future.

We have one car between us but we both prefer not to drive and take public transport. Having come from a regional area, where there was no public transport, what's on offer is very good but we can't help thinking it could be better for a larger city.

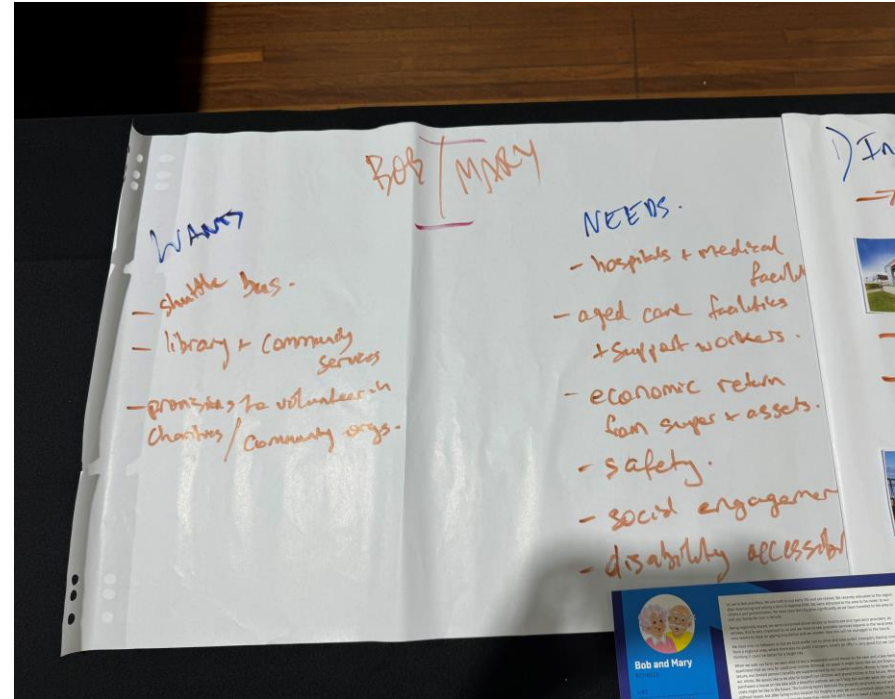
When we sold our farm, we were able to buy a reasonable priced house on the lake and a two-bedroom apartment that we rent for additional income. Although on paper it might seem like we are financially secure, our limited pension benefits are supplemented by our superannuation. Money is never far from our minds. We would like to be able to support our children and grandchildren in the future. While we have purchased a house on the lake with a beautiful outlook, we can't help but wonder what the upkeep and costs might be like in the future. The building report deemed the property structural sound and passed without issues, but after living in this location for roughly a year, we are concerned about the potential sea level rise and flooding issues lakeside living may cause. We don't want to leave a legacy to our children or grandchildren that is difficult and costly to manage.

We both enjoy being busy and live an active lifestyle due to our proximity to the lake. Although, we would like to see more things that are suitable for our generation to use across the area. We also like visiting services like the library and are both active volunteers in local charity groups and organisations.

As we continue to age, we are happy that we are close our families. However, we are concerned about the support for elderly people in the region and we don't plan on moving again in our lifetime. How an older demographic will be supported in the future is our major concern.

**DID YOU KNOW?** Nearly **35 per cent** of Lake Macquarie residents are **over 55**.

Figure 25: Bob and Mary's persona description



**WANTS**

- shuttle bus -
- library + community services
- promote to volunteer in charities / community orgs -

**NEEDS**

- hospitals + medical facilities
- aged care facilities + support workers
- economic return from super + assets
- safety
- social engagement
- disability accessibility

**Bob and Mary**

Figure 26: Bob and Mary's vision board (sheet 1)



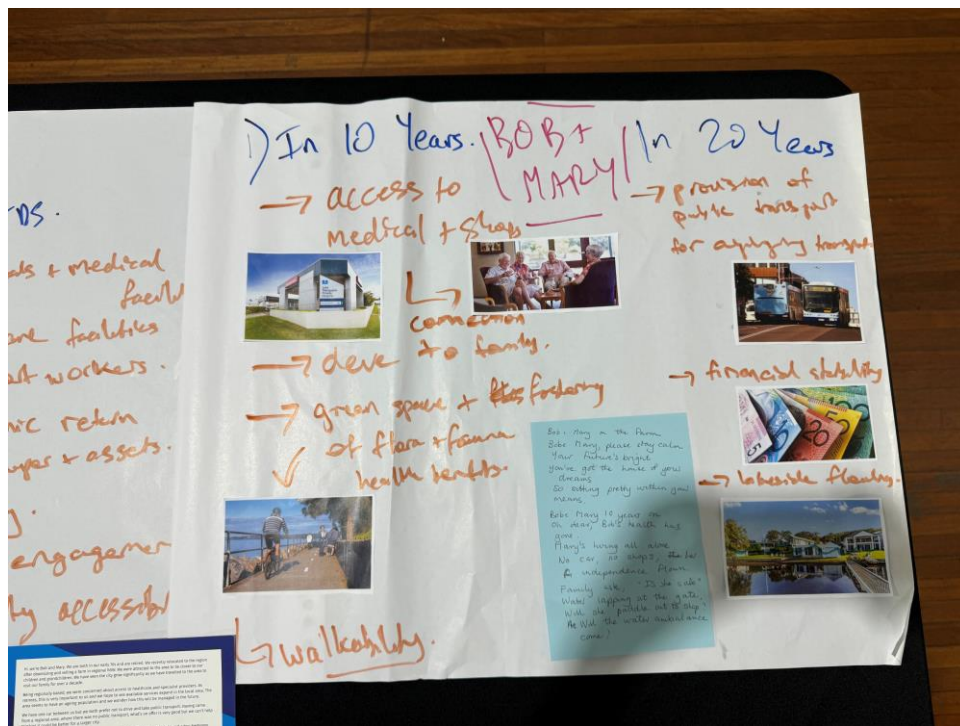


Figure 26: Bob and Mary's vision board (sheet 2)

Transcript of Bob and Mary's above poster provided below:

What services or infrastructure do you want to see in Lake Mac to support your future? (3)

- Shuttle bus
- Library and community services
- Provisions for volunteering
- Charities/community orgs

What services or infrastructure do you need to see in Lake Mac to support your future?

- Hospital and medical facilities
- Aged care facilities and support workers
- Economic return from superannuation assets
- Safety
- Social engagement
- Disability accessibility

What is the most important thing for you over the next 10 years?

- Access to medical facilities and shops
- Connection to family
- Green space and fostering [sic] of flora and fauna for health benefits
- Walkability [picture of seniors enjoying outdoors]

What is the most important thing for you over the next 20 years? (2)

- Provision of public transport
- Financial stability
- Lake side floating

(Poem written on blue paper affixed to poster)

*Bob and Mary on the farm / Bob and Mary, please stay calm  
Your future's bright  
You've got the house of your dreams / So sitting pretty within your means.  
Bob and Mary 10 years on / Oh dear, Bob's health is gone  
Mary's living all alone / No car, no shops, her independence flown  
Family ask, "is she safe?" / Water lapping at the gate,  
Will she paddle out to the shop?  
Will the water ambulance come?*

## Persona 8: Robyn



**Robyn, 42**  
LAWYER

**LIKES**  
spending weekends with her nieces and nephews

**DID YOU KNOW?**  
5.5 per cent of Lake Macquarie residents identify as Aboriginal or Torres Strait Islander, which is higher than rates recorded at the state or national level.

Hi, I'm Robyn. I am single women and a lawyer for a Sydney-based firm. I work remotely from home and I recently relocated back to Lake Macquarie from the city to be closer to family and to look after my elderly father. While I work from home, I am required to regularly travel back and forth to Sydney for work.

I am a proud Aboriginal woman, who strongly values her traditions. Although I don't have children of my own, I love my extended family who also reside in the area. I regularly look after my nieces and nephews on the weekend, who range from seven to 18 years, and this keeps me very busy. We enjoy what the region has to offer but I would like to see an increase in activities that are suited to our young people. It seems like I am always doing the same things with my family and they often complain that there is nothing to do.

As I am required to travel to Sydney regularly, sometimes I am conflicted as to whether I should drive or take public transport. There is no doubt that having a car is beneficial to get to Sydney but it is often just parked at the hotel and is an added expense. The train is relatively convenient but can be quite slow. I would like to see if there are future possibilities of faster transportation for the region.

I am in a very fortunate position where I was able to purchase a three-bedroom apartment three years ago during the lockdown period, before a significant boom in local prices. I often wonder how any other single people would be able to afford this. This is a great space for me, as I can have my family over and my nieces and nephews can also stay overnight with me. We are close to a major shopping centre and there are plenty of support services and shops nearby.

My father is in his 70s and his health has started to deteriorate. I provide care and support whenever I can, although this is hard when I am required to be away for work for extended periods of time. I often worry about his wellbeing as he lives in government-supported housing and has limited access to support services. I have tried to get him involved with activities like the local men's shed but this hasn't been successful. I feel like it's important to see an increased offering in community support services and groups for Aboriginal people across the region. I think my dad would really benefit from this.

As an Aboriginal woman, I would like to see our traditions and values continued to be respected and celebrated by the wider community and Council. I would like to see our people supported and offered opportunities to succeed. I would be more than willing to be part of community support initiatives and even mentor young people if they are interested in my field of work. I want to see all people across the region succeed and prosper but I can't help thinking about how Aboriginal and Torres Strait Islander people will be supported in the future.

Figure 27: Robyn's persona description

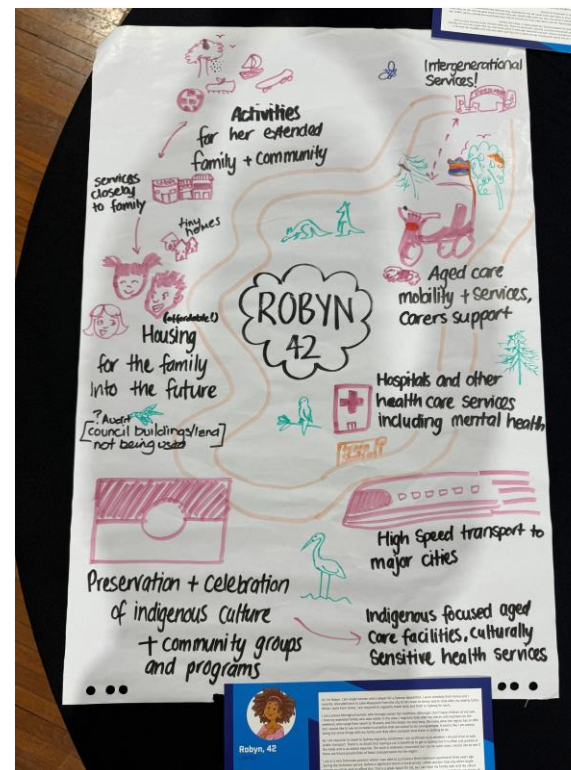


Figure 28: Robyn's vision board

Transcript of Robyn persona poster provided below:

- Intergenerational services!
- Activities for Robyn's extended family and community
- Services close to family
- Affordable housing for the family into the future

