

ATTACHMENT BOOKLET

ORDINARY COUNCIL MEETING
27 MAY 2020

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DESTINATION MANAGEMENT PLAN 2018/19-2022/23



**LIVERPOOL
CITY
COUNCIL**





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Mayor's Message



WENDY WALLER
MAYOR

Liverpool has so much to offer residents and visitors alike. Our multicultural culinary and retail offerings, our arts scene, history and burgeoning education sector make Liverpool truly special.

This Destination Management Plan encapsulates our vision to become a place locals are proud to call home; celebrating and sharing our diversity, heritage and nature.

We want to showcase and celebrate Liverpool's people, rich cultural diversity, heritage, natural assets and events.

We are fortunate to be home to the Casula Powerhouse Arts Centre – already one of NSW's best arts facilities and its reputation grows with every world-class show, event and program it hosts.

Natural assets like Chipping Norton Lake and Bents Basin, coupled with the culinary and retail attractions of our walkable city, are part of Liverpool's broad offering.

Construction has begun Western Sydney Airport and in a few short years, it will bring visitors from around Australia and the world to our city.

Our Home, Liverpool 2027 Community Strategic Plan (CSP) outlines our community's priorities for Liverpool. This Destination Management Plan feeds into the community's aspirations as outlined in the CSP by creating connection between local people and visitors. It will help us generate opportunities for new and existing businesses, feeding into our \$11.4 billion local economy.

In promoting our wonderful city as a tourist destination, we hope to strengthen community pride and raise investor confidence, leading to direct and indirect job creation through the growth of the visitor economy.

Mayor Wendy Waller

CEO's Message



KIERSTEN FISHBURN
CEO

As Liverpool grows and realises its potential as Sydney's third CBD, we are capturing national and international interest.

Work has begun on the much-anticipated Western Sydney Airport, global businesses are lining up to locate themselves in the surrounding Aerotropolis and we look forward to the \$740 million upgrade of Liverpool Hospital.

Last year, we rezoned 25 hectares in the heart of Liverpool, which will encourage new businesses and double the resident population in the CBD, bringing new energy to the heart of our city.

As our city matures, so must the way we present ourselves to the world.

The objective of this Destination Management Plan is to build a thriving visitor economy and increase the economic benefits that flow from tourism to local businesses and communities

Liverpool has a culturally diverse and growing population so it is important to have increased engagement and support from locals to grow Liverpool as a visitor destination

One of the key drivers of visitors to Liverpool is visiting friends and relatives, so it is vital that we build our community's awareness of the attractions they have on their doorstep.

This Destination Management Plan will guide us in redefining our visitor economy, focusing on holiday, leisure, events and festivals, business, education, employment, and medical travel.

Growing the visitor economy is part of Council's broader vision to stimulate the local economy, increasing the appeal and competitiveness of Liverpool as a destination and lifestyle choice.

CEO Kiersten Fishburn



Executive Summary

The Destination Management Plan (DMP) is a five year strategy detailing Council's priorities for the development of the visitor economy in Liverpool. The DMP provides strategic direction and defines Council's role and commitment to meeting the needs of the visitor economy in the City.

Growing Liverpool's visitor economy is part of Council's broader vision to stimulate the local economy through the injection of new dollars, creation of employment opportunities and increased demand for local goods and services. A strong visitor economy will showcase and celebrate the City's assets of the City – its people and lifestyle, rich cultural diversity, heritage, natural assets and events. Marketing and promotion will enhance the City's profile, thereby building and strengthening community pride and raising investor confidence. Western Sydney Airport will provide new opportunities to attract international visitors and grow the local visitor economy

The vision for Liverpool's DMP is; A place locals are proud to call home; celebrating and sharing our diversity, heritage and nature.

The DMP's objective is to build a thriving visitor economy and increase the economic benefits that flow from tourism to local businesses and communities through unique visitor experiences.

The DMP has five strategic directions:

- Promote Liverpool as a core visitor destination through increased engagement and support from locals.
- Support local businesses, groups and organisations to build and develop the visitor economy and their tourism products.
- Celebrate Liverpool's diversity and utilise it to grow and strengthen the visitor market base.
- Attract new businesses, events and investment to engage locals and increase visitation to Liverpool.
- Leverage existing and emerging assets to grow Liverpool's visitor economy.



1. Introduction

The Liverpool Destination Management Plan (DMP) provides the direction and framework for growing Liverpool's visitor economy. Tourism Australia recognises that tourism is more than just the holiday travel sector but incorporates a broader visitor economy, including domestic and international travel for business, study, work and visiting friends and relatives (VFR). The DMP focuses on:

- Distinguishing the importance of community pride to create a successful visitor economy;
- Identifying opportunities to strengthen and grow the City's existing market base and diversify into new markets to increase visitation;
- Identifying opportunities to improve and strengthen the City's product base, harnessing and building on existing assets;
- Identifying the infrastructure, facilities and services needed to support and facilitate the growth of the visitor economy;
- Understanding the future needs of the City as well as the changing needs and expectations of visitors;
- Identifying priorities to ensure the most effective use of Council resources including exploring and establishing partnership opportunities; and
- Recognising the significant impact Western Sydney Airport will have on the local visitor economy.

The main outcomes of the DMP are:

- A growing visitor economy that is economically, socially and environmentally sustainable;
- Increased appeal and competitiveness of Liverpool as a destination and lifestyle choice;
- Increased local knowledge of tourism experiences available in the Liverpool LGA;
- Increased local time and money spent in the area to leverage the VFR market to generate new visitors;
- Increased visitor satisfaction by providing quality experiences that deliver on the City's brand promise and core values, as well as services and facilities that meet visitors' needs and expectations;
- Increased public and private investment in appropriate and sustainable tourism products;
- Direct and indirect job creation through the growth of the visitor economy; and
- Preparing Liverpool to benefit from opportunities presented by Western Sydney Airport.

1.1 Redefining the Visitor Economy

Tourism traditionally has been defined and focused on leisure tourists, meaning, a person who is visiting a place for pleasure and interested in a holiday. Contemporary definitions have moved away from this concept towards a focus on the visitor economy. The visitor economy is defined by people who travel outside of their usual area for holiday, leisure, events and festivals, business, conventions, exhibitions, education, visiting friends and family and employment (Industry NSW, 2012). The term 'visitor economy' incorporates all goods and services consumed by visitors, and not limited to traditional visitor attractions. It takes into account industries which directly serve visitors and industries which are involved indirectly. Industries which directly serve visitors include traditional definitions of tourism such as accommodation suppliers and major attractions. Industries which indirectly serve the visitor economy include retail, hospitality, services such as banks and medical centres. This provides benefits to a broader economy through employment, investment, infrastructure development and export growth (Industry NSW, 2012).



1.2 Why a Destination Management Plan?

The Destination Management Plan is a five year strategy detailing Council's priorities for the development of the visitor economy in Liverpool. The DMP provides strategic direction and defines Council's role and commitment to meeting the needs of the visitor economy in the City.

Growing Liverpool's visitor economy is part of Council's broader vision to stimulate the local economy through the injection of new dollars, creation of employment opportunities and increased demand for local goods and services. A strong visitor economy will showcase and celebrate the City's assets – its people and lifestyle, rich cultural diversity, heritage, natural assets and events. Marketing and promotion will enhance the city's profile, thereby building and strengthening community pride and, raising investor confidence.

1.3 Developing the Destination Management Plan

Findings from the following processes have informed this DMP:

- Review of relevant federal, state and local policies and strategies.
- Analysis of the latest Census and Destination NSW data to identify demographic trends that informed current market trends, potential target markets and demand.
- Analysis and audit of current tourism assets, event facilities and trends on a local, state and national level.
- Consultation with key stakeholders including within Council, and other industries such as arts and culture, sport, history and heritage, hospitality, health, education and Western Sydney International (Nancy-Bird Walton) Airport (WSIA) through community surveys and workshops.

1.4 The Role of Local Government

Local government will work to set long-term objectives for the visitor economy with a view to sharing knowledge and ideas that can strengthen communities, contributing to social wellbeing and sustain economic growth in the area.

Local governments have a particularly important role in facilitating opportunities for their local communities and visitors to participate and benefit from the visitor economy, including:

- The role of an 'enabler' to facilitate and drive the projects and actions associated with the visitor economy;
- The role in connecting the visitor experience and local liveability as a place needs to be a great place to live to become a great place to visit;
- Local government facilitates opportunities for local communities to participate, grow and promote the region; and
- Local businesses, organisations and community members are also major partners in promoting, developing and marketing the local area.

Council's intention with the DMP is to support the development of a thriving visitor economy. This Plan aims to provide a platform to engage the local community in promoting Liverpool as a destination, develop a positive brand image for Liverpool, and create a captivating and attractive destination for both residents and visitors to enjoy.

Limitations

This Plan aims to build a destination where the community and visitors are engaged. It presents the opportunity for Council to be strategic and innovative in developing and managing the visitor economy. Council will play a facilitating role and collaborate with the community, businesses, private and public sector bodies to drive investment in the visitor economy, attract visitors and local participation and create a place for all to enjoy across the LGA.



2. Policy Framework

The DMP is informed by and aligned with international, federal, state and regional policies and Council's Community Strategic Plan (CSP), *Our Home, Liverpool 2027*. All four directions of the DMP are related to this strategy and requires participation from members of the community across all levels. The DMP contributes to the community's vision for the future as identified in the CSP, 'Liverpool, rich in nature, rich in opportunity, creating community; our place to share and grow'. The DMP outlines actions which will contribute to delivering the overall vision for *Our Home, Liverpool 2027*.

The DMP relates to all four directions of the CSP, which are:

Direction 1: Creating Connection

Direction 2: Strengthening and Protecting our Environment

Direction 3: Generating Opportunity

Direction 4: Leading through Collaboration

The DMP focuses on connecting local people and celebrating the diversity, inclusion and heritage of Liverpool, protecting and enhancing the urban and natural environment, attracting businesses for economic growth and employment opportunities, as well as increasing community engagement through events and participation in promotion.

2.1 Links to Other Planning Initiatives

The DMP sits along other documents and initiatives which relate to broader Australian tourism initiatives and *Our Home, Liverpool 2027*. These documents include:

Federal:

- Tourism Australia, *Tourism 2020*, Australian Government Department of Resources, Energy and Tourism

State:

- *Southern Parklands Landscape Framework 2018*, Western Sydney Parklands
- NSW Government Visitor Economy Industry Action Plan 2030
- *Building Western Sydney's Cultural Arts Economy*, Deloitte 2015
- *Western Sydney Visitor Economy Strategy 2017/18 – 2020/21*, NSW Government
- The Western Sydney City Deal
- NSW Government Cultural Infrastructure Action Plan 2018
- *Western Sydney Opportunities for Destination Holiday Parks* Western Sydney Business Chamber and Western Sydney and Caravan & Camping Industry Association NSW
- *Our Greater 2056 A Metropolis of Three Cities – Connecting People*, Greater Sydney Commission

Local:

- *Our Home, Liverpool 2027*, Community Strategic Plan 2017
- Cultural Strategy (2017 – 2021)
- Liverpool Council Cultural Policy 2017
- Liverpool City Activation Strategy 2018 – 2023
- Liverpool Recreation, Open Space and Sports Strategy 2018
- Liverpool Collaboration Area Place Strategy 2018, Greater Sydney Commission
- Liverpool *The Airport City Report 2017*
- *Liverpool: the Gateway to Sydney's Aerotropolis Report 2017*, PWC
- Lucid Economics, *Baseline Visitation Figures*, 2019
- Hotel and Short Term Letting – Demand and Supply Study South West Sydney Report 2018, Colliers International
- Tourism In Liverpool Report 2017, URBIS
- Liverpool Economic Development Strategy 2019 – 2029

2.2 Links to the Community Strategic Plan Challenges

A rapidly growing population and changing landscape presents Liverpool with numerous challenges. This Destination Management Plan, along with other planning documents, identifies opportunities to respond to these challenges.

Community Pride and Heritage

Liverpool has a rich heritage with major cultural and arts focus. There are a number of significant heritage buildings and places which are protected at local and state levels, which contribute to Liverpool's identity. Maintenance of historical buildings often involves significant building works which come at a high cost. A challenge for Council is to balance the need to protect the community identity and heritage with budgeting pressures.

Economic Development

Liverpool continues to experience growth in commercial and industrial development. Its status as a strategic commercial centre of South West Sydney, and its transport links to other areas of Sydney, places Liverpool in a prime position. Council's challenge is to create a city that is attractive, vibrant and engaging to both visitors and locals.

Social Connection

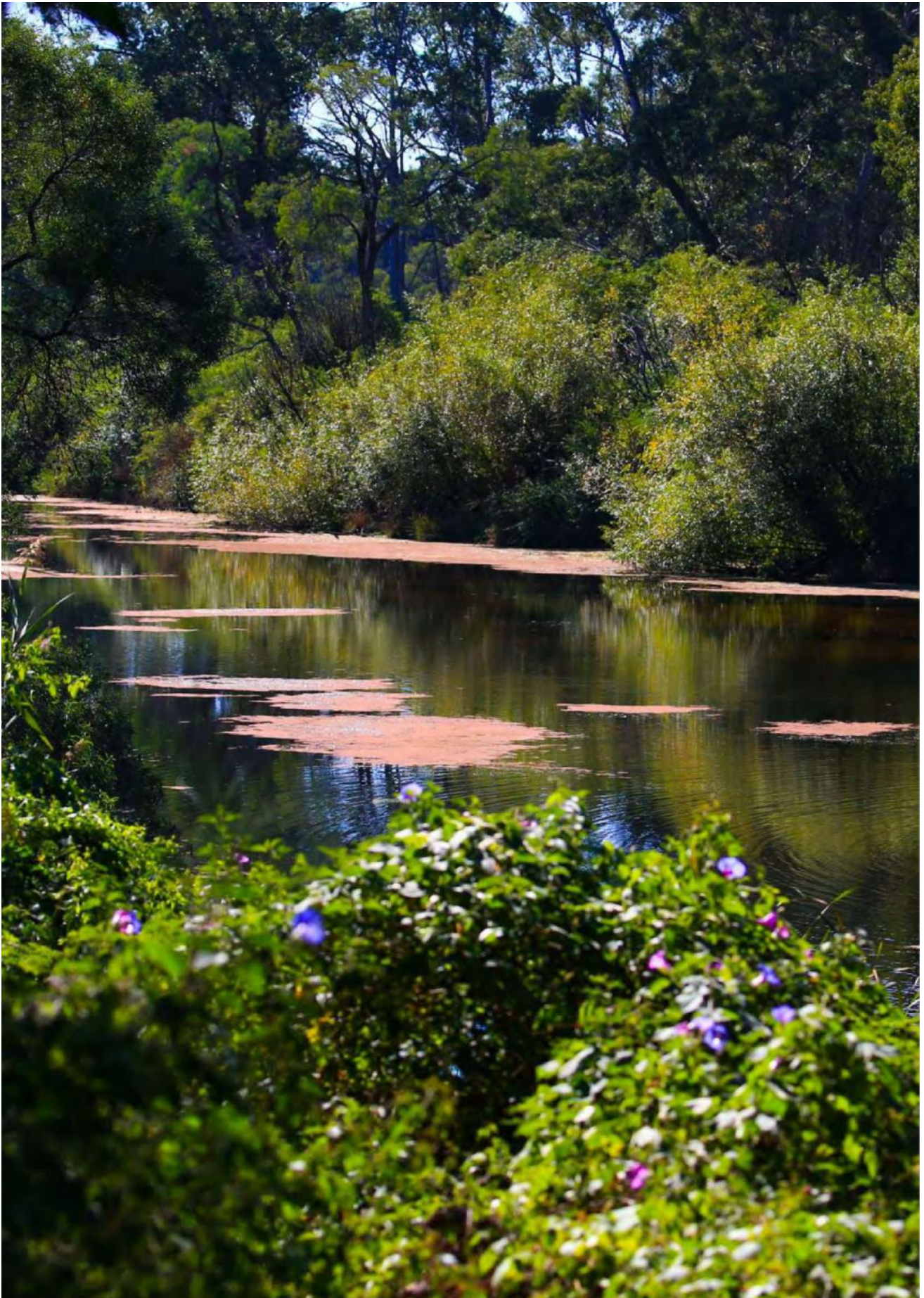
Liverpool is one of the most culturally diverse cities in NSW with almost one in three people born overseas. Liverpool also has a significant Aboriginal community. There is a challenge for Council to ensure services to a broad range of citizens. Finding social connection within a community has become increasingly complex with the numerous demands of everyday life.

Environmental Sustainability

Liverpool has a wide variety of plants, animals and ecosystems, including a significant number of threatened species. Expanding urban development in Liverpool can place pressure on natural environments.

Transport Accessibility

Liverpool's growing population places demand on our existing infrastructure and high traffic volume. Liverpool has good access to Sydney's major motorways.



3.1 Visitor Landscape

Liverpool LGA is currently in a state of major transformation. Liverpool will be Sydney's third city, home to a new airport, a range of global companies, four universities and a vast network of small to medium businesses. Liverpool is currently in the infancy of tourism evolution, as there is limited knowledge and information on Liverpool as a tourism region. There are several current and future developments which will influence the visitor economy, including:

- Amendment No. 52 of the Liverpool Local Environment Plan is set to transform Liverpool's CBD. This is the rezoning of Liverpool's city centre to allow a modern, vibrant, 18-hour economy to develop. This amendment will invite cafes, bars, restaurants, retail, entertainment and other mixed business uses into the CBD. Liverpool will become a modern city with a heart in its historical roots. Liverpool will continue to see quality development along the river, transforming Liverpool into a river city.
- \$740 million redevelopment of Liverpool Hospital transforming the area into a health and innovation precinct.
- Liverpool CBD is currently home to three universities.
- A strong VFR market, which is likely to continue to grow due to projected population growth.
- Increasing corporate and medical development, and therefore events.
- Strategic location with accessibility to Sydney Airport and the future WSIA, Parramatta, major motorways, as well as being located on the main Sydney to Canberra and Sydney to Melbourne routes.
- Competitive due to its affordability, which allows it to become an attractive base for tour group travellers, and those travelling on the major routes southwest of Sydney.

Current Visitation

In 2019 Council commissioned Lucid Economics to determine baseline visitation figures to Liverpool. The data reported is in appendix 1, and the data for 2018 is summarised below.

- 658,747 domestic day trippers
- 193,640 domestic overnight visitors
- 51,755 international visitors*
- total 904,142

According to Lucid Economics, Liverpool visitor purpose is dominated by the VFR sector (43% of domestic day visitors and 66% of international visitors). In comparison, South Western Sydney and NSW as a whole is dominated by travel for holiday purposes.

Looking forward, there is significant potential to grow and diversify the market base. Harnessing and celebrating Liverpool's cultural diversity and providing opportunities to bring locals and visitors together will be core to building the City's visitor economy. Expenditure by visitors creates significant economic growth across a range of industry sectors such as retail, accommodation and food services.

3.2 Tourism assets

Liverpool has existing tourism products and assets as well as several proposed assets which will assist in building the visitor economy. The rapid growth occurring throughout Liverpool will usher in a new wave of assets and products that will directly and indirectly contribute to Liverpool's visitor economy.

Based on Liverpool's core tourism assets, the LGA's current core products and experiences are:

- Multicultural culinary tourism
- Specialty shopping
- Vibrant arts scene, festivals and events
- Eco-tourism – explore the Georges river and parklands
- Health and innovation precinct; e.g. medical related visitation
- Universities; e.g. growing student population
- History and heritage; e.g. Collingwood House, Heritage Buildings, Liverpool Regional Museum
- Indigenous history and culture
- Sport; e.g. Sydney International Shooting Centre, Netball and Karate at the Whitlam Centre
- International and national tourism destination*



Georges River footbridge concept

* As per Council resolution 6 February 2019



3.3 Liverpool Region Strengths and Assets

Liverpool has several strengths which support the growth of its visitor economy. These strengths include:

- **Accessibility:** Liverpool is one of the most accessible LGAs in Sydney, sitting on the junction of the Hume Highway, M5, M7, Cumberland Highway and Newbridge Road. Liverpool is also serviced by 4 rail lines, and an express bus T-Way. Liverpool has direct access to the Sydney and Parramatta CBDs, Sydney Airport, and is highly accessible to Sydney Olympic Park, Sydney Motor Sports Park, the major sporting and entertainment venues in Western Sydney. WSIA will also be in Liverpool.
- **Affordability:** Liverpool is a cost-competitive destination with the cost of accommodation, venue hire, car parking being lower than the Sydney CBD, Inner City and Parramatta CBD.
- **Walkable city:** Liverpool's CBD is easily walkable due to its flat terrains, grid like design and short distances between core facilities.
- **Economic Base:** Liverpool LGA has a strong and diverse economic base with the main sectors being health and social assistance, education, retail trade, construction and manufacturing and a burgeoning innovation sector.
- **Availability of venues:** Liverpool LGA has a range of conference, function and entertainment venues. The Whitlam Leisure Centre is one of two venues in the Sydney region with a design capacity of around 3,000 – 3,500 seated, while the Liverpool Catholic Club has one of the largest purpose-built, contemporary conference and function centres with onsite accommodation outside of the Sydney CBD. William Inglis Hotel has addressed the gap in the higher end of the market.
- **Physical environment and natural resources:** Liverpool is located on the Georges River, with the LGA having extensive tracts of parklands and reserves, including the Western Sydney Parklands, Chipping Norton Lakes, Bents Basin, Edmondson Regional Park, Leacock Regional Park and the Georges River Corridor. These parklands and reserves give way to eco-tourism, nature walks and recreational activities.
- **Liverpool and surrounds have significant supply of hotels and short term accommodation servicing the current demand of 70,000 international and national visitors. More accommodation will be required to meet the demand towards the opening of the WSIA.**
- **Liverpool Hospital has received major funding which will facilitate an increase in the visitor economy. There is also major development occurring to Liverpool's Innovation Precinct as a whole, which will increase medical and corporate visitation to Liverpool and therefore opportunities to grow the visitor economy through provision of ancillary offerings.**
- **Cultural diversity:** Liverpool is one of the most ethnically diverse communities in Australia with residents from 150 different countries.
- **Heritage and culture:** Liverpool is the fourth oldest city in Australia. It has a rich local history, as well as a developing arts and entertainment scene.
- **Casula Powerhouse Arts Centre is one of the leading arts centres in the region, and attracts over 50,000 visitors annually.**

3.4 Liverpool Region Weaknesses

Liverpool has a series of weaknesses which need to be acknowledged and addressed in order to grow the visitor economy. These weaknesses include:

- Council commenced having a more active role in Tourism in 2017 after more than 20 years of limited involvement.
- Liverpool will need to build a tourism brand and profile to continue to develop the infrastructure, facilities, and services for a strong visitor economy. Resources are needed to encourage and support the sector and facilitate growth.
- There is a limited level of awareness amongst the local and regional community and the tourism trade about the assets, attractions and activities available in Liverpool.
- Tourism can assist in changing the existing perception of Liverpool. Liverpool currently has a negative perception such as being down market, having limited experiences, social problems and safety issues. Perception is changing and Liverpool is increasingly featured in the media for its growth potential.
- Council needs to overcome barriers with local businesses to recognise that they are in the tourism sector and what Liverpool's offerings are. Until this changes, businesses may be difficult to engage in tourism promotions.
- Businesses currently work individually rather than as a collective, this provides the opportunity and need to develop a network for businesses. It is also important that neighbouring LGAs work together as a region.
- Tourism Australia highlights that only one third of Australian tourism operators have online booking and payment facilities, whilst 80% of Australians are online and utilise it as a core travel agent. Liverpool currently has limited online presence in the tourism sector.
- Within the Western Sydney region, Parramatta, Blacktown, Penrith and Macarthur have well established visitor economies. Penrith, Camden, Campbelltown, Blacktown and Parramatta already have in place the information and promotional materials, and the infrastructure and resources needed to attract and service the thousands of visitors that will be arriving and departing via WSIA.
- There is aging infrastructure and poor presentation in some areas.

3.5 Future Liverpool Region Opportunities

Liverpool has the following opportunities which will facilitate the growth of the visitor sector in the future:

- Liverpool's rich ethnic diversity is reflected in the City's festivals and events, restaurants and cafes, shops and places of worship. This diversity is also a significant driver of visitation, with thousands of international visitors coming into the LGA each year as visiting friends and relatives.
- Increasing opportunity to host business events due to a variety of venues and Liverpool's increasing significance as a central Sydney location for business.
- Ability to attract medical tourism and events due to the investment and upgrade to the Liverpool Innovation Precinct.
- Strong assets to develop core visitor trails such as culinary, specialty retail, sport and heritage tourism.
- Proximity of the Liverpool CBD to the WSIA.
- Increased mixed-use development facilitated by the LEP Amendment 52.
- Establishment of a thriving 18-hour economy in the city centre.

3.6 Demographics

Liverpool is home to one of the fastest growing populations in Australia, with population growth expected to hit 331,000 by 2036. One of Liverpool's most unique characteristics is the diversity in the community. This diversity must be taken into consideration when developing a visitor economy. Liverpool is home to migrants from over 150 countries with a variety of socio-economic backgrounds. It is important to ensure that the visitor economy and tourism experiences are accessible and affordable to families, younger children, those with lower incomes, whilst providing a social and welcoming environment, and a point of difference to other visitor experiences across the region.





4. Destination Vision and Directions

Vision

A place locals are proud to call home; celebrating and sharing our diversity, heritage and nature.

Objective

To build a thriving visitor economy and increase the economic benefits that flow from tourism to local businesses and communities through unique visitor experiences.

Strategic Directions

Promote

Promote Liverpool as a core visitor destination through increased engagement and support from locals.

Support

Support local businesses, groups and organisations to build and develop the visitor economy and their tourism products.

Celebrate

Celebrate Liverpool's diversity and utilise it to grow and strengthen the visitor market base.

Attract

Attract new businesses, events and investment to engage locals and increase visitation to Liverpool.

Leverage

Leverage existing and emerging assets to grow Liverpool's visitor economy.

4.1 Promote

Promote Liverpool as a core visitor destination with increased engagement and support from locals.

Liverpool is home to a diverse group of people, features, cultures, events and history. There are unique opportunities to promote Liverpool to its local community and to a broader audience. Local people have a significant role in presenting a positive image and publicity for the City.

For a visitor destination to be successful, it needs to firstly be attractive and engaging to the local community. The DMP aims to increase the participation of the local community in leisure, play and events in Liverpool. Council will work on the development of a marketing campaign to increase awareness of the experiences available to its local communities. This campaign will then be utilised to translate to a broader audience. Through this campaign, Council will engage with the VFR market (which is Liverpool's core visitor market) to increase visitation expenditure and participation. This Plan presents Council's commitment to creating connection and increasing community pride in Liverpool.

Key outcomes:

- Increased local appreciation amongst residents for the place in which they live, work and play, leading to increased engagement and participation with local businesses and events.
- Development of a new tourism brand and identity for the Liverpool LGA.
- Increased awareness of Liverpool's visitor offerings and experiences.



4.2 Support

Support local businesses, groups and organisations to build and develop the visitor economy and their tourism products.

Local businesses, groups and organisations are the fundamental core to a successful visitor economy. Participation in the visitor economy provides opportunities for social engagement, economic stimulation and contributes to the wellbeing of the City. Council will work with local businesses through consultation and workshops to provide support to grow their visitor economy offerings and experiences. This DMP recognises the challenges present due to the low level of awareness among local businesses and organisations of their role and significance in the visitor economy. There is also limited online presence for tourism assets and experiences in the region. Council will address existing barriers to growing the visitor economy through addressing skills shortages, capacity building, attracting new businesses and attractions, and providing ongoing support and assistance to existing businesses.

Key outcomes:

- Increased web presence of local offerings to support the growth of the visitor economy.
- A developing visitor economy supported by local businesses, organisations and groups.
- Establish core partnerships and networks which will contribute to a sustainable visitor economy.



4.3 Celebrate

Celebrate Liverpool's diversity and utilise it to grow and strengthen the visitor market base.

Liverpool is one of the most diverse LGAs in Australia, which affords it with unique experiences to enhance the visitor economy. Liverpool provides visitors with opportunities to experience different cultures, cuisines, traditions and fashion from around the world without leaving the LGA. Council recognises that these experiences need assets to be at the forefront of Liverpool's visitor identity. Council will work with the local community to enhance the visitor economy through facilitating participation and establishing Liverpool as a cultural hub for South Western Sydney. Council acknowledges Liverpool's rich local history and environmental landscape, which are key attractions and assets to enhancing the visitor economy.

The ambition to celebrate Liverpool's diversity will be prioritised throughout the DMP to set foundations for the preservation of its heritage and identity. Celebrating Liverpool's diversity will also ensure a balance between 'place-making' and 'place-keeping'. 'Place-making' is defined as the creation of high quality spaces that people want to visit, experience and enjoy. 'Place-keeping' is the long-term maintenance and management of such spaces to ensure that the social, environmental and economic quality and benefits can be enjoyed by future generations.

Key outcomes:

- A variety of visitor guides and assets which are accessible to Liverpool's diverse communities and visitors.
- Liverpool recognised as the multicultural hub of Sydney.
- Increased engagement with heritage and historical sites in the LGA.



4.4 Attract

Attract new businesses, events and investment to engage locals and increase visitation to Liverpool.

Council will actively seek out new opportunities for attracting experiences to create engaging visitor assets. Liverpool is currently undergoing a period of transformation and rejuvenation, and Council is leading the change with a number of infrastructure and environmental projects to be delivered in the following years. This includes Liverpool now being home to multiple universities, the upcoming Civic Place and a rejuvenated city centre. Council will develop frameworks and initiatives to encourage new businesses, organisations, experiences and development to attract visitors to the area. Council will advocate for innovative engagement outcomes from the local community and businesses to create a diverse and inviting region.

Council is committed to attracting new opportunities to support different visitor economy segments. This includes recognising the value in the VFR market, and medical and business tourism.

Key outcomes:

- Support to the local sports industry to broaden the visitor experience of participants.
- Collaboration with the education sector to create an attractive destination for domestic and international students to experience and engage with Liverpool.
- Increase number of leads for new events (business, education, sport and recreational) to the LGA.
- Increased number of leads for investment in the local visitor economy.



4.5 Leverage

Leverage existing and emerging assets to grow Liverpool's visitor economy.

Liverpool is rapidly becoming the third CBD of Sydney. Home of the future WSIA and the largest hospital complex in the Southern Hemisphere, the Liverpool CBD and LGA is rapidly transforming to become one of Sydney's key hubs. Liverpool Hospital is about to undergo a \$740 million revamp which is the anchor of the Liverpool Innovation Precinct. Three major universities and TAFE also have a growing presence in the Liverpool CBD.

