

Sydney Olympic Park 2050

Place Vision and Strategy Engagement Report



A shared legacy | A shared vision
on Wangal Country

ENGAGEMENT

Engagement process

The development of the Place Vision and Strategy has been engagement-led. A compelling vision is one that reflects collective ambitions. The views, concerns and ambitions of Sydney Olympic Park's diverse communities and stakeholders are vital to inform the future of Sydney Olympic Park.

Community and stakeholder consultation was undertaken between September 2021 and November 2021. The COVID-19 pandemic and resultant lockdowns and risk mitigation measures meant that many of the engagement activities and events that were originally intended to be done in-person and at Sydney Olympic Park were held online session. One event – the visioning workshop – was held in-person at Sydney Olympic Park, and brought together a diverse range of Sydney Olympic Park's stakeholders to discuss opportunities for future directions.

What we heard through engagement

The following eleven key themes emerged throughout the community and stakeholder engagement:

- Caring for Country
- Connection
- Protecting ecological and natural values
- World-class exemplar for sustainability, innovation and education
- Meeting the needs of growing communities
- Activating a welcoming place for people
- A place for sport, from community to elite
- Arts and cultural participation and production
- Live, work and play
- Destination tourism
- An appropriate governance model for the future.

The engagement process undertaken for the Place Vision and Strategy was aimed at building on previous engagement, capturing the views of a diverse range of community members and stakeholders to explore ideas to co-create a shared vision and strategy for Sydney Olympic Park to 2050. It aimed to:

- Capture the views of a diverse range of community and stakeholders, including First Nations peoples and culturally diverse communities
- Learn from, and build on, previous engagement and knowledge
- Engage in an inclusive, easy, relevant, timely and meaningful way, in alignment with "An Engaged Community", Sydney Olympic Park Authority's engagement framework
- Understand the character and identity of the place, learning from stories from 70,000 years ago to now
- Co-create shared values, vision and principles for a strategic framework for the suburb to 2050.
- Collaborate on ideas and test future scenarios.



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5 online focus groups
with a total of 45
community members

6 First Nations
stakeholders attended
an online focus group

50+ Stakeholder
interviews
and surveys

3 online workshops and an online team survey
with Sydney Olympic Park Authority staff

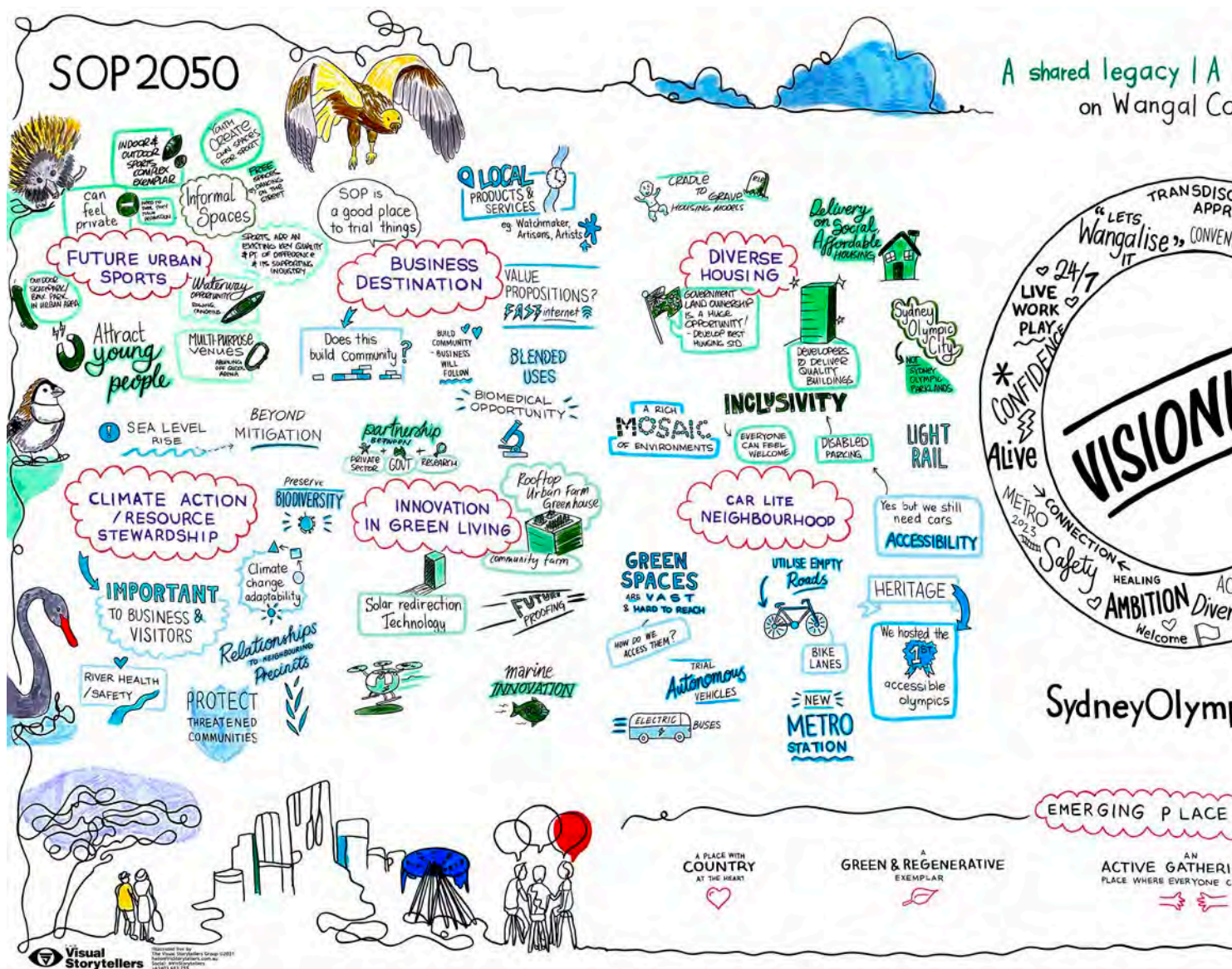
64 stakeholders attended 3
online round table sessions