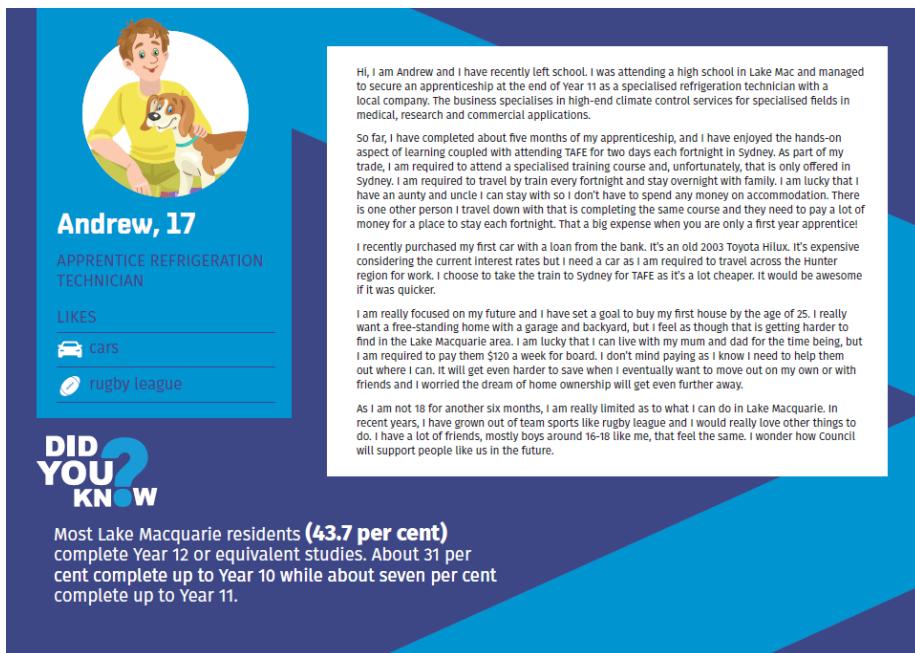
- Preservation and celebration of indigenous culture and community groups and programmes
- Indigenous focused age care facilities, culturally sensitive health services
- High speed transport to major cities
- Hospitals and other health care services including mental health
- Aged care mobility and services, carers support

Participants from this table reported back to the room on their persona. Comments from the table representative are below:

*“Our table had a great time decorating and drawing on the poster. We didn’t use any of the photos provided but loved this opportunity. We believe the following is essential for Robyn’s success:*

- *Intergenerational services that are easily accessible*
- *Housing that is affordable*
- *Culturally sensitive events in the community that are inclusive and relevant for Indigenous and non-indigenous people*
- *We need to be using the expertise of local people*
- *Intergenerational aged care, like the ABC TV show “Old People’s Home for 4 Year Olds”*
- *Mobility care, like improved footpaths for the disabled or vision impaired to walk on. For example – Morisset is not safe for a vision impaired person to walk to the shops*
- *Other concerns perhaps could be around a safe passage to hospital, distance and access to healthcare or hospital*
- *For working remotely – access to high speed transport”*

## Persona 9: Andrew



**Andrew, 17**  
APPRENTICE REFRIGERATION TECHNICIAN

**LIKES**

- cars
- rugby league

**DID YOU KNOW?**

Most Lake Macquarie residents (43.7 per cent) complete Year 12 or equivalent studies. About 31 per cent complete up to Year 10 while about seven per cent complete up to Year 11.

Hi, I am Andrew and I have recently left school. I was attending a high school in Lake Mac and managed to secure an apprenticeship at the end of Year 11 as a specialised refrigeration technician with a local company. The business specialises in high-end climate control services for specialised fields in medical, research and commercial applications.

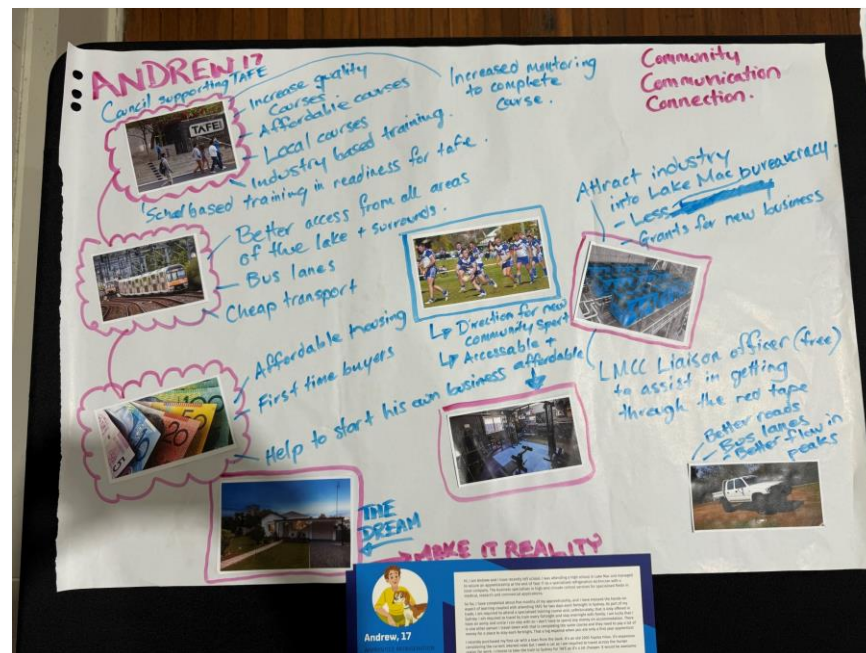
So far, I have completed about five months of my apprenticeship, and I have enjoyed the hands-on aspect of learning coupled with attending TAFE for two days each fortnight in Sydney. As part of my trade, I am required to attend a specialised training course and, unfortunately, that is only offered in Sydney. I am required to travel by train every fortnight and stay overnight with family. I am lucky that I have an aunty and uncle I can stay with so I don't have to spend any money on accommodation. There is one other person I travel down with that is completing the same course and they need to pay a lot of money for a place to stay each fortnight. That's a big expense when you are only a first year apprentice!

I recently purchased my first car with a loan from the bank. It's an old 2003 Toyota Hilux. It's expensive considering the current interest rates but I need a car as I am required to travel across the Hunter region for work. I choose to take the train to Sydney for TAFE as it's a lot cheaper. It would be awesome if it was quicker.

I am really focused on my future and I have set a goal to buy my first house by the age of 25. I really want a free-standing home with a garage and backyard, but I feel as though that is getting harder to find in the Lake Macquarie area. I am lucky that I can live with my mum and dad for the time being, but I am required to pay them \$120 a week for board. I don't mind paying as I know I need to help them out where I can. It will get even harder to save when I eventually want to move out on my own or with friends and I worried the dream of home ownership will get even further away.

As I am not 18 for another six months, I am really limited as to what I can do in Lake Macquarie. In recent years, I have grown out of team sports like rugby league and I would really love other things to do. I have a lot of friends, mostly boys around 16-18 like me, that feel the same. I wonder how Council will support people like us in the future.

Figure 29: Andrew's persona description



**ANDREW 17**  
Council supporting TAFE

- Increase quality courses
- Affordable courses
- Local courses
- Industry based training
- School based training in readiness for tafe.
- Better access from all areas of the lake + surrounds.
- Bus lanes
- Cheap transport
- Affordable housing
- First time buyers
- Help to start his own business
- Increased mentoring to complete course.
- Community Communication Connection.
- Attract industry into Lake Mac bureaucracy
- Less ~~Less~~ Grants for new business
- LMCC Liaison officer (free) to assist in getting through the red tape
- Better roads
- Bus lanes
- Better flow in Feakes
- THE DREAM
- MAKE IT REALITY

Figure 30: Andrew's vision board

Transcript of Andrew persona poster (anti-clockwise) provided below:

[Picture of students outside TAFE]

- Council supporting TAFE
- Increased quality courses
- Affordable courses
- Local courses
- Increased mentoring to complete course

- Industry based training
- School based training and readiness for TAFE

*[Picture of Bus]*

- Better access from all areas of the lake and surrounds
- Bus lanes
- Cheap transport

*[Picture of Australian currency/notes]*

- Affordable housing for first time buyers
- Help to support help to start his own business
- Community, communication, connection

*[Picture of men playing team sports, NRL]*

- Direction for new community sport
- Accessible and affordable

*[Picture of industrial size air conditioning units]*

- Attract industry into Lake Macquarie, less bureaucracy
- Grants for new business
- LMCC liaison officer (free service) to assist in getting through the red tape

*[Picture of a ute]*

- Better roads, bus lanes, better flow in peak hour

*[Picture of house] > The Dream > MAKE IT A REALITY*



### Persona(s) 10: Lyn and Peter

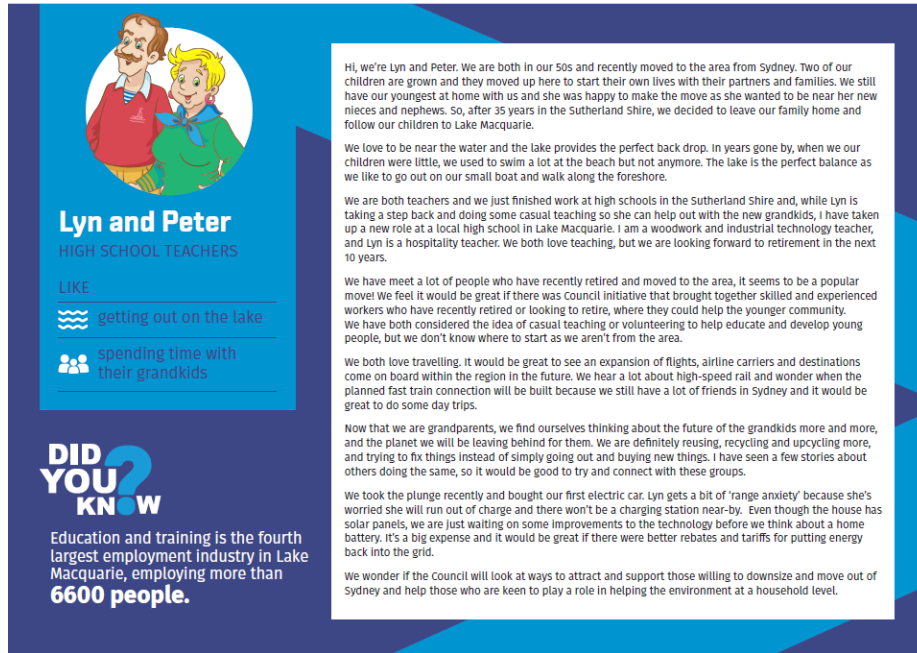


Figure 31: Lyn and Peter's persona description

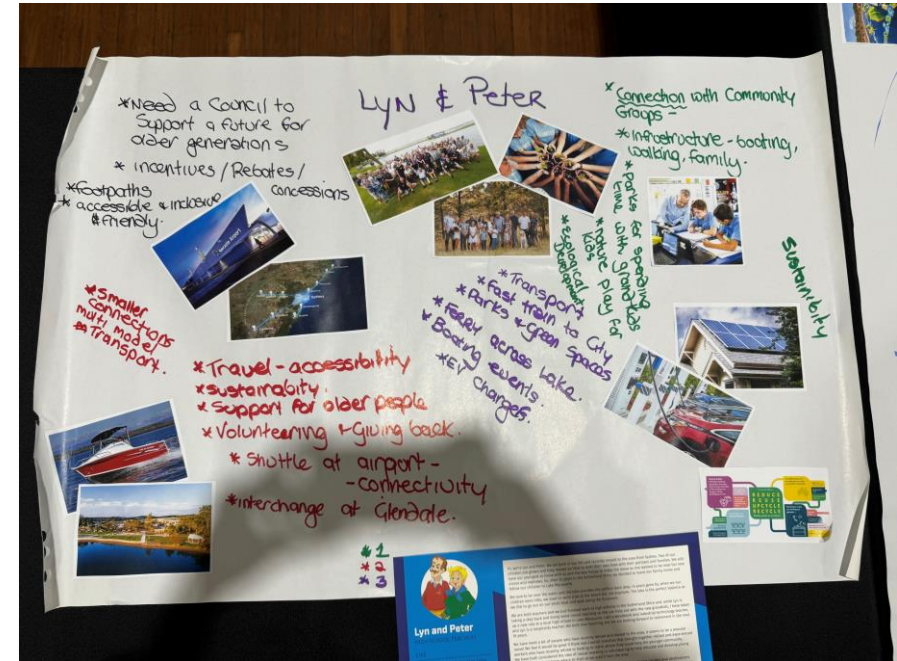


Figure 32: Lyn and Peter's vision board

Transcript of Lyn and Peter persona poster provided below:

- Need a Council to support a future for older generations
- Incentives/rebates and concessions
- Footpaths are accessible
- Our community is inclusive and friendly
- Smaller connections multi model transport
- Travel accessibility
- Sustainability support for older people

- Volunteering and giving back
- Shuttle at airport for connectivity
- Interchange at Glendale
- Transport fast train to city
- Parks and green spaces ferry across lake boating events and EV chargers
- Connection with community groups
- Infrastructure - boating, walking and family
- Parks for spending time with grandkids
- Nature play for kids
- Ecological developments



## 4.2.1 Capturing more community visions

To capture any feedback or comments that participants may have thought of during the vision boarding activity, which may not have aligned to their assigned persona, a large sticky wall was set up. An 'every person' persona was placed at the centre of the wall where participants could add their thoughts on an A5 card about their vision for the city and the services or infrastructure they need and want to see in the future. Comments captured on the sticky wall are presented below:

---

"Lake Mac Business Co-operative"

Training to sell – all staff.