These changes provide the opportunity for Council to leverage existing and emerging assets to grow the local visitor economy. Council is committed to leveraging the opportunities afforded by these assets to ensure that Liverpool is ready for the growth of the visitor economy, which will be generated as a result of being home of Australia's new international airport.

Key outcomes:

- Support the Western Sydney Airport development and related visitor growth.
- Increased spending as a result of visiting friends and relatives due to the local population and immigration growth.
- Growth of ancillary activities due to increased visitation to the Liverpool Innovation Precinct.



5. Monitoring and Reporting

The DMP will be the responsibility of the City Economy Unit.

The actions of this DMP will be monitored by key internal stakeholders across Council directorates. The outcomes from the DMP will be reported to the Tourism and CBD Committee on a bi-monthly basis. This committee includes external stakeholders from community groups, NGOs and businesses which will assist in exploring further opportunities to build the visitor economy. The benefits sustained from the DMP will be measured.

Evaluation and Review

This DMP will be reviewed every two years. The review should include the following:

1. Council's ongoing commitment to the purpose and objectives of the DMP;
2. Mechanisms to collect feedback on Council's activities in growing the visitor economy;
3. Whether the manner in which Council manages this Plan and related activities is professional, transparent and accountable;
4. Whether conflicts of interest are identified and activities terminated should a conflict of interest arise that cannot be resolved; and
5. Determine next steps through the development of an Action Plan for the following two years.



6. Action Plan

Action Plan									
1. Develop a visitor brand identity and marketing campaign plan.									
Actions	CSP Key	DMP Direction	Measures	Timeframe for completion or implementation					Responsible
				2018/19	2019/20	2020/21	2021/22	2022/23	
1.1	Develop a brand identity and marketing plan which is consistent across different components of the visitor economy.	L.2	Promote	Marketing plan developed Campaign delivered Post-campaign report	✓	✓	✓	✓	Communications City Economy
1.2	Develop and deliver a <i>Local Love</i> campaign.	L.2	Promote	Local campaign developed Assets and collateral distributed Report and evaluation of campaign	✓	✓			City Economy Communications
1.3	Create an annual Visitor Guide and promotional collateral which is available online and in print. Guide should advise what Liverpool has to offer and encourage local businesses to utilise it to increase their own marketing and development.	C.1	Promote Support	Development of Visitor Guide Total businesses participating in Visitor Guide Distribution channels achieved Engagement measured	✓	✓	✓	✓	City Economy Casula Powerhouse Arts Centre Events Libraries and Museums Communications City Design City Community and Culture

6. Action Plan

1.4	Communicate with neighbouring visitor information centres about featuring Liverpool's Visitor Guide.	L.1	Promote Leverage	Number of placement agreements achieved	✓	✓	✓	✓	✓	City Economy
1.5	Enhance the existing What's On page on the Council website to allow the incorporation of a tourism webpage.	L.1	Promote	Tourism incorporated into What's On	✓					City Economy Communications
1.6	Investigate opportunities for Liverpool to feature in third party marketing publications.	C.1	Promote	Number of third party publications featured in i.e. Time Out, Connect China	✓	✓	✓	✓	✓	City Economy Communications
1.7	Produce a city wide tourism visitor map which is available digitally and in print.	C.3	Promote	Consult local stakeholders and accommodation to produce the map Map complete Map distributed	✓				✓	City Economy Communications
1.8	Develop a social media campaign strategy to market Liverpool as a tourism precinct through organic content that creates a positive image.	L.2	Promote	Strategy completed Social media activities delivered	✓	✓	✓	✓	✓	City Economy Communications
1.9	Evaluate Liverpool's online presence and develop a plan to improve digital profile.	C.1	Promote	Online presence audit complete Digital presence and search engine optimisation plan produced and implemented	✓	✓	✓	✓	✓	City Economy Communications

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1.10	Engage online travel agents to promote Liverpool domestically and internationally.	C.1	Promote	Number of leads developed					✓	City Economy
1.11	Review Liverpool's presence on third party tourism and travel websites.	G.3	Promote	Audit of Liverpool's representation on third party websites	✓					City Economy
1.12	Audit the accessibility of visitor information for Liverpool and develop easy to access information as recommended by the NSW Government.	C.3	Support	Audit complete Information access plan implemented	✓		✓			City Economy
1.13	Encourage operators to actively promote Liverpool's attractions, events and activities.	G.2	Support Leverage	Number of local providers promoting events on and offline	✓		✓		✓	City Economy
1.14	Develop a visiting friends and relatives targeted marketing campaign with visitor guides available in multiple languages.	C.1	Celebrate Promote	Strategy complete Guides delivered			✓		✓	City Economy Communications
1.15	Develop a campaign to promote parks around Liverpool.	C.4	Celebrate Promote	Campaign plan created Campaign delivered				✓	✓	City Economy Communications

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2. Position Liverpool as a multicultural hub									
Actions	CSP Key	DMP Direction	Measures	Timeframe for completion or implementation					Responsible
				2018/19	2019/20	2020/21	2021/22	2022/23	
2.1	Integrate Liverpool's cultural diversity into the <i>Local Love</i> campaign.	Celebrate	Campaign delivered in multiple languages		✓				Communications
2.2	Promote and celebrate Liverpool's unique speciality and cultural stores, for example, become the 'Sari Centre' of Sydney, increase recognition of an Iraqi Gold Souk and support the proposed indigenous cultural centre.	Celebrate	Campaign plan developed and implemented		✓		✓		City Economy Community and Culture
2.3	Develop a marketing campaign which celebrates the ability to 'travel around the world' without leaving Liverpool.	Celebrate	Marketing campaign developed and delivered		✓		✓		City Economy Communications
2.4	Explore partnership opportunities with local and neighbouring cultural tourism enterprises.	Support Leverage	Leads generated Partnerships created		✓		✓		City Economy Community and Culture
2.5	Explore partnerships with neighbouring LGAs to establish South Western Sydney as a cultural centre.	Celebrate Leverage	Partnerships explored		✓		✓		City Economy

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3. Investigate the sustainability of a Visitor Information Centre									
Actions	CSP Key	DMP Direction	Measures	Timeframe for completion or implementation				Responsible	
				2018/19	2019/20	2020/21	2021/22		2022/23
3.1	Conduct a feasibility study on the sustainability and benefits of a Visitor Information Centre (VIC) in Liverpool.	Promote	Feasibility report complete		✓				City Economy
4. Develop a way finding strategy which will assist visitors in the CBD and surrounds									
Actions	CSP Key	DMP Direction	Measures	Timeframe for completion or implementation				Responsible	
				2018/19	2019/20	2020/21	2021/22		2022/23
4.1	Audit the signposting and way-finding around Liverpool from a tourism perspective.	Promote	Audit complete Recommendations presented to Council	✓	✓			✓	City Design
4.2	Create a new strategy for sign posting and way finding around Liverpool. This includes the gateways into Liverpool, such as motorways and public transport.	Promote	Audit Liverpool's current gateways Strategy complete	✓	✓				City Design and Public Domain
5. Work with surrounding LGAs to create a visitor destination network for the region									
Actions	CSP Key	DMP Direction	Measures	Timeframe for completion or implementation				Responsible	
				2018/19	2019/20	2020/21	2021/22		2022/23
5.1	Explore opportunities to collaborate in a South Western Sydney marketing strategy rather than refining to an LGA border.	Promote Leverage	Number of partnerships explored	✓	✓		✓	✓	City Economy Communications

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5.2	Capitalise on cooperative marketing opportunities with businesses, other regions, organisations and sectors.	L.1	Promote Leverage	Cooperative marketing opportunities achieved						✓				City Economy
5.3	Encourage core visitor economy business operators to work together to create a tourism network in Liverpool rather than functioning as silos.	G.2	Support Leverage	Network created between examples such as The William Ingis Hotel, Casula Powerhouse Arts Centre and Georges Cove Marina.						✓		✓		City Economy
6. Assist and support local businesses, groups and organisations in the development of the visitor economy whilst attracting new businesses for future growth														
Actions		CSP Key	DMP Direction	Measures	Timeframe for completion or implementation							Responsible		
					2018/19	2019/20	2020/21	2021/22	2022/23					
6.1	Develop a framework for Council to support businesses so they are prepared to support the growth of the visitor economy.	G.2	Support	Framework development	✓					✓				City Economy
6.2	Conduct workshops with local businesses on the impacts and benefits of a visitor economy.	G.2	Support	Workshop implemented Workshop attendance	✓					✓		✓		City Economy
6.3	Develop a tourism e-kit based on Tourism Australia's kit to help local businesses attract visitors through information and communication technology.	G.2	Support	e-kit developed and distributed	✓					✓		✓		City Economy Communications

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6.4	Consult with the tourism sector in the region to receive feedback and understanding to assist growth.	L.2	Support	Number of opportunities for consultation highlighted	✓	✓	✓	✓	City Economy
6.5	Investigate if there is a skills shortage in the area to keep up with the increased demand from a visitor economy.	G.2	Support	Study complete through consultation Shortages investigated	✓	✓	✓	✓	City Economy
7. Improve the visitor experience journey through a variety of trails									
Actions	CSP Key	DMP Direction	Measures	Timeframe for completion or implementation					Responsible
				2018/19	2019/20	2020/21	2021/22	2022/23	
7.1	Develop a series of experience trails which can be utilised to promote the region such, as cultural, historical, Indigenous, food and wine, biking and cycling.	C.1	Promote	Trails developed Engagement measured	✓	✓	✓	✓	City Economy Transport Planner
7.2	Support new street art each year throughout the local government area, with a focus on the city centre to create street art trails.	G.3	Support	Art installed	✓	✓	✓	✓	City Economy
7.3	Encourage business collaborations to create visitor experience precincts.	G.3	Support	Number of collaboration opportunities explored	✓	✓	✓	✓	City Economy

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8. Leverage the Western Sydney International (Nancy Bird-Walton) Airport development and related visitor growth to further expand and develop the local visitor economy									
Actions	CSP Key	DMP Direction	Measures	Timeframe for completion or implementation					Responsible
				2018/19	2019/20	2020/21	2021/22	2022/23	
8.1 Identify what we can do immediately to start to position WSIA for tourism growth.	G.2	Leverage	Relevant studies completed		✓	✓			WSIA Aerotropolis and City Planning City Economy
8.2 Develop an aerotropolis tourism reference group particularly focussed on tourism related development around the WSIA.	G.1	Leverage	Group created		✓	✓			City Economy (lead) Destination New South Wales Department of Industry City Deal South Western Sydney Tourism Taskforce
9. Investigate a potential site for a recreational vehicle holiday park within Liverpool LGA									
Actions	CSP Key	DMP Direction	Measures	Timeframe for completion or implementation					Responsible
				2018/19	2019/20	2020/21	2021/22	2022/23	
9.1 Research the benefits of a Holiday Park to the LGA.	G.2	Support	Study complete	✓	✓				City Economy

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9.2	Identify a potential site for a holiday park within the LGA.	G.2	Support	Site identified Recommendations presented to Council	✓	✓	✓	✓	✓	Strategic Planning
10. Grow Liverpool's presence on guided holidays itineraries										
Actions		CSP Key	DMP Direction	Measures	Timeframe for completion or implementation					Responsible
10.1	Consult guided holiday and tour operators on the requirements to be a destination included in their itineraries.	G.3	Leverage Attract	Consultation conducted Learnings implemented	✓	✓	✓	✓	✓	City Economy
10.2	Study potential interest-based tourism in Liverpool to foster the development of like-minded touring groups.	C.3	Celebrate Attract	Number of potential groups engaged			✓	✓	✓	City Economy
11. Grow the local recreation tourism market										
Actions		CSP Key	DMP Direction	Measures	Timeframe for completion or implementation					Responsible
11.1	Audit existing events and sports facilities located in Liverpool and their quality.	G.2	Attract	Audit Complete	✓	✓	✓	✓	✓	Recreation
11.2	Determine the total visitation rates and revenue generated as a result of sporting events.	G.2	Attract	Rates determined and plans to increase delivered	✓	✓	✓	✓	✓	Community Development City Economy

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11.3	Generate a large group guide with local businesses for those visiting for sporting or group events.	G.2	Attract Support	Guide created and delivered	✓	✓	✓	✓	✓	City Economy Recreation
11.4	Collaborate with key stakeholders to develop the Georges River Corridor into a major recreational node for South West Sydney, providing a range of water and land based activities.	G.2	Attract Leverage	Plan developed Number of events attracted	✓	✓	✓	✓	✓	City Economy Community Development and Planning
11.5	Support local sporting facilities to grow as premier venues.	G.2.	Support Leverage	Audit on quality Number of sporting events held	✓	✓	✓	✓	✓	Community and Culture
12. Establish Liverpool as a culinary tourism destination										
Actions	CSP Key	DMP Direction	Measures	Timeframe for completion or implementation					Responsible	
				2018/19	2019/20	2020/21	2021/22	2022/23		
12.1	Encourage local restaurants and cafes to have a 'scores on doors' approach to showcase compliance with food safety to create a culinary tourism destination.	G.2	Support	Number of eateries with scores on doors	✓	✓	✓	✓	City Economy	
12.2	Attract business to the CBD and surrounds to create eat streets and urban villages.	G.2	Attract	Number of leads generated	✓	✓	✓	✓	City Economy	

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12.3	Continue to enhance and promote culinary activity nodes in the city through taste tours.	G.2	Promote	Promotions developed Number of taste tours explored and developed	✓	✓	✓	✓	✓	City Economy
12.4	Coordinate the development of a harvest trail with local farms.	G.2	Support Promote	Harvest trail developed	✓					City Economy
13. Grow event-based visitation										
Actions		CSP Key	DMP Direction	Measures	Timeframe for completion or implementation					Responsible
13.1	Continue to support Casula Powerhouse to position itself as the leading Arts Centre in South Western Sydney.	G.2	Support celebrate	Increased visitation	2018/19	2019/20	2020/21	2021/22	2022/23	Casula Powerhouse Arts Centre
13.2	Audit the existing business and events space and analyse whether they are meeting demand.	G.1	Attract	Audit complete Repeat report in 4 years	✓		✓		✓	City Economy
13.3	Investigate and study the requirements of a city to host major events through consultation with events organisations and comparative studies with other LGAs.	G.2.	Attract Leverage	Study complete		✓				City Economy
13.4	Explore opportunities to secure and attract iconic events which will attract people from around New South Wales including business, education, medical	G.3	Attract	Leads generated		✓		✓	✓	City Economy Casula Powerhouse Arts Centre

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14.4	Investigate opportunities for Liverpool to participate in educational tours with the health and education sectors.	G.3	Attract Leverage	Number of opportunities obtained					✓	✓	City Economy
15. Capitalise on Liverpool's rich local heritage											
Actions		CSP Key	DMP Direction	Measures	Timeframe for completion or implementation						Responsible
					2018/19	2019/20	2020/21	2021/22	2022/23		
15.1	Develop the Heritage Activation Strategy.	C.1	Celebrate	Strategy developed Actions from strategy delivered		✓			✓		City Economy City Design and Public Domain
15.2	Collaborate with the Museum of Army Engineering to promote the museum as a quality, iconic attraction for Liverpool and a focal point for military history within the LGA.	C.1	Celebrate Support Leverage	Recommendations presented		✓					City Economy Holsworthy Barracks
15.3	Collaborate with Landcom to develop the Bardia Barracks-Edmondson Park precinct as a visitor activity node with a strong focus on military history.	C.1	Celebrate Leverage	Recommendations presented		✓					City Economy Landcom
15.4	Enhance and promote the experience of Liverpool Regional Museum.	C.1	Celebrate	Recommendations presented		✓			✓		City Design Library and Museums
15.5	Completion of the actions within the Reconciliation Action Plan which relate to tourism.	C.1	Celebrate	Actions completed	✓				✓		City Community and Culture

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16. Build a strong education based visitor economy									
Actions	CSP Key	DMP Direction	Measures	Timeframe for completion or implementation					Responsible
				2018/19	2019/20	2020/21	2021/22	2022/23	
16.1	Engage with local education facilities to attract the families of international students to explore and visit the area they are studying in.	Attract Leverage	VFR international student plan created Number of visitors attracted		✓		✓	✓	City Economy Western Sydney University University of Wollongong TAFE NSW
16.2	Engage with local businesses to develop a student discounts campaign.	Attract Support	Number of businesses participating	✓	✓		✓	✓	City Economy
17. Increase visitor economy investment attraction									
Actions	CSP Key	DMP Direction	Measures	Timeframe for completion or implementation					Responsible
				2018/19	2019/20	2020/21	2021/22	2022/23	
17.1	Encourage domestic and international businesses to invest within the LGA to create core visitor economy recreational attractions to increase visitation.	Attract Leverage	Plan developed Number of leads attracted				✓	✓	City Economy
17.2	Create a Liverpool Destination Product Development Opportunities Plan.	Support Attract	Plan created		✓				City Economy

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18. Provide ongoing support to the accommodation sector in Liverpool									
Actions	CSP Key	DMP Direction	Measures	Timeframe for completion or implementation					Responsible
				2018/19	2019/20	2020/21	2021/22	2022/23	
18.1	Encourage accommodation providers to enhance their online presence profile.	Support	Audit online presence of local accommodation	✓	✓				City Economy
18.2	Encourage accommodation providers to promote Liverpool as a destination both online and in-house.	Support Promote	Number of local accommodations promoting Liverpool as a destination to guests		✓	✓	✓		City Economy
19. Position Liverpool as a shopping destination									
Actions	CSP Key	DMP Direction	Measures	Timeframe for completion or implementation					Responsible
				2018/19	2019/20	2020/21	2021/22	2022/23	
19.1	Increase Liverpool's recognition as a destination for diverse shopping including malls, boutiques, speciality stores, factory outlets and homemaker centres.	Support Promote	Campaign developed and delivered		✓	✓			City Economy Shopping outlets in Liverpool including Westfield and Fashion Spree
20. Determine baseline visitation figures									
Actions	CSP Key	DMP Direction	Measures	Timeframe for completion or implementation					Responsible
				2018/19	2019/20	2020/21	2021/22	2022/23	
20.1	Conduct a research study to determine baseline visitation numbers and data to Liverpool.	Promote	Study complete and repeated	✓		✓		✓	City Economy



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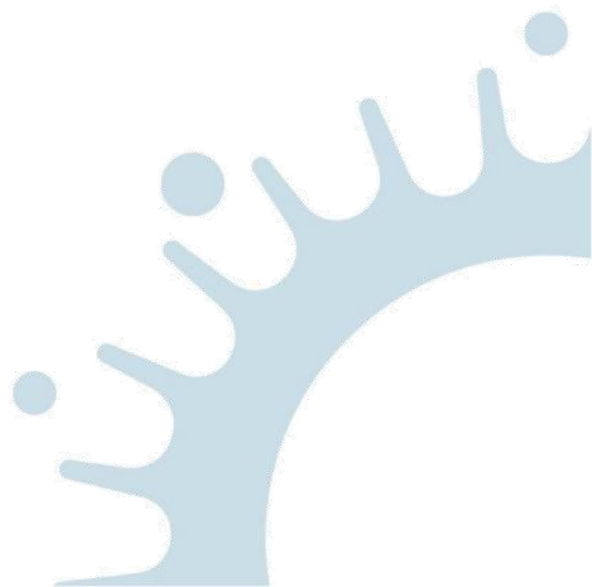


Liverpool Baseline Visitor Figures

Prepared for

Liverpool City Council

June 2019



lucid

/ˈluːsɪd/

adjective

1. expressed clearly; easy to understand

2. bright or luminous



Document Control

Job Name: LIVERPOOL Baseline Visitor

Client: Liverpool City Council

Client Contact: Susana Freitas

Version Control

Version	Date	Authorisation
Draft v1	3/6/2019	MC
Final Draft	20/6/2019	MC

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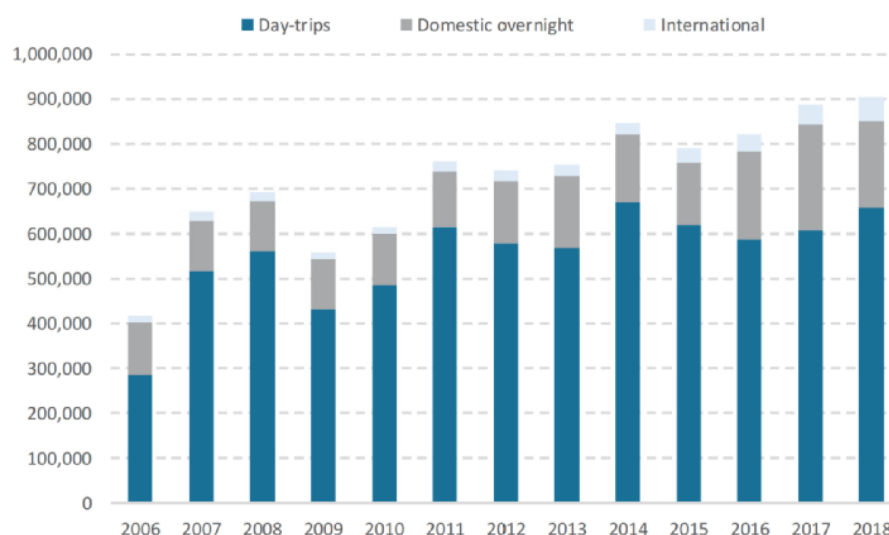
LIVERPOOL Baseline Visitor Figures – Draft Report

Executive Summary

Lucid Economics Pty Ltd (Lucid Economics) has been engaged by Liverpool City Council to provide a baseline assessment of visitation to the local government area.

In the year ending December 2018, Liverpool received just over 900,000 visitors that generated 1.7 million visitor nights (Figure E.1). Visitation has been growing at a healthy average annual rate of 8% since 2006. The market is dominated by day-trip visitors (76% of total visitors) and the visiting friends and relative market segment (46% of total visitors). Not surprising, the majority of visitors are from other parts of Sydney, however, most domestic overnight visitors are from other parts of New South Wales and other States. The majority of international visitors are from New Zealand, Fiji and China (with the Chinese market growing strongly over the last few years, likely tied to enrolment in local universities). Given the nature of visitation to Liverpool, it is not surprising that key visitor activities include visiting friends and relatives, eating out and shopping.

Figure E.1 Visitors by Type, Liverpool



Note: 2-year averages.

Source: TRA (2019).

Visitors to Liverpool spend \$376.9 million (year ending December 2018), which mostly goes to local small businesses across retail, accommodation and food services. Tourism directly contributes \$186.9 million (1.7% of total Gross Regional Product) and 1,452 jobs (1.5% of total employment) to the Liverpool economy.

Table E.1 Economic Contribution of Tourism, Liverpool

	Gross Regional Product (\$m)	Employment
Direct	\$186.9	1,452
Indirect	\$158.6	841
Total	\$345.5	2,292

Source: Lucid Economics.

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LIVERPOOL Baseline Visitor Figures – Draft Report

1. Introduction

Lucid Economics Pty Ltd (Lucid Economics) has been engaged by Liverpool City Council to provide a baseline assessment of visitation to the local government area.

The City of Liverpool (Liverpool) is a growing city in Western Sydney with a population of over 223,000 people and the City will continue to play a key role as service centre for the broader community.

While Liverpool is not a typical leisure tourism destination, the City receives a large number of visitors and the visitor economy currently makes an important contribution to the City. Council has recently adopted a Destination Management Plan (DMP) in order to support the visitor economy.

The DMP is a five year plan, detailing Council's priorities for the development of the visitor economy in Liverpool. The DMP provides strategic directions and defines Council's role and commitment to meeting the needs of the visitor economy in Liverpool.

Growing Liverpool's visitor economy is part of Council's broader vision to stimulate the local economy through the injection of new spending, creation of employment opportunities and increased demand for local goods and services. According to the DMP, a strong visitor economy will showcase and celebrate the city's assets – its people and lifestyle, rich cultural diversity, heritage, natural assets and events.

The DMP's vision is to be "A place locals are proud to call home; celebrating and sharing our diversity, heritage and nature". Its objective is to build a thriving visitor economy and increase the economic benefits that flow from tourism to local businesses and communities through unique visitor experiences.

This assessment considers the following geographic areas, including:

- Liverpool City Council
- Western Sydney (as defined as the LGAs of Blue Mountains, Camden, Campbelltown, Fairfield, Hawkesbury, Liverpool, Penrith and Wollondilly)
- Sydney Tourism Region (as defined by Tourism Research Australia and Destination NSW)

The assessment utilises the most recent data and information available from Tourism Research Australia's National and International Visitor Survey (year ending December). For a further description of the methodology for this assessment, please refer to **Appendix A**.

This assessment uses the following definitions:

- **Day-trip Visitor:** Day visitors are those who travel for a round trip distance of at least 50 kilometres, are away from home for at least four hours and do not spend a night away from home. Same day travel as part of overnight travel is excluded, as is routine travel such as commuting between work/school and home.
- **Overnight Visitor:** Overnight travel involves a stay away from home of at least one night, at a place at least 40 kilometres from home. Overnight visitors are separated into domestic and international.
- **International Visitor:** International visitors are short-term international travellers aged 15 years and over who have been visiting Australia (for a period of less than 1 year).

Detailed visitor information is contained in **Appendix B**.



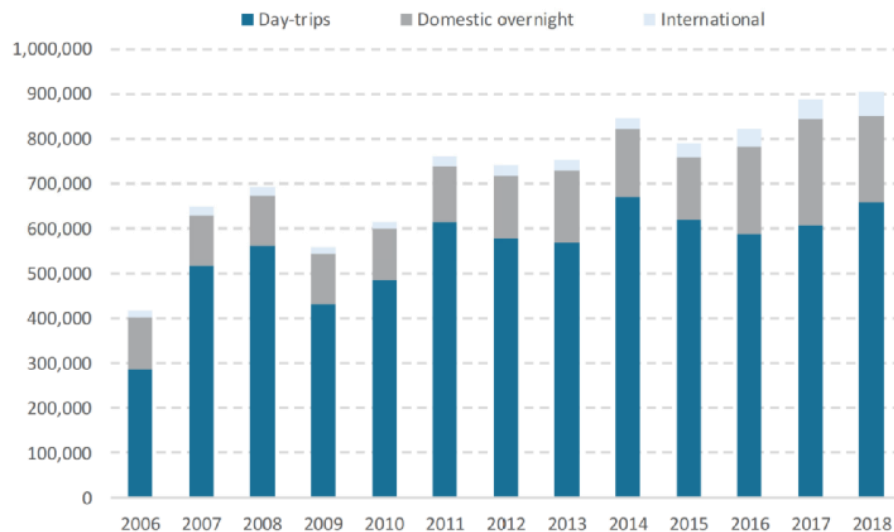
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2. Visitation to Liverpool

2.1 Visitation by Type

- Visitation to Liverpool has risen strongly since 2006, with the number of visitors growing by an average annual rate of 8%.
- Liverpool is dominated by day-trip visitors (76% of total).
- While smaller, domestic overnight visitors (20%) and international visitors (4%) make an important contribution due to the elevated levels of expenditure associated with these visitors relative to day-trip visitors.
- While the proportion of overnight visitors (both domestic and international) to Liverpool is slightly larger than the broader Western Sydney region, it is substantially lower than the proportion of overnight visitors to the broader Sydney region.
- However, visitation to Liverpool is a small fraction of overall visitation to Western Sydney (10%) and Sydney (2%).

Figure 2.1 Visitors by Type, Liverpool

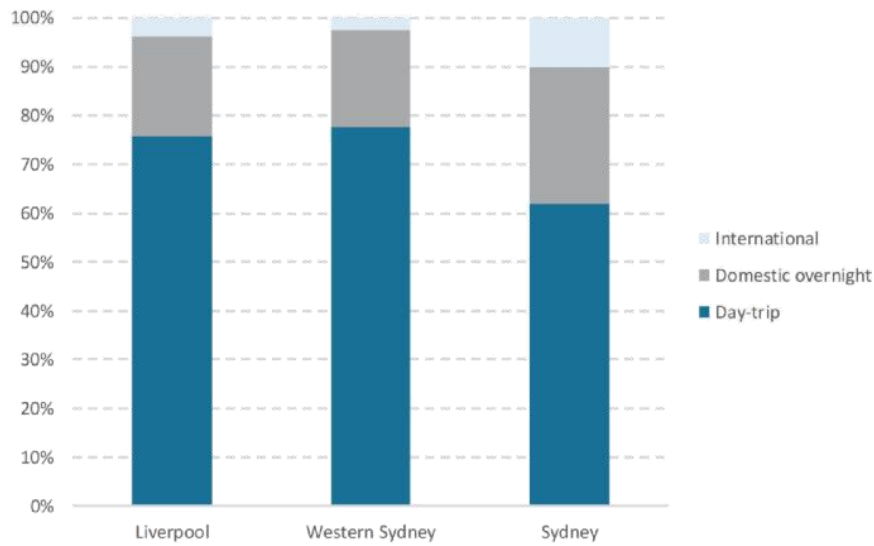


Note: 2-year averages.

Source: TRA (2019).

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Figure 2.2 Proportion of Visitors by Type



Note: 14-year averages (2005-2018).

Source: TRA (2019).

Figure 2.3 Total Visitors by Region

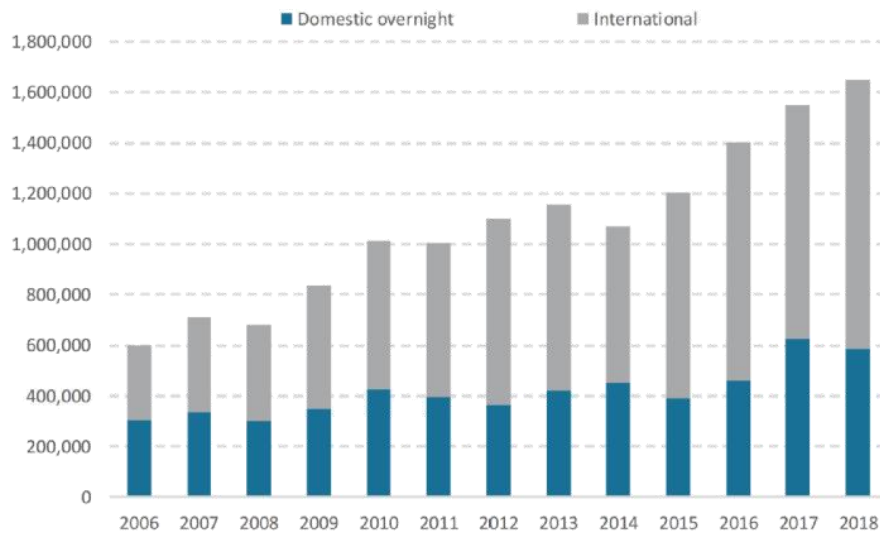


Note: Liverpool data is 2-year averages.

Source: TRA (2019).