62 attendees at a
visioning
workshop

#MYSOP social media engagement and
dedicated project webpage

89 community members and
stakeholders attended an
online webinar

Meetings with the Placemaking NSW Advisory
Committee (Sydney Olympic Park Authority Board),
DPIE Reference Group, Project Control Group and
Parklands Advisory Committee



Stakeholder Workshop Vision mural (Source: CRED Consulting)



Stakeholder Visioning Workshop (Source: Matthew Duchesne)





WHAT WE HEARD

Caring for Country

"Country is everything. It is an acknowledgement of what was in the past and how to move forward into the future. It feeds into the fabric of who we are."

Caring for Country is critical to ensure First Nations peoples feel welcome and safe in Sydney Olympic Park, to ensure the ongoing protection of natural places, and to ensure everyone who lives, works or plays at Sydney Olympic Park has the opportunity to connect with and care for Wangal Country.

Protecting ecological and natural values

"Climate change is a huge issue. We need to take into account the natural environment and biodiversity."

There is a need to protect Sydney Olympic Park's strong ecological and natural values and further 'green' the suburb, particularly as human population pressures and the impacts of climate change will increase over time.

Connection

"Transport is complicated. Friends who don't live in this area get really confused about the buses to get here."

Physical connection, from a transport perspective, is currently holding Sydney Olympic Park back. Sydney Olympic Park is difficult to access on public transport not only from across Greater Sydney, but even from the neighbouring Olympic Peninsula suburbs. The town centre is disconnected from the surrounding parklands, with limited wayfinding. Sydney Metro West will start to address this, but it is still a decade away.

World-class exemplar for sustainability, innovation and education

"These were the Green Games, and we can build further on that legacy."

Sydney Olympic Park has the potential to build on its sustainability legacy and be a world-class exemplar for environmental sustainability, innovation and education. Sydney Olympic Park could serve as an education hub for a range of expertise including sustainability, sport, First Nations culture, film and television. Stakeholders suggested Sydney Olympic Park could be a living lab for continuous learning, innovation, adaptation and resilience.

Meeting the needs of growing communities

"We always have to go out of our suburb to buy groceries."

Increased population growth requires adequate services and infrastructure to support the growing community in and around Sydney Olympic Park. There is a need for community facilities, recreational facilities for community members of all ages and opportunities for active and passive recreation. Stakeholders expressed the desire to see essential services, more diverse retail and food and beverage opportunities, family friendly offerings and schools at Sydney Olympic Park.

A place for sport, from community to elite

"Elite sports facilities are not inviting. Informal sports create a village-like atmosphere."