+

promotion campaigns for each group of businesses

E.g. \$4000/business

x \$500

= \$2m pa to do above with impact

---

Educating people to shop and support local.

Educating people to manage finances.

Educating families to meal plan.

- 
- Transport
  - Inclusive in community support.
  - Additional support services for Indigenous.
  - Housing affordability

---

Public ferry services.

Walkable services at each ferry terminal.

---

More indigenous history. I have no idea about who lived here before I did, and online research was lacking.

---

More small hotels in various locations around the lake and less Airbnb.

---

GROWTH – BEWARE!!!

Growth is not automatically better.

Once things are changed, you can't go back.

High density living? Congestion?

No thanks!!!

---

Domestic violence support

---

Libraries allowing preferred names – not just legal.

Newcastle allows these, why not us?

---

Community Reference Group (CRG) 2016 concluded a vision should have these characteristics:

- clear
  - seriously ambitious
  - adaptable
  - inclusive
  - unique to Lake Mac
  - achievable
-

---

This was hard won knowledge for strategic vision development and should not be lost.

---

Everyone must take responsibility for flow-on effects of condensed development. Our shared values include space, sustainability, leisure and recreation, but these must be made accessible to all in their local areas.

---

LGBT+ inclusion.

---

Would love a local radio station – closest currently is NewFM who focuses more on Newy. More opportunities for advertisements of markets, live music, workshops, etc. I had no idea 'Curious Minds' was on at Swansea Library and I worked on it!

---

Updated bus schedules – 259 not on current schedules. Mystery bus?

---

Protection of cultural/historical assets e.g. Wallsend history, rock carvings in Sugar Valley, petrified forest at Blackalls Park...

Public and private EV Charging stations.

- Speers Point Park/other parks
- Costco
- Bunnings

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Reduced building height for medium density development

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More and access friendly doctors and medical facilities. Provide bulk billing/affordable option for everyone.

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Please protect large tree cover. Please plant more and protect their green spaces. It takes 20 years to grow out 20-year-old tree!

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Provide the same level of service to outlying areas that are provided to more populated areas.

Integrated transport system to enable people to get more services (currently takes two hours + to travel from Morisset/Cooranbong up to Toronto].

Planned and integrated tourism development.

E.g. Cedar Mill, 30,000 people, no accommodation, no transport, inadequate roads.

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Walkability is not just about footpaths it's about having people close to the stuff. Mix use is necessary for walkability.

Family size apartments!! Modern apartments are often exclusively made for singles/ couples, so families are forced to suburbia even if they prefer a large apartment and the walkability associated.

Don't forget to consider noise pollution. Suburbia is isolating. Cars induce congestion. Parking spaces are unproductive land use.

Transit – to get here with public transport only I would have to have left home at 5:00pm yesterday. Luckily, I was able to borrow a car and it only took 22 minutes.

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Regarding the disability community more so the independent disabled person, I suggest Council planners engage more with people with disabilities to connect facilities more for our disabled community.

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Spend a day in a wheelchair getting around Lake Mac with *no* carer to see how disabled people are impacted.

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A strong vision and courageous policies.

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Lake Mac is a series of villages and towns around 174 km loop.

A strategy that has at its core DECENTRALISATION + COOPERATION.

e.g. Australia's energy system is moving from centralised generation (coal power stations) to decentralised generation – rooftop solar and utility solar. It can be done!

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Bring back roadside collections. If necessary, cut back to once a year, but don't take it away. You've cut off the elderly, those without access to utes or vans and no money to rent them, etc.

---

Has Council done an audit of buildings/land that has already been cleared/ built on for possible homes for community groups/individuals who are struggling to find accommodation. E.g. tiny homes, shared homes, disability group houses, indigenous cultural homes etc.

---

We need more and better mental health/ medical facilities that is accessible for everyone. We need more support for people with mental health illnesses and not keep throwing them by the wayside.

---

More focus on “Third spaces”(i.e. somewhere away from home or work that people can exist in). Free public spaces.

---

Tiny home villages

- Giving low-income people the opportunity to own their own home
  - Shared gardens/facilities
  - Eco-friendly
  - Community
  - Intergenerational or neurodiverse
- 

More free or cheap workshops, especially catering to a wider range of people. Currently catered to elderly and children.

No one can afford \$\$\$ high cost out of pocket for workshops and new skills.

---

- Council bureaucracy needs to be made more accountable. Particularly regarding DA variations.
  - Solar panel should be mandatory on all new developments.
  - Community batteries as part of all new subdivisions.
  - Limitation on the number of years one person can hold the position of General Manager.
  - Council ombudsman should be more independent, as in not a direct employee answerable to the general manager.
- 

Knowledge and skills in the community

Council needs to better utilise and recognise the skills of the residents and engage them.

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More funding over other side of lake

stop focusing on Warners Bay side.

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Stop neglecting public parks Toronto side.

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Continue offering free cultural, art and music-based experiences.

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Make Warners Bay foreshore "work". Divert road around cafe strip and expand foreshore strip services.

---

Public transport came up a lot in discussions... but it needs to be much better than using the car! Who wants to give up their car???

---

The impact of Black Rock, in terms of noise and impact to wildlife needs to be considered as the site is developed.

---

More availability for residents to discuss concerns with Council members and feel like we are heard.

---

Council rates – working within budget is not an "and/or" decision with other requirements. It's mandatory.

- 
- More focus on public transport and walkability
  - Move away from cars.
  - Public ferry

---

More e-bike locations further from lakeside.

More walking trails and dog safe trails to go with them.

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Consider shared walk/cycle paths on busy routes – e.g. Dudley Rd to Charlestown Square :)

---

Spreading suburbia is not the answer.

Going up is not the answer.

Town houses where everyone has a front door (personal ownership).

They have their own small backyard for growing veggies or a place to sit with friends, plants and greenery.

Add street trees.

---

Mental health services and community support programmes i.e. NDIS, aged care and health concentrated on east side of Lake Mac.

Please encourage and promote head offices and services (locations?) based on clients' needs.

---

I once did an urban and regional planning course at uni. One thing that stuck with me is what we do is dependent on what is outside our doors. Is there a footpath? Bus stop or rail line nearby? Could I safely ride a bike to the local shops? Do I have to drive the car? If council wants to encourage active transport and all public transport – first, consider what people can see when they look outside. Make it a viable option and people will use it.

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Innovative recycling systems – e.g. grey water and (not legible)  
awareness of temperatures in urban areas – e.g. green roofs

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Please fix Five Islands bridge/Speers Point roundabout for commuters.

---

I would like to ride a bike from Rathmines to Toronto and return.

Presently it is not safe for me to do this on the current roadway.

A foot path cycleway connecting villages would improve overall health an improved tourism. :)

---

Implementation of some wildlife corridors in critical areas.

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Important issues:

- Community care and health care and wellbeing.
  - Consult and listen to very young children in lake Macquarie through early Ed. settings and families.
  - Partner with not-for-profit early childhood services
  - Shade and water for every playground
  - Support services and resources that support people's connectivity, community and needs.
  - How can we provide feedback on this session?
  - Communicate through variety of channels + not just online + talk to people in person + forget people who might not have a voice, don't just listen to the loudest.
  - Education spaces + settings to include + motivate young residents.
- 

100 bed hospital at Morisset.

---

NDIS services are lacking around Morisset. Too much driving required to access facilities/services.

---

Higher (quality) local theatre scene -. I don't want to have to travel to Sydney to be in a play.

---

Remove the barriers for putting tiny houses in the backyard of big blocks of land.

Insist that developers are responsible for footpaths, bike tracks to nearest transport hub.

---

Allow Blackrock to clear a bit more area so thriving motorcycle community has somewhere to go to have some fun, closer than West Sydney.

---

Recycling facilities for soft plastics on the eastern side of the lake ASAP.

---

I want to hear about local events, I sign up to Lake Mac emails, yet I still miss out. Bulletin boards at libraries? Post offices? Ads?

---

Footpaths in Coal Point, Kilaben Bay and Carey Bay. We have more than paid for them in our rates over and over and over again.

---

We talk about promoting Lake Mac as a tourist destination and we have the Catherine Hill Bay jetty falling down.

Restore it, put a few small cafes along its length. Promote scuba diving - this will bring jobs & tourism & money.

If this is above Council, then be the champion and get funding from whomever is responsible be proactive.

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More visibility about environmental impact and sustainability. How are we fixing what we've already caused and where we are going in the future.

---

Road issues – i.e. bottleneck from Warner's Bay > Speers Point, 1 lane > 2 lanes > 1 lane > 2 lanes in (??) zoom.

---

Go back to roadside rubbish pickup.  
Reduce landfill.

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Morisset

- Footpaths to walk to shops, doctors etc.
- Rotary Park footpaths for elderly to access toilet block
- heated swimming therapy pool

closure of Golf Club –  
community centre.  
Myuna Bay.

Bernie Goodwin Park is disgraceful – no swings, slippery dip.  
senior equipment, no shade a concrete mess. equipment is not safe to use.

---

Voice for ratepayers  
council are (appear?) as faceless who just do what they want.

- provide accountability for projects.
- provide ratepayers forum.
- engage the public on projects.

---

Public transport

general buses go to hubs like Charlestown Square and Glendale is great, but we need better general buses. Most don't run past 6:00 PM, or 5:00 PM on Saturday and Sunday > no nightlife to speak of. inconsistent.

---

QR codes

QR codes on key locations around lake Macquarie with video and podcast resources about lake Mac. Historical, cultural, environmental, economical. Sharing connection and pride of our beautiful city. (Steve)

---

Look at our future and expected deaths and options for burial/cremation working with sustainability in mind. How will our city's cemeteries cope? Is their intention for council owned cemeteries to be opened/allocated?

---

Please plan for an mitigate predicted major weather events. Floods, extreme heat events and bushfires are expected to increase in frequency. This will exacerbate all existing problems.

---

Light rail – Newcastle – 2 kilometres – state government dictated.

Local council could have lobbied hard for 15 shuttle buses to do the loop that included over to beaches – Cooks Hill and Merewether.

---

Lake Mac could have shuttles doing loops – (pax 15-20). LAKE & VILLAGE SHUTTLES –

---

- 
- 1) Around Lake Mac every 15 mins.
  - 2) Around each village 2 days per week.
  - 3) Around Lake Mac ( 8am > 12 noon > 4pm > 8pm > 12am)  
4 shuttles = 1/hr  
8 shuttles + 1/ half hour

At 92 villages. Each village 2 days/week.

$92 \times 2 = 184$  days/7 days = 26 shuttles. So, testing this – 26 shuttles operating 7 days per week = 182 days of shuttles send these to 92 villages – each village gets  $(182/92 = 2$  days per village).

- 
- Children in sport
  - children accessibility to sport
  - sporting facilities
  - no basketball stadium in Lake Mac
  - children want a stadium (school stadium used not guaranteed)

---

Better data and communication strategy to ensure that messaging around events and what Council are doing is sent around.

Better EDM database for direct marketing.

Paid spend on Meta to suitable audiences to facilitate ratepayer engagement.

Prevent tourism and wastage – I live in lake Mac I don't need to see tourism ads to visit.

---

West Lake Mac deserves equal recreation and leisure spaces, entertainment.