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Figure 2.4 Visitor Nights by Type, Liverpool



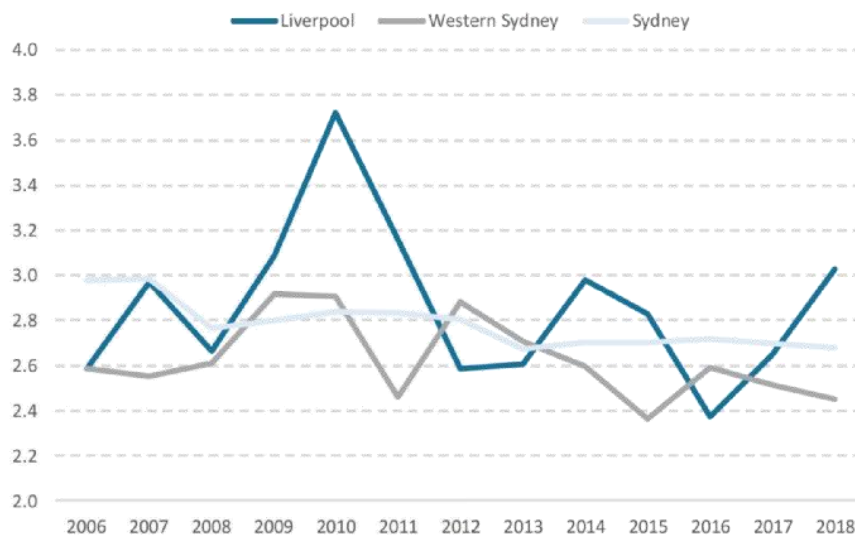
Note: 2-year averages.

Source: TRA (2019).

2.2 Length of Stay

- The average length of stay to Liverpool has generally been higher for both domestic and international visitors than the Western Sydney and Sydney averages.
- However, the average length of stay of international visitors has been in decline in recent years, to be more in line with the Sydney average as of 2018.

Figure 2.5 Domestic Overnight Visitor Average Length of Stay by Region

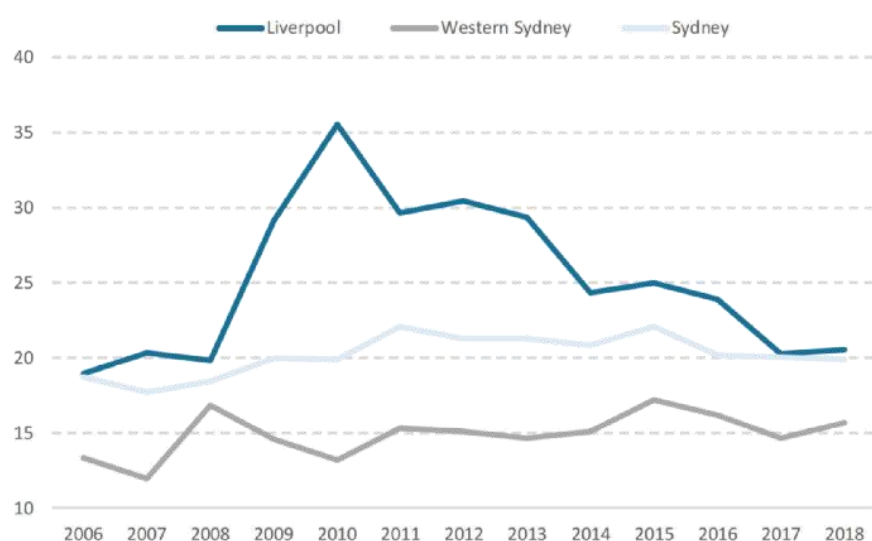


Note: Liverpool data is 2-year averages.

Source: TRA (2019).

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Figure 2.6 International Visitor Average Length of Stay by Region



Note: Liverpool data is 2-year averages.

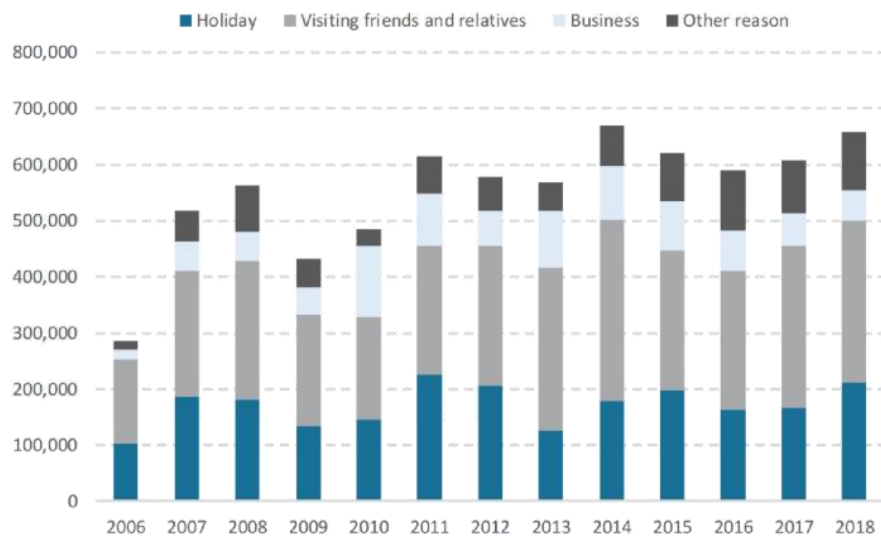
Source: TRA (2019).

2.3 Visitation by Purpose of Visit

- Visitation to Liverpool is primarily for the purpose of 'visiting friends and relatives' for all visitor types, however 'business' visitors have risen significantly in recent years for domestic overnight and international visitors.
- Liverpool has a much lower proportion of 'holiday' visitors across all visitor types than the Western Sydney and Sydney averages. However, international 'holiday' visitors have grown strongly in recent years.
- Visitors to Liverpool for 'medical reasons' have grown strongly over the last three years, while visitor nights for 'education' has also risen sharply.

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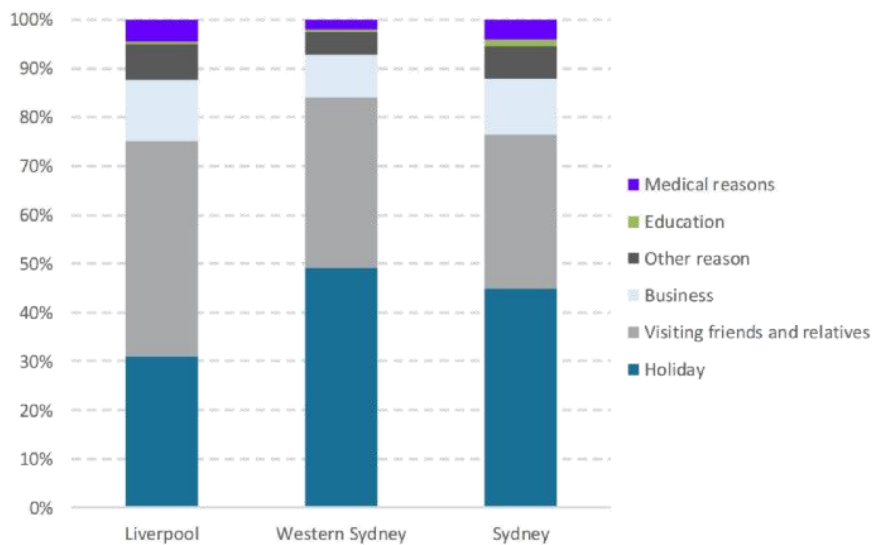
Figure 2.7 Day-Trip Visitors by Purpose of Visit, Liverpool



Note: 2-year averages.

Source: TRA (2019).

Figure 2.8 Proportion of Day-Trip Visitors by Purpose of Visit

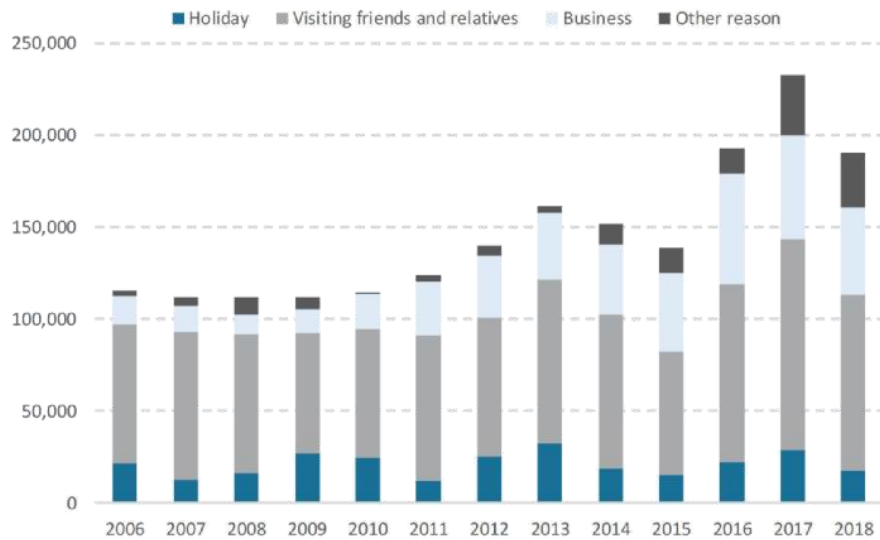


Note: 14-year averages (2005-2018).

Source: TRA (2019).

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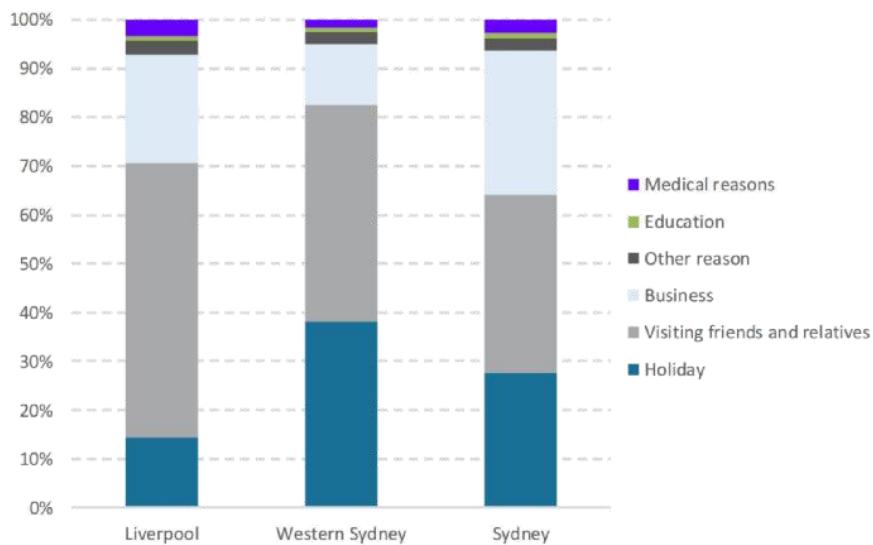
Figure 2.9 Domestic Overnight Visitors by Purpose of Visit, Liverpool



Note: 2-year averages.

Source: TRA (2019).

Figure 2.10 Proportion of Domestic Overnight Visitors by Purpose of Visit

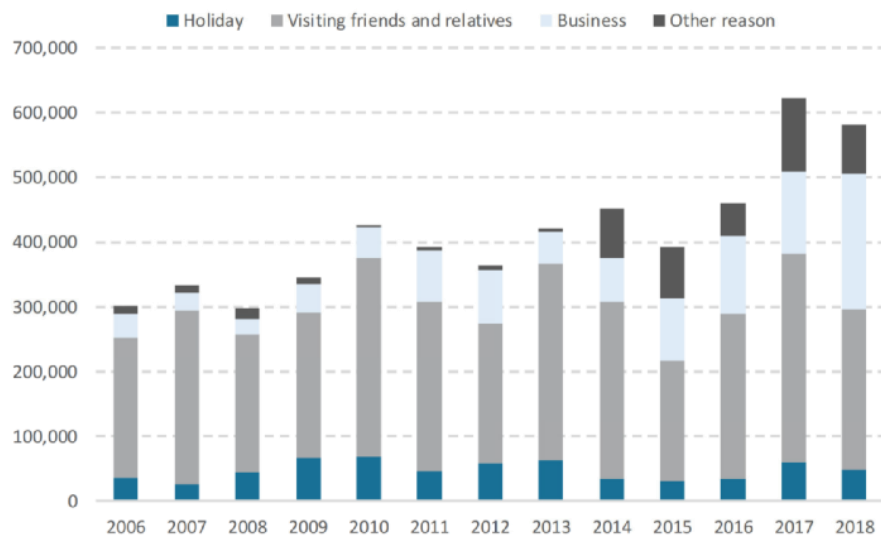


Note: 14-year averages (2005-2018).

Source: TRA (2019).

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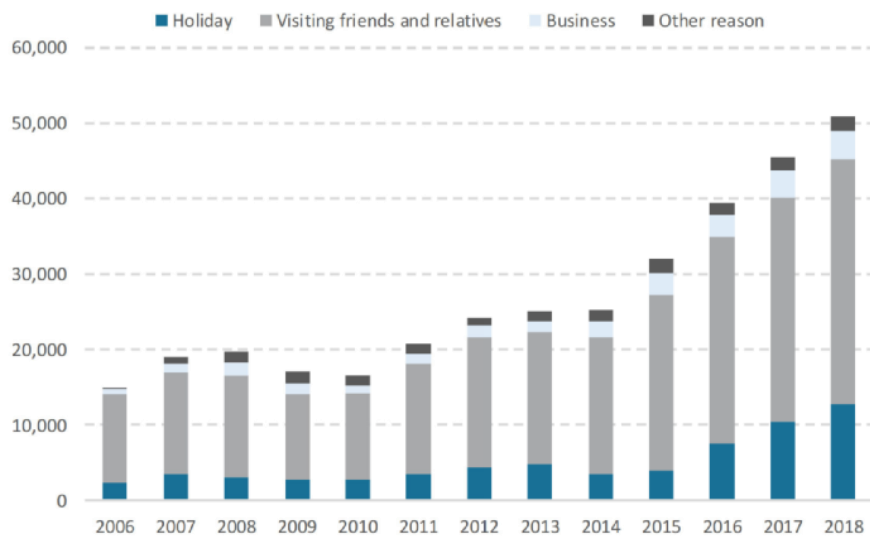
Figure 2.11 Domestic Overnight Visitor Nights by Purpose of Visit, Liverpool



Note: 2-year averages.

Source: TRA (2019).

Figure 2.12 International Visitors by Purpose of Visit, Liverpool

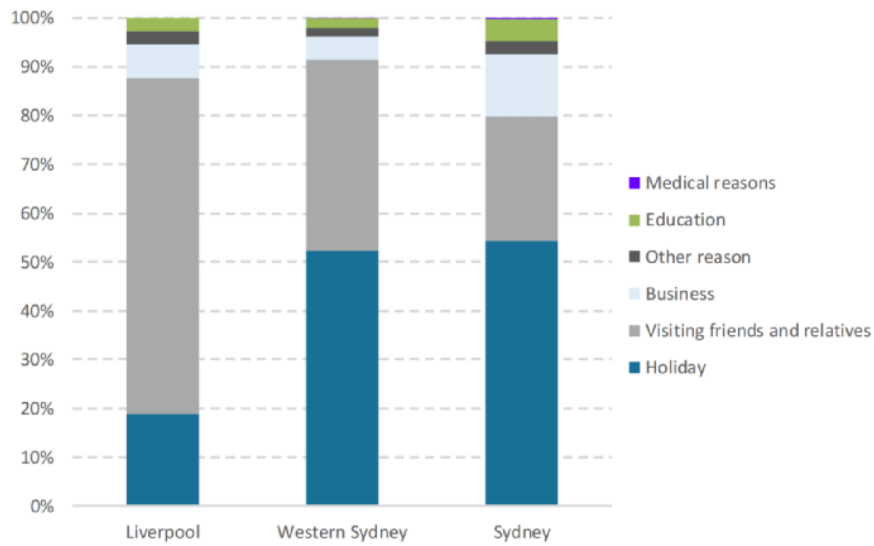


Note: 2-year averages.

Source: TRA (2019).

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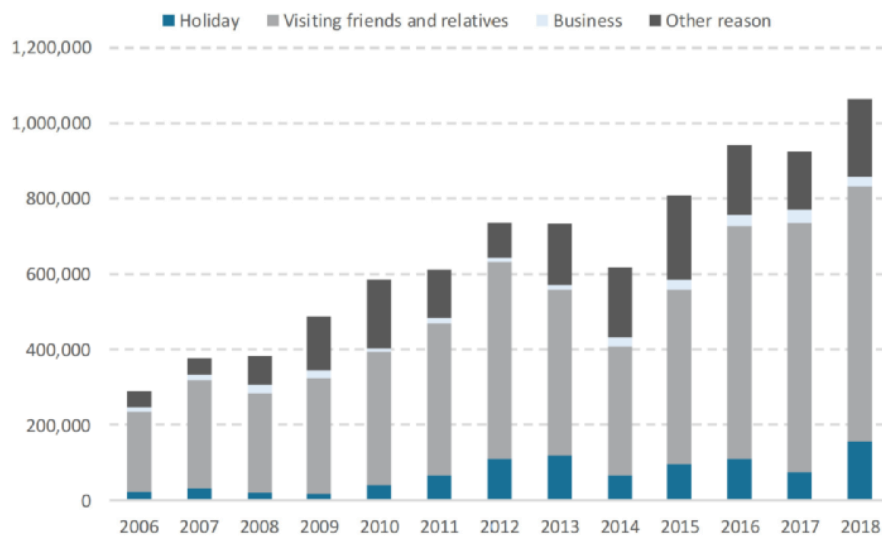
Figure 2.13 Proportion of International Visitors by Purpose of Visit



Note: 14-year averages (2005-2018).

Source: TRA (2019).

Figure 2.14 International Visitor Nights by Purpose of Visit, Liverpool

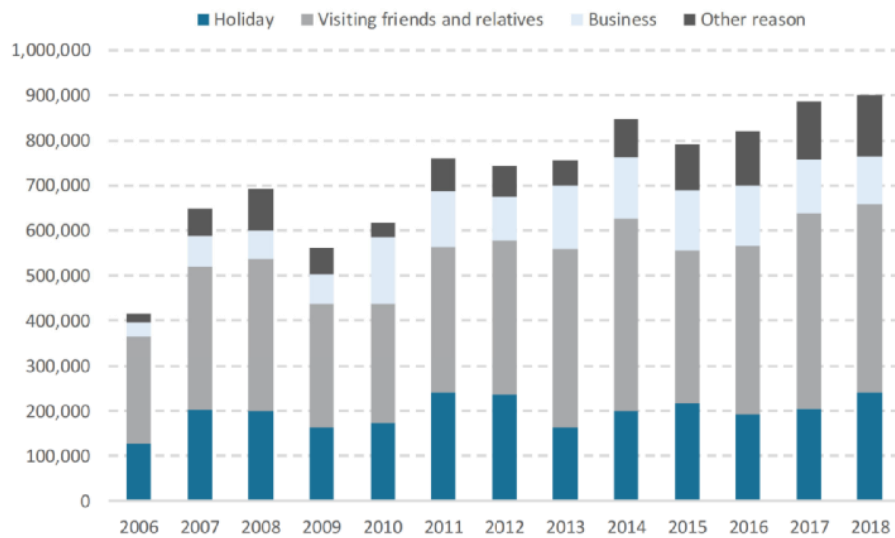


Note: 2-year averages.

Source: TRA (2019).

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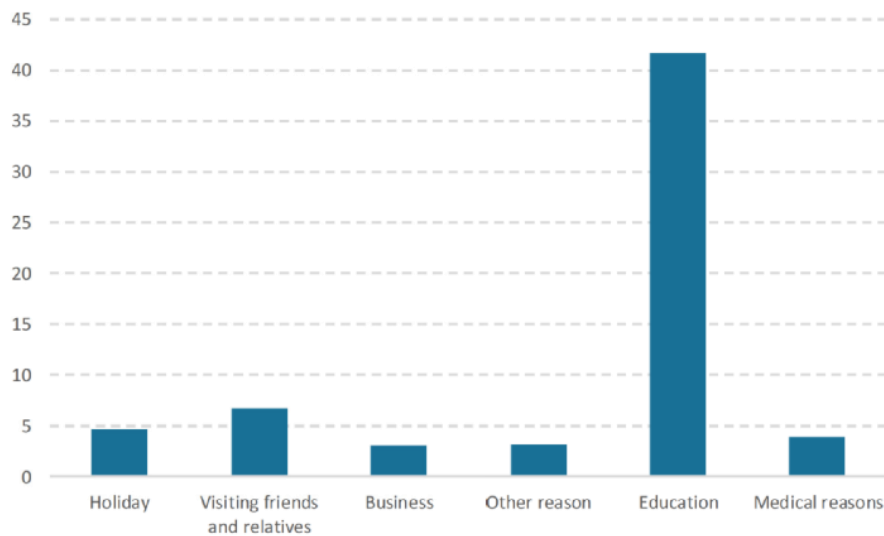
Figure 2.15 Total Visitors by Purpose of Visit, Liverpool



Note: 2-year averages.

Source: TRA (2019).

Figure 2.16 Average Length of Stay by Purpose of Visit, Liverpool

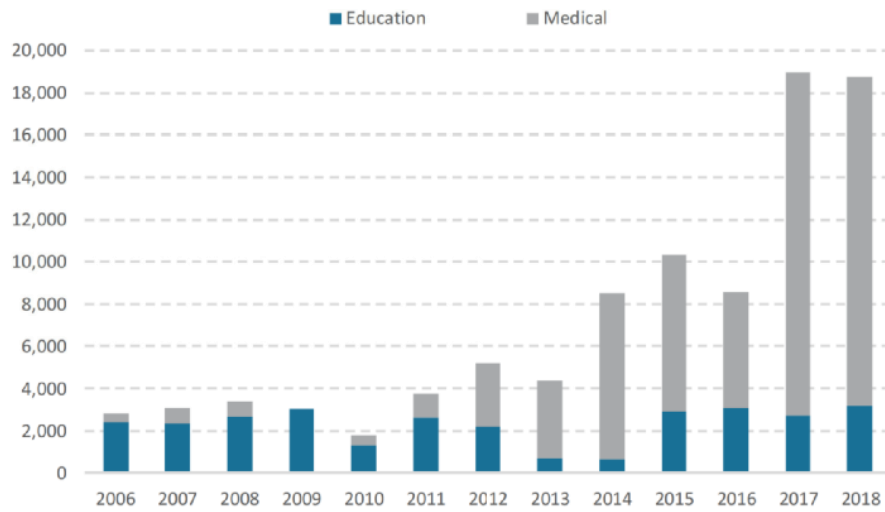


Note: 14-year average (2005-2018).

Source: TRA (2019).

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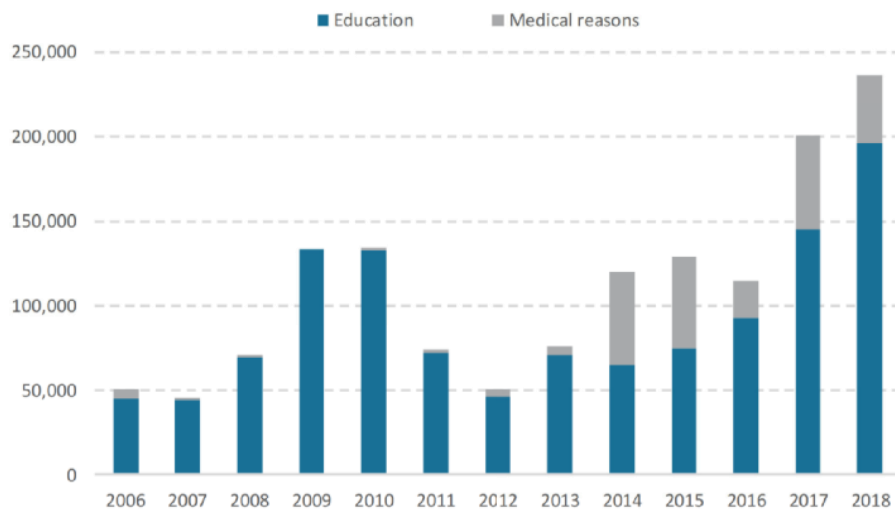
Figure 2.17 Total Visitors by Purpose of Visit, Liverpool



Note: 2-year averages.

Source: TRA (2019).

Figure 2.18 Total Visitor Nights by Purpose of Visit, Liverpool



Note: 2-year averages.

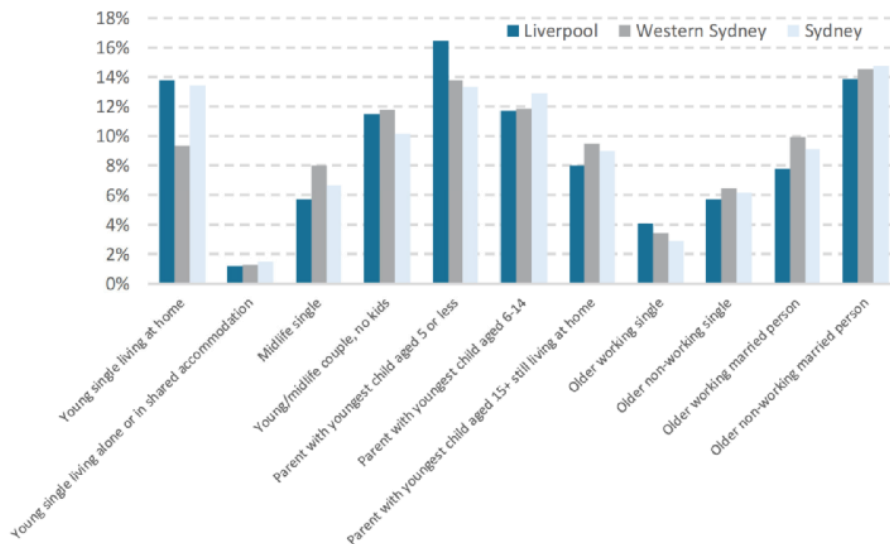
Source: TRA (2019).

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2.4 Visitation by Life Cycle Group

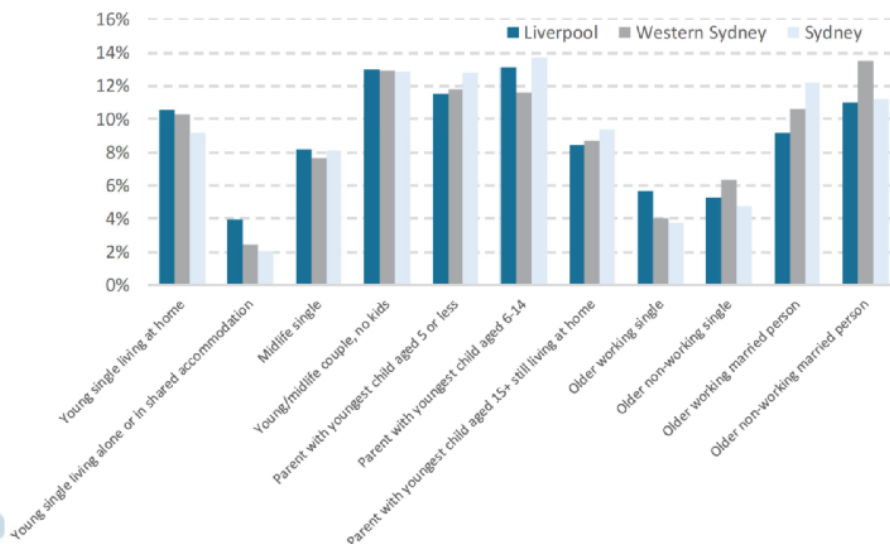
- Liverpool receives a balance of visitors across various life cycle categories.
- The greatest proportions are from the 'parent with youngest child aged 5 or less', 'older non-working married person' and 'young single living at home'.

Figure 2.19 Proportion of Day-Trip Visitors by Lifecycle Group, Liverpool



Note: 11-year average (2005-12, 2016-2018). Life cycle data not available 2013-2015.
Source: TRA (2019).

Figure 2.20 Proportion of Domestic Overnight Visitors by Lifecycle Group, Liverpool



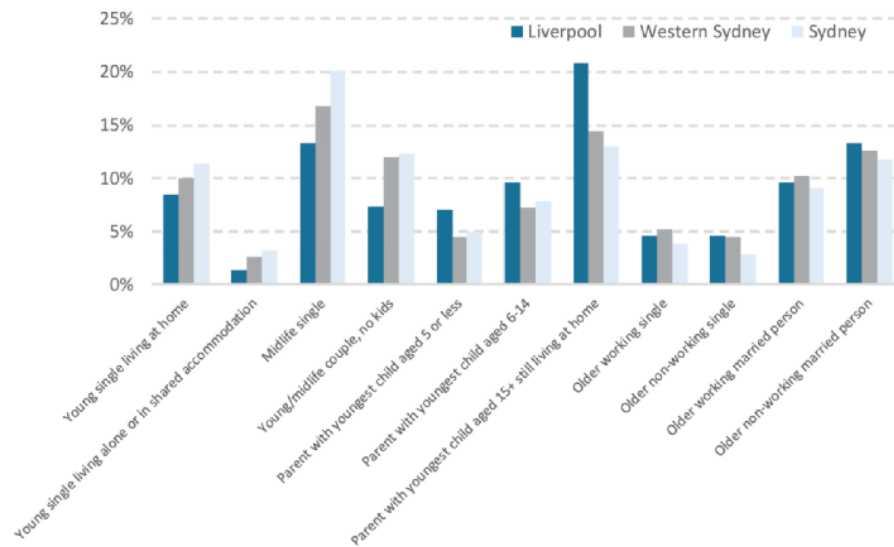
Note: 11-year average (2005-12, 2016-2018). Life cycle data not available 2013-2015.
Source: TRA (2019).



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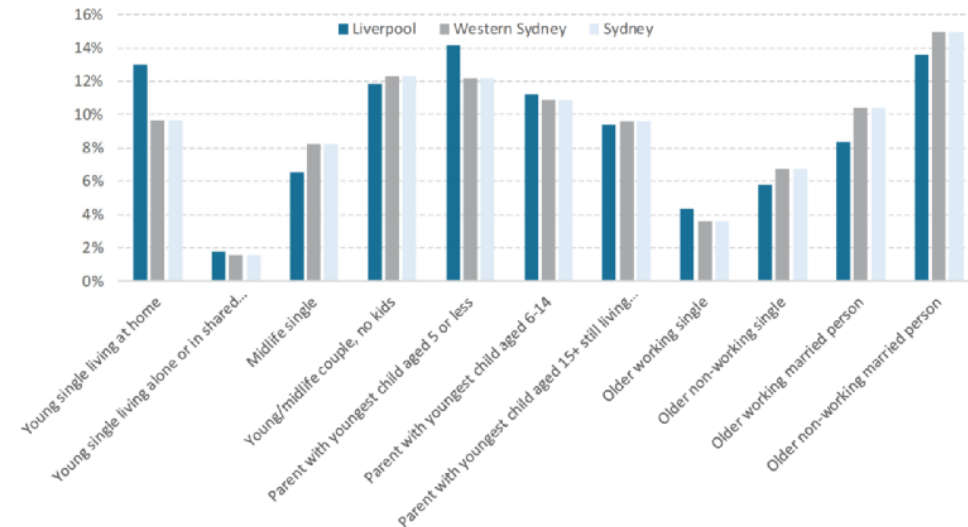
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Figure 2.21 Proportion of International Visitors by Lifecycle Group, Liverpool



Note: 4-year average (2015-2018). Life cycle data not available 2013-2015.
Source: TRA (2019).