Sydney Olympic Park should be a place that caters for all sporting needs, from community to elite levels. The sporting precinct should support research and development, housing and medical needs. Limited open space and community sports facilities available in surrounding suburbs places a strain on Sydney Olympic Park's publicly available venues. Multipurpose venue design enables facilities to be used by a range of groups all year round, for formal and informal activities. This opportunity must be balanced with the specialised needs of elite sporting facilities.

Activating a welcoming place for people

"Sydney Olympic Park should be fun and easy to get around, it should have a vibe and it should have something on offer every weekend."

Sydney Olympic Park is often quiet and empty outside of event times and there is a sense that people 'lack permission' to participate in anything un-programmed or self-led. Participants expressed a desire for a vibrant 24-hour economy, which is activated day and night with affordable, diverse dining and retail offerings, farmers' markets and regular community events, as well as mid-sized and large events, all supported by more affordable parking. It also needs to feel safe to welcome more people, more often. Safety should be embedded in design.

Arts and cultural participation and production

"A focus on arts and culture makes sense and would solve the problem of Sydney Olympic Park not having a clear identity."

There is a need for a greater focus on arts, culture and entertainment. This includes not only greater opportunities for participation, but also cultural, music and film production that maximises Sydney Olympic Park's unique landscape and infrastructure.

Live, work and play

"Sydney Olympic Park should be a city, so it would be good to have the suburb be more lively with art, culture and restaurants."

Sydney Olympic Park must create a thriving community of residents, workers and visitors. The concept of the five-minute city was raised as a real possibility for Sydney Olympic Park. With this aspiration able to be achieved only through the provision of improved public and active transport links, improved community infrastructure, amenities for workers, greater diversity and number of services and retail.

Destination Tourism

"It should be the jewel in the crown of the Central River City."

Sydney Olympic Park should continue to serve as a major tourism destination for Greater Sydney for sports, entertainment and major events. There is an opportunity to further maximise the suburb's central location and market it as a place for eco-tourism and the First Nations cultural centre of Sydney. It was also suggested that greater activation of the suburb for its residents and workers will improve Sydney Olympic Park's attraction for tourists.

An appropriate governance model for the future

"Sydney Olympic Park should be an holistic precinct focusing on several industries and trying to make use of possible synergies."

Partnerships between local and state government is needed to establish an improved model of governance. This would encourage growth and investment to move Sydney Olympic Park forward as a future world-class exemplar.

In 2050 SOP will be a suburb that...

"...is lively, inspirational, attract healthy/happy people, thrives, is functional, a world leader in sustainability, is connected and easy, a suburb that works and navigates, celebrates First Nations peoples, healing and Olympic legacy, focuses on community and top-level sport. Is loved and recognised locally, nationally and internationally."

- Stakeholder visioning workshop




Key words

Throughout the engagement, participants were asked what words they would use to describe Sydney Olympic Park in the future. Over 1,000 words were compiled from the engagement activity throughout the engagement period, and a word cloud was created, showing the top words submitted.

These descriptors provide a summary of the aspirations for Sydney Olympic Park from the community and stakeholders.

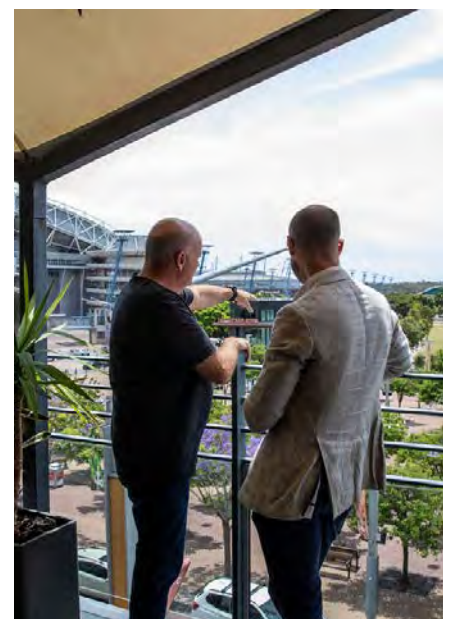
Stakeholder feedback captured through this and prior engagement processes has been an important input into the development of the Sydney Olympic Park Place Vision and Strategy.

The top five words submitted to describe Sydney Olympic Park in 2050 are:

-  **Green**
-  **Sustainable**
-  **Connected**
-  **Sport**
-  **Activated**



Community consultation word cloud



Stakeholder visioning workshop (Source: Matthew Duchesne)

14.2 Mural