I think that Mt Sugarloaf has a lot to offer.

Fundamental community needs like footpaths, gutters etc. are also lacking in West Wallsend.

---

For development projects. Funds allocated to infrastructure is spent upfront e.g.

Catherine hill Bay retail/park precinct has stalled for over 5 years and plans not shared or changed.

Shops should have been required first to support tradies and owners during building phase and stop developers from stalling to build what's promised. It also would have been good to establish a new business during startup.

---

Greater provision of social housing for our homeless and vulnerable community members.

Greater provision of a variety of housing types so all can have shelter and housing.

Greater support for community services assisting the needy helps care for our most vulnerable and creates a better, safer, healthier community for all.

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Pool resources management can empower community and steer towards localised solutions.

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### 4.3 Activity 3 – A deep dive into draft community goals

Also included in the 'Persona Pack' for each table were two of 14 draft community goals. Each table was asked to do a 'deep dive' into their two assigned draft community goals, and reflect on:

1. What does that mean to you? What does it look like?
2. What does success look like? How will we know if its achieved



3. What challenges do you think we may face on our journey to achieving success? How might we overcome these challenges

All 14 draft community goals are listed below, along with each table's response to the three questions.

| As a community, we are active and healthy  |  |
|--|--|
| What does that mean to you? What does it look like?  | <ul style="list-style-type: none"> <li>• Social and environmental</li> <li>• Mental health</li> <li>• Physical health</li> <li>• Connected -&gt; purposeful engagement</li> <li>• Belonging</li> <li>• Accessible</li> <li>• Diverse</li> <li>• Inclusive</li> <li>• Safe and supportive</li> <li>• Inclusive</li> <li>• Inclusive green and active spaces</li> <li>• Maintained spaces</li> <li>• Utilised space</li> </ul>   |
| What does success look like? How will we know if it's achieved?  | <ul style="list-style-type: none"> <li>• Financial incentive for active transport</li> <li>• Convenient options to be active</li> <li>• Desirable active spaces</li> <li>• More active transport used</li> <li>• Less cars</li> <li>• Healthy aging population</li> <li>• Connected with GP and support services</li> <li>• Happier and less lonely population</li> <li>• intergenerational relationships and connection</li> <li>• Reduce cost on health services</li> </ul>                |
| What challenges do you think we may face on our journey to achieving success? How might we overcome these challenges | <ul style="list-style-type: none"> <li>• Resistance to change</li> <li>• Cultural shifts to active transport</li> <li>• Resistance to necessary infrastructure (NIMBY)</li> <li>• Cost</li> <li>• Influence tied to aging population values</li> <li>• Climate change - raising temperatures</li> <li>• Climate change resilient green space</li> <li>• Grants and advocacy</li> <li>• Education campaigns</li> <li>• Outdoor events</li> <li>• Co design/creating with community</li> </ul> |
| As a community, we feel connected to each other and to our city  |  |
| What does that mean to you? What does it look like?  | <ul style="list-style-type: none"> <li>• Common goals and interests</li> <li>• Two-way communication</li> <li>• Support local – tender to local businesses first</li> </ul>  |

|  |  |
|--|--|
|  | <ul style="list-style-type: none"> <li>• Catering for all ages</li> <li>• Residents – individual villages but also as a whole</li> <li>• ‘Ownership’ and respect. Community involved as individuals</li> <li>• Community events, groups, spaces, voices</li> <li>• Facebook to advertise ALL – big or small</li> <li>• Not just online</li> <li>• All ages, individuals and demographics to be reached (including early childhood)</li> <li>• Better communication channels for info and events and access to it.</li> </ul> |
| What does success look like? How will we know if it's achieved?  | <ul style="list-style-type: none"> <li>• Community buy-in and involvement</li> <li>• Event hub – better communicated</li> <li>• Village representatives to Council</li> <li>• Local and relevant support access</li> <li>• HUBS and communication access</li> <li>• Integrated transport to connect to each other</li> <li>• Communicate with real people at the places they are/ visit</li> </ul>   |
| What challenges do you think we may face on our journey to achieving success? How might we overcome these challenges | <ul style="list-style-type: none"> <li>• Communication platforms</li> <li>• Strategy to diverse community (age, race, social)</li> <li>• Notice boards, Facebook, emails, brochures</li> <li>• Technology as ‘main’ channel communication</li> <li>• Infrastructure, geography, communication resources</li> <li>• Local support services</li> <li>• Interconnected issues and values to individual groups and towns</li> </ul>  |

#### As a community, we value and celebrate our history, cultures and people

|   |   |
|---|---|
| What does that mean to you? What does it look like?             | <ul style="list-style-type: none"> <li>• Different and diverse history</li> <li>• Multicultural community</li> <li>• Looking to the future</li> <li>• Acknowledgement of diverse cultures</li> <li>• Looks like:<br/>food/music/dress/language/art</li> <li>• Meaningful cultural recognition</li> <li>• Promoting local interest groups and organisations – links on website to groups</li> <li>• Utilising different mediums for spread of information</li> <li>• Mutli-cultural event</li> </ul> |
| What does success look like? How will we know if it's achieved? | <ul style="list-style-type: none"> <li>• Food festivals and celebrations</li> <li>• Cultural days</li> </ul>  |

|  |  |
|--|--|
|  | <ul style="list-style-type: none"> <li>• Local history – celebrate our past as a community</li> <li>• Aboriginal story sharing</li> <li>• Inclusivity whilst retaining cultural traditions and significance</li> <li>• Acceptance/accessibility</li> <li>• Cultural tours regarding local history</li> </ul> |
| What challenges do you think we may face on our journey to achieving success? How might we overcome these challenges | <ul style="list-style-type: none"> <li>• Apathy and pessimism</li> <li>• Centred geographic focus – Speers Point Park</li> <li>• Extent of diversity – large number of communities</li> <li>• Story tellers – lack of numbers/training – The Voice</li> </ul>  |

| Businesses in Lake Macquarie City are diverse, innovative and thriving |   |
|--|---|
| What does that mean to you? What does it look like?                    | <ul style="list-style-type: none"> <li>• Attracting big business – power, shipping, hydro, wind, nuclear, clean energy</li> <li>• Creates employability markets for small business – data storage</li> <li>• Make money – give people what they want</li> <li>• Innovative</li> <li>• Affordable energy</li> <li>• Steady business- micro and macro</li> <li>• Start ups</li> </ul>   |
| What does success look like? How will we know if its achieved?         | <ul style="list-style-type: none"> <li>• Longevity of micro and macro businesses</li> <li>• Employment range – wide</li> <li>• Encourage big business</li> <li>• Inclusive and accessible employment</li> <li>• Subsidised employment</li> <li>• Equitable salaries and opportunities</li> <li>• Business park access</li> <li>• Keeping things onshore – support communities</li> <li>• Tax incentives</li> <li>• Costs, grants</li> <li>• Building and making</li> <li>• Incubator spaces – office sharing</li> <li>• TAFE, education</li> <li>• can find what you need locally</li> <li>• accessibility of buildings</li> <li>• transition to renewables</li> <li>• economic evidence for diversity and inclusion (LGBTQI+)</li> </ul> |
| What challenges do you think we may face on our journey to achieving   | <ul style="list-style-type: none"> <li>• Connectivity/ Work Development Orders in all districts Lake mac is multiple districts</li> </ul>   |

|   |   |
|---|---|
| success? How might we overcome these challenges | <ul style="list-style-type: none"> <li>• Free wifi</li> <li>• Brain drain – keeping skilled staff</li> <li>• Traffic</li> <li>• Customer target market</li> </ul> |
|---|---|

#### Business owners choose to operate and invest in Lake Macquarie City

|  |   |
|--|---|
| What does that mean to you? What does it look like?  | <ul style="list-style-type: none"> <li>• Chamber of commerce support</li> <li>• Council support and approvals processes</li> <li>• Accessible – strong business case, Plan support</li> <li>• Active encouragement</li> </ul>   |
| What does success look like? How will we know if its achieved?   | <ul style="list-style-type: none"> <li>• Partnerships – external to local government, Authority groups</li> <li>• Networks with other commerce</li> <li>• Customer satisfaction, unemployment is down</li> <li>• Sense of community, return clientele</li> <li>• Additional commercial rates revenue</li> <li>• Train services – Sydney, Melbourne, Brisbane</li> </ul> |
| What challenges do you think we may face on our journey to achieving success? How might we overcome these challenges | <ul style="list-style-type: none"> <li>• Red and green tape</li> <li>• External influences</li> <li>• Retaining and find staff</li> <li>• Finding a business hub</li> <li>• Skilled economists – strong links</li> <li>• Housing developers</li> <li>• Skilled negotiator</li> <li>• Local development</li> </ul>   |

#### People want to live and work Lake Macquarie City

|  |   |
|--|---|
| What does that mean to you? What does it look like?            | <ul style="list-style-type: none"> <li>• Lifestyle</li> <li>• Freedom of choice</li> <li>• Balance</li> <li>• Work life balance</li> <li>• Community</li> <li>• Preservation/limits to growth</li> <li>• Safety</li> <li>• Resources to grow in business</li> <li>• Cultural and diversity awareness</li> <li>• Good balance in growth and maintain what we love</li> </ul> |
| What does success look like? How will we know if its achieved? | <ul style="list-style-type: none"> <li>• Feeling of belonging</li> <li>• Great community atmosphere</li> </ul>  |

|  |   |
|--|---|
|  | <ul style="list-style-type: none"> <li>• Ecological spaces</li> <li>• Community hubs/gardens</li> <li>• Access to information (not just digital comms)</li> <li>• Good community attracting good people</li> <li>• Community engagement to 'temperature check' progress</li> <li>• Detailed notes, tracking of use</li> <li>• Census style check in on people and level of happiness</li> </ul> |
| What challenges do you think we may face on our journey to achieving success? How might we overcome these challenges | <ul style="list-style-type: none"> <li>• Job security</li> <li>• Development without community consultation</li> <li>• Active participation and decision</li> <li>• Diversity of needs in a space environment</li> <li>• Infrastructure</li> <li>• Knowledge of what is available</li> <li>• Accessibility and transport</li> <li>• Diversity encouraged</li> </ul>                             |

#### People visit Lake Macquarie City for incredible holidays and experiences

|  |  |
|--|--|
| What does that mean to you? What does it look like?  | <ul style="list-style-type: none"> <li>• Promotion of fresh and local produce eg. Farmers markets</li> <li>• Accessibility to events – transport</li> </ul>  |
| What does success look like? How will we know if its achieved?   | <ul style="list-style-type: none"> <li>• Cross promotion with other councils</li> <li>• Diversify the availability of information</li> <li>• Free access to parks and beaches</li> <li>• Promote and preserve natural resources</li> </ul> |
| What challenges do you think we may face on our journey to achieving success? How might we overcome these challenges | <ul style="list-style-type: none"> <li>• Accommodation issues</li> </ul>   |

#### Our city is resilient to environmental changes

|  |   |
|--|---|
| What does that mean to you? What does it look like?                  | <ul style="list-style-type: none"> <li>• A city that exists through climate change</li> <li>• Our creatures and people are resilient</li> <li>• Big rain and rising seas</li> </ul>   |
| What does success look like? How will we know if its achieved?       | <ul style="list-style-type: none"> <li>• Support for pre-existing structures like Hunter Wildlife Rescue, public park upkeep</li> <li>• Support for new developments eg. Compulsory solar panels, community batteries in new houses, community gardens</li> </ul> |
| What challenges do you think we may face on our journey to achieving | <ul style="list-style-type: none"> <li>• Education about natural flora and fauna – not just trees!</li> </ul>   |

|   |  |
|---|--|
| success? How might we overcome these challenges | <ul style="list-style-type: none"> <li>• Don't build on flood plains</li> <li>• Innovation and education on sustainable processes</li> </ul> |
|---|--|