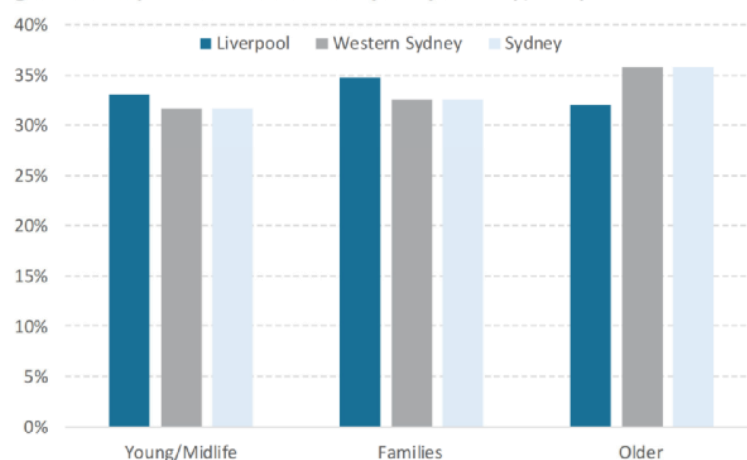
Figure 2.22 Proportion of Total Visitors by Lifecycle Group, Liverpool



Note: 4-year average (2015-2018). Life cycle data not available 2013-2015.
Source: TRA (2019).

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Figure 2.23 Proportion of Total Visitors by Lifecycle Group, Liverpool

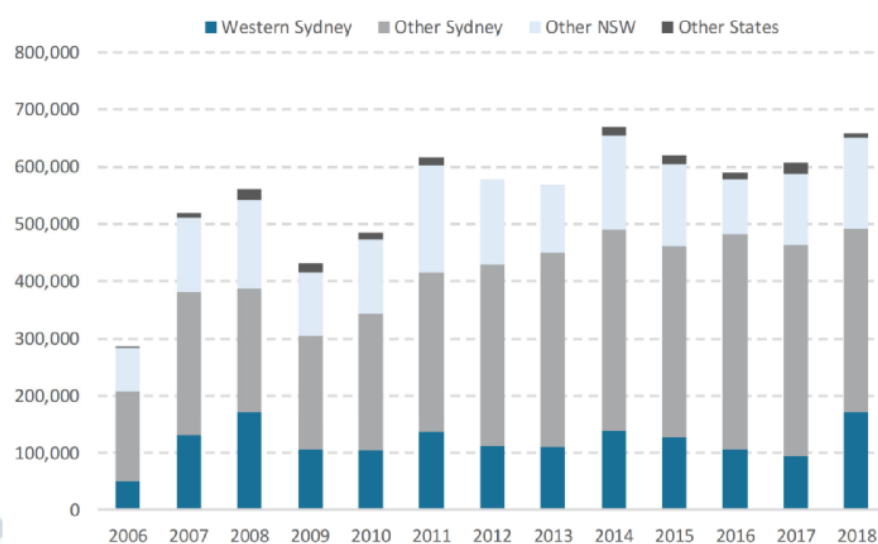


Note: 4-year average (2015-2018). Life cycle data not available 2013-2015.
Source: TRA (2019).

2.5 Visitation by Source Market

- Data shows that day-trip visitors to Liverpool are predominantly from 'Other Sydney'.
- Domestic overnight visitation to Liverpool is dominated by visitors from outside of Sydney.
- Liverpool is slightly less reliant on visitors from Sydney than Western Sydney is, but far more reliant than the Sydney average.
- Liverpool's key international visitor markets include New Zealand, Fiji and China, with China in particular having grown particularly strongly in recent years.

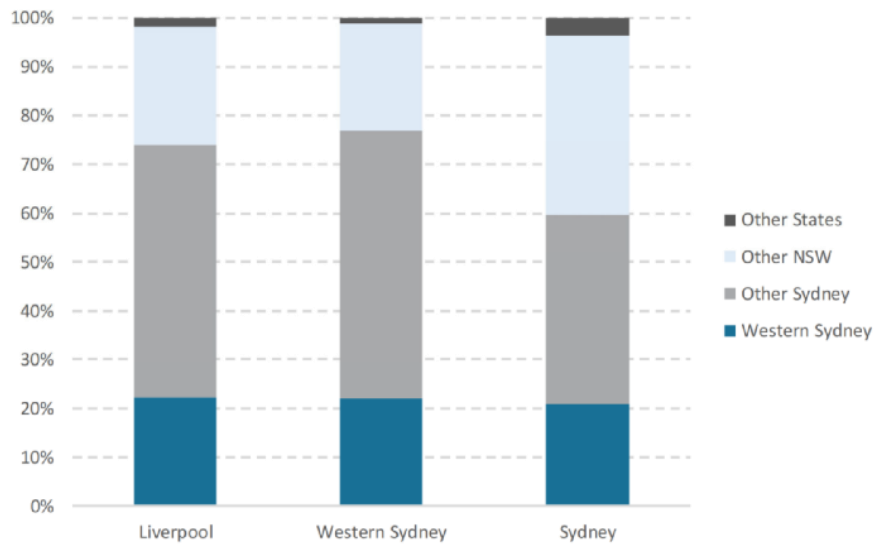
Figure 2.24 Day-Trip Visitors by Source Market, Liverpool



Note: 2-year average.
Source: TRA (2019).

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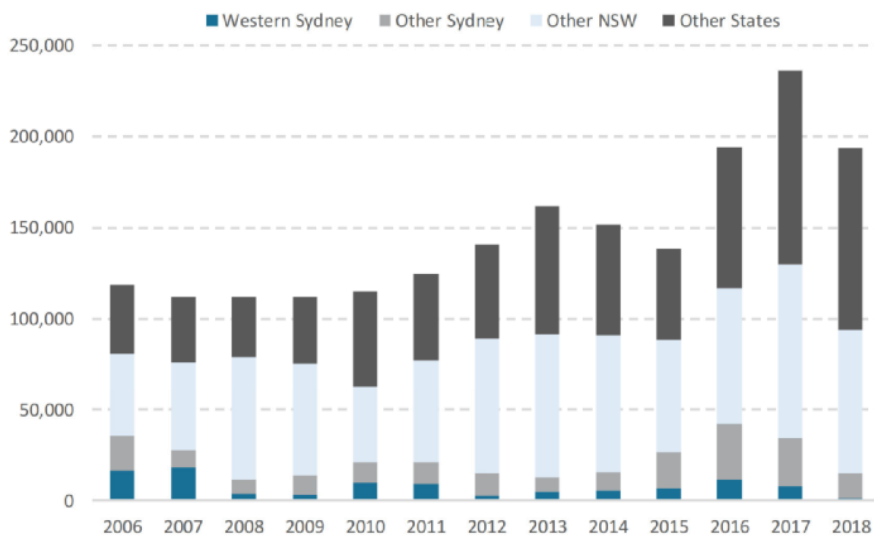
Figure 2.25 Proportion of Day-Trip Visitors by Source Market



Note: 14-year averages (2005-2018).

Source: TRA (2019).

Figure 2.26 Domestic Overnight Visitors by Source Market, Liverpool

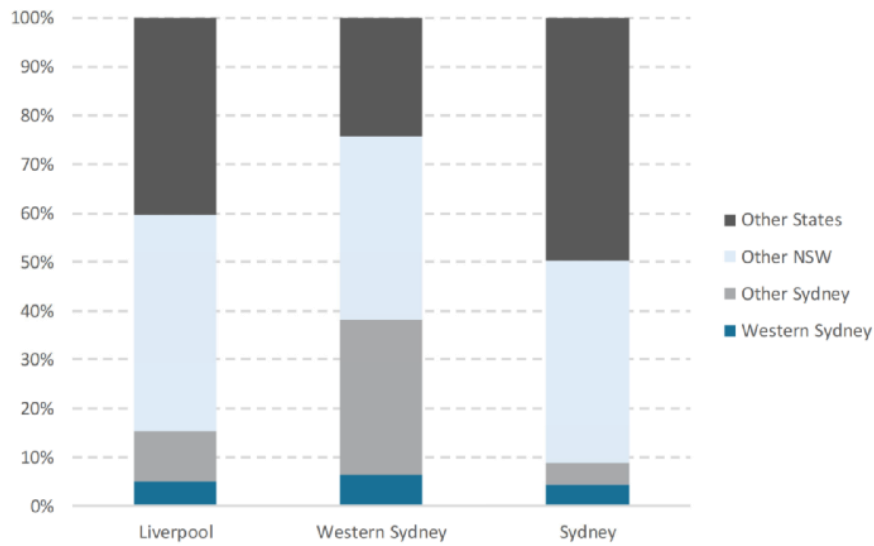


Note: 2-year average.

Source: TRA (2019).

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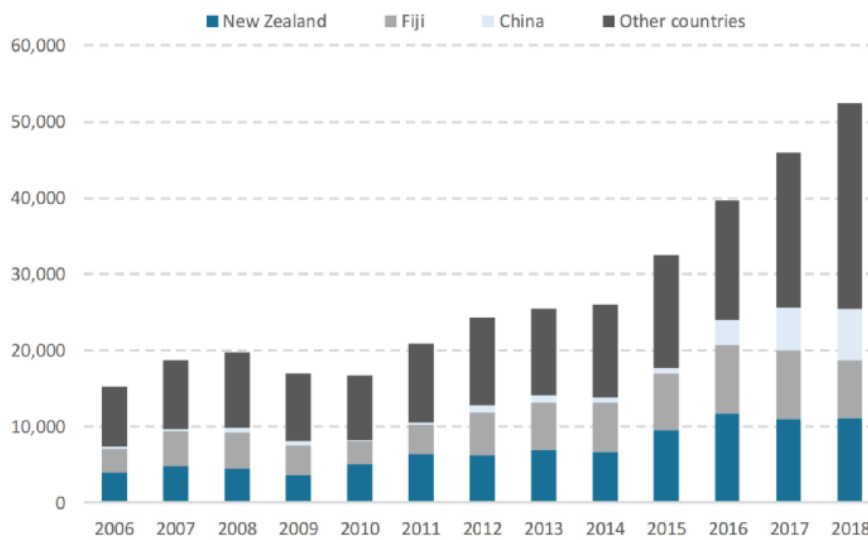
Figure 2.27 Proportion of Domestic Overnight Visitors by Source Market



Note: 14-year averages (2005-2018).

Source: TRA (2019).

Figure 2.28 International Visitors by Source Market, Liverpool

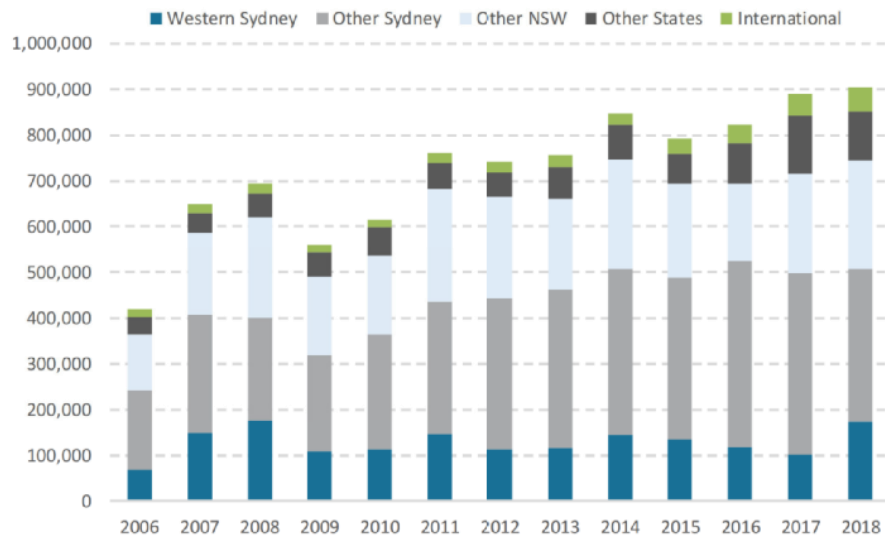


Note: 2-year average.

Source: TRA (2019).

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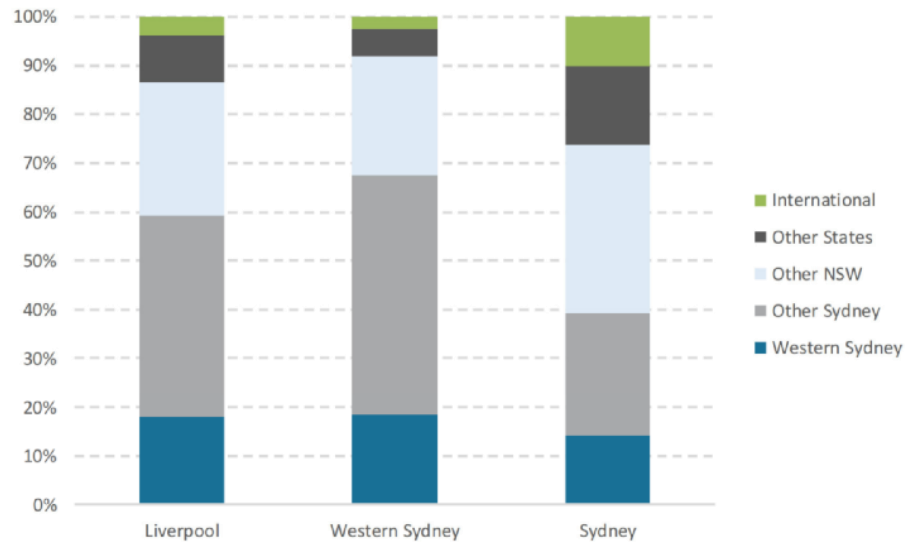
Figure 2.29 Total Visitors by Source Market, Liverpool



Note: 2-year average.

Source: TRA (2019).

Figure 2.30 Proportion of Total Visitors by Source Market



Note: 14-year averages (2005-2018).

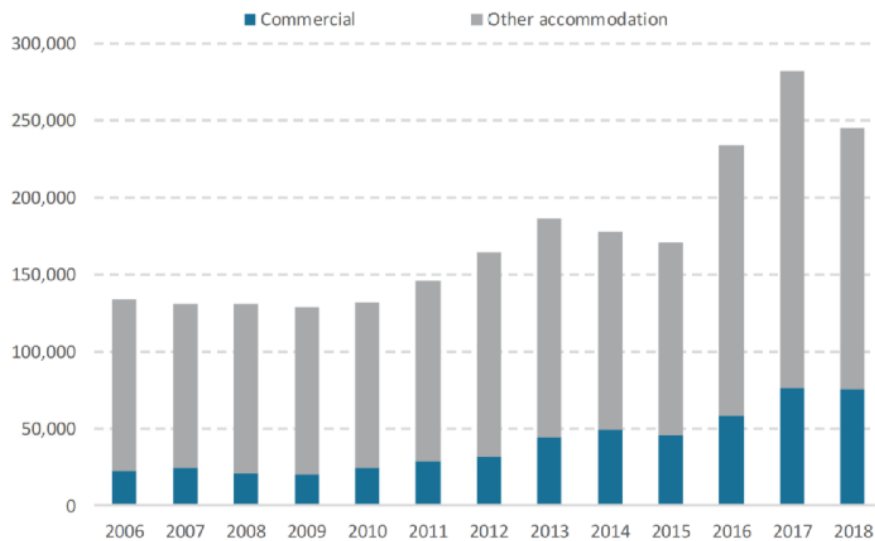
Source: TRA (2019).

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2.6 Visitation by Accommodation Type

- Liverpool has a significantly lower proportion of visitors staying in commercial accommodation than the Western Sydney and Sydney averages.
- This is likely driven by the high proportion of visitors to Liverpool being for the purpose of 'visiting friends and relatives' (who are more likely to find alternative, non-commercial accommodation) and the comparatively low proportion of 'holiday' visitors.
- Despite these trends, visitor nights in commercial accommodation have still grown strongly in Liverpool in recent years.

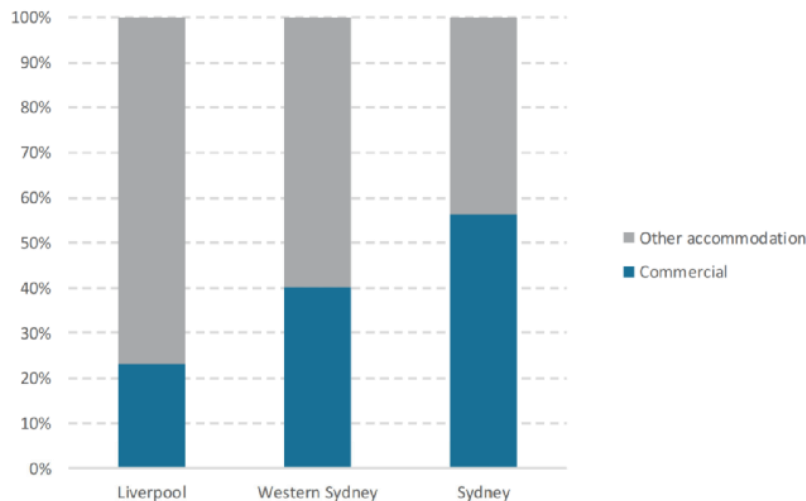
Figure 2.31 Total Visitors by Accommodation Type, Liverpool



Note: 2-year average.

Source: TRA (2019).

Figure 2.32 Proportion of Total Visitors by Accommodation Type



Note: 14-year averages (2005-2018).

Source: TRA (2019).



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2.7 Visitor Activities

- Key visitor activities undertaken in Liverpool across the domestic visitor types include:
 - Visiting friends and relatives.
 - Eat out / dine at a restaurant and / or café.
 - Going shopping for pleasure.
 - Sightseeing / looking around.
 - Pubs, clubs, discos etc.
 - Picnics or BBQs.
- However, international visitors are more likely than domestic visitors to 'go to the beach' in addition to nature and cultural activities including:
 - Visit national parks / state parks.
 - Visit wildlife parks / zoos / aquariums.
 - Visit history / heritage buildings, sites or monuments.
 - Visit botanical or other public gardens.
 - Visit museums or art galleries.

Table 2.1 Top 20 Visitor Activities by Visitor Type, Liverpool

Day-trip		Domestic overnight		International	
Activity	%	Activity	%	Activity	%
Visit friends & relatives	47.6	Visit friends & relatives	65.6	Eat out / dine at a restaurant and/or cafe	81.5
Eat out / dine at a restaurant and/or cafe	29.5	Eat out / dine at a restaurant and/or cafe	44.2	Go shopping for pleasure	77.1
Go shopping for pleasure	15.8	Go shopping for pleasure	23.7	Sightseeing/looking around	57.8
Sightseeing/looking around	6.8	Pubs, clubs, discos etc	12.2	Go to the beach	47.5
Picnics or BBQs	4.9	Sightseeing/looking around	11.4	Go to markets	42.7
Pubs, clubs, discos etc	3.3	Picnics or BBQs	4.4	Visit national parks / state parks	35.6
Attend an organised sporting event	3.1	Go to the beach	4.3	Visit wildlife parks / zoos / aquariums	30.6
Play other sports	2.9	Go to markets	3.8	Pubs, clubs, discos etc	30.4
Visit botanical or other public gardens	1.8	Go on a daytrip to another place	3.7	Visit history / heritage buildings, sites or monuments	29.4
Visit national parks / state parks	1.8	Visit national parks / state parks	3.2	Charter boat / cruise / ferry	25.3
Other outdoor activities nfd	1.4	Attend an organised sporting event	2.8	Visit botanical or other public gardens	24.3
Go to markets	1.4	Exercise, gym or swimming	2.6	Visit museums or art galleries	20.4
Exercise, gym or swimming	1.4	Attend movies/cinema	2.6	Attend Movies/Cinema	14.4
Other activities	1.4	Play other sports	2.6	Visit casinos	14.0
Golf	1.0	Visit museums or art galleries	2.3	Bushwalking / rainforest walks	13.9
Attend movies/cinema	0.9	Visit history / heritage buildings, sites or monuments	2.3	Visit amusements / theme parks	10.3
Attend festivals / fairs or cultural events	0.9	Movies/videos	2.2	Attend festivals / fairs or cultural events	8.7
Visit history / heritage buildings, sites or monuments	0.8	Attend theatre, concerts or other performing arts	2.1	Visit farms	8.2
Visit farms	0.8	Bushwalking / rainforest walks	1.8	Attend theatre, concerts or other performing arts	7.6
Bushwalking / rainforest walks	0.8	Visit wildlife parks / zoos / aquariums	1.5	Tourist trains	6.9

Note: 14-year average (2005-2018). Activities are trip based, so the above activities may not take place in Liverpool.

Source: TRA (2019).



3. Economic Contribution of Tourism

3.1 Methodology & Assumptions

This assessment uses the Regional Tourism Satellite Accounts (TRA, 2018) in order to estimate the economic contribution from tourism to the Liverpool economy. An estimate of visitor expenditure is required to drive this analysis. The most recent (year ending December 2018) visitor expenditure data for the Sydney tourism region has been used to estimate the local visitor expenditure in Liverpool. The average expenditure per day-trip visitor and the average expenditure per night for domestic overnight and international visitors to the Sydney tourism region were used together with visitor estimates for Liverpool to calculate visitor expenditure. It has been assumed that visitors to Liverpool spend \$376.9 million.

Table 3.1 Key Assumptions

	Visitors / Visitor Nights	Expenditure per Visitor / Visitor Night (\$)	Visitor Expenditure (\$m)
Day-Trip	732,808	\$112	\$82.2
Domestic Overnight	517,306	\$298	\$154.0
International	1,178,481	\$119	\$140.7

Source: TRA (2019); Destination NSW (2019); Lucid Economics.

Tourism's Economic Contribution

The Australian Bureau of Statistics (ABS) does not consider tourism to be an industry, but rather a sector that contributes to multiple industries. The majority of visitor expenditure goes to the retail industry, accommodation and food services as well as transport. Often, local small businesses are the beneficiary of visitor expenditure.

Tourism Satellite Accounts help to convert visitor expenditure into Gross Regional Product and Employment, which can then be compared to other industries and the economy as a whole:

- **Gross Regional Product:** value of the total economic output minus the costs of goods and services used as inputs, plus net taxes. Gross regional product (GRP) is a preferred measure of the economy as it focuses on the net contribution to the local economy. This value is most closely associated with Gross State Product (GSP) at the state level and Gross Domestic Product (GDP) at a national level.
- **Employment:** employment positions generated, expressed on a full-time equivalent (FTE) basis.

3.2 Economic Contribution of Tourism

Tourism directly contributes \$186.9 million (1.7% of total Gross Regional Product) and 1,452 jobs (1.5% of total employment) to the Liverpool economy.

Table 3.2 Economic Contribution of Tourism, Liverpool (2018)

	Gross Regional Product (\$m)	Employment
Direct	\$186.9	1,452
Indirect	\$158.6	841
Total	\$345.5	2,292

Note: Calendar year 2018.

Source: Lucid Economics.

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References

Destination NSW (2019). Travel to Sydney, Year ended December 2018. Destination NSW, Sydney.

TRA (2018). Regional Tourism Satellite Account 2016-17. Tourism Research Australia, Canberra.

TRA (2019). International and National Visitor Surveys. Tourism Research Australia, Canberra.

Appendix A: Methodology

The analysis and data contained in this report has been sourced directly from Tourism Research Australia's database for the National Visitor Survey (NVS) and International Visitor Survey (IVS).

National Visitor Survey (NVS)

The NVS is a large-scale telephone survey which has been conducted continuously since January 1998. It is designed to measure domestic and outbound travel by Australian residents. The NVS is funded jointly by the Commonwealth Government as well as the State and Territory Governments of Australia.

Concepts and definitions used by the NVS represent a globally accepted standard based on those developed by the United Nations World Tourism Organization (UNWTO).

Results from the NVS are published quarterly.

The NVS includes any Australian resident who is 15 years of age or more, and has lived in their current residence for at least three months.

The interviews are distributed evenly across most days of the year (with the exception of 12 public holidays), which means that the current annual quota of 120,000 interviews are completed at a steady rate of around 2,300 per week.

Sample size and sample type across the time-series:

- 80,000 annual landline sample from 1998 through to 2004
- 120,000 annual landline sample from 2005 through to 2013
- 120,000 annual dual-frame sample continues from 2014 onwards, but with a 50:50 mobile/landline split through to the end of 2017
- TRA plan to move to 60:40 mobile/landline sample split in 2018. Future increases in mobile sample share are likely, assuming the growth of mobile-only households continues.

The types of trips collected by the NVS include overnight trips, day trips and outbound (international) trips, though some types of routine trips (such as same-day journeys to work) are excluded. Overnight or outbound trips of more than one calendar year in duration are also excluded.

To ensure each respondent is able to accurately recall the details of any trips, information is only collected for recent trips. The respective recall periods are seven days for day trips, 28 days for domestic overnight trips, and three months for outbound trips.

International Visitors Survey

The IVS samples 40,000 departing, short-term international travellers aged 15 years and over who have been visiting Australia. The survey is conducted by Computer Assisted Personal Interviewing (CAPI) in the departure lounges of the eight major international airports, including: Sydney, Melbourne, Brisbane, Cairns, Perth, Adelaide, Darwin and the Gold Coast.

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The IVS contains around 100 questions supported by 'show-cards' that are used to help the respondent answer particular sections including:

- Usual place of residence
- Repeat visitation
- Group tours
- Travel party
- Sources for obtaining information about Australia
- Purpose of visit and places visited
- Transportation and accommodation
- Activities
- Expenditure
- Demographics

Since 2004, the IVS has been surveying international visitors in four languages: English, Japanese, Mandarin and Korean. The total number of interviews conducted with particular residents of each country or region is distributed among airports by selecting monthly samples of departing flights and visitors on those flights to achieve acceptable sample sizes in various categories.

Survey results are weighted to data on international visitor numbers over the period, provided by the Department of Immigration and Citizenship (DIAC), with the assistance of the Australian Bureau of Statistics (ABS). The variables used in weighting the data are:

- Country of residence
- State of arrival
- Main purpose of journey
- Airport of departure
- Age and sex of visitor

Results of the IVS are published quarterly.

Liverpool Sample Size

Given the relatively small area that makes up Liverpool City Council, there is a somewhat limited sample size for the day trip and domestic overnight visitor cohorts. Low sample sizes can reduce the accuracy of any survey results. Industry standard seeks to create a confidence level of 95% at a confidence interval of +/- 5%. In order to achieve these metrics for Liverpool, a two year average has been used (Table A.3).

It should be noted that for some detailed visitor data sets, a longer-term average was required. Where data has been averaged, a note has been inserted to identify the time period required.

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Table A.3 Sample Size and Margin of Error

	Sample	Visitors	Margin of Error (%)	Adjusted Margin of Error (%)
2006	227	519,238	6.5%	4.9%
2007	260	778,476	6.1%	4.4%
2008	238	607,519	6.4%	4.4%
2009	175	512,996	7.4%	4.8%
2010	252	719,253	6.2%	4.7%
2011	259	802,980	6.1%	4.3%
2012	274	682,475	5.9%	4.2%
2013	274	827,305	5.9%	4.2%
2014	291	868,164	5.7%	4.1%
2015	320	714,486	5.5%	4.0%
2016	327	931,510	5.4%	3.9%
2017	327	846,364	5.4%	3.8%
2018	336	961,919	5.4%	3.8%

Source: TRA (2019); Lucid Economics

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Appendix B: Detailed Visitor Data

Table B.4: Visitors, by Type, Liverpool

	Day-trip	Domestic Overnight	International	Total
2006	284,841	118,329	15,314	418,484
2007	518,249	112,051	18,557	648,857
2008	561,798	111,788	19,411	692,997
2009	431,416	112,072	16,770	560,258
2010	484,902	114,698	16,524	616,125
2011	615,626	124,828	20,662	761,116
2012	577,735	140,744	24,249	742,727
2013	568,319	161,589	24,981	754,890
2014	670,443	151,796	25,495	847,735
2015	620,337	138,557	32,432	791,325
2016	588,998	194,496	39,504	822,998
2017	606,909	236,386	45,641	888,937
2018	658,747	193,640	51,755	904,142

Note: 2-year averages.

Source: TRA (2019).

Table B.5: Visitor Nights, by Type, Liverpool

	Domestic Overnight	International	Total
2006	305,803	290,421	596,223
2007	332,711	377,448	710,159
2008	297,751	383,973	681,724
2009	345,865	488,290	834,155
2010	426,736	587,472	1,014,207
2011	394,206	612,484	1,006,690
2012	364,302	737,388	1,101,691
2013	420,741	733,845	1,154,586
2014	451,992	619,355	1,071,347
2015	392,162	811,171	1,203,332
2016	461,286	942,993	1,404,278
2017	626,341	925,328	1,551,669
2018	586,283	1,064,885	1,651,168

Note: 2-year averages.

Source: TRA (2019).

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Table B.6: Total Visitors, by Purpose of Visit, Liverpool

	Holiday	Visiting friends and relatives	Business	Other reason
2006	127,179	239,441	32,287	19,578
2007	202,177	318,105	67,541	61,033
2008	199,520	337,000	63,832	92,645
2009	163,136	274,477	64,305	58,340
2010	173,471	263,139	148,220	31,295
2011	241,675	322,472	123,840	73,129
2012	235,239	342,968	98,042	66,479
2013	162,233	397,160	139,266	56,230
2014	200,593	425,879	135,527	85,735
2015	216,655	340,987	132,060	101,623
2016	192,122	373,587	134,266	123,023
2017	205,772	434,903	120,062	128,200
2018	243,117	418,607	106,947	135,471

Note: 2-year averages.

Source: TRA (2019).