#### Across our city, businesses, community and Council work to reduce energy and resource consumption

|  |   |
|--|---|
| What does that mean to you? What does it look like?  | <ul style="list-style-type: none"> <li>• Holistic and integrated approach through all decision making</li> <li>• Large and small initiatives</li> </ul>   |
| What does success look like? How will we know if its achieved?   | <ul style="list-style-type: none"> <li>• More recycling</li> <li>• Reduction in energy usage per capita</li> <li>• Sustainable consumption</li> <li>• Increased adoption of new energy technologies</li> </ul>  |
| What challenges do you think we may face on our journey to achieving success? How might we overcome these challenges | <ul style="list-style-type: none"> <li>• Cost</li> <li>• Accessibility of adoption – financing, scaffolding, regulation</li> <li>• Diversified options</li> <li>• Maintaining</li> <li>• Reporting compliance</li> <li>• Data collection and measurement</li> </ul> |

#### We balance our city's growth and work together to protect the natural environment

|  |   |
|--|---|
| What does that mean to you? What does it look like?  | <ul style="list-style-type: none"> <li>• Targeted population growth</li> <li>• Building communities and infrastructure</li> <li>• Community focused development must include green spaces</li> <li>• Design element to incorporate environment</li> <li>• Sustainable housing</li> </ul>  |
| What does success look like? How will we know if its achieved?   | <ul style="list-style-type: none"> <li>• Community feedback</li> <li>• Energy rating homes</li> <li>• Shade in community</li> <li>• Low crime rates</li> <li>• Community events/gatherings</li> <li>• Homelessness/vacancy rates-rental-home owner ship</li> <li>• Demographics in area</li> <li>• Natural environments maintained</li> </ul> |
| What challenges do you think we may face on our journey to achieving success? How might we overcome these challenges | <ul style="list-style-type: none"> <li>• Legislation to ensure compliance with environmentally sustainable housing</li> <li>• Maintain pristine natural environment</li> </ul>  |

#### Council operates with good governance, trust, transparency and respect

|  |  |
|--|--|
| What does that mean to you? What does it look like?  | <ul style="list-style-type: none"> <li>• We feel no representatives of us and individual communities, therefore we don't know what's happening or trust</li> <li>• 'Trust' – financial motivation/concerns</li> <li>• Residents perceptions and values of it</li> <li>• Accountability</li> <li>• Community engagement</li> <li>• Frequent feedback</li> <li>• Precinct committees</li> </ul>  |
| What does success look like? How will we know if its achieved?   | <ul style="list-style-type: none"> <li>• Accessibility to be involved and access to information</li> <li>• All demographics represented and involved</li> <li>• Safety nets of process, policy, employees, being open with reasons why decisions are made. More final resident decisions</li> <li>• More consultation to feel connected and perspectives will change</li> <li>• Diverse cohort</li> <li>• Targeted consultation</li> <li>• Cultural consultation, inclusion, and preservation</li> <li>• Use of funds/transparent</li> <li>• Feeling heard</li> <li>• Accessible e-governance</li> </ul> |
| What challenges do you think we may face on our journey to achieving success? How might we overcome these challenges | <ul style="list-style-type: none"> <li>• Different access to technology</li> <li>• Different values</li> <li>• Qualified/ corporate needed but REAL people should hold jobs and power as well. Lived experience</li> <li>• Agendas – business, citizens, policies etc. don't align.</li> </ul>   |

**Council collaborates with businesses, government organisations and our community to improve our city**

|   |   |
|---|---|
| What does that mean to you? What does it look like? | <ul style="list-style-type: none"> <li>• Advocate for improvements</li> <li>• Utilise community voice and local experts</li> <li>• Currently – closed door conversations with developers</li> <li>• Incentive base wage help for casuals</li> <li>• Promote support of local businesses</li> <li>• Family friendly spaces (e.g. green, barbeque, community garden)</li> <li>• Stability for business</li> <li>• Adapt for change in demographic</li> <li>• His diverse ops-look to build</li> <li>• Focus on sustainability and his own business</li> </ul> |
|---|---|



|  |  |
|--|--|
| What does success look like? How will we know if its achieved?   | <ul style="list-style-type: none"> <li>• Increased profile</li> <li>• New opportunities for local need</li> <li>• Increased <u>ongoing</u> funding and business development</li> <li>• Increased utilisation of services/supports</li> <li>• Election funding ACTUALLY flows to Lake Mac</li> </ul>  |
| What challenges do you think we may face on our journey to achieving success? How might we overcome these challenges | <ul style="list-style-type: none"> <li>• Distance between villages in Lake Mac to access Voice of Community</li> <li>• Hard to measure success as its individualised</li> <li>• Long time frames vs. instantaneous results</li> <li>• Supporting whole of LGA</li> <li>• Numbers – is 100 enough to represent Lake Mac?</li> <li>• Research/collecting and collating evidence of need in a timely fashion</li> <li>• Feedback to community that is timely</li> <li>• Collaboration vs getting it done</li> <li>• Projected growth</li> </ul> |

#### Council operations meet community needs

|  |   |
|--|---|
| What does that mean to you? What does it look like?  | <ul style="list-style-type: none"> <li>• Deliver what they promise</li> <li>• Bring back six-monthly kerbside pick-up (bulk waste)</li> <li>• Maintaining common areas</li> <li>• Listens to community</li> <li>• Less bureaucracy – DA approvals (residential/business)</li> </ul> |
| What does success look like? How will we know if its achieved?   | <ul style="list-style-type: none"> <li>• Same as above</li> <li>• Better engagement</li> <li>• People feel like they have a say more often</li> </ul>   |
| What challenges do you think we may face on our journey to achieving success? How might we overcome these challenges | <ul style="list-style-type: none"> <li>• Ownership within Council of the issue</li> <li>• Follow up in response to the issue</li> </ul>   |

#### Council is financially sustainable

|  |   |
|--|---|
| What does that mean to you? What does it look like?                  | <ul style="list-style-type: none"> <li>• Leverage extremal sources of funding (state, federal, private)</li> <li>• Risk in projects over runs</li> <li>• Contract management (retain local element)</li> <li>• Development applications ensure coverage to include kerb, cutter, footpaths etc</li> </ul> |
| What does success look like? How will we know if its achieved?       | <ul style="list-style-type: none"> <li>• Balanced budgets</li> <li>• Transparent reporting inc: metrics</li> <li>• Feedback from ratepayers, local businesses</li> </ul>  |
| What challenges do you think we may face on our journey to achieving | <ul style="list-style-type: none"> <li>• Disaggregated community, balance across and citizens</li> </ul>  |

success? How might we overcome these challenges

- Duplication of efforts

A facilitator-led discussion was again held where participant groups who did not get a chance to report back on their persona during the last activity, had a chance to share some of their group work on the draft community goals. Feedback from the groups is below:

**Community goal discussed: As a community, we feel connected to each other and to our city**

**What does that mean to you? What does it look like?**

- Belonging, easy community access
- Ecological corridors
- Access to information and community hubs
- Access to information feedback frequency targeted consultation. This looks like transparency available around funds and communities' opinions are being heard.

**What challenges do you think we might face on our journey to achieving success? How might we overcome these challenges?**

- Development, diversity of problems, infrastructure
- Council operations meet community needs
- Bureaucracy - we can overcome these challenges through the freedom of Information, transparent funding and implementation plans.

**Community goal discussed: As a community, we are active and healthy**

**What does that mean to you? What does it look like?**

- Active and healthy. Social and emotional enrichment
- People feel physically connected and belonging to the area,
- Feeling safe and supportive is a measure of success.
- Healthy ageing, less lonely community, intergenerational connectedness
- Financial incentives for using greener/active transportation.

**What does success look like? How will we know if it is achieved?**

We have inclusive green and active area, that is well maintained and utilised.

**Community goal discussed: Across our city, businesses, community and Council work to reduce energy and resource consumption**

**What does that mean to you? What does it look like?**

People can be resistant to change (for example active transport) and resistance to necessary infrastructure.

The is restrained at the same time by the cost of improvements, the influence of others in the community and their motives. We need to be aware of the power imbalances at play.

**What challenges do you think we might face on our journey to achieving success? How might we overcome these challenges.**

Climate change and rising temperatures e.g. what activities are you going to be able to do when it's too hot outside? How do we overcome these challenges? Keep shaded areas!

We require grant advocacy, educational campaigns, outdoor events. It is also essential to co-design with the community. As well as having purposeful engagement and participation.

**Community goal discussed: People want to live and work Lake Macquarie City**

**What does that mean to you? What does it look like?**

This looks like supporting local interest groups. Holding multicultural events. Events that celebrate the history of Lake Macquarie and supporting the arts.

To achieve these goals our public and private community venues need ongoing support and financial assistance. For example – a reduction in rates and levees

People visit Lake Macquarie for tourism experiences. Do we have enough accommodation for hosting large events. Do we have the necessary accessibility?

**Community goal discussed: Council collaborates with businesses, government organisations and our community to improve our city**

We need to celebrate our fresh local produce. We need to support farmers markets.

Can we have cross motion with other councils. Do we have a cohesive regional advisory board?

We need to diversify advertising for our events inside and outside our community.

**Community goal discussed: As a community, we value and celebrate our history, cultures and people**

We need to support and celebrate the history, culture, and people of our community. Lake Macquarie has a diverse history and many multicultural constituents.

We need to acknowledge the diversity of our food, music, dress, language and arts. That may look like food festivals, cultural days that are a separate showcase for celebrations.

We need to speak about our past. What about cultural tours, or a jump on/jump off shuttle experience. Celebrate the importance of Indigenous storytelling and retaining cultural significance or important sights.

**What challenges do you think we might face on our journey to achieving success? How might we overcome these challenges.**

Challenges can be apathy and pessimism. Lake Macquarie is not one homogenous area – it is not just Speers Point or Warners Bay.

**What does that mean to you? What does it look like?**

This looks like listening to the storytellers in our local communities. We need to use the local expert in fields that work here. Council needs to hold open door conversation with developers for transparency

**What does success look like? How will we know if it is achieved?**

Success is accurately reflecting the wide variety of needs/experiences of our community. Yes – we agree that to grow we need to develop opportunities.

Regarding business development – what happens after grants I received? We need ongoing advocacy for the people of Lake Macquarie – not just short-term gains. We need stronger state government investment in our region. Need to ensure that election funding flows into Lake Macquarie after the election is over.”

**What challenges do you think we might face on our journey to achieving success? How might we overcome these challenges.**

One challenge is the distance between villages around Lake Macquarie and the diversity of needs between each village. Different areas have different metrics of success.

For example – the meaning of growth for one person may be different to another person in the same community.

There is a struggle to balance the need for immediate gratifications – versus the length of time between receiving funds and seeing results. This can take five-plus years.

We only have a small bucket of funds but large geographical area with large needs for support and even large infrastructure requirements.

We need to prioritise what is important in a democratic fashion. We may have 100 voices in this room today but that is still very small representation of people in our community.

Our research needs to be completed in a timely fashion and present factual evidence and give the community opportunity to respond as well.

We need to know the difference between true collaboration and versus just getting the job done. Lastly, we need to balance projected growth vs. The reality of what that looks like for Lake Mac.

#### 4.4 Activity 4 – Prioritising draft community goals

In the final workshop activity, participants were asked to rank their top five most important community goals from the list of 14 by using Mentimeter. The results below show the most important community goal is balancing the city's growth and working together to protect the natural environment.

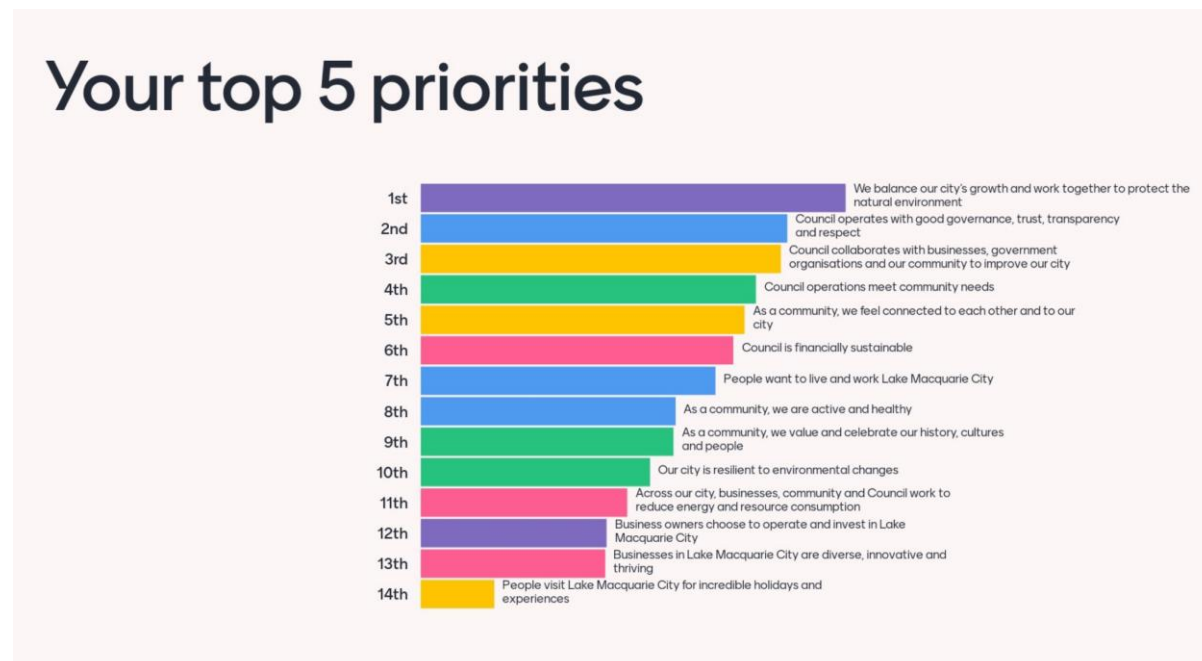


Figure 33. Ranking of top five community goals

A facilitator-led discussion was held where the group as a whole were asked if these results were a surprise, or whether there were any other comments. Comments included that participants were not surprised that balancing growth and protecting the natural environment was such a high priority and there was some surprise that Council being financially sustainable was not higher as this was essential to getting everything else right. There were, however, comments that people visiting Lake Macquarie for incredible holidays was not a priority because residents were likely wanting to keep their area a secret.



## 5.0 Key findings

The 100 Voices Community Summit has provided insights and ideas on what Lake Mac residents see the city's priorities should be over the next 10 to 20 years. Thinking aspirationally and working together to create long-term visions for the city came easily to the 100 who embraced their new personas and created vision boards that showed genuine engagement.

Feedback on the city's future centred on the need for sustainable infrastructure that balances the desire to grow but maintain the lifestyle that keeps Lake Macquarie residents living in and loving the area. .

A list of the key themes from the 100 Voices summit is provided below:

- Sustainable growth – consideration given to ensuring the appropriate infrastructure is in place to support new development.
- Infrastructure – transport and public transport featured heavily, as did social services infrastructure and a need to have services located where needed.
- A holistic approach to infrastructure.
- Building partnerships with other tiers of government and agencies.
- Sustainable and affordable housing.
- Accessibility and diversity – acknowledgement of neuro diverse and LGBTQI+ residents with appropriate services and amenities.

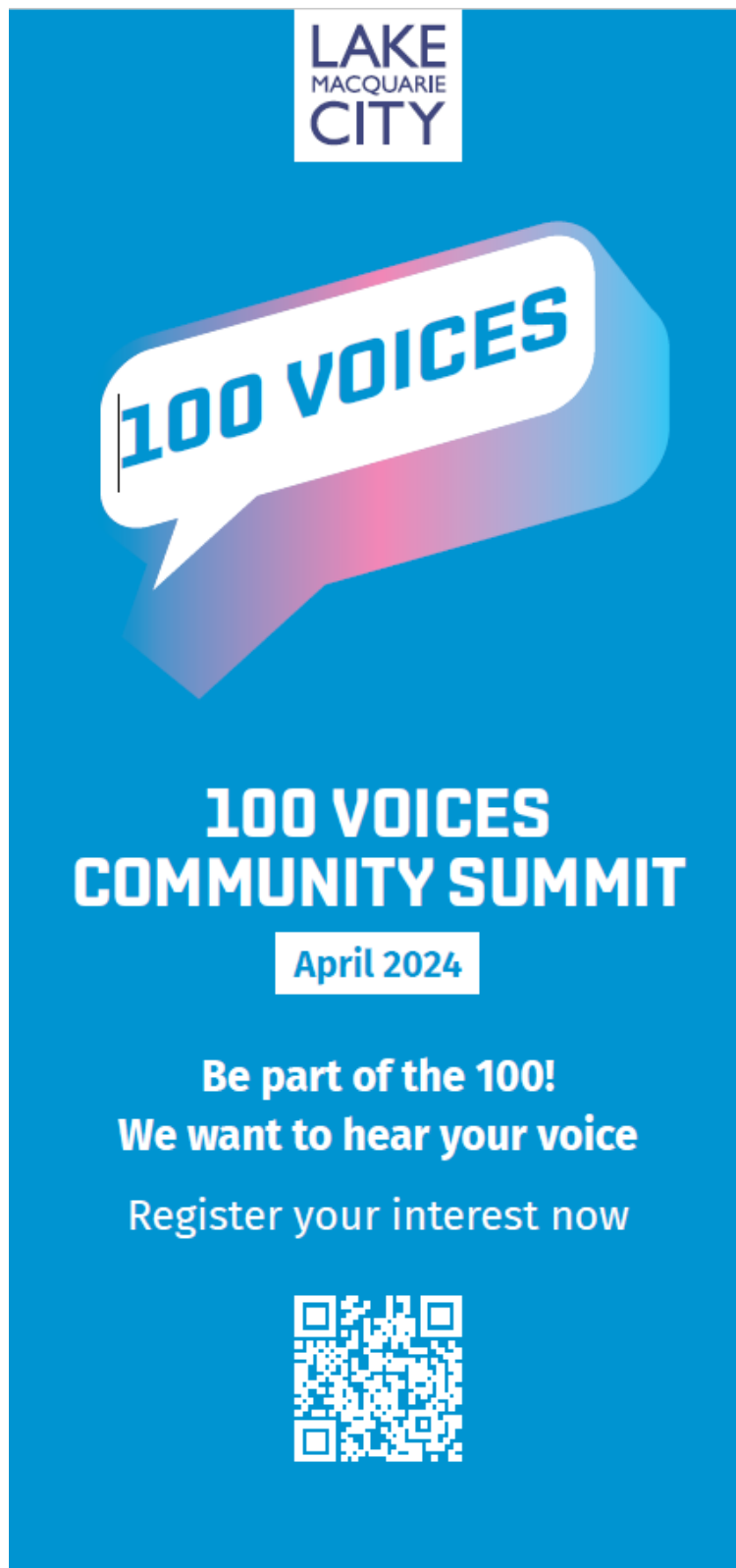
Participants ranked balancing the city's growth and working together to protect the natural environment as their top community goal, along with feeling connected to each other and the city, and making sure Council is financially sustainable.

## 6.0 Next steps

The 100 Voices Community Summit was part of a wider consultation and engagement program to gather feedback and support the development of Council's Community Strategic Plan 2025-2035 and other strategic documents. Council will use the feedback from the summit, along with input from a series of Council-run community engagement activities, to develop a draft CSP.

The opportunity for community feedback will continue. A report on the draft strategy will be presented to Council in late 2024 which will recommend the strategy be placed on public exhibition, providing further opportunity for feedback.

## Appendix A – Summit Invitation





## Appendix B – Summit Information Pack



# 100 VOICES COMMUNITY SUMMIT

## information pack

### We're excited to welcome you as one of our 100!

You have been selected as one of 100 community-minded people to represent Lake Mac and be part of the conversation to shape the future of our city.

You're invited to share your vision for Lake Mac to help us understand how we can best plan for the decade ahead.

We thank you for sharing your time with us and we look forward to hearing your ideas and stories.

### Who is in the 100?

Invitations to be a part of 100 Voices were sent to thousands of residents across the city. From that invitation, an independent research company selected participants that represented a mixture of ages, genders and suburbs across the city. It is important to us that we hear from many voices, and you are one of those!

### What to expect

We look forward to seeing you on **Saturday 20 April 2024 at Rathmines Theatre from 8.30am.**

Our time together will look a bit like this:

|              |   |
|--------------|---|
| 8.30-10.30am | Meet some of the 100 before a welcome message from Lake Macquarie Mayor Kay Fraser  |
|              | Meet the Council team and 'test the tech' <b>Don't forget your mobile phone or tablet device as we will be using some interactive software to capture real-time responses</b> |
|              | Over to you – workshop activities designed to share your vision for the future of Lake Mac  |
| 10.30am      | Morning tea and refreshment break   |
| 11am-1pm     | Back to you – how do we work together to achieve our vision for the future?   |

### What comes next?

At Lake Macquarie City Council, we pride ourselves on how we engage with our community in our decision-making. Your feedback will help us develop our 2025-2035 Community Strategic Plan. Your feedback from 100 Voices will be a core component in shaping our strategies for the next four years and guiding our focus for the next decade. With your feedback we can continue our commitment to consistently meet our community's needs and expectations. We will send you a full report from the day and welcome your input to make sure we got it right.