Table B.7: Day-Trip Visitors, by Purpose of Visit, Liverpool

	Holiday	Visiting friends and relatives	Business	Other reason
2006	102,636	150,259	16,151	15,795
2007	186,049	224,503	52,173	55,524
2008	179,994	248,704	51,340	81,760
2009	133,789	197,600	49,830	50,198
2010	145,917	181,880	128,147	28,959
2011	225,655	228,447	93,666	67,858
2012	205,739	249,332	62,598	60,067
2013	124,831	291,017	101,146	51,324
2014	178,469	323,751	95,515	72,708
2015	197,434	250,192	86,801	85,910
2016	161,848	249,031	71,082	107,037
2017	165,838	288,595	59,445	93,032
2018	211,728	288,498	55,147	103,375

Note: 2-year averages.

Source: TRA (2019).

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Table B.8: Domestic Overnight Visitors, by Purpose of Visit, Liverpool

	Holiday	Visiting friends and relatives	Business	Other reason
2006	21,903	77,794	15,532	3,101
2007	12,666	80,316	14,321	4,747
2008	16,531	75,036	10,823	9,398
2009	26,696	65,750	13,048	6,578
2010	24,812	69,749	19,191	946
2011	12,302	79,656	28,861	4,009
2012	25,042	76,407	33,917	5,377
2013	32,547	88,774	36,595	3,674
2014	18,560	83,897	37,849	11,490
2015	15,145	67,423	42,281	13,707
2016	22,573	97,342	60,541	14,040
2017	29,153	116,684	57,450	33,100
2018	17,843	97,579	48,424	29,794

Note: 2-year averages.

Source: TRA (2019).

Table B.9: International Visitors, by Purpose of Visit, Liverpool

	Holiday	Visiting friends and relatives	Business	Other reason
2006	2,427	11,967	781	139
2007	3,589	13,495	1,089	383
2008	3,158	13,668	1,733	852
2009	2,878	11,816	1,534	542
2010	2,982	12,451	974	118
2011	3,765	15,331	1,451	115
2012	4,546	18,022	1,681	0
2013	5,110	18,249	1,623	0
2014	3,765	19,370	2,282	78
2015	4,262	24,811	3,125	234
2016	7,849	28,339	2,974	341
2017	10,786	30,794	3,729	332
2018	13,428	33,953	3,929	445

Note: 2-year averages.

Source: TRA (2019).

Table B.10: Total Visitors, by Purpose of Visit

	Liverpool	Western Sydney	Sydney
Holiday	27%	47%	41%
Visiting friends and relatives	48%	37%	32%
Business	14%	9%	17%
Other reason	6%	4%	5%
Education	1%	1%	2%
Health	4%	2%	3%
Total	100%	100%	100%

Note: 14-year averages (2005-2018).

Source: TRA (2019).

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Table B.11: Day-Trip Visitors, by Purpose of Visit

	Liverpool	Western Sydney	Sydney
Holiday	31%	49%	45%
Visiting friends and relatives	44%	35%	31%
Business	13%	9%	11%
Other reason	7%	5%	7%
Education	0%	0%	1%
Medical reasons	5%	2%	4%
Total	100%	100%	100%

Note: 14-year averages (2005-2018).

Source: TRA (2019).

Table B.12: Domestic Overnight Visitors, by Purpose of Visit

	Liverpool	Western Sydney	Sydney
Holiday	14%	38%	28%
Visiting friends and relatives	56%	44%	37%
Business	22%	13%	30%
Other reason	3%	2%	3%
Education	1%	1%	1%
Medical reasons	3%	2%	3%
Total	100%	100%	100%

Note: 14-year averages (2005-2018).

Source: TRA (2019).

Table B.13: International Visitors, by Purpose of Visit

	Liverpool	Western Sydney	Sydney
Holiday	19%	52%	54%
Visiting friends and relatives	69%	39%	26%
Business	7%	5%	13%
Other reason	3%	2%	3%
Education	3%	2%	5%
Medical reasons	0%	0%	0%
Total	100%	100%	100%

Note: 14-year averages (2005-2018).

Source: TRA (2019).

LIVERPOOL Baseline Visitor Figures – Draft Report

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**LIVERPOOL
CITY
COUNCIL**

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Ref No.: 055717.2020
Contact: Charles Wiafe
Ph: 8711 7452
Date: 16 April 2020

Mr Rodd Staples
Secretary
Transport for NSW
PO Box K659
HAYMARKET NSW 2008

Sent via email: projects@transport.nsw.gov.au

Dear Mr Staples

Re: Rail services west of Bankstown

At its meeting on 26 February 2020, Council resolved as below:

That Council:

1. Makes a submission to Transport for NSW:
 - Endorsing Option 2, the restoration of the City via Regents Park Line, as its preferred option;
 - Requesting peak services for Option 2 are genuine express services;
 - That Option 2 be implemented, not in 2024 when the Metro opens, but as soon as the existing Bankstown line is closed; and
 - That the route be named 'City via Regents Park' line.
2. Continues to advocate for:
 - Genuine express services from Liverpool to the City Circle; and
 - Better public transport service in Liverpool.
3. Immediately make a submission to Transport NSW to:
 - Lobby for an express service from Liverpool to Bankstown.
 - For this express service to be put in place before 2024 (opening of the South West Metro)
4. Commission a study to assist the express service from Liverpool to Bankstown, identifying what infrastructure is required.
5. Congratulate the NSW Government on the construction of the South West Metro and its commitment to bring it to Liverpool in the long-term master plan.
6. Continue to lobby for the South West Metro to be extended to Liverpool and to Western Sydney Airport.
7. Make a submission to the relevant bodies advising them of Council's position



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Rail Services West of Bankstown

As a result of Council's resolution, Council supports Sydney Trains preferred option, i.e. option 2 - Restoration of the City via Regents Park Line and requests that this train service be referred to as 'City via Regents Park' service and the option be implemented as soon as the existing Bankstown line is closed, before the opening of the South West Metro.

Council notes that Transport for NSW (TfNSW) have started planning for rail services west of Bankstown as part of the extension of South-west metro to Bankstown.

Council notes that the proposed changes will require Liverpool residents to interchange at Regents Park for access to Metro services at Bankstown. Currently, travel time between Liverpool station and the Sydney CBD is approximately 1 hour via the T2 line.

A revised T3 service from Liverpool to the Sydney CBD via Regents Park will further increase travel time and create inconvenience, social and economic disadvantages for Liverpool residents currently using the T3 Bankstown line.

In this regard, Council considers the following should be implemented as part of the project:

- Express train services between Liverpool and the Sydney CBD during peak hours.
- Fast track the delivery of the Southwest Metro extension, from Bankstown to Liverpool
- More frequent train services (less than 15-minute intervals) between Liverpool and Parramatta on the T5 line; and
- Improved public transport services for Liverpool residents.

If you would like to discuss this matter further, please contact Charles Wiafe, Service Manager Traffic and Transport via email wiafec@liverpool.nsw.gov.au.

Yours sincerely



Tim Moore
Director City Economy & Growth



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DRAFT SOCIAL IMPACT ASSESSMENT POLICY AND GUIDELINES

Adopted: xxxx

TRIM: 096668.2020



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1. POLICY STATEMENT

- 1.1 Liverpool City Council is committed to applying the Social Impact Assessment Impact (SIA) process as a means of comprehensively and consistently considering social issues and impacts in its planning, policy and decision making; and to ensure a proactive stance to generate better outcomes for the Liverpool community.
- 1.2 This policy is grounded in the principles of sustainability, access, equity, participation and human rights, and is governed by Council's Social Justice Policy.
- 1.3 Demand for a greater focus on social impact is driven by:
- a) A changing demographic profile and pressures arising from the growth and positioning of Liverpool as the third CBD of Sydney and its importance for South Western Sydney through:
 - Rapid population growth and demand for development including infrastructure to support the growth; and
 - The construction of Western Sydney Airport and the development of the Aerotropolis within the Liverpool LGA.
 - b) Increased awareness among planning authorities for the need to apply social impact analysis in making decisions about development and land use;
 - c) Increased emphasis by Council and the community in considering social issues; and
 - d) Increased demand for community participation in decision making processes.
- 1.4 Having a process to include SIA as part of the planning and development assessment process allows Council to:
- a) Enhance consistency and transparency;
 - b) Ensure that the opportunity for positive impacts are maximised and that potential negative impacts are avoided, minimised or mitigated;
 - c) Consider community needs and ensure they are met in an equitable and inclusive way;
 - d) Acknowledge that social justice and environmental justice are intrinsically interconnected and ensure the environmental, social and economic qualities of the local area are enhanced as a result of permitted development;
 - e) Facilitate and/or request a genuine community engagement process and ensure consideration of community feedback;
 - f) Contribute to education, training and employment, capacity building and ensure a greater understanding of certain developments and interventions within the community; and
 - g) Give consideration to the alternatives of any planned intervention particularly in cases of unavoidable impacts.

1.4.1. Under this Policy, Council will:

- a) Require a Social Impact Comment (SIC) or a Comprehensive Social Impact Assessment (CSIA) as a component of applications for specific types of development;
- b) Require an CSIA for significant new or revised strategic land use plans, including LEP and master plan;
- c) Require an SIA for new, staged or revised projects, policies, or plans that may trigger social change;
- d) Require the consideration of social impacts in Council's reporting processes to further enhance Council policy and decisions;
- e) Review requests from other government agencies for consideration of social impacts, for example, liquor and gaming applications and new planning policies and submissions; and
- f) Review and make submissions for policies, plans or projects of State or Federal government agencies that may have an impact on the community.

1.4.2. International Principles Specific to SIA Practices

The "International Principles for Social Impact Assessment" is a statement of the core values shared by the SIA community, together with a set of principles to guide SIA practice; to include consideration of 'the social' in impact assessment generally. Principles which are endorsed by the International Association for Impact Assessment (IAIA), in addition to providing an overarching look at the concepts governing the SIA practice, are also used as a basis for developing and or revising sector, national and local guidelines.

- a) Equity considerations should be a fundamental element of impact assessment and of development planning;
- b) Many of the social impacts of planned interventions can be predicted;
- c) Planned interventions can be modified to reduce their negative social impacts and enhance their positive impacts;
- d) SIA should be an integral part of the development process, involved in all stages from inception to follow-up audits;
- e) There should be a focus on socially sustainable development, with SIA contributing to the determination of best development alternative(s) – SIA (and EIA) have more to offer than just being an arbiter between economic benefit and social cost;
- f) In all planned interventions and their assessments, avenues should be developed to build the social and human capital of local communities and to strengthen democratic processes;
- g) In all planned interventions, but especially where there are unavoidable impacts, ways to turn impacted peoples into beneficiaries should be investigated;

- h) The SIA must give due consideration to the alternatives of any planned intervention, but specially in cases when there are likely to be unavoidable impacts;
- i) Full consideration should be given to the potential mitigation measures of social and environmental impacts, even where impacted communities may approve the planned intervention and where they may be regarded as beneficiaries;
- j) Local knowledge and experience and acknowledgment of different local cultural values should be incorporated in any assessment;
- k) There should be no use of violence, harassment, intimidation or undue force in connection with the assessment or implementation of a planned intervention; and
- l) Developmental processes that infringe the human rights of any section of society should not be accepted.

2. SIA DEFINITION AND PROCESS

According to the International Association for Impact Assessment, "Social impact assessment includes the processes of analyzing, monitoring and managing the intended and unintended social consequences, both positive and negative, of planned interventions (policies, programs, plans, projects) and any social change processes invoked by those interventions. Its primary purpose is to bring about a more sustainable and equitable biophysical and human environment."

When undertaken as part of a Development Application (DA) process, a SIA is prepared to assist the relevant consent authority in its informed decision-making. Its primary purpose is to bring about a more socio-culturally, ecologically and economically sustainable and equitable environment.

SIA, as a process includes the effective engagement of affected communities in participatory processes of identification, assessment and management of social impacts. Although SIA is used as an impact prediction mechanism and decision-making tool in regulatory processes, equally important is the role of SIA in contributing to the ongoing management of social issues throughout the whole project development cycle, from conception to post-closure. Like all other fields of practice, SIA is a community of practice with its own paradigm of theories, methods, case histories, expected understandings and values. What is meant and implied by 'social impact assessment' is the understanding of it within the SIA paradigm rather than any dictionary interpretation of the words social, impact, or assessment.

This paradigm is embodied and articulated in the International Principles for Social Impact Assessment which is provided in sub-clause 1.4.2. above.

Based on the NSW Department of Planning and Environment (2017) SIA - *"As a guide, a social impact is a consequence experienced by people due to change associated with a planned intervention (project, development, policy, program etc.) Social impacts can involve changes to a person's:*

- **Way of life** - including how people live-for example, how they get around or their access to adequate housing; how people work-for example, access to adequate employment or working conditions and/or practices; how people play-for example, access to recreation activities; and how people interact with one another on a daily basis;
- **Community** - including its composition, cohesion, character, how it functions and sense of place;
- **Access to and use of infrastructure, services and facilities** - whether provided by local, state, or federal governments, or by for-profit or not-for-profit organisations or volunteer groups;
- **culture** - including shared beliefs, customs, values and stories, and connections to land, places, and buildings (including Aboriginal culture and connection to country)
- **health and wellbeing** - including physical and mental health;
- **surroundings** - including access to and use of ecosystem services, public safety and security, access to and use of the natural and built environment, and its aesthetic value and/or amenity;
- **personal and property rights** - including whether their economic livelihoods are affected, and whether they experience personal disadvantage or have their civil liberties affected;
- **decision-making systems** - particularly the extent to which they can have a say in decisions that affect their lives, and have access to complaint, remedy and grievance mechanisms; and
- **Fears and aspirations** - related to one or a combination of the above, or about the future of their community."

3. PURPOSE

The Social Impact Policy seeks to:

- a) Acknowledge the importance and rationale for Social Impact Assessment (SIA) processes and provide a framework for ensuring that SIA is effectively integrated into Council's decision-making processes;
- b) Identify and manage the likely social impacts of proposed developments, policies, plans and planning instruments to maximise social outcomes, community wellbeing and social sustainability;
- c) Clarify when a SIA is required, how it is to be undertaken and how the outcomes arising from the assessment are to be implemented and managed. The policy is accompanied by Council's SIA Guidelines;
- d) Affirm Council's commitment to the process of SIA as a means of considering social issues comprehensively, including cumulative impacts and ensuring the needs of the current and future populations are at the forefront of planning and decision-making processes;

- e) Seek to promote a more socio-culturally, economically and ecologically sustainable and equitable environment while building capacity and social capital in the community; and
- f) Respond to and plan for incoming growth and needs of the Liverpool community in a holistic strategic consideration and timely manner.

4. LEGISLATIVE REQUIREMENTS

4.1. *Environmental Planning and Assessment Act 1979 (EP&A Act)* as follows:

- a) To promote the social and economic welfare of the community and a better environment by the proper management, development and conservation of the State's natural and other resources;
- b) To facilitate ecologically sustainable development by integrating relevant economic, environmental and social considerations in decision-making about environmental planning and assessment;
- c) To promote the orderly and economic use and development of land;
- d) To promote the delivery and maintenance of affordable housing;
- e) To protect the environment, including the conservation of threatened and other species of native animals and plants, ecological communities and their habitats;
- f) To promote the sustainable management of built and cultural heritage (including Aboriginal cultural heritage);
- g) To promote good design and amenity of the built environment;
- h) To promote the proper construction and maintenance of buildings, including the protection of the health and safety of their occupants;
- i) To promote the sharing of the responsibility for environmental planning and assessment between the different levels of government in the State;
- j) To provide increased opportunity for community participation in environmental planning and assessment; and
- k) Highlighted phrases or concepts are relevant to the SIA process.

Matters for consideration in determining a development application includes a consent authority to take into consideration such of the following matters as are of relevance to the development the subject of the development application that apply to the land to which the development application relates:

- a) The likely impacts of that development, including environmental impacts on both the natural and built environments, and social and economic impacts in the locality;
- b) The suitability of the site for the development,
- c) Any submissions made in accordance with this Act or the regulations
- d) The public interest.

Each of these highlighted phrases or concepts can be relevant to the assessment of social impacts. For example, the sensitivities of communities to a particular land use may be so significant that they render the site unsuitable for the proposed development under (c) for example, a large discount bottle shop near a large public housing estate.

4.2 *Local Government Act 1993 (LGA 1993) Section 8A Guiding Principles for Councils:*

- a) Councils should manage lands and other assets so that current and future local community needs can be met in an affordable way.
- b) Councils should act fairly, ethically and without bias in the interests of the local community.
- c) Councils should consider social justice principles.
- d) Councils should consider the long term and cumulative effects of actions on future generations.
- e) Council decision-making should be transparent and decision-makers are to be accountable for decisions and omissions.

4.3 *Liverpool Development Control Plan (DCP) 2008. Part 1 item 27*

Council's DCP supports Section 4.15 of the *Environmental Planning and Assessment Act 1979* to consider the social impacts of development applications, adopting the requirement for a Social Impact Assessment (SIA) to be submitted with development applications for specific types of developments.

4.4 *Gaming Machines Act 2001*

The Act Specifies the conditions under which clubs and hotels are required to lodge a Local Impact Assessment (LIA) with the Liquor Administration Board and with Council and other community agencies.

4.5 *Liquor Act 2007*

The Act Specifies the circumstances under which an application for a new liquor licence, variation of a liquor licence, or extended trading hours, require the applicant to lodge a Community Impact Statement (CIS) with the Office of Liquor Gaming and Racing (OLGR) and to notify Council in accordance with Section 48 of the Act.

4.6 *State Environmental Planning Policy (Affordable Rental Housing) 2009, Part 2:*

Provision of new affordable housing and Part 3, retention of low cost rental accommodation.

4.7 Requirements under other Commonwealth and State legislation, including:

- a) *NSW Disability and Services Act 1993.*
- b) *Federal Disability Discrimination Act 1992.*

5. LIVERPOOL CITY COUNCIL POLICY REQUIREMENTS

5.1. *Social Justice Policy 2018*

Council's Social Justice Policy provides the foundation and guiding principles for Council's commitment and actions to protect human rights for all its residents and promotes the key values of freedom, respect, equity and dignity.

5.2. *Connected Liverpool 2040, Local Strategic Planning Statement (LSPS) 2020*

The LSPS sets Liverpool City Council's strategic planning vision for the next 20 years. It lists planning priorities across four areas: Connectivity, Productivity, Liveability and Sustainability. The LSPS will inform what type of growth occurs in the local government area, where it occurs and when it occurs. It sets out actions to deliver on the planning priorities in order to meet the community's future vision for Liverpool.

6. A) REQUIREMENTS FOR UNDERTAKING SIA

- 6.1 It is the applicant's responsibility to arrange and fund a SIA study.
- 6.2 SIA must be conducted by an appropriately trained professional in the field of social science and who has had experience preparing and applying social impact assessment. A checklist can be found in the accompanying SIA Guide to assist in determining whether or not a consultant is appropriately qualified to complete an SIA for submission to Council.
- 6.3 Applicants must provide sufficient information and analysis in the SIA, detailing the basis for identifying potential social impacts of their proposal. It is not sufficient to state that there will be no impact and that no mitigation or enhancement measures are required. Further information on what is required to be considered can be found in the SIA Guide.
- 6.4 The length and detail of the SIA should be commensurate with the scale of the development and significance of the likely social impacts. The SIA Guide provides further guidance as to the determination of 'significance' and level of impact of certain types of developments.
- 6.5 For planning proposals and re-zoning applications a Comprehensive Social Impact Assessment scoping paper outlining the potential social impacts will be required prior to gateway determination.

- 6.6 Applicants must ensure that their SIA adequately addresses all potential negative social consequences as well as positive social benefits and mitigation and/or management plans. The SIA should address the following types of impacts:
- Direct and indirect impacts.
 - Temporary (i.e. during construction) and permanent (i.e. post- construction) impacts.
 - The potential for cumulative and distributional impacts.
 - The significance of potential impacts and mitigation measures relating to these.
- 6.7 Staged developments by a single proponent, or multiple proponents proposing developments of a significant scale within close proximity, must consider the cumulative impact to address this within the SIA and opt to prioritise public benefit generating incentives
- 6.8 The SIA should consider distributional equity, identifying who the likely beneficiaries of the proposal are and what these benefits are, as well as who is likely to suffer detriment and the nature of these detriments.
- 6.9 The SIA should demonstrate the strategic fit of the development, plan or policy proposal and how it relates to city, population projections, addressing key factors such as impacts on child care, schools, affordable housing, open space, libraries and to transport/walkability.
- 6.10 Council, the applicant, government agencies and the community all have an important role in the identification and assessment of social impacts. Community consultation with individuals and communities who are likely to be affected is a critical phase of the SIA process. Applicants are required to conduct a genuine consultation process with affected groups, and the scale and method used will depend on a number of factors, including:
- The community who are likely to be most affected.
 - The significance of the potential social impacts.
 - The duration of the impact.
 - The likely beneficiaries of the proposed development.
 - Those likely to be most negatively affected.
- 6.11 Community engagement must be adequate, meaningful and take place at a reasonable period of time before a development application, policy or plan is submitted to Council. Information on conducting effective community engagement is provided in the SIA Guide. Depending on the size and scope, Council may set a minimum timeframe and methodology of consultations.
- 6.12 Council has an expectation that applicants will propose effective impact mitigation measures. Council will not accept proposed mitigations which are not deliverable by the applicant. Any mitigation proposed must meet the following criteria:
- Tangible – real, substantial, definite.

- b) Deliverable – something that the applicant is able to deliver.
- c) Likely to be durably effective – longer-term lasting impact.

Double counting, or misrepresenting mitigation measures as public benefits will not be accepted.

- 6.13 Ideas, recommendations and promises related to mitigations, without an accompanied commitment to deliver, such as signed agreements, bond payments, local employment and/or procurement strategies or other tangible evidence, will not be taken seriously. Mitigation measures may also be included in the conditions of consent if a proposal is approved. Further guidance on adequate mitigations can be found in the SIA Guide.
- 6.14 An SIA should be considered with any public benefit offer associated with a Voluntary Planning Agreement (VPA), Developer contributions or other funding mechanisms (such as Section 7.11 and 7.12). Public benefits will be determined by Council, with the proponent, and may be linked to the recommendations with the commissioned SIA, or an alignment with Council's strategic documents, including but not limited to the provision of facilities and Recreation and Open Space for community use.
- 6.15 The discretion to use SIA as part of VPAs and Section 7.11 and 7.12 plans rests with the Director City Economy and Growth and Director City Community and Culture, on consideration of recommendations made by Council staff.
- 6.16 If Council deems the SIA incomplete or insufficient and requires more detailed analysis, it reserves the right to return the SIA to the applicant for revision.

6. B) REQUIREMENTS FOR PREPARATION of CSIA (the process)

Typically, the CSIA preparation process includes:

- **Review** of Proposal:
 - a) Review of all documentation (plans, drawings, relevant sub-consultant reports on parking, traffic, acoustics, etc.
 - b) Interview with proponent and/or planner/architect to seek clarification.
- **Scoping** of potential positive and negative social impacts regarding the proposal based on:
 - a) Relevant literature.
 - b) Professional expertise/experience.

- **Definition of 'localities'** for the purpose of the assessment, including preliminary scoping of distributional impacts (geographically and socially).
- **Detail investigation** of the likelihood and intensity/ severity of potential impacts originally scoped, including desktop research and review of:
 - a) Relevant studies and 'black' literature.
 - b) Socio-economic context at relevant scales.
 - c) Crime and safety context.
 - d) Cumulative impact context including historical development and concentration of relevant land uses.
 - e) Other relevant factors depending on the nature of the proposal or definition of locality.
- **Locational/spatial analysis**, including site visits and mapping to better understand the immediate and wider localities, including:
 - a) The presence of sensitive land uses or communities, including child care centres, public housing clusters and religious or educational institutions.
 - b) The service context, including proximity to relevant community facilities, retail and recreational opportunities.
 - c) Accessibility, including proximity to public transport, distances, topography and walkability.
 - d) Issues related to character and amenity - for example, compatibility of existing development, the parking environment, potential for privacy and acoustic impacts.
 - e) The CPTED environment as a further indicator of potential crime and safety impacts.
 - f) Other relevant factors, depending on the nature of the proposal and definition of locality.
- Development and implementation of appropriate **Community Consultation Strategy**, taking into account the nature of the proposal, the locality where impacts are most likely, a preliminary assessment of the nature and severity of likely impacts, including:
 - a) Clear understanding of the purpose of the consultation and the nature of the process.
 - b) Scope and extent of consultation.
 - c) Methods and resource required.

- d) Implementation process, including report back process, where appropriate.
 - e) Process for input to the proposal (i.e. can plan be changed? Proposal modified?).
- **Assessment** of the likely nature, extent and intensity/severity of impacts, including:
 - a) Synthesis of all above research.
 - b) Assessing reasonableness of community concerns or support.
 - c) Understanding and detailing distributional impact, including on sensitive land uses and vulnerable communities.
 - d) Identification of negative impacts that are mild, moderate or severe, and potential mitigations, taking into account community input.
 - e) Identify impacts likely to be moderate to severe that cannot readily be mitigated.
 - **Overall assessment** of the distribution of likely positive and negative impacts, including an opinion on the **balancing of these impacts** where possible but noting that this is ultimately the role of the decision maker.

7. SIA TRIGGERS

- 7.1 Specific types of developments, or developments of a particular scale, require the preparation of either a Social Impact Comment (SIC) or a Comprehensive Social Impact Assessment (CSIA). As per the SIA Policy Guidelines the proposed applicant is required to refer to the guidelines in Appendix A to H. If a development proposal is consistent with one of the specific developments proposals identified in Table 1, the applicant is required to complete and submit a SIC at the minimum or a CSIA to Council for assessment.

Table 1. Developments Proposals

Planning Instruments	Applications for development of, or major changes to: <ul style="list-style-type: none"> • Any changes to strategic land use plans or master plans including land rezoning, unless deemed to be of minor impact to the community; • Planning or Planning & Transport Strategy units; • Any changes to the LEP which propose reclassification of community land to operational land; and • Major urban renewal projects.
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Residential Development	<p>Application of development of, or major changes to:</p> <ul style="list-style-type: none"> • Residential flat buildings greater than 20 units and those that seek variation greater than 10% from the DCP / LEP density (height/FSR) controls; • Multi-dwelling housing that seek variation greater than 10% from the DCP / LEP density (height/FSR) controls; • Residential subdivision that seek variation greater than 10% from the DCP / LEP density (height/FSR) controls; • Affordable housing, within the meaning of SEPP (Affordable Rental Housing) 2009 – excluding secondary dwellings; • Any development that results in a reduction of affordable housing and mixed tenure; • Any development that results in a reduction of publicly accessible open and recreation space; • Housing for seniors or people with a disability, within the meaning of the SEPP (Housing for seniors or People with a Disability) 2004. • Student housing; • Caravan parks, manufactured home estate; and • Boarding Houses.
Commercial Development	<p>Applications for development of, or major changes to:</p> <ul style="list-style-type: none"> • Packaged liquor outlets; • Hotels (bars, pubs, taverns), nightclubs and registered clubs; • Applications for liquor licences and gaming machines; • Extension of trading hours for licenses premises; • Gambling outlets; • Restricted premises (e.g. sex shops); • Gun shops; • Entertainment facilities; • Amusement centres; • Function centres (greater than 50-person capacity); and • Retail centres and other commercial development, including tattoo parlours.
Sensitive Land Use	<p>Applications for development of, or major changes to:</p> <ul style="list-style-type: none"> • Education establishments; • Childcare centres; • Places of worship; • Sex services premises (e.g. brothels); and • Drug rehabilitation services – including methadone clinics and safe injecting rooms.
Other Types of Developments	<p>Applications for development of, or major changes to:</p> <ul style="list-style-type: none"> • Hospitals, medical centres and community health services, health consulting rooms;

- Freight transport facilities; and
- Major transport facilities.

- 7.2 The Table below outlines activities initiated by Council or other external agencies (including the State Government) that will require an SIA, to be prepared by a Council staff member or externally commissioned, and submitted to the respective Council department or external agency for assessment.

Table 2. Social Impact Assessment

Any new or changes to LEPs, DCPS, strategic land use plans or master plans including land rezoning, unless deemed to be of minor impact by Council's Community Development and Planning or Planning & Transport Strategy departments;

Any changes to the LEP which specifically propose reclassification of community land to operational land;

Major urban renewal projects;

Development of new or closure of Council-owned community facilities, including community centres, libraries, childcare centres and recreation facilities;

Development of Council policies that may impact the community; and

Policies, plans and projects by other government agencies that may have an impact on the community. These include but are not limited to metropolitan planning strategies, Aerotropolis land-use planning and associated infrastructure developments, relevant state environmental planning policies, state and federal plans, local health plans etc.

- 7.3 Modification to an approved development triggering Table 1, irrespective if an SIA has already been submitted in a previous stage of a related development, will require an SIA, considering cumulative and distributional impacts.
- 7.4 A proposal not listed in Table 1 must still consider and address the likely social impacts, as part of the Statement of Environmental Effects, in accordance with the EP&A Act 1979 Section 4.15, which will be reviewed by Council staff.
- 7.5 If a proposal not listed in Table 1 is deemed likely to have substantially more or less significant impacts – or likely to result in cumulative social impacts that are substantially more or less significant, Council reserves the right to request a social impact assessment.
- 7.6 The discretion to vary requirement for social impact assessment rests with the Director City Community and Culture and Director City Economy and Growth, with consideration

of recommendations made by Council staff. Decisions will be made in writing providing justification.

8. ASSESSMENT PROCESS

- 8.1 It is strongly recommended that applicants discuss the proposed approach to conduct an SIA or CSIA with Council officers prior to commencement. Information on the referral and assessment process can also be found in the SIA Guidelines in the Appendices of this policy.
- 8.2 In determining consent or refusal, Council needs to be satisfied that the identified social impacts of proposed developments, policies, plans or planning instruments have been appropriately addressed and respond to social justice principles. For reference, a copy of Council's Social Justice Policy can be found on Council's website.
- 8.3 Council officers will assess the SIA or CSIA submitted, undertaking a thorough assessment of all social impacts, evidence of community input and where required, clear impact mitigation measures that meet the criteria set out in section 6.
 - 8.3.1 At its discretion, Council may:
 - a) Seek independent expert advice about specific social impact issues relevant to planning proposals;
 - b) Obtain an independent external review of an applicant's SIA or CSIA; and
 - c) Commission its own SIA or CSIA.
 - 8.3.2 The developer as well as the Council is responsible for ensuring that the community is notified about a development and, for undertaking community consultation on the social impacts of a particular development. (Formal submissions can be made through Council's e- planning portal and Council's Community Participation Plan).
 - 8.3.3 For significant plans or proposals, Council may also consult through its online engagement portal and hold community feedback sessions. Depending on the nature of the proposed development, Council may also seek advice from relevant government agencies, i.e. NSW Health.
 - 8.3.4 After Council officers have made their assessment, they will either:
 - a) Recommend approval: This may involve appropriate consent conditions to ensure that any identified social impacts are managed in accordance with the policy. Council may request a social impact management plan in specific cases; and

- b) Recommend refusal: Refusals will be based on aspects of the development that are not appropriate for the site or wider area, do not comply with planning instruments and/or are inappropriate for other reasons identified in the assessment.