## **Appendix C – Mentimeter results**

# Instructions

Go to

**[www.menti.com](https://www.menti.com)**

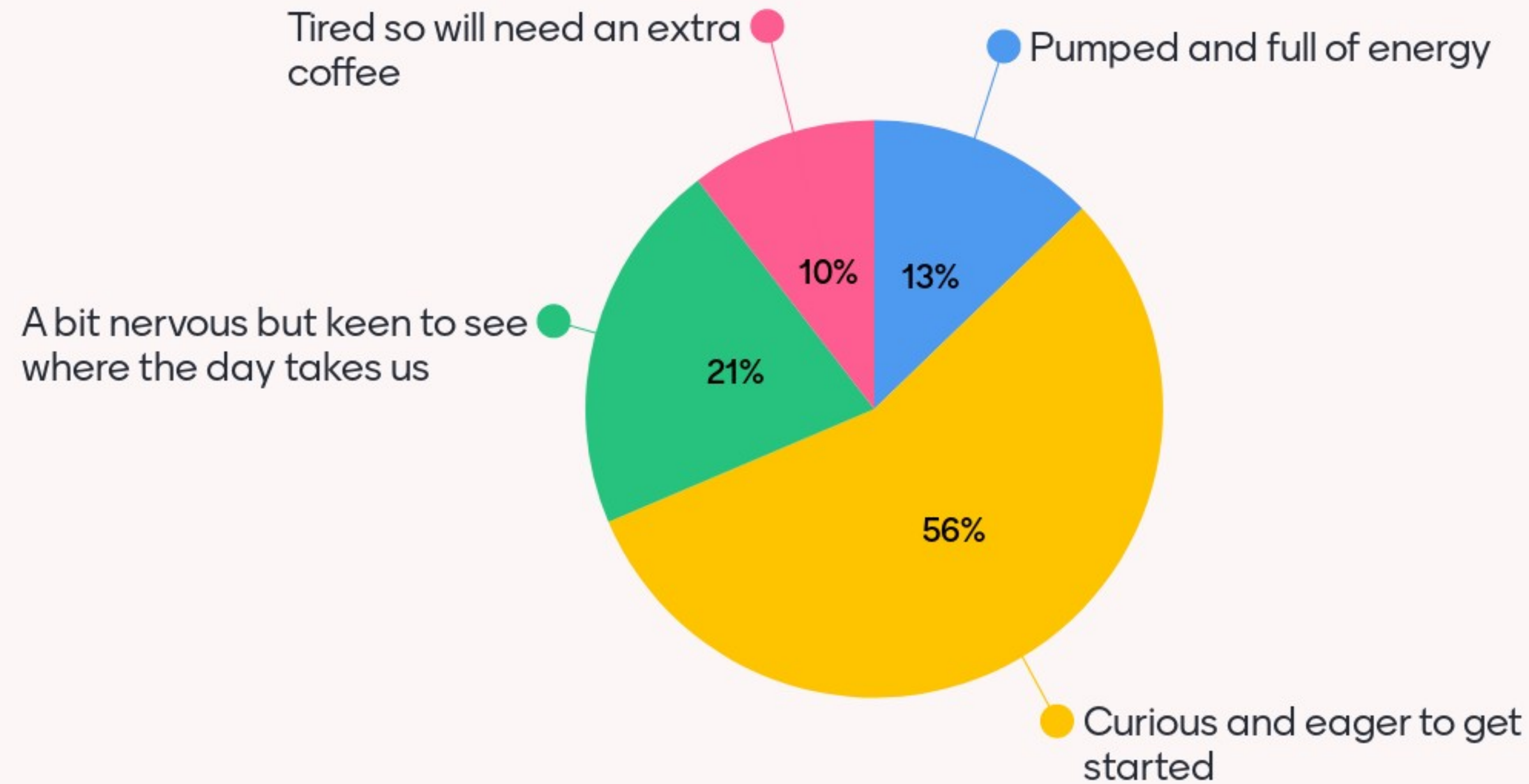
Enter the code

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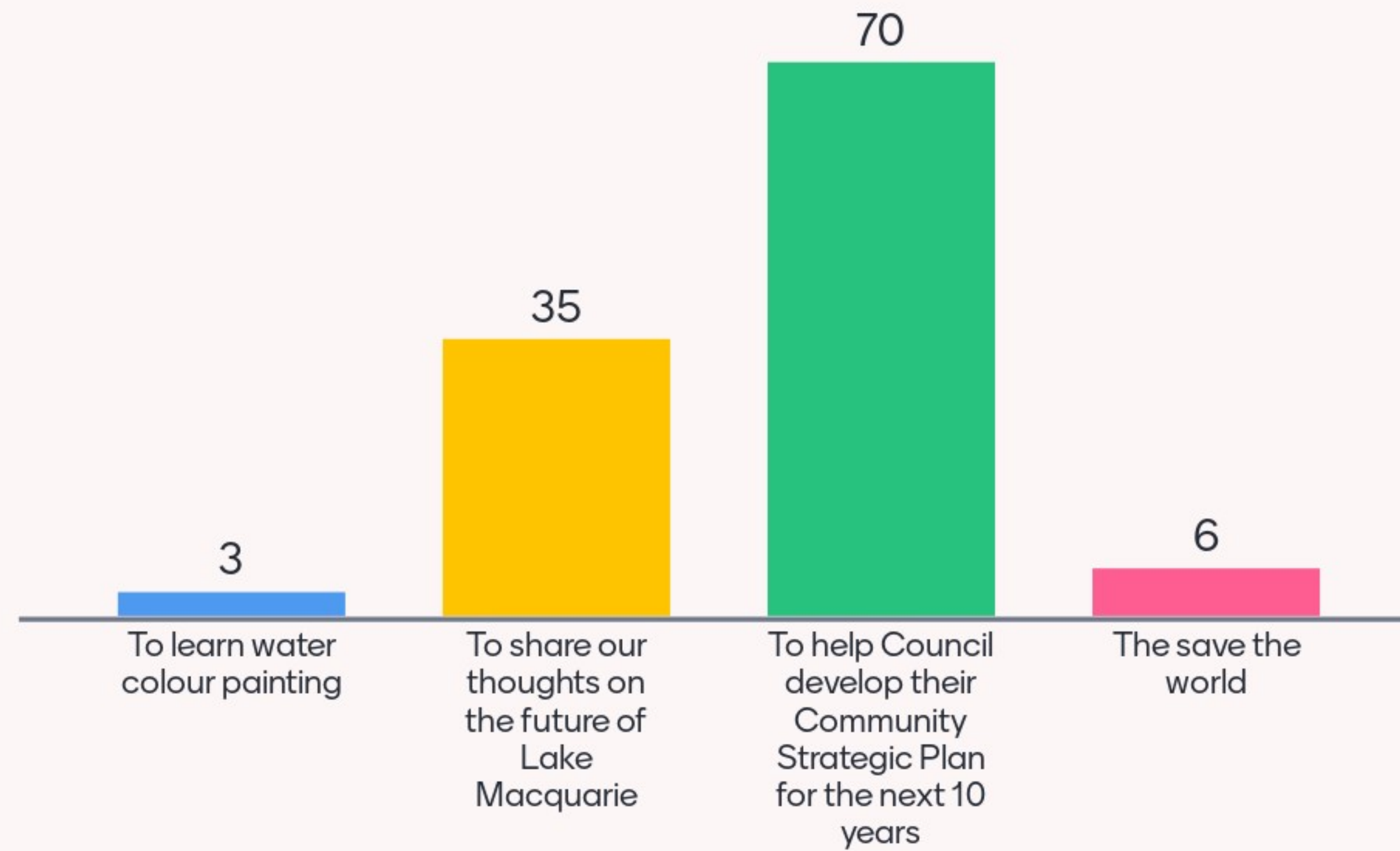


Or use QR code

# How are you feeling today?



# Why are we here?





# I chose to be a part of the 100 Voices today because....?

Something to do

A voice for the elderly

Free voucher

To help make a better future for my kids

To have a say in the direction of Lake Mac

I am queer and neurodivergent and worry I am not represented enough in my home space

Concerned Lake Mac resident

I can't complain if I haven't shared my thoughts.

# I chose to be a part of the 100 Voices today because....?

Money

Time to start giving back

To help shape our future.

Concerned about the future of our beautiful Lake environment

Curious

For my children's future in Lake Mac.

To have my voice heard in shaping the future of Lake Macquarie.

I'm new to the area, and am loving it. Want to be a part of its growth and future.



# I chose to be a part of the 100 Voices today because....?

To see what lake Mac could become for future generations

To help with the future of the city.

Thought I may make a difference

I want a say in how Lake Macquarie grows over the coming years.

Representing the interests of the LGBTQIA+SB community and advocating for better responses to domestic and family violence in Lake Mac

Minority representation

I love living in Lake Mac and I want to have a say in the future of my city for me and my children's sake so we can enjoy all it has to offer

To contribute my voice to my local community

# I chose to be a part of the 100 Voices today because....?

To have some input for what may occur around the Lake

I decided it was worthwhile becoming more involved in the community and our collective future.

Lived in Lake Macquarie for HALF my life! (25 years to be exact!)

Because I care about where I and my family live.

To speak out

To help shape the strategic plan. To ensure council stays within its remit

I feel its important to share our views and be part of the future of our great city 💙

To be the voice for my children, education and sustainability



# I chose to be a part of the 100 Voices today because....?

Free voucher

I care about the future of lake Mac for me, my family and my community.

I care about our city and it's people and want to be part of how the future is shaped.

To talk about my aspirations for the City

To make Lake Mac more environmentally conscious.

I want this to be a good place to live

Want to see the city I will grow up in change for the better - the current status quo isn't sustainable

To care for the place i love and live. To provide a good future for our children.

# I chose to be a part of the 100 Voices today because....?

I enjoy living in Lake Mac and I want to continue to it's sustainable future

Interest in how decisions are made.

Because i offered my views and i was selected

To have a liveable city

I want to see a better deal for my area in Lake Mac's planning for the future

I think as a small business owner , and resident and single mum . Everyone has a voice

To find out if better changes are coming to my suburb or whether f we'll be forgotten again.

So that i know what is going on and to have an input



# I chose to be a part of the 100 Voices today because....?

Help the future of the community

To contribute to the future of where I live

I am invested in the sustainable growth of Lake Mac

To help shape the future of the area I've lived in all my life, almost 40 years.

We as a community should have input to what the majority see as important  
Give council a direction to focus on for us

I wanted to hear from other people regarding their thoughts and how mine compare.

I feel like the southern end of Lake Mac gets forgotten about. Morisset it in desperate need of better services.

To represent community members and meet with others to shape future lake Mac



# I chose to be a part of the 100 Voices today because....?

I love living in lake Mac ... have fir  
3 yearsWant to see it continue to  
lead in sustainabilityLake Mac is  
one of the best councils I have  
interacted with over my career

Curious too see what LMCC  
is looking at going in the  
future & to recommend  
improvements to my  
community

To have a say in the future  
development for our  
retirement and our kids. To  
learn others thoughts and  
that of the council

To help improve the  
community infrastructure.

Because I care deeply about  
community and the future  
viability of maintaining the  
environment

Consulting family and friends  
we feel we have great ideas  
for lake mac

I love Lake Macquarie, and  
want to see it prosper without  
losing its essential character.

I think its important to plan for  
the future with development  
facilities and growth.



# I chose to be a part of the 100 Voices today because....?

I want to see Lake Mac focus on sustainable developments and community cohesion and environmental sustainability

I feel it is my responsibility to contribute positively to the future of my community and the beautiful area/environment that I live in

I'm proud of where I have lived for over 50 years & I want ensure it's even a better community for our children.

As a long term, active resident and community member I would like to have an input into the place that I chose to live in and love to live in

To represent our area

If I don't speak up, I can't complain when I don't like it

Lake Mac children really need a basketball stadium. Too many denied to play due lack of courts.

To be the voice for my children, education and sustainability



# I chose to be a part of the 100 Voices today because....?

For accessibility and sustainability and Because I'm passionate about my community and the amazing country I live in I want to make a difference for my 12 grandchildren to grow up in

I want our area to stay beautiful

Remove acknowledgement to country

To give my ideas for the future.From Sienna

Ensure we are equitably represented and strategies are feasible

An opportunity to provide a view and opinion from our perspective to help make it a great place for our kids

Represent our vulnerable community members

Help with strategic planning.



# I chose to be a part of the 100 Voices today because....?

To bring a younger voice

Fight sprawl

Concerns about  
implementation of uniform  
strategic planning across all  
councils not reflecting local  
needs

Need footpaths for  
seniors in morisset area  
infrastructure

To have my voice heard.

Bring back Australia Day

Voice for keeping it real

To help the council prioritise  
its decision making for the  
future. Environment, housing,  
employment, transport and  
our elderly.

# I chose to be a part of the 100 Voices today because....?

To get more funding for public transport, community libraries, and thirs spaces

I believe your actions should reflect your words and this is a way to provide feedback and take action

My thoughts and ideas are shared and valued, shape the future, provide safety to my children, protect environment,

To see how the area can be improved

I want to have a voice in creating the future of our community

To have a say in the future direction if planning in my area & keep LMCC honest

I'm here to have fun to be part of the new future

To help improve my area



# I chose to be a part of the 100 Voices today because....?

I'm passionate about my beautiful community and accessibility and sustainability for my 12 grandchildren

That the natural beauty is retained

Sustainable future

Sustainable & sensible building development

Responding to climate change

Footpaths, joining the whole lake together!

Consulting with family and friends I'm keen for our voices to be heard

To hear what others have to say

# I chose to be a part of the 100 Voices today because....?

Accessibility to services  
for older people

Sustainability

Environment

Living in an area accessible  
to lots of resources & services  
in a village like  
neighbourhood

Community

Street trees

Preserving habitat

Green spaces

# I chose to be a part of the 100 Voices today because....?

No pollution

Prioritising natural  
environment

Safe environment .Open  
green space for  
community.