8.3.5 If the proposal is referred to Liverpool Local Planning Panel, Council will provide a copy of the SIA (and peer review, if undertaken) and any comments for review and consideration of the potential social impacts.

8.3.6 If a planning or development proposal is approved, then Council and the applicant will monitor the social impacts and conditions of consent. Some developments may have conditional consents for a period of time. Council may request a (Social Impact Management Plan) SIMP or a report on the commitments made by the developer.

9. LIQUOR AND GAMING MACHINE LICENSE APPLICATION

- 9.1 The determination of liquor and gaming machine license applications is made by the Liquor and Gaming NSW and the Independent Liquor and Gaming Authority (ILGA). Council recognises its important role in reviewing and making comment on liquor license and gaming machine applications made to L&GNSW, which can affect the outcome of liquor licensing applications.
- 9.2 It is Council's responsibility under the EP&A 1979 and LGA 1993, to consider social impacts as part of the DA process for some premises where liquor will be sold and/or gaming machines will be introduced, including hotels, on-license premises and retail premises. Council assesses the social impacts arising from but not limited to design, location, trading hours, access, signage, fit out, acoustic treatments, the sale/consumption of alcohol and increased gambling at an outlet.
- 9.3 As a matter of routine, Council obtains each year the list of licensed premises within the LGA from the Department. This data is mapped on GIS and referred to when a DA for a licensed premise is received or Council is notified of a liquor license application.

10. MONITORING AND REVIEW

- 9.1 Council will continue to develop its in-house specialist knowledge to manage SIAs.
- 9.2 Council will continue to promote awareness of social impacts and the SIA process to applicants and the wider community.
- 9.3 Council will evaluate the impact of this Policy and SIA Guide every two years to identify further opportunities for improvement.

AUTHORISED

Council Resolution

EFFECTIVE FROM

27 May 2020

REVIEW DATE

May 2022

DEPARTMENT RESPONSIBLE

City Community and Culture (Community Development and Planning)

CONSULTATION

- City Economy and Growth (Development Assessment and Planning and Transport Strategy)
- City Corporate (Governance and Legal Services)

VERSION

	Adopted by	Changes made	Date	TRIM number
1	General Manager	None	3 April 2012	027483.2012
2	Council resolution	Complete review	26 August 2015	156452.2015
3	Council resolution	Complete review	May 2020	096668.2020

APPENDIX A

DEFINITIONS

Community - Any social group who could be affected by a proposed change or project including:

- a) Those who live nearby;
- b) Those who will hear, smell or see a development or its effects;
- c) Those who are forced to relocate;
- d) Those who have an interest in, or are likely to be affected by, the new project but may not live in close proximity; and
- e) Those who may normally use the land where the project is to be located.

Community Impact Statement (CIS) - Prepared by applicants as part of the liquor license application to the Office of Liquor and Gaming.

Cumulative Impacts - The total impact arising from a project, other activities (which may be under the control of others) and other background pressures and trends that may affect the outcome of a project. Analysing incremental impacts of a project combined with the effects of other projects often give a more accurate understanding of potential outcomes and impacts.

Development Application (DA) - Submitted by applicants seeking consent to develop land within a local government area.

Development Control Plan (DCP) - Sets out the controls guiding development within a particular area.

Distributional Impacts - The differing impacts across people affected by a project. This means consideration needs to be given to an equitable final distribution of costs, benefits and impacts arising from a project.

Local Environment Plan (LEP) - Legal instrument that imposes standards to control development within a local government area.

Locality – Defining locality is critical for the assessments of social impacts, both positive and negative, and the identification of appropriate mitigations. Relevant case law has defined the scope of locality with reference to the nature of the proposal.

Local Impact Assessment (LIA) - Prepared by applicants as part of a gaming machine application to the Office of Liquor and Gaming.

Mitigation - A mitigation makes circumstances less harsh, takes the edge off an effect, reduces the impact of the effect, or lessens its seriousness or extent. In the context of social impact assessment, a mitigation measure is usually something additional to what is proposed rather than a change to the proposal.

Peer Review - An evaluation of scientific, academic, or professional work conducted by others working in the same field. In the context of this Policy, Council may commission an expert witness to review a submitted social impact assessment report and ask them to provide commentary, identify any issues and put forward recommendations. Peer reviews help to maintain the quality and integrity of SIA.

Precautionary Principle - Where there are threats or potential threats of serious social impact, lack of full certainty about those threats should not be used as a reason for approving the planned intervention or not requiring the implementation of mitigation measures and stringent monitoring.

Social Impacts - Social impacts are those which affect individuals and communities, the common or public good and / or the health and welfare of groups of people. Social impacts are not private interests and is considered as a change to one or more of the following concepts; people's way of life, culture, community, political systems, environment, health and wellbeing, personal and property rights, fears and aspirations.

Social Impact Assessment (SIA) - Process of assessing, monitoring and managing the intended and unintended social consequences, both positive and negative of planned interventions (projects, policies, programs etc.) and any social change processes invoked by those interventions. When undertaken as part of a DA process, an SIA is prepared to assist the relevant consent authority in its informed decision-making.

Social Impact Management Plans (SIMPs) - A management and monitoring tool to further identify, analyse and respond to social impacts that may arise during the lifecycle of a development. A more detailed explanation and Council's expectations are provided in appendix G.

Voluntary Planning Agreement (VPA) - A **Voluntary Planning Agreement** (VPA) is an **agreement** entered into by a **planning** authority and a developer. Under an **agreement** a developer agrees to provide or fund public amenities and public services, affordable housing and transport or other infrastructure.

APPENDIX B**SOCIAL IMPACT COMMENT INITIAL ASSESSMENT FORM****Instructions for completing this form:**

Applicants of developments where social impact comment is required must complete this form.

The completed form can either be submitted to Council prior to the pre-DA meeting (where a pre-DA meeting has been requested) or submitted with the development application. If it has been determined that a CSIA report is required, then it can be submitted with the development application instead.

SOCIAL IMPACT COMMENT INITIAL ASSESSMENT FORM			
Applicant's details:		Owner's details (if different to applicant):	
Name		Name	
Postal address		Postal address	
Email		Email	
Phone	Mobile	Phone	Mobile
Proposal details:			
Lot number & Registered plan number			
Site address			
Brief description of development proposal			

1. Population change	
<p>Will the development result in significant change/s to the local area's population? (either permanently and/or temporarily)</p> <p>Explanation: Changes to the size, structure and capacity of the population can have significant implications for the provision and adequacy of community facilities, services, community cohesion and/or social sustainability</p>	
Yes	If yes, briefly describe the impacts below
No	Describe your proposed mitigations of negative impacts or enhancements of positive impacts below
2. Housing	
<p>Will the proposal increase or reduce the quantity, quality, mix, accessibility and/or affordability of housing?</p> <p>Explanation: A mix of housing types, sizes and costs is necessary for social diversity (in terms of age, family life cycles, income, cultural background) and social inclusiveness. Retention or expansion of affordable housing is necessary for social equity and to avoid displacement of individuals and families on lower incomes</p>	
Yes	If yes, briefly describe the impacts below
No	Describe your proposed mitigations of negative impacts or enhancements of positive impacts below
3. Accessibility	
<p>Will the development improve or reduce physical access to and from places, spaces and transport?</p> <p>Explanation: 'Access for all' is an essential component of a fair and equitable society. Accessible developments encourage inclusive communities, improve affordability of goods and services, maximise access to public transport, pedestrian and cycle networks and provide convenient and continuous paths of travel (thereby promoting healthy, sustainable lifestyles). Consideration must also be given to accessibility for people with a disability. Refer to Council's Disability Strategy 2012-2017 available for download from Council's website</p>	

Yes	If yes, briefly describe the impacts below
No	Describe your proposed mitigations of negative impacts or enhancements of positive impacts below
4. Community and Recreation Services / Facilities	
<p>Will the development increase, decrease or change the demand or need for community, cultural and recreation services and facilities?</p> <p>Explanation: Access to diverse and adequate community and recreation services and facilities is necessary for physical and mental health, well-being, personal productivity, social cohesion and social sustainability. Examples of facilities include community centres, leisure centres, recreation centres, sports fields and playgrounds.</p>	
Yes	If yes, briefly describe the impacts below
No	Describe your proposed mitigations of negative impacts or enhancements of positive impacts below
5. Cultural and Community Significance	
<p>Will the development impact on any items or places of cultural or community significance?</p> <p>Explanation: There may be certain places, items or qualities that are culturally valuable or significant to the community. They provide significant meanings and reference points for individuals and groups. This may include specific sites of Aboriginal significance. The acknowledgement and protection of these places, items or qualities is a key element in building strong and resilient communities.</p> <p>For information about Liverpool's cultural and linguistically diverse communities, refer to Council's LEAPS Multicultural Plan available for download from Council's website.</p>	
Yes	If yes, briefly describe the impacts below
No	Describe your proposed mitigations of negative impacts or enhancements of positive impacts below

6. Community Identity and Sense of Belonging	
<p>Will the development strengthen or threaten opportunities, social cohesion and integration within and between communities?</p> <p>Explanation: Social cohesion and integration requires places and spaces for informal and safe social interaction. Developments can increase or decrease these interaction opportunities through their provision (or otherwise) of safe and connected pathways and linkages and attractive gathering places (town centres, parks, squares / plazas, civic spaces and streets)</p> <p>Consideration should be given to incorporating principles of good urban design into the development proposal. Refer to the <i>Creating Places for People: An Urban Design Protocol for Australian Cities</i>, available for download from the Federal government's Urban Design website.</p>	
Yes	If yes, briefly describe the impacts below
No	Describe your proposed mitigations of negative impacts or enhancements of positive impacts below
7. Health and Well-being	
<p>Will the development strengthen or threaten opportunities for healthy lifestyles, healthy pursuits, physical activity and other forms of leisure activity?</p> <p>Explanation: Developments can increase or decrease opportunities for healthy lifestyles through improving or reducing the livability of places (due to things such as safety, noise, dust, aesthetics) or increasing or decreasing opportunities for:</p> <ul style="list-style-type: none"> • Walking, cycling, play and other physical activities; • Healthy food choices; and • Drinking, gambling and smoking <p>Consideration should be given to incorporating healthy urban design principles into the development proposal. Refer to the <i>Healthy Urban Development Checklist</i>, available for download from the NSW Health website.</p>	
Yes	If yes, briefly describe the impacts below
No	Describe your proposed mitigations of negative impacts or enhancements of positive impacts below

8. Crime and Safety	
<p>Will the development increase or reduce public safety and opportunities for crime (perceived or actual crime)?</p> <p>Explanation: Developments can increase or decrease perceived and actual safety. For example, through generating increased traffic, providing venues that may attract unruly behaviour. This can diminish social cohesion and integration however impacts can be mitigated by appropriate design, traffic controls and management.</p> <p>Safer by Design principles should be considered in the development proposal. Refer to Council's Community Safety and Crime Prevention Strategy available for download on Council's website. The Crime Prevention Through Environmental Design (CPTED) Guidelines are available for download on the NSW Police website</p>	
Yes	<p>If yes, briefly describe the impacts below</p>
No	<p>Describe your proposed mitigations of negative impacts or enhancements of positive impacts below</p>
9. Local Economy and Employment Opportunities	
<p>Will the development increase or reduce the quantity and/or diversity of local employment opportunities? (temporary or permanent)</p> <p>Explanation: Unemployment and low income are associated with poor health and reduced social inclusiveness and resilience. Accessible and diverse local jobs (suited to the capacities of local populations) reduce the risk of unemployment (and the associated poorer health and social sustainability outcomes)</p>	
Yes	<p>If yes, briefly describe the impacts below</p>
No	<p>Describe your proposed mitigations of negative impacts or enhancements of positive impacts below</p>

10. Needs of Specific Population Groups	
<p>Will the development increase or decrease inclusive opportunities (social, cultural, recreational, employment, governance) for groups in the community with special needs?</p> <p>Explanation: Council has a Social Justice Policy, which promotes access to life opportunities (e.g. jobs, education, full participation in the cultural life of the community) and inclusiveness for all (including those with special needs – young people, aged population, CALD communities, Aboriginal community, people with a disability, children and women). Developments can increase inclusiveness through the provision of culturally appropriate facility design and programs, and the avoidance of communication barriers. Refer to Council's Community Strategic Plan, Growing Liverpool 2023, Social Justice Policy, LEAPS Multicultural Plan, Youth Strategy and Disability Strategy available for download on Council's website.</p>	
Yes	<p>If yes, briefly describe the impacts below</p>
No	<p>Describe your proposed mitigations of negative impacts or enhancements of positive impacts below</p>

APPENDIX C**COMMON SOCIAL IMPACT TYPES**

There are a wide range of potential social impacts associated with different types of development. Some social impacts are typical of particular types of development – as summarised in the tables below. Table B1 provides examples of impacts for particular types of development requiring a Social Impact Comment and Table B2 provides lists examples of impacts for the types of development requiring a Comprehensive Social Impact Assessment. These tables are not exhaustive however they provide an initial point of consideration for applicants in what Council expects to be included in a social impact assessment.

Table B1: Common social impact types with Social Impact Comment			
Development type	Specific Development Proposal	Social Aspect	Potential Impacts
Residential Development	<p>Applications for development of, or major changes to:</p> <ul style="list-style-type: none"> • Residential flat buildings greater than 20 units • Multi-dwelling housing greater than 20 dwellings • Residential subdivision greater than 20 dwellings • Affordable housing, within the meaning of SEPP (Affordable Rental Housing) 2009 (excluding secondary dwellings including student housing, caravan parks and backpacker's accommodation) • Housing for seniors or people with a disability, within the meaning of the SEPP (Housing for seniors or people with a disability) 2004 • Boarding houses • Group homes 	<ul style="list-style-type: none"> • Accommodation 	<ul style="list-style-type: none"> • Housing choice • Displacement • Loss of affordable housing • Creation of affordable housing • Amenity impacts

Commercial Development	<ul style="list-style-type: none"> • Child care centres and entertainment facilities • Amusement centres and Function centres (greater than 50-person capacity) • Retail centres and other commercial developments including tattoo parlours • Applications for liquor licenses and gaming machines* 	<ul style="list-style-type: none"> • Accessibility health and wellbeing 	<ul style="list-style-type: none"> • Access to services and facilities • Access to public transport options • Accessibility for people with disabilities or mobility issues • Access to fresh food and local produce • Ageing in place • Familiarity with neighbourhood • Improved community participation opportunities • Recreation opportunities • Relaxation and sleep provision of open space in the immediate area (private and communal)
		<ul style="list-style-type: none"> • Crime and Safety 	<ul style="list-style-type: none"> • Clear and accessible path to travel to shops and transport options • Community cohesion and familiarity • Domestic violence • Population clustering • Substance consumption or abuse • Public violence

			<ul style="list-style-type: none"> Usability of streets or outdoor space Lay-out of master plan to ensure CPTED principles are met
		<ul style="list-style-type: none"> Population Change 	<ul style="list-style-type: none"> Significant population change (size and characteristics) Change in population density
		<ul style="list-style-type: none"> Community Identity and a sense of belonging 	<ul style="list-style-type: none"> Sense of belonging or being unwelcome Access to services and facilities Exclusion Ownership Familiarity with neighbourhood Perception of danger Improved community
Other Types of Development	<ul style="list-style-type: none"> Places of public worship (greater than 100 person capacity) Educational establishments Health consulting rooms Council-owned community facilities, including 	<ul style="list-style-type: none"> Accessibility health and wellbeing 	<ul style="list-style-type: none"> Access to services and facilities Familiarity with neighbourhood Improved community participation opportunities

	community centres, libraries,		<ul style="list-style-type: none"> • Recreation • Relaxation and sleep patterns • Accessibility of building for disabled persons or people with mobility issues • Access to transport options • Parking
	<ul style="list-style-type: none"> • childcare centres and recreational facilities • Community land, as classified by the Local Government Act 1993 	• Crime and Safety	<ul style="list-style-type: none"> • Graffiti • Vandalism and property damage • Offensive language and behaviour • Public violence • Safety of young people • Substance consumption or abuse • Theft; on street, from cars, business or homes
		• Community Identity and a sense of belonging	<ul style="list-style-type: none"> • Diversity • Inclusion/ Exclusion • Improved community participation opportunities • Sense of belonging or being unwelcome

		<ul style="list-style-type: none"> • Cultural and community significance 	<ul style="list-style-type: none"> • Respect for culture and significant places
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Table B2: Common social impact types – Comprehensive Social Impact Assessment

Development type	Specific Development Proposal	Social Aspect	Potential Impacts
Residential Development	Applications for development of, or major changes to: <ul style="list-style-type: none"> • Residential flat buildings greater than 100 units • Development that results in a reduction of affordable housing 	<ul style="list-style-type: none"> • Accommodation 	<ul style="list-style-type: none"> • Housing choice • Displacement • Loss of affordable housing
		<ul style="list-style-type: none"> • Accessibility 	<ul style="list-style-type: none"> • Access to services and facilities • Access to public transport options • Accessibility for people with disabilities or mobility issues
		<ul style="list-style-type: none"> • Health and wellbeing 	<ul style="list-style-type: none"> • Ageing in place • Familiarity with neighbourhood • Improved community participation opportunities • Recreation opportunities • Relaxation and sleep • Provision of open space in the immediate area (private and communal)
		<ul style="list-style-type: none"> • Crime and safety 	<ul style="list-style-type: none"> • Clear and accessible path to travel to

			shops and transport options <ul style="list-style-type: none"> • Community cohesion and familiarity • Domestic violence • Population clustering • Substance consumption or abuse • Public violence • Usability of streets or outdoor space • Lay-out of master plan to ensure CPTED principles are met
		<ul style="list-style-type: none"> • Population change 	<ul style="list-style-type: none"> • Significant population change (size and characteristics) • Change in population density
		<ul style="list-style-type: none"> • Community identity and sense of belonging 	<ul style="list-style-type: none"> • Exclusion • Familiarity with neighbourhood • Ownership • Perception of danger • Improved community participation opportunities • Sense of belonging or being unwelcome

Commercial Development	Applications for development of, or major changes to: <ul style="list-style-type: none"> • Packaged liquor outlets • Hotels (bars, pubs, taverns), nightclubs and registered clubs • Extension of trading hours for licenced premises* • Gaming outlets • Restricted premises (e.g. sex shops) • Sex services premises (e.g. brothels) • Gun shops 	<ul style="list-style-type: none"> • Health and wellbeing 	<ul style="list-style-type: none"> • Access to services and facilities • Familiarity with neighbourhood • Interaction and quality of social relationships • Recreation • Noise and activity (particularly late at night) • Smoking near residential properties
		<ul style="list-style-type: none"> • Crime and safety 	<ul style="list-style-type: none"> • Graffiti • Vandalism & property damage • Littering • Offensive language & behavior • Public violence/assault; • Substance consumption and abuse • Theft • Usability of streets and outdoor spaces • Noise and activity (particularly late at night) • Safety of workers (safe work practices) • Safety of patrons • Substance consumption and abuse

			<ul style="list-style-type: none"> Public violence
		<ul style="list-style-type: none"> Local Economy 	<ul style="list-style-type: none"> Contribution to local economy Employment opportunities Access to entertainment options for young people
		<ul style="list-style-type: none"> Accessibility 	<ul style="list-style-type: none"> Access to goods, services and facilities Affordability and choice Access to public transport (bus stops and train stations) – Connectivity Interaction and quality of social relationships for residents
Transport Infrastructure	Applications for development of, or major changes to: <ul style="list-style-type: none"> Freight transport facilities Major public transport 	<ul style="list-style-type: none"> Health and Wellbeing Crime and safety 	<ul style="list-style-type: none"> Noise and activity Relaxation and sleep Pedestrian access
		<ul style="list-style-type: none"> Local economy and employment opportunities 	<ul style="list-style-type: none"> Contribution to local economy Employment opportunities Property values

Community Health and Safety	Applications for development of, or major changes to: <ul style="list-style-type: none"> • Drug rehabilitation services including methadone clinics and safe injecting rooms • Hospitals, medical centres and community health services 	<ul style="list-style-type: none"> • Health and wellbeing 	<ul style="list-style-type: none"> • Access to services and facilities • Improved community participation opportunities
		<ul style="list-style-type: none"> • Accessibility 	<ul style="list-style-type: none"> • Accessibility of building for disabled persons or people with mobility issues • Access to transport options • Parking
		<ul style="list-style-type: none"> • Crime and safety 	<ul style="list-style-type: none"> • Graffiti • Vandalism and property damage • Offensive language and behavior • Public violence • Safety of young people • Substance consumption or abuse • Theft - on street, from cars, business or homes

APPENDIX D**Community Consultation Methods and Options**

The overriding principle in community participation is to ensure people have the opportunity and the information to influence decisions that might affect them. Effective community participation requires time and commitment and a proactive approach to the less articulate groups and individuals in the community. Involving the community is one of the keys to increasing the extent that the development benefits local communities whilst ensuring the negative impacts on people are minimised.

It is recognized that the nature and extent of consultation will be highly contextual, and the substantial resources required may not be warranted in smaller, low impact developments.

Who Is The Affected Community
Those who live nearby
Those who will hear, smell or see a development or its effects
Those who are forced to relocate
Those who have an interest in the new project but may not live in close proximity
Those who may normally use the land where the project is to be located
Effective Communication
Notify people early
Listen carefully and absorb the information
Allocate sufficient staff resources to conduct the consultation
Cultivate community networks or use informal channels
Be sensitive to cultural aspects and differences
Supply and ensure easy access to information (translate and interpret information or use advisers to explain technical issues in plain English)
Seek agreement about the process of consultation and encourage open and full discussion
Develop skills in group facilitation and conflict resolution
Be independent

Useful Community Consultation Resources

Below is a list of resources that may assist with consulting and engaging with affected communities:

- Community and Stakeholder Engagement, *Environmental Impact Assessment Guidance Series*, NSW Department of Planning and Environment, 2017
- Community Engagement Toolkit
<https://www.communityplanningtoolkit.org/sites/default/files/Engagement.pdf>
- Guide to Better Regulation – Consultation Policy, 2008 NSW Department of Premier and Cabinet
- Health Impact Assessment: A Practical Guide, 2007 Centre for Health Equity Training, Research and Evaluation
- Community Engagement in the NSW Planning System, 2003 Planning NSW
- Ideas for Community Consultation, a report prepared for the NSW Department of Urban Affairs and Planning

Techniques to Consult with the Community

Technique	Objective	Affected Community			
		Neighbours	Local Street	Local Stakeholder Groups	Wider Community Groups
Letters	Informing the community		✓	✓	✓
Brochures / Fact Sheets			✓	✓	✓
Media Release				✓	✓
Signage on Land			✓		
Displays on Notice Boards			✓	✓	✓
Questionnaires	Informing the Community and Obtaining specific feedback		✓	✓	✓
Discussions with adjoining property owners	Information exchange and community involvement while Obtaining feedback				
		Affected Community			

Technique	Objective	Neighbours	Local Street	Local Stakeholder Groups	Wider Community Groups
Street meeting	Information exchange and community involvement while Obtaining feedback	✓	✓		
Community meeting		✓	✓	✓	✓
Personal interviews				✓	✓
Workshops	Information exchange Raising awareness Involving the affected community Obtaining specific and broad feedback	✓	✓	✓	✓
Community advisory committees	Information exchange Raising awareness Involving the affected community Building support Obtaining feedback on a wide range of issues	✓	✓	✓	✓

APPENDIX E**Determining Levels of Impact Significance**

Assessment criteria	Neutral (neither positive or negative)	Minor Impact (positive or negative)	Moderate Impact (positive or negative)	Significant Impact (positive or negative)
Degree of change likely to arise from development	Insignificant / No change	Some change, low significance	Some change, moderate significance	High level of change
The number and nature of people affected	None	Immediate neighbours only (small number)	Suburb level impact (100+ people)	LGA wide impact, substantial impact on a large number of people / groups
Direct or indirect impact	No impact	Indirect impact	Some direct impact	Direct impact
Duration of impact	N/A	During construction phase only	1-12 months	12 months or more
Community perception that a development will cause significant negative social impacts	None	Low level of reaction from the people affected	Moderate level of reaction from the people affected and/or wider community	High level reaction from the people affected and/or wider community
Potential cumulative impacts	Insignificant / Low	Low likelihood of increase in overall impacts in the locality	Moderate likelihood of increase in overall impact of the locality	High likelihood of increase in overall impacts in the locality
Outcome	No Action Required	Complete Social Impact Comment Initial Assessment	Complete Comprehensive Social Impact Assessment	

APPENDIX F**Competency Requirements for Undertaking Social Impact Assessment**

The Social Impact Assessment Policy requires that any social impact assessment must be conducted by “a professional in the social sciences field who has experience preparing and applying social impact assessment.” The following checklist can be used to determine whether or not a consultant is appropriately qualified to complete a SIC or CSIA for submission to Liverpool City Council.

- Does the consultant have qualifications and/or substantial field experience in the relevant technical area?
E.g. Qualifications in social science, human geography, urban or social planning – or referees (in the profession or within Government) who can validate the relevant experience within the social impact assessment field.
- Does the consultant have a good reputation in relation to the relevant work?
E.g. Referees within the profession or Government who can confirm this.
- Does the consultant use best practice methodologies in data gathering, community consultation and data analysis?
E.g. such as those methods specified in these guidelines and by the International Association for Impact Assessment.
- Does the consultant have experience preparing social impact assessments for local councils?
E.g. can the consultant provide evidence of relevant experience?
- Does the consultant have a conflict of interest or a financial interest in the project?

Standards for a Comprehensive Social Impact Assessment

Impact assessment is an important part of planning and decision making processes and as such social impact assessment should be given as much consideration as environmental or economic impact assessment.

In accordance with the Planning Institute of Australia’s Social Impact Position Statement, Council expects that a comprehensive social impact assessment, submitted to Council, to meet the following criteria:

Standards for a Comprehensive Social Impact Assessment

The process is undertaken by a competent, professional social scientist and uses rigorous social science methodologies

The process includes effective, timely and transparent public involvement

The baseline (pre-change) situation is adequately researched and documented

The scope of proposed changes is fully described
Examples of similar changes are identified, including impacts likely to affect minority groups, different age, income and cultural groups and future generations
Direct as well as indirect, long term and short term, positive and negative, passing and accumulating impacts are identified
The relative equity of impacts is identified. It is important to identify how the benefits and losses will be distributed to different sections of the community
Impacts over time and location are considered (e.g. local as opposed to state and national benefits and losses)
Impacts which are not amenable to precise measurement are not excluded from consideration – the assessment is an evaluation not a proof
A review mechanism is included where appropriate
The precautionary principle is applied in making an assessment

Adapted from Planning Institute of Australia's Social Impact Position Statement

The following additional criteria apply:

- a. The size of the document should be commensurate with the number and significance of the social issues likely to eventuate.
- b. Size of document will not be regarded as an indicator of its accuracy, adequacy or completeness.
- b. All SIAs of more than 10 pages are required to contain an executive summary of not more than 1000 words.

APPENDIX G**Social Impact Management Plan (SIMP)**

The Social Impact Management Plan's purpose is to further analyse potential adverse impacts identified by the SIA process and to ensure that the needs and conditions of people affected by a proposed project are fully taken into account in project design/delivery and that suitable mitigation measures are provided as needed. It should also contribute to enhancing opportunities for developmental benefits for affected groups.

For each significant social impact an appropriate mitigation strategy must be developed, delivered and reported on for Council's information. First, all available options should be sought to avoid impacts (e.g., through adjustment of project design, modification of protected area boundaries). If avoidance is not possible, appropriate measures to minimise the impact should be identified. Where avoidance is not possible or negative residual impacts remain after minimising, the SIA or SIMP should propose methods of adequately compensating affected groups for their losses over the time of the project.

Compensation mechanisms must be developed in consultation with legitimate representatives of Council and affected groups and designed in a way that they are socio-economically and culturally suitable, considering a range of options for in-kind, non-monetary and monetary compensation, as appropriate. The SIA and/or the SIMP could also explore opportunities for social enhancement. This might include:

- Opportunities to enhance the participation of men and women in the project and how to support both genders in the development of sustainable livelihood activities and in deriving social and economic benefits from the project, or
- Measures to enhance social inclusion and cohesion; to address vulnerability, capacity and equity issues; to empower weak, poor and marginalised social groups; and to enhance safety and security.

It is required to briefly describe each mitigation measure including the type of impact(s) it will address, its design, and operating procedures, as appropriate. Proposed mitigation measures should be technically and operationally feasible and culturally adequate. The benefits of measures should be distributed in an equitable manner across the affected population when the measure is a generalised action. Specify institutional arrangements and any needs for development of the capacity of communities or partners to implement the proposed measures.

The measures should be presented in a Social Impact Management Plan to demonstrate and facilitate their integration into project management. This includes confirming their feasibility, indicating resources and costs, responsibilities, their schedule for implementation, and evidence of completion.

APPENDIX H**Data Resources**

In addition to relevant studies and literature, the following data sources are provided:

- Liverpool Local Government;
- State Government Agencies; and
- Federal Government Agencies.