Climate change

Changing climate

Environment

Adaptability

Affordable housing



# I chose to be a part of the 100 Voices today because....?

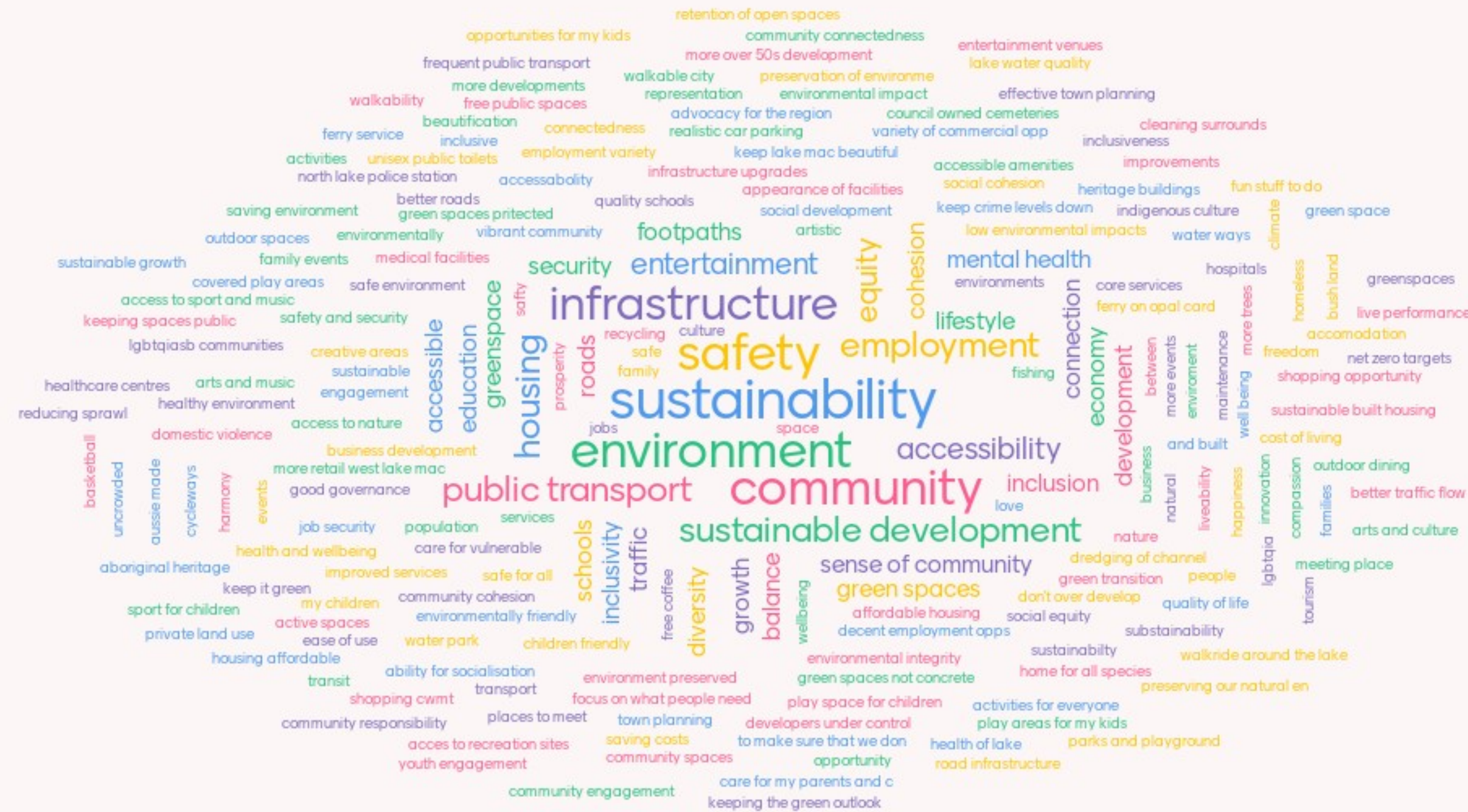
Sustainability

Connectivity across &  
around the lake

Protect natural  
environment & habitats

311 responses

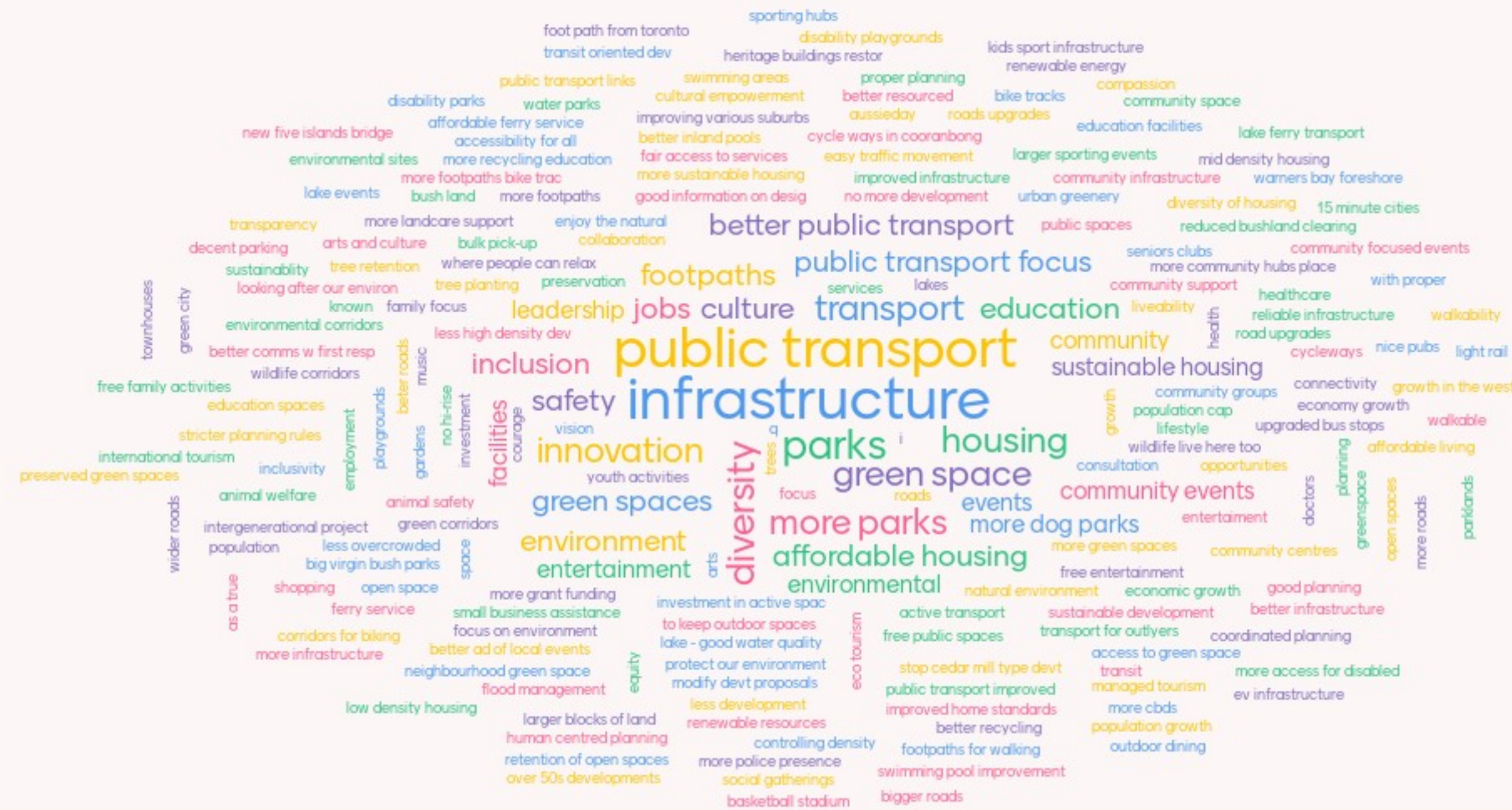
311 responses





# what will make our city even better in the next 10 years...

311 responses





# most important thing for me in the next 20 years...

322 responses





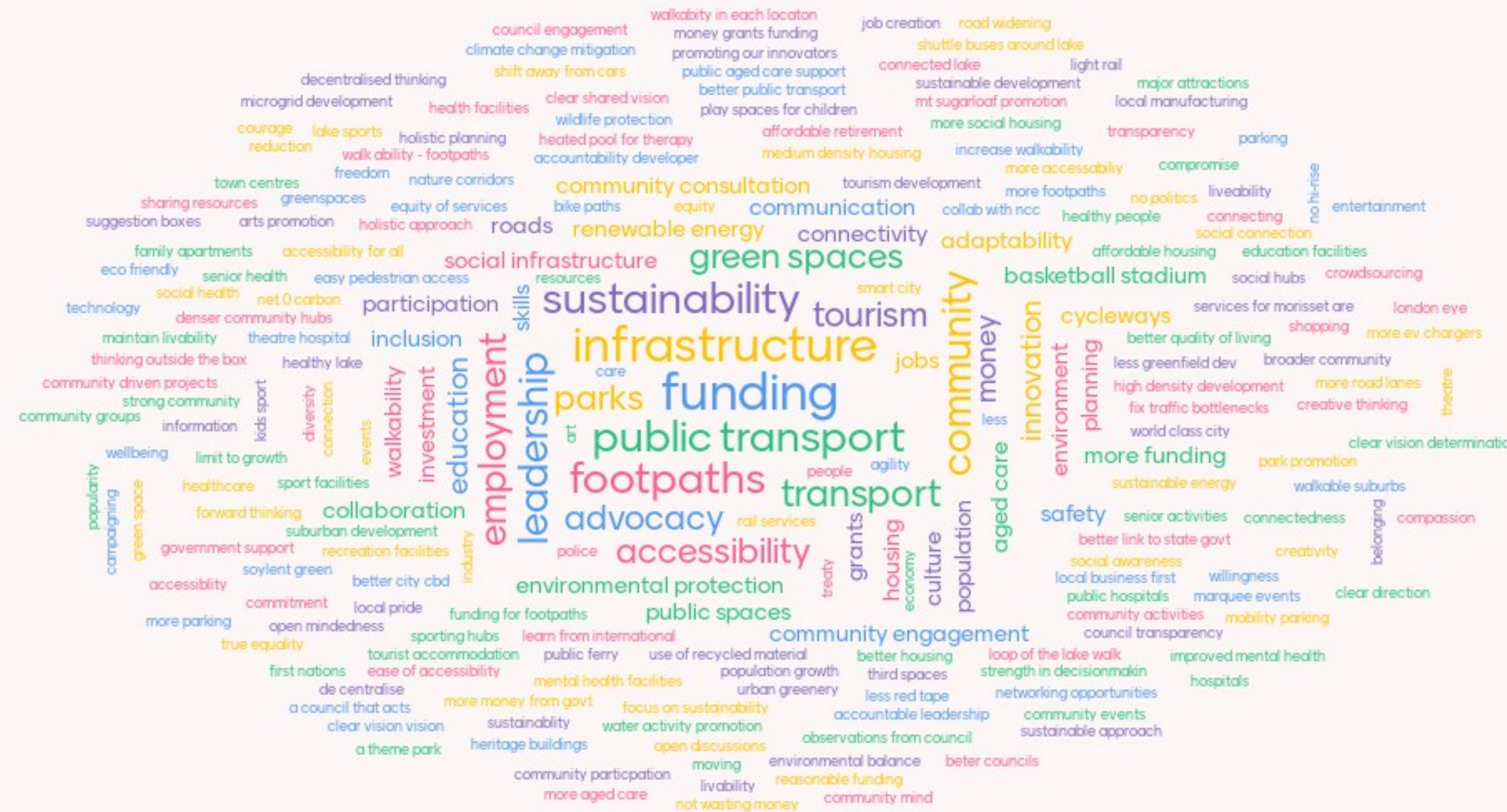
# Your top 5 priorities





# what will make our city even better in the next 20 years...

341 responses





# Areas for focus

- 1st As a community, we are active and healthy
- 2nd As a community, we feel connected to each other and to our city
- 3rd As a community, we value and celebrate our history, cultures and people
- 4th Businesses in Lake Macquarie City are diverse, innovative and thriving
- 5th Business owners choose to operate and invest in Lake Macquarie City
- 6th People want to live and work Lake Macquarie City
- 7th People visit Lake Macquarie City for incredible holidays and experiences
- 8th Our city is resilient to environmental changes
- 9th Across our city, businesses, community and Council work to reduce energy and resource consumption
- 10th We balance our city's growth and work together to protect the natural environment
- 11th Council operates with good governance, trust, transparency and respect
- 12th Council collaborates with businesses, government organisations and our community to improve our city
- 13th Council operations meet community needs
- 14th Council is financially sustainable