Liverpool Local Government Area (LGA)
www.liverpool.nsw.gov.au

Source	Data available
Community Profile (Profile.id)	Liverpool's key demographics: <ul style="list-style-type: none"> • How many people live here? • Who are we? • What do we do? • How do we live?
Social Atlas (Atlas.id)	Thematic maps (as above)
Liverpool City Council website www.liverpool.nsw.gov.au	<ul style="list-style-type: none"> • Council's 10-year community strategic plan • Growing Liverpool 2023 • Annual reports • Other documents and publications e.g. Youth Strategy
Consultations or research reports	Local community organisations may have reports containing relevant community consultation outcomes and research, such as: <ul style="list-style-type: none"> • Anglicare • Kari Aboriginal Resources • Liverpool Migrant Resource Centre • Liverpool Neighbourhood Connections • South West Child, Adolescent & Family Services

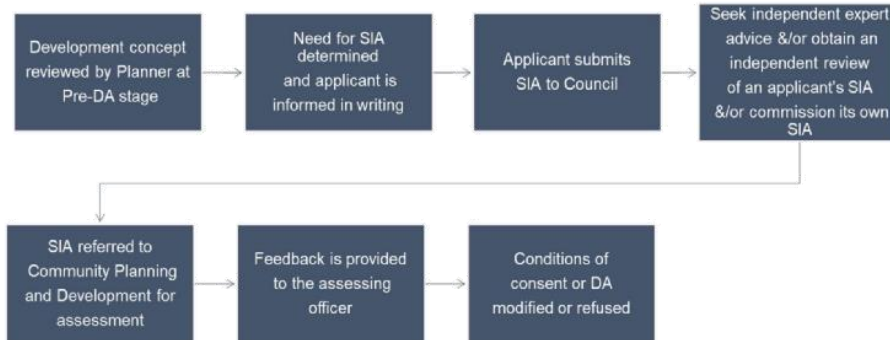
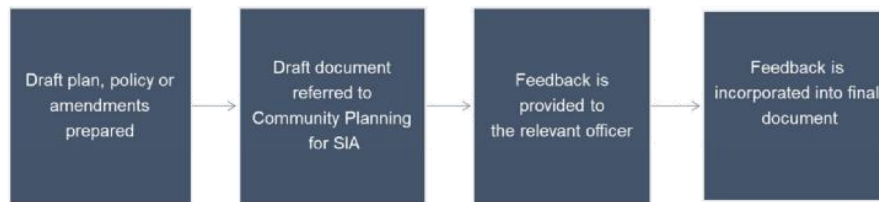
State Government Agencies www.nsw.gov.au	
Source	Data available
NSW Bureau of Crime Statistics And Research http://www.bocsar.nsw.gov.au	Crime statistics for NSW and LGAs. Specialist crime data and comparative trend analysis
NSW Police Force www.police.nsw.gov.au	<ul style="list-style-type: none"> • Mapped crime data by local area commands (available through local police stations) • Crime statistics • Annual customer satisfaction surveys (levels of reporting and police response)
Department of Family and Community Services www.community.nsw.gov.au	<ul style="list-style-type: none"> • Supported accommodation information • Child abuse and domestic violence statistics
NSW Government Licensing Service (GLS)	Childcare license information
Department of Family and Community Services – Housing NSW www.housing.nsw.gov.au	<ul style="list-style-type: none"> • Waiting list numbers • Client profile • Housing stock Information • Quarterly rent and sales reports
Department of Education and Communities www.dec.nsw.gov.au	<ul style="list-style-type: none"> • Enrolments in government and private schools • Enrolment of special groups (Aboriginal and Torres Strait Islanders; Non-English Speaking Background students)
NSW Fair Trading www.fairtrading.nsw.gov.au	<ul style="list-style-type: none"> • Boarding house data • Rental Bond Board data (rents, type of dwellings)
Bureau of Transport Statistics www.bts.nsw.gov.au	<ul style="list-style-type: none"> • Passenger travel for all modes of transport (by traffic zones and statistical local areas) • Freight movement survey

	<ul style="list-style-type: none"> • Journey to work data • Information on future road and public transport networks
<p>Department of Planning & Environment www.planning.nsw.gov.au</p>	<ul style="list-style-type: none"> • Population projections (LGA and regions) • NSW Household and Dwelling Projections Data • Demographic trend analyses • Urban Development Program (UDP) production data – new release areas • Metropolitan Urban Development Program (MUDP) production data – established areas • Employment Lands Development Program data • Regional housing statistics and market analysis
<p>NSW Health www.health.nsw.gov.au</p>	<ul style="list-style-type: none"> • In-patient statistics • Community health data • Hospital facility data • Waiting list information • Range of health indicators (e.g. mortality data) • Alcohol and drug dependency data
<p>SW Lands & Property Information www.lpi.nsw.gov.au</p>	<ul style="list-style-type: none"> • Land title registration • Property information • Valuation • Surveying • Mapping
<p>NSW Spatial Data Catalogue (NSDC) www.sdi.nsw.gov.au</p>	<ul style="list-style-type: none"> • Central repository for the publication of metadata describing NSW Local and State Government spatial data • Search for data, find out what data exists, where and how to access the data, the data's fitness for purpose, who/when and how the data was created, how often it is updated, the geographic extent of the dataset, as well as the rights and restrictions that apply to the dataset.

Federal Government Agencies www.australia.gov.au	
Source	Data available
Australian Bureau of Statistics (ABS) www.abs.gov.au	Census data (demographic, employment, housing) <ul style="list-style-type: none"> • Manufacturing and retail censuses • Building and construction data • Social trends data • Disability data • Victims of crime survey • Health data • Tourism data
Department of Employment Labour Market Information Portal www.lmip.gov.au	<ul style="list-style-type: none"> • Centrelink customer population by main allowance type • Job Services Australia data • Employment Industries and Occupations by area • Unemployment rates • Labour force data
Department of Immigration and Border Protection www.immi.gov.au	Statistics on permanent settlers to Australia by visa category using the Settlement Database

APPENDIX I**Social Impact Comment or Comprehensive Social Impact Assessment Referral Process**

Below is the referral process by which development applications, internal policies and external policies are reviewed and assessed by Council.

Rezoning/Development Application Referral Process**Internal Policy and Plan Referral Process****External Government Policy and Plan Referral Process**



Architecture
Interior Design
Landscape Architecture
Urban Design
Graphic Design

WYLDE MTB / BMX PRESENTATION REPORT

For: WSPT / LCC

Date: 21/01/20

INTRODUCTION

The Western Sydney Parklands Trust (Trust) is pleased to present the detailed design of the proposed BMX Tracks. The Trust is currently working with Transport for NSW (RMS) on the relocation of the popular Wylde Mountain Bike Trail (MTB) due to the impact of the M12 Motorway. To avoid prolonged impacts to the operation of Wylde MTB, it is planned to relocate the entry precinct and tracks to the new location prior to the commencement of construction.

The 'like for like' reinstatement works are to include:

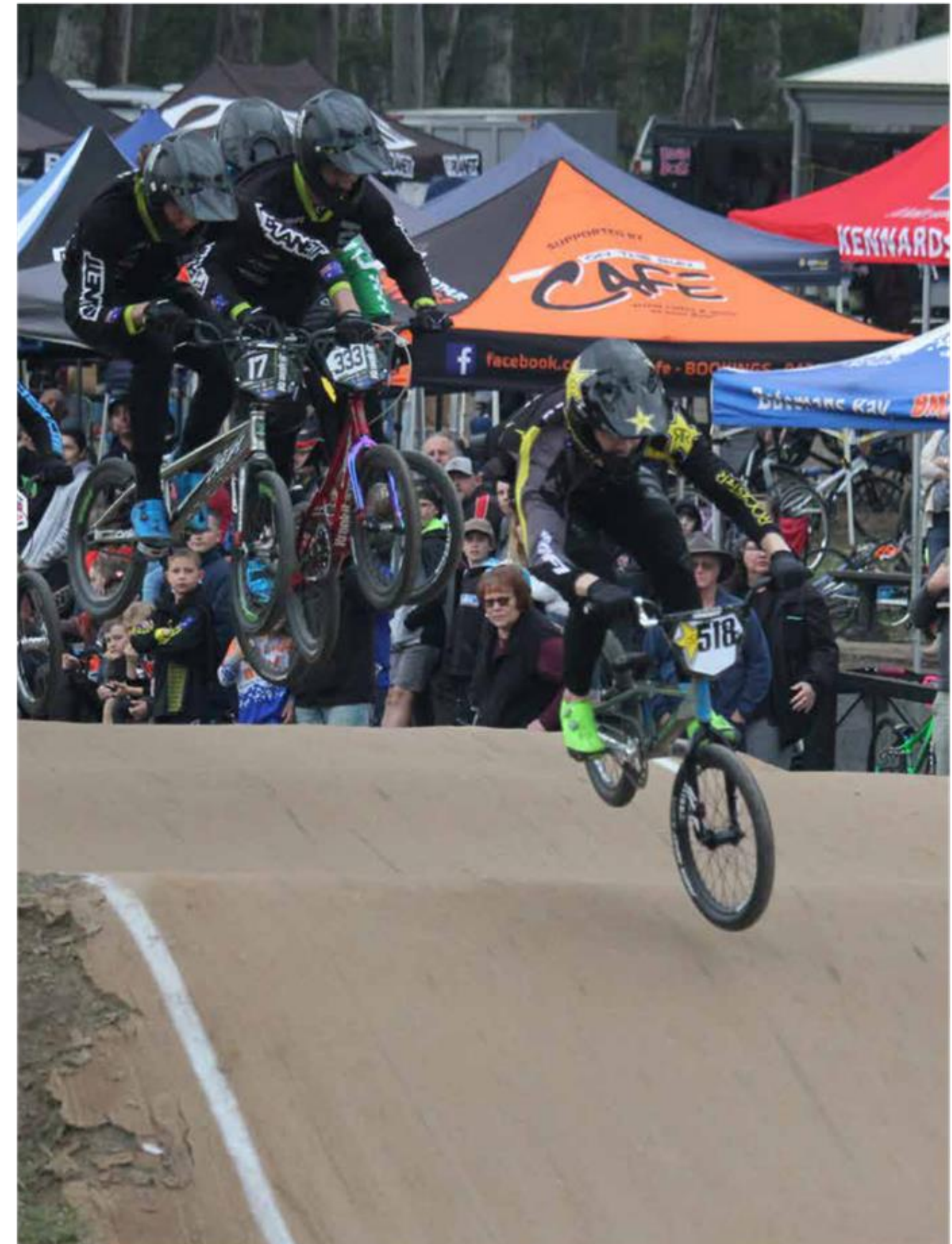
- + Car park - fencing, lockable gates, gabion wall entries, 90 spot car park with one-way circulation
- + Relocated shelters and amenities building
- + 12km of MTB trails
- + Pump and Jump tracks

A multi-disciplinary team of specialists led by Group GSA in association with Brett Barnes of DIRTZ have been appointed to prepare the detailed design, documentation and deliver the construction services for the rebuilding of Wylde MTB. This design team were also appointed by the Trust to design the BMX Track and facility in collaboration with Council and Office of Sport as a complementary adventure sport to mountain biking.

The proposed BMX facility will comprise of:

- + Olympic level BMX track and start hill
- + Facility for race events from club level to international
- + Multiple spectator viewing points and shelters
- + Race Admin
- + First Aid and Registration facility

The following report outlines the proposal of the relocated Wylde MTB facility and the track and trails along with the proposed BMX facility.



SOUTHERN PARKLANDS IN PARKLANDS CONTEXT

Context within the Western Sydney Parklands

The Western Sydney Parklands are located in the centre of Western Sydney. They comprise a 27km corridor stretching from Quakers Hill in the north to Leppington in the south. The Southern Parklands is a 1,500 ha area of the Western Sydney Parklands bounded by Elizabeth Drive in the North and Bringelly Road in the South.

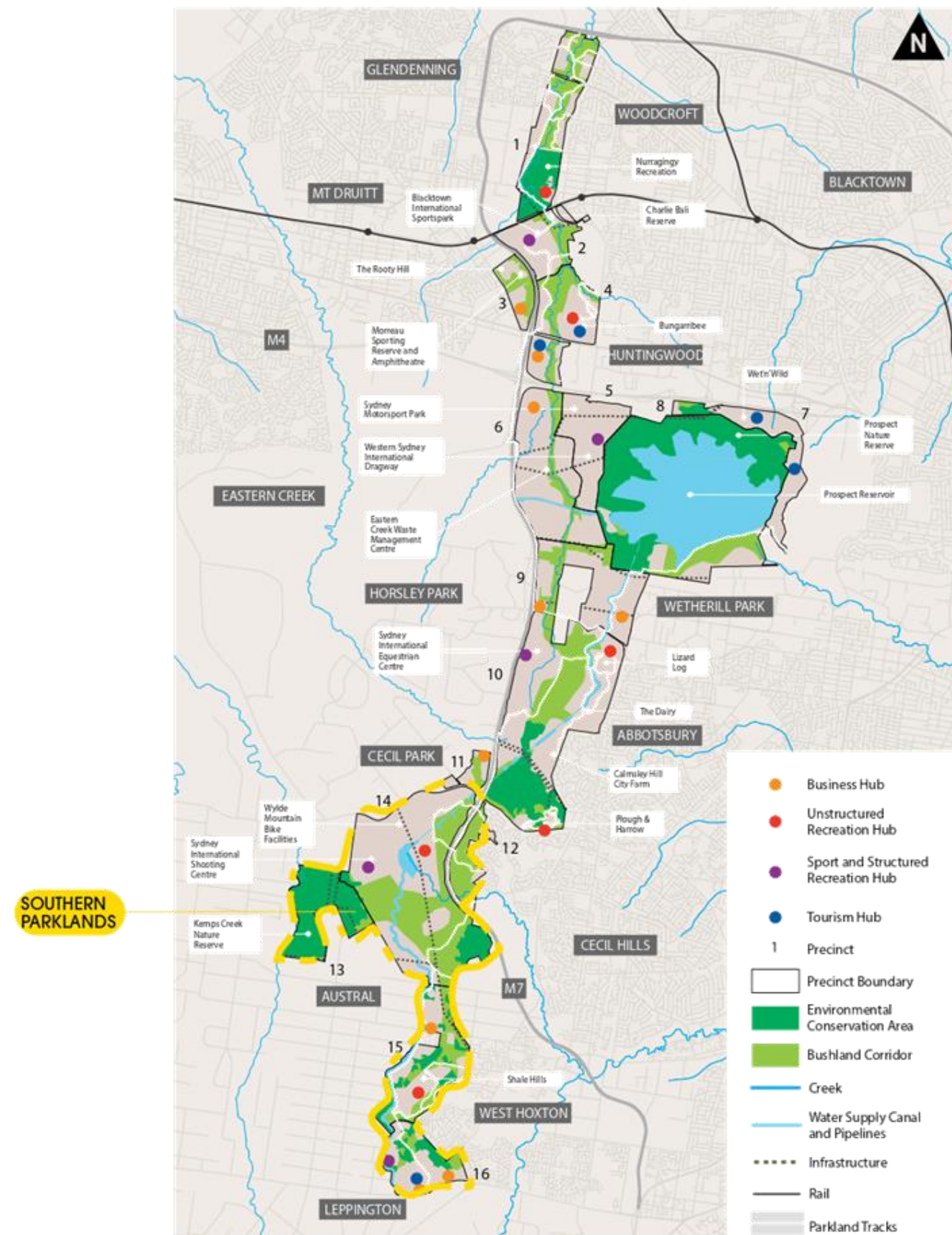
The Parklands is characterised by its diversity, and is a multi-purpose corridor. The Parklands includes major recreation facilities, play areas, picnic grounds, employment, business and tourism as well as extensive bushland areas important for conservation and environmental values.

Planning the Parklands

The Plan of Management 2030 (POM) outlines the roles and future planning of the Parklands as a whole and including the Cecil Park and other Southern Parklands Precincts.

Objectives for the Parklands include :

- Planning for a variety of uses including recreation, tourism, business, farming and bushland.
- Making the Parklands enjoyable for all ages, cultural groups and backgrounds,
- Sustainability in the development and management of the Parklands,
- Making the Parklands welcoming and inclusive,
- Provide educational opportunities,
- Making the Parklands accessible to all,
- Ensuring the Parklands are developed in a viable manner,
- Developing the Parklands in partnership with stakeholders and community.



SOUTHERN PARKLANDS VISION 2036

Vision for the Southern Parklands

The Southern Parklands are currently some of the least developed parts of the Parklands. Key to the master plan for the Southern Parklands is the provision of recreation amenity for the City, District and Local communities. The Southern Parklands also has a strong emphasis on the conservation and enhancement of the natural landscape and ecological communities.

Cecil Park Precinct

The Cecil Park precinct is planned as a destination hub with a range of recreational and tourism uses including a venue for major outdoor events. The Wyldes MTB is located in the Cecil Hills Precinct, located in the wooded hills area alongside Elizabeth Drive. The area is typified by scenic slopes and valleys, areas of Woodlands and an expanded focus on water.

Key objectives identified for the Precinct in the POM include:

- Create a major destination for recreation, sport, entertainment and tourism.
- Conserve and protect the natural landscape and ecological corridors as a setting for regional activities.
- Expand recreation and visitor accommodation opportunities around the Wyldes MTB and Sydney International Shooting Centre (SISC).



LANDSCAPE FRAMEWORK INTEGRATION

The Southern Parklands Landscape Framework proposes the following uses in this area of the Parklands;

- Structured Recreation and Sports,
- Tourism, and
- Unstructured Recreation.

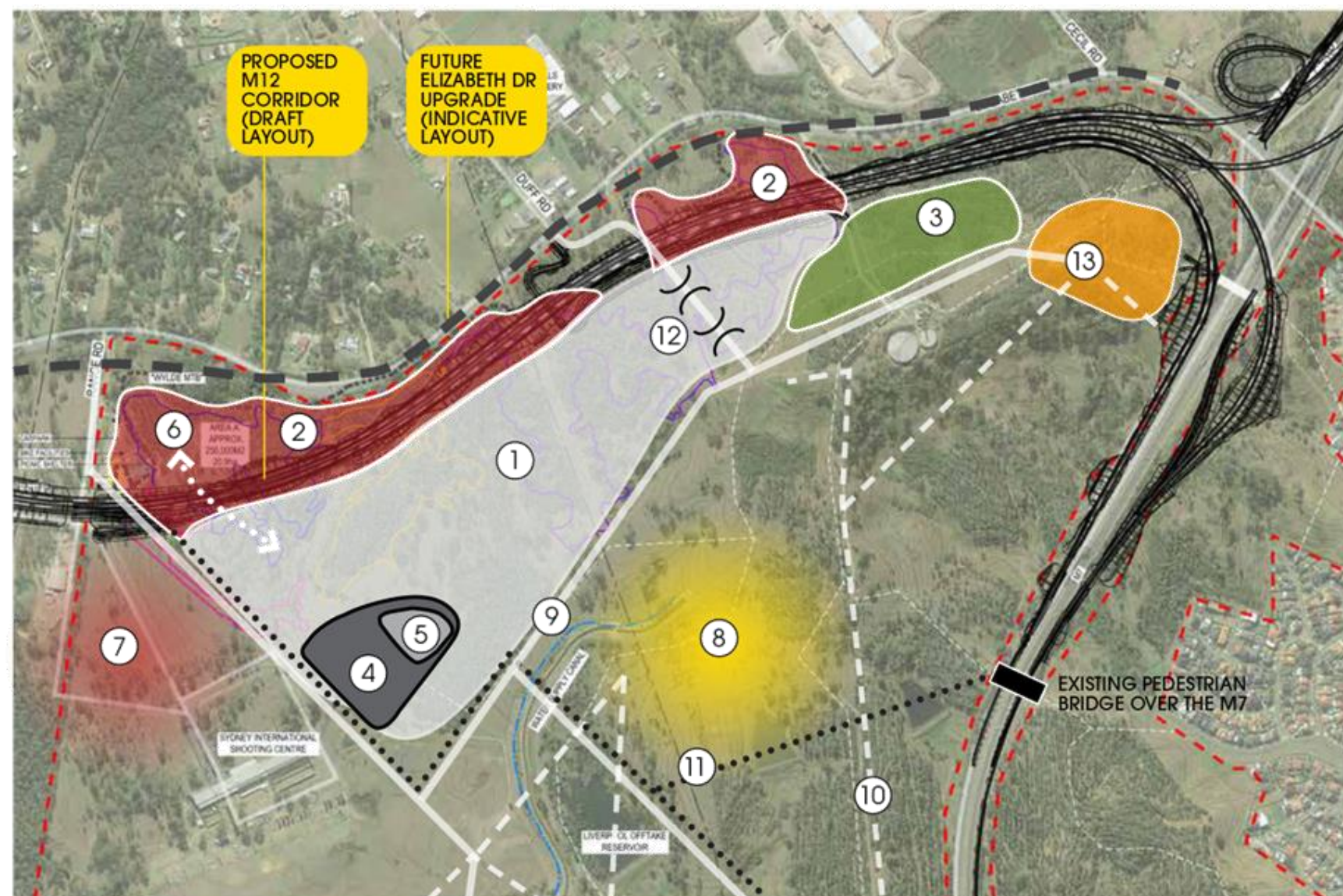
The Wylde MTB is an anchor use in the structured sports hub of the Parklands. The co-location of the MTB Entry precinct with the SISC and other new uses will further enhance the northern area of the Parklands as a major sports and recreation destination.

Opportunities for tourism, entertainment and accommodation will also be focussed in the northern area of the Southern Parklands.

Implications for Wylde MTB

Within the Landscape Framework, Wylde MTB provides a strong destination anchor which is co-located with other active recreation uses. The following principles underpin the planning for the rebuilding of Wylde and are shown on Figure 09.

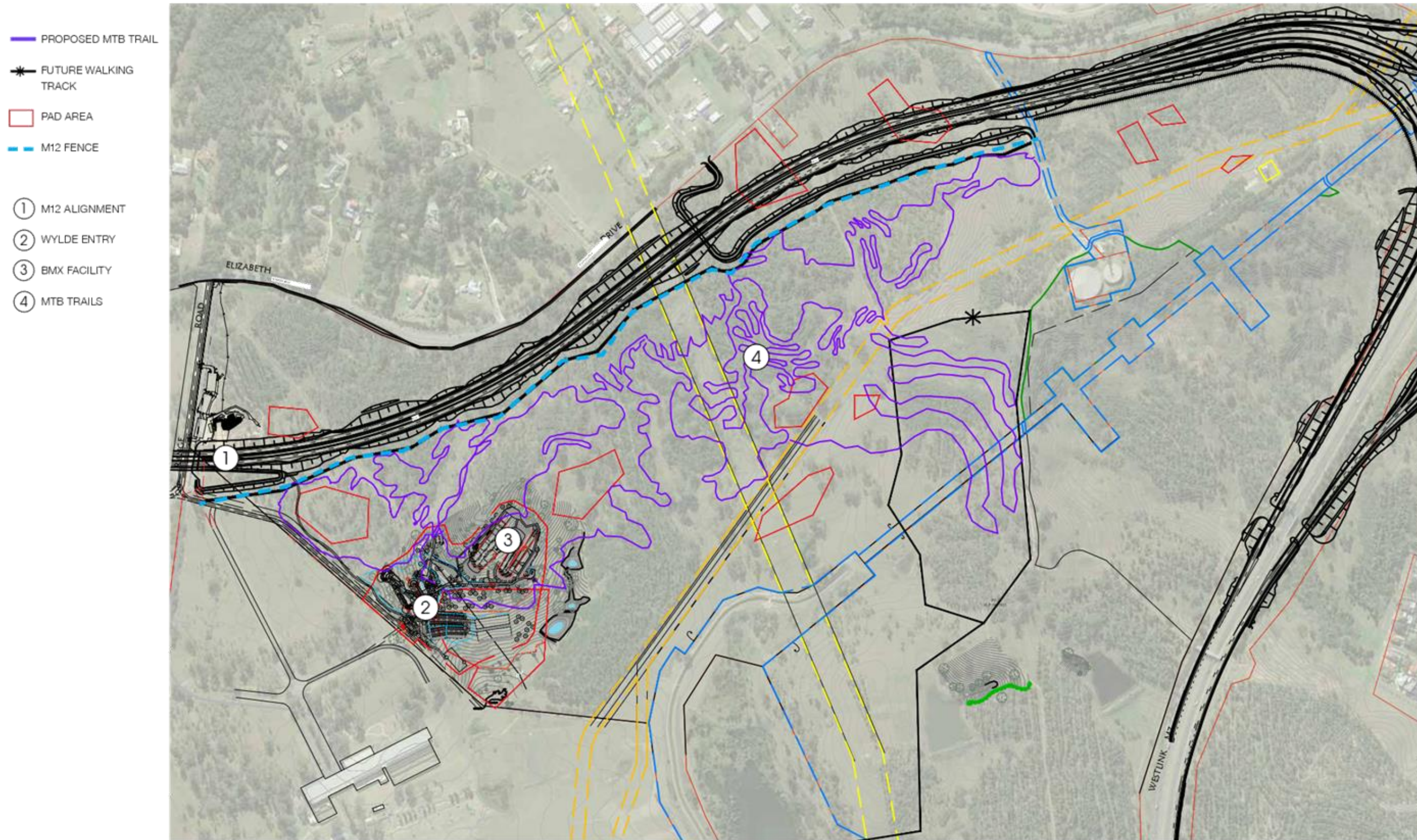
- Maintain existing MTB Trails where possible.
- Construct new trails connecting to the existing trails, focused on the sloping and wooded hills on the northern edge of the park.
- Locate the Wylde Entry precinct in proximity to the SISC and future Unstructured Recreation Hub, with the primary entry off Range Road.
- Plan for parking and other visitor amenities to benefit other nearby destinations.
- Plan for event uses to utilise the tourism and accommodation opportunities.
- Integrate the MTB trails Duff Road entry design to achieve separation between MTB and vehicles.
- Utilise new road layout to connect to the relocated Wylde entry precinct.



- | | |
|---------------------------------|-----------------------------------------------|
| 1. EXISTING MTB TRAILS | 7. SPORT AND STRUCTURED RECREATION HUB |
| 2. AREA OF REMOVED TRAILS | 8. UNSTRUCTURED RECREATION HUB |
| 3. NEW MTB TRAIL AREA | 9. PARKLANDS ROAD |
| 4. NEW WYLDE MTB ENTRY PRECINCT | 10. CIRCULATION PATHWAYS |
| 5. POTENTIAL BMX FACILITY | 11. CYCLE ROUTE |
| 6. POTENTIAL MTB TRACKS | 12. MTB TRAIL CULVERT OR LAND BRIDGE CROSSING |
| | 13. POTENTIAL TOURISM / HOTEL SITE |

Figure 09
Northern Parkland Framework


NEW WYLDE MTB ENTRY PRECINCT + TRAILS



SITE PRECINCT



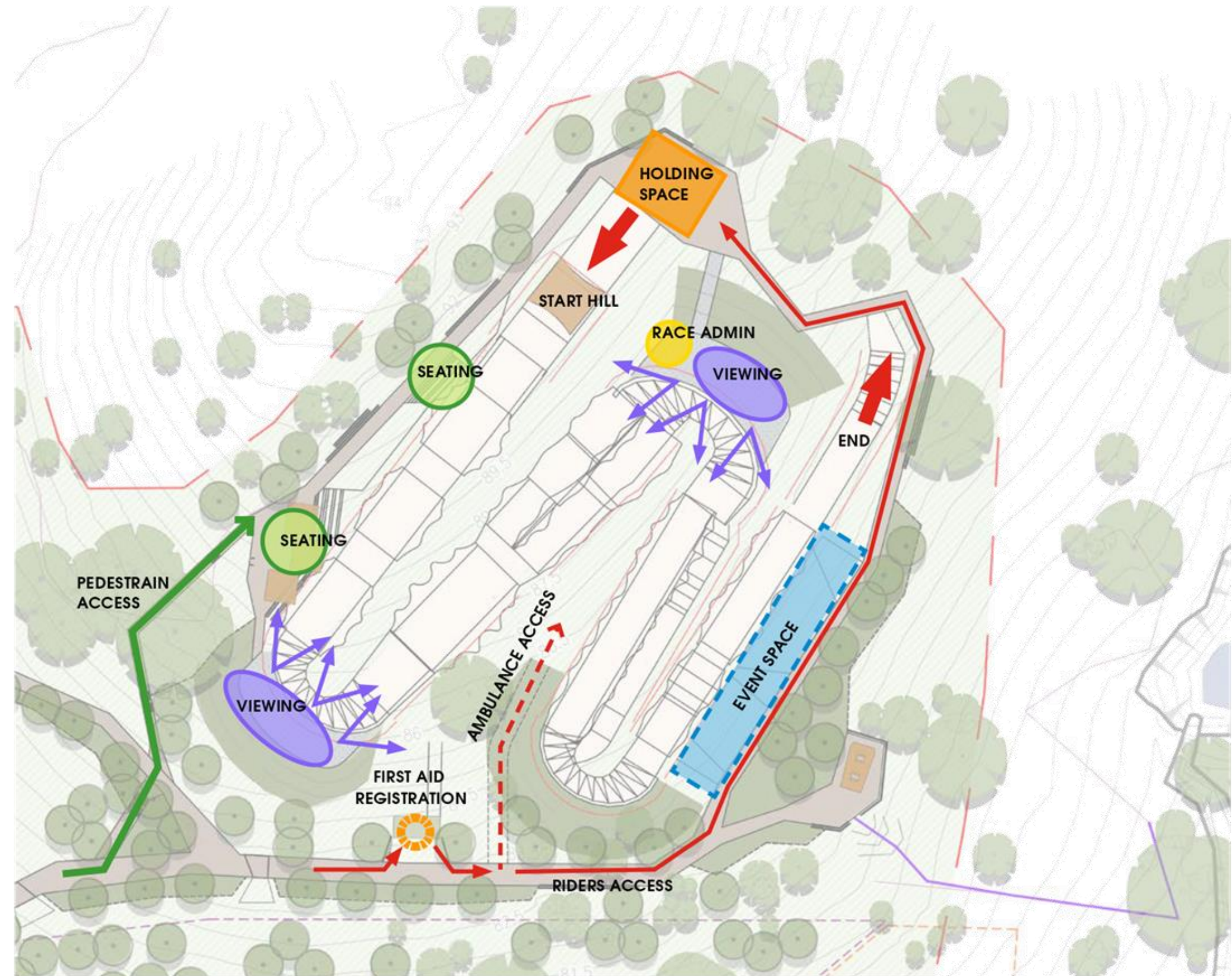
BMX PLAN

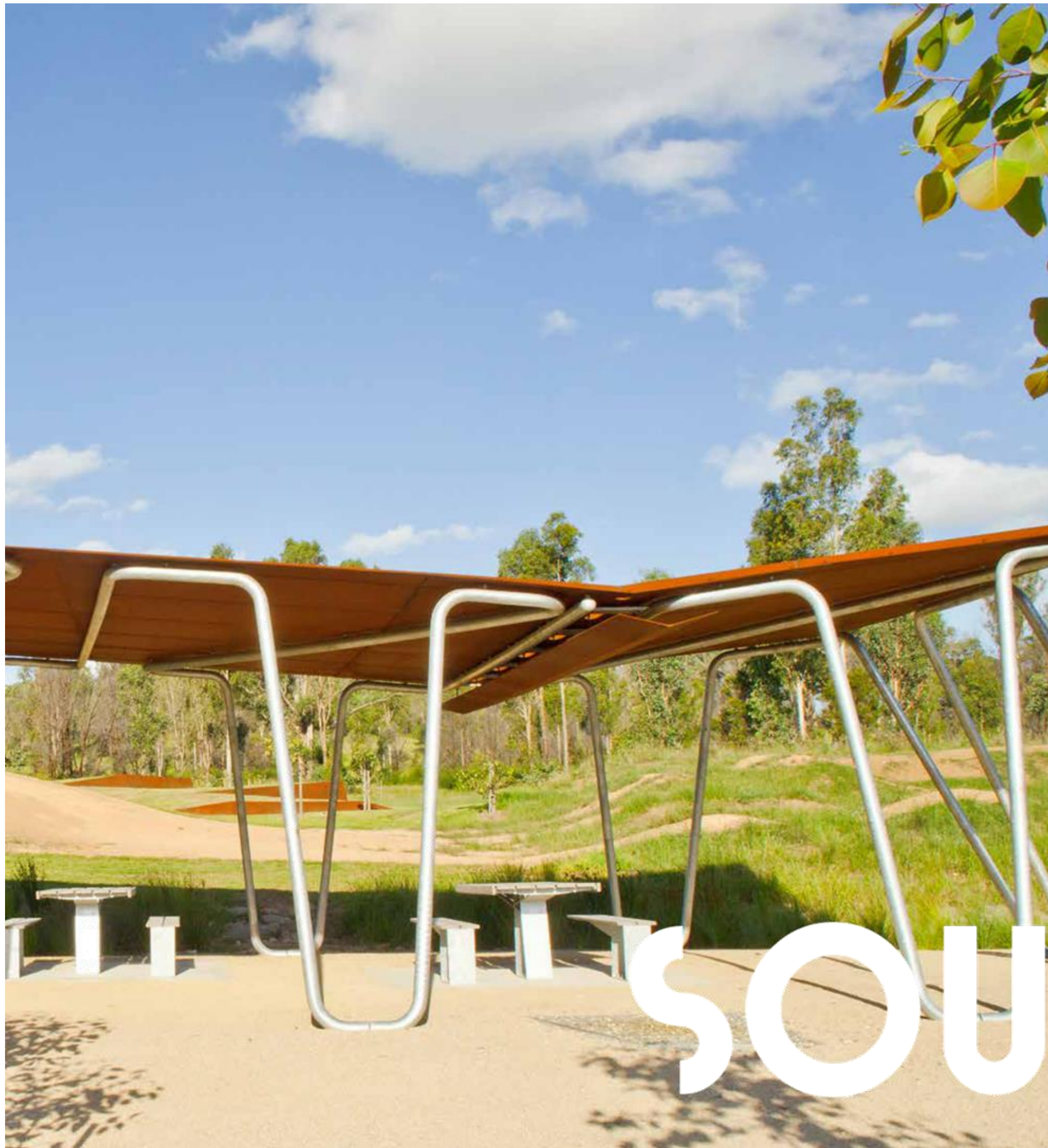
-  EXISTING TREE
-  REMOVED TREE
-  PROPOSED TREE
-  MASS PLANTING
-  NATIVE GRASSES
-  TURF AREA (VIEWING)
-  PAD AREA
-  EXISTING VEGETATION LINE
-  2m OFFSET FROM BMX
-  MTB TRAIL END
-  AMBULANCE ACCESS
-  SPORTS LIGHTING

-  1. Start Hill (With Shelter)
-  2. Staging Area (20x17m)
-  3. Terraced Spectator Viewing
-  4. Spectator Shelters
-  5. Spectator Viewing Area
-  6. Admin/First Aid/Storage Building
-  7. Open Space 10x50m (viewing and event use)
-  8. Stair and Boardwalk Access
-  9. Race admin shelter

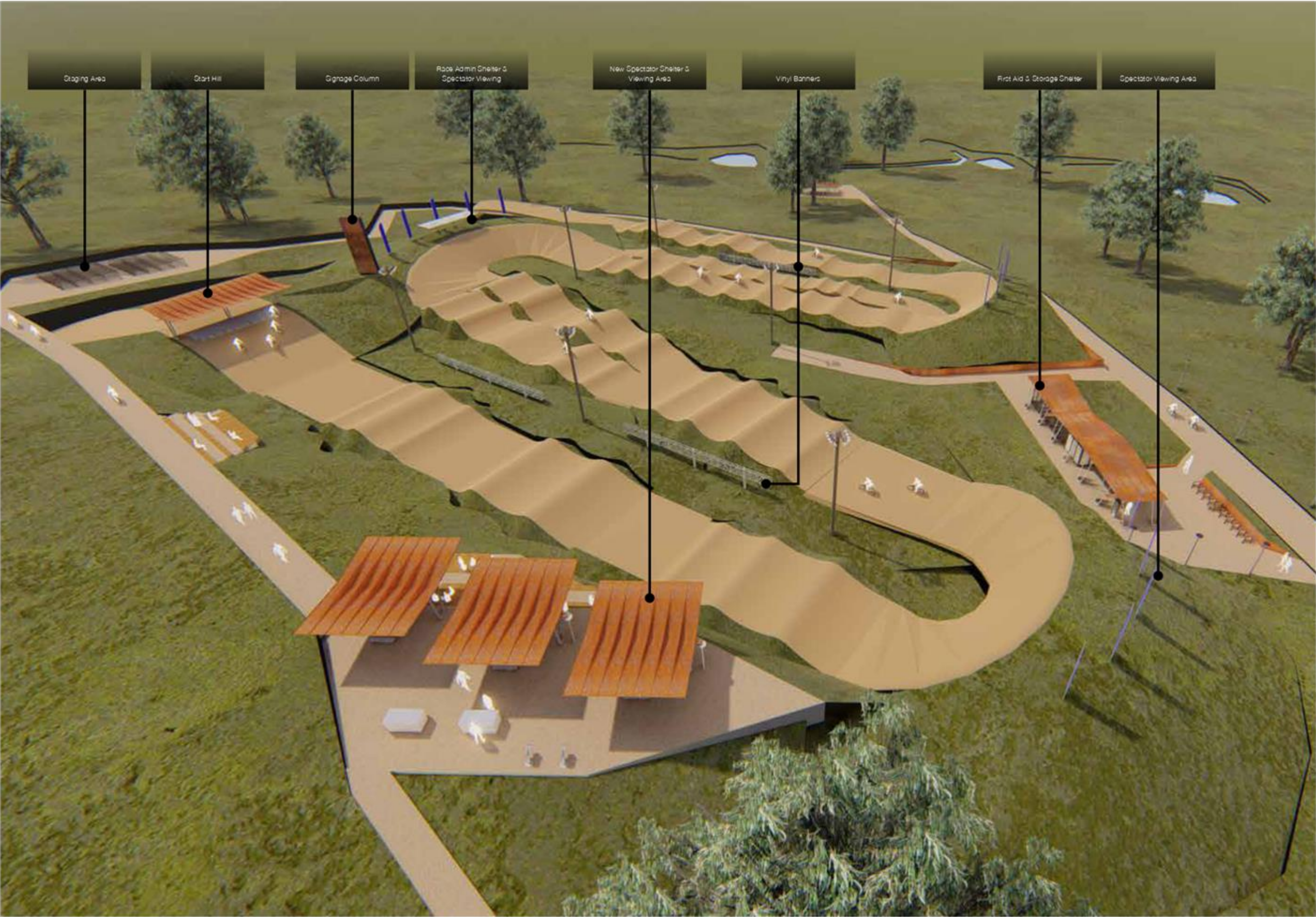


BMX PLAN FUNCTION





NEW BMX PROPOSED SHELTERS

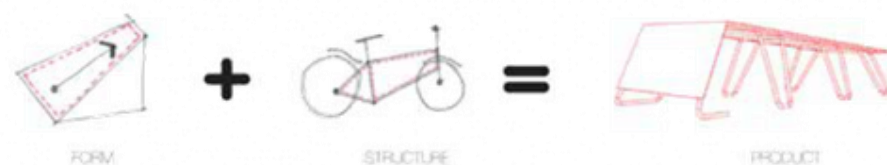


START HILL SHELTER

Concept

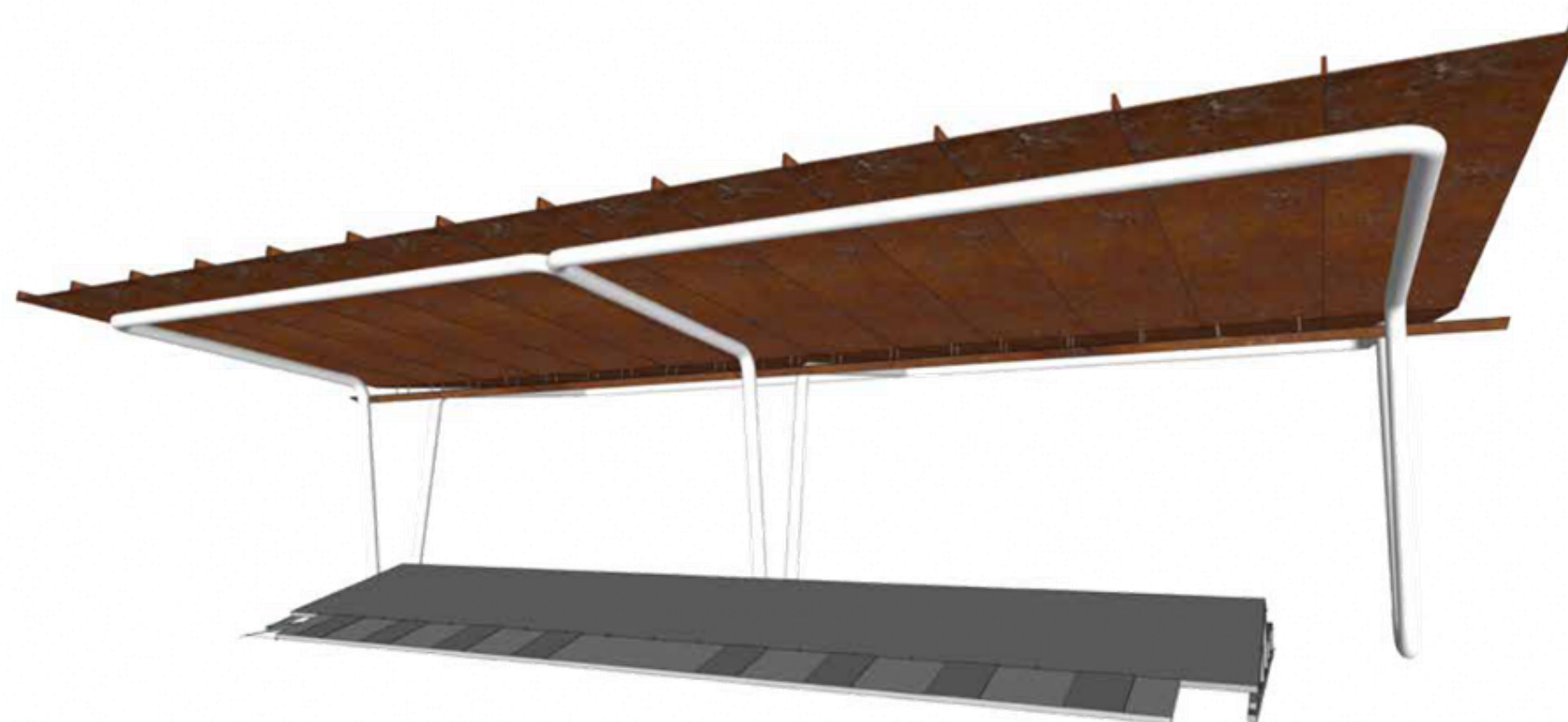
The concept for the new shelters is to continue the language of the existing built shelters to create a distinctive sense of place for the Wyldes Mountain Bike Park.

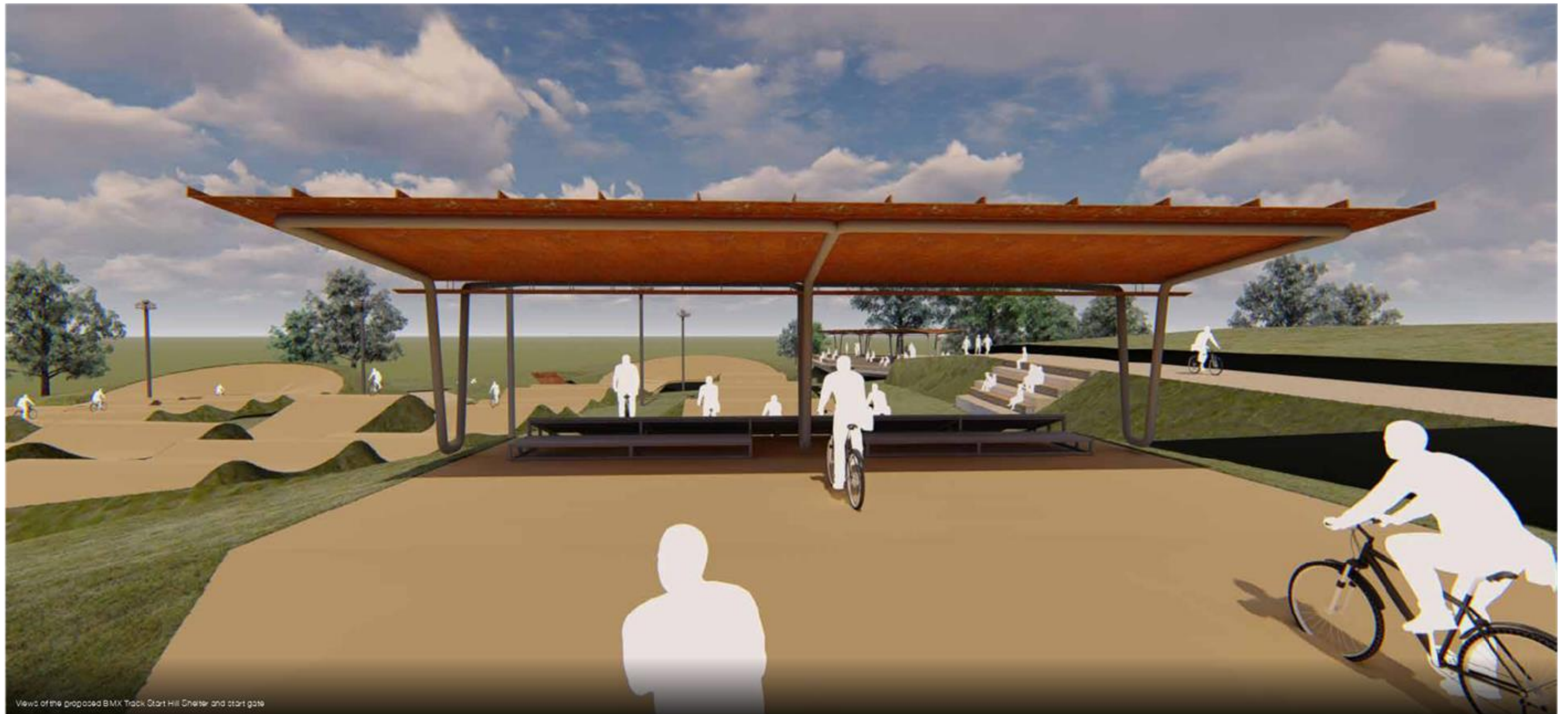
The new shelters aim to maintain the original design concept whereby the roof evokes the form and colour of the jumps and hills and the continuous form of the tubular structural system (made from galvanised mild steel) mimicks the tubular frames of the mountain bikes.



The Start Hill Shelter and the Spectator Shelter are designed to be repeat designs for cost-effective fabrication. The Start Hill Shelter is designed to span over the starting gate (8 lanes). This shelter is designed to frame the start platform for both riders and spectators. The canopy can be designed to look like one continuous long sheet of weathering steel or could have perforations to allow sunlight to filter through to create elegant shadow pattern forms reflective of filtered sunlight through trees.

Signage and banners can be fixed where required to frame system.





Views of the proposed BMX Track Start Hill Shelter and start gate

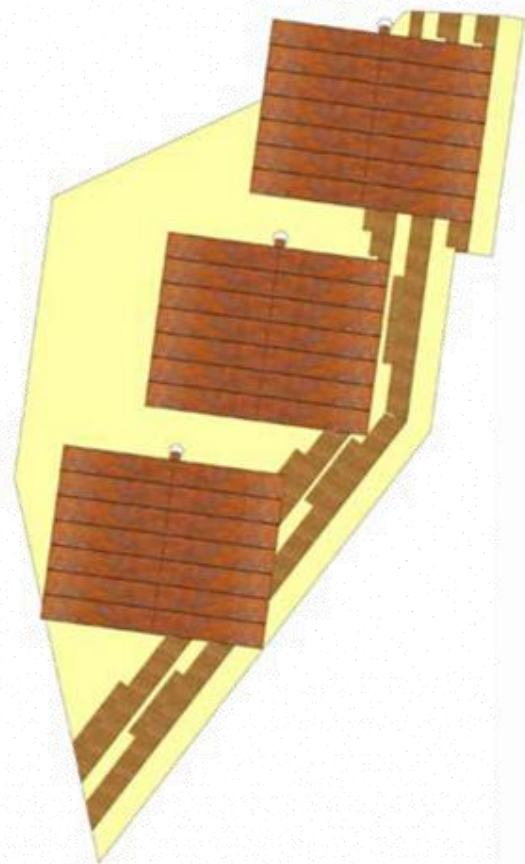
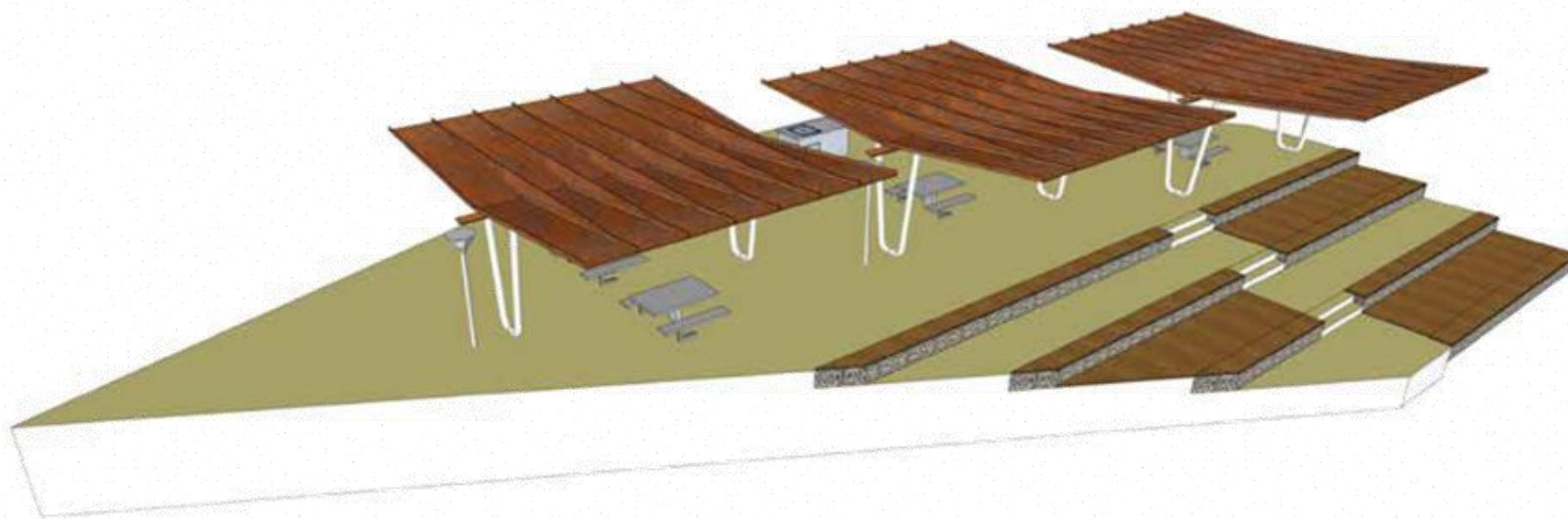


SPECTATOR SHELTER

The Spectator Shelter and the Start Hill Shelter are designed to be repeat designs for cost-effective fabrication.

The Spectator Shelter comprises of 3 staggered stand-alone structures orientated for optimal viewing of the BMX Track. The judges / contest announcers are able to setup under any one or all of the structures depending on size of event. All other times shelters can be used as picnic spots and viewing platforms.

The structure of the shelters is designed to allow 180 degree unobstructed views of the track including the Start Hill and Finishing Line. The canopy can be designed to look like one continuous long sheet of weathering steel or could have perforations to allow sunlight to filter through to create elegant shadow pattern forms reflective of filtered sunlight through trees.





Views of the proposed BMX Track Spectator Shelter



FIRST AID & STORAGE SHELTER

An alternative approach for the First Aid & Storage Shelter, considering its central location within the Wyde MTB Entry Precinct, is to make the shelter highly visible and give it a unique purpose. This shelter could be the 'Pit Stop' and/or be the end of trip facilities for riders. This shelter is ideally placed to accommodate a bike repair station equipped with all the basic tools necessary to carry out simple bike repairs and maintenance, such as changing a flat tyre or adjusting brakes and derailleurs. The shelter could also house locker facilities, showers and change rooms.

This structure looks to combine multiple functions within one building:

- First Aid Room
- Registration Office
- Storage (40m²)

*Note a 40ft shipping container is approx. 30m²

This building is designed to have dual access from the parkside, as well as, the side of the BMX Track.





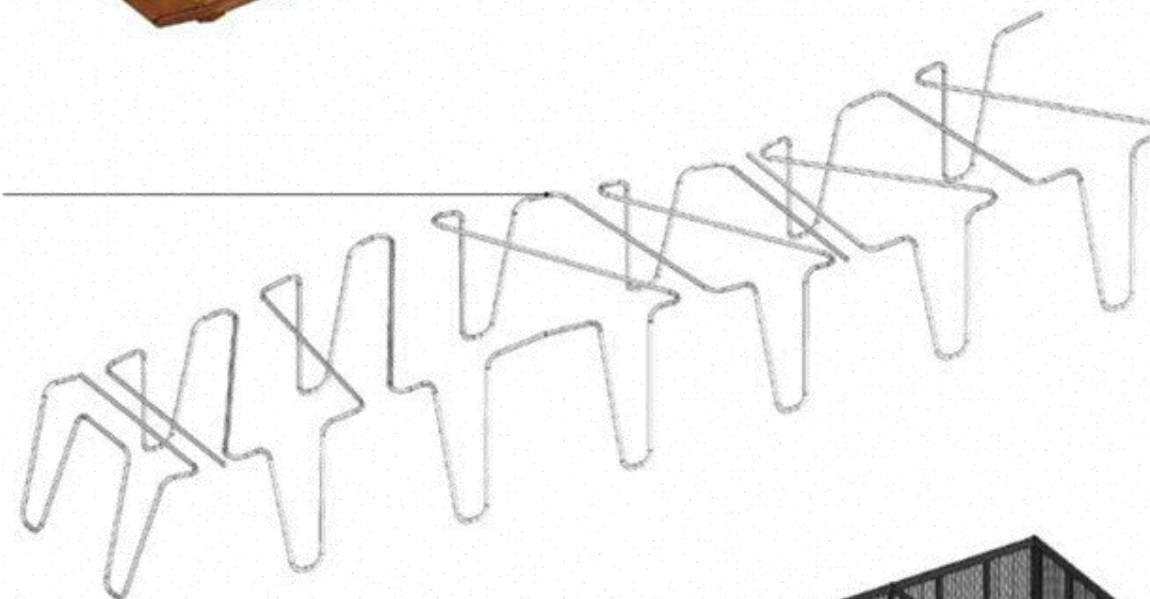
FIRST AID & STORAGE SHELTER



WEATHERED STEEL ROOF
(CORTEN)



TUBULAR STRUCTURAL SYSTEM
(GALVANISED MILD STEEL)

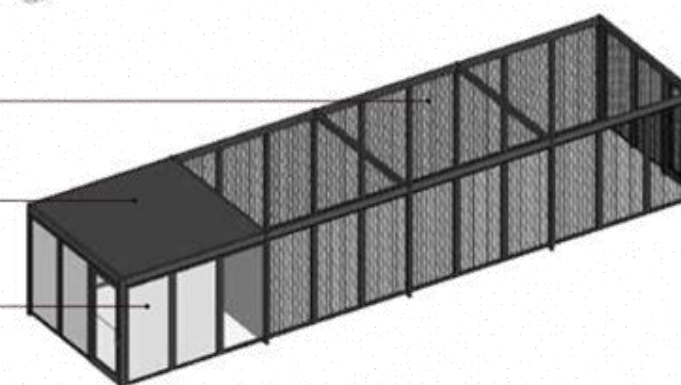


STORAGE (NOTE 40FT SHIPPING
CONTAINER IS APPROX. 30m²)

FIRST AID / REGISTRATION
ROOM (10m²)

SIGNAGE / ADVERTISEMENT
OPPORTUNITY

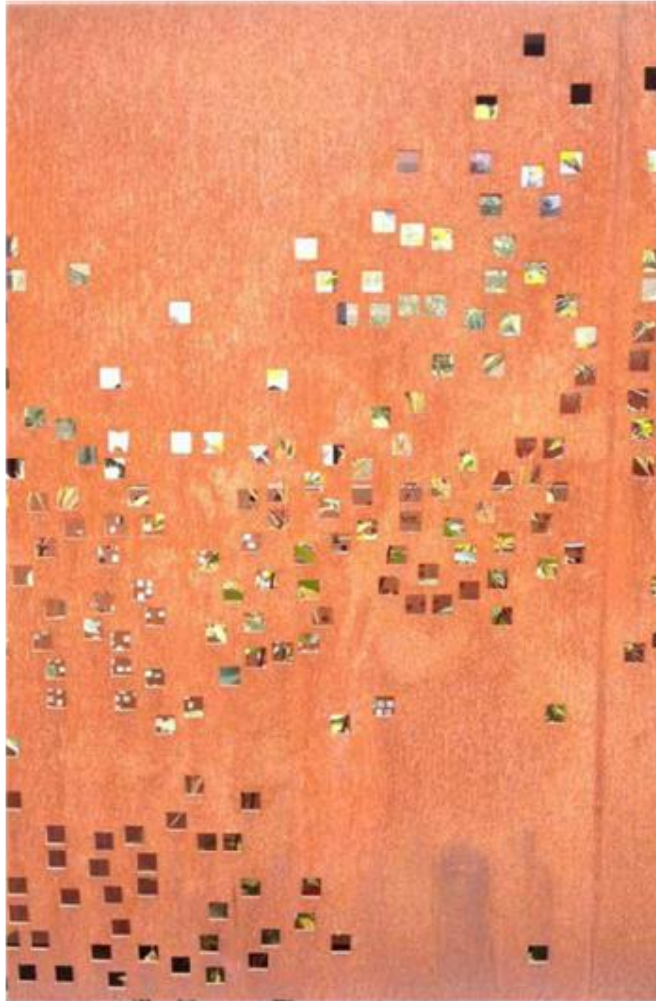
BICYCLE REPAIR STATION



Exploded Diagram of First Aid & Storage Shelter



PRECEDENTS



PRECEDENTS



COST PLAN

BMX TRACK

Including :

- BMX track, start hill and lighting
- Track equipment and gear

INFRASTRUCTURE AND EQUIPMENT \$1,020,200

SHELTERS

Including :

- Engineering design and certification
- Detail drafting for approval and manufacture
- Excavation and footings
- Manufacture and installation of Shelter

START HILL: \$235,000
SPECTATOR SHELTER \$357,000 (\$119,275 each)
STORAGE/FIRST AID/FACILITY SHELTER \$300,000

SUB TOTAL \$892,000

LANDSCAPE AND SURROUNDING WORKS

PATHS, TRACKS, BOARDWALKS \$150,000
WALLING, SEATING TERRACE, FOOTING \$530,000
FURNITURE \$15,000
SOFTSCAPE (PLANTING, TREES, GRASS.) \$250,000

SUB TOTAL \$945,000

TOTAL 2,857,200 +GST - APPROXIMATE ESTIMATES ONLY



GRANTS, DONATIONS, AND CORPORATE SPONSORSHIP POLICY

Adopted: 29 May 2019

TRIM: 2016/2682, 091748.2019



GRANTS, DONATIONS, AND CORPORATE SPONSORSHIP POLICY**1. LEGISLATIVE REQUIREMENTS**

Local Government Act 1993, Section 356

2. OBJECTIVE

Council is committed to building strong and resilient communities within the Liverpool Local Government Area (LGA) and to increase social wellbeing for all residents. One way of achieving these goals is to provide financial assistance in the form of grants, donations, and sponsorships to individuals and groups to develop leadership skills, increase participation in community life and address identified social issues. Council seeks to support programs that can build or enhance the reputation and brand of Liverpool City in accordance with Council's Community Strategic Plan.

3. DEFINITIONS

Acquittal	Reporting on the activities of a project as set out in the funding agreement. This could take the form of providing financial reports, written reports, evidence of activity performance and where funding was spent
Auspice	An agreement where an incorporated organisation agrees to apply for funding or resources on behalf of an applicant that is not incorporated. If the application is successful, the auspicing organisation then administers the resources on behalf of the applicant, and is legally responsible for ensuring that the terms of the agreement are met
Charity	Listed on the Australian Charities and Not-for-profit Commission (ACNC) website as a registered charity
Community Capacity Building	Involves the provision of community activities that contribute to people developing their own capacity and resilience to maintain and build on their own resources and to manage future challenges
Incorporated Association	A legal entity (organisation) that provides legal protection to its members in legal transactions

4. GRANT PRIORITIES

- 4.1** Council seeks to enhance the use of public funds through effective and efficient grant processes. Clear grant program objectives are linked to the organisation's strategic goals, outlined in Council's Community Strategic Plan. Council's grants and sponsorship programs provide a coordinated and integrated approach to growing Liverpool socially, culturally, economically and environmentally.

Council grants, donations and sponsorships may be provided to individuals who reside in the LGA, or to community-based groups, organisations and services that operate within the Liverpool LGA and/or for the benefit of Liverpool residents. Council facilitates nine programs for the allocation of grants, donations, and sponsorship:

1. Kick-Starter Grants
2. Small Grants
3. Liverpool Young Achievers Awards
4. Community Grants
5. Sustainable Environment Grants
6. Matching Grants
7. Corporate Sponsorship
8. Sporting Grants
9. Sporting Donations

GRANTS, DONATIONS, AND CORPORATE SPONSORSHIP POLICY**4.2 GRANT MAKING PRINCIPLES**

The key principles that inform grant making by Council are:

- Council's Community Strategic Plan. All grants align with Council's Community Strategic Plan, and other social, economic and environmental policies and plans;
- Partnerships and collaboration. Develop and maintain partnerships between Council and the community to achieve Council's strategic directions based on mutual respect and transparency;
- Capacity building. Support community groups and organisations to function positively, develop skills and increase community participation;
- Social inclusion. Liverpool is a diverse community and our grant making process encourages directing resources to specific needs of disadvantaged groups;
- Leveraging value. Council seeks to leverage community expertise, capacity, networks and resources to provide the best suite of grant programs to meet the needs of and maximise positive outcomes for the community and business. Council supports projects that represent good value for the level of cash or in-kind support requested. Through effective and efficient grant management processes, Council seeks to ensure costs for administration by the Council and grant applicants are minimised;
- Good governance. Council is committed to demonstrating integrity, professionalism and transparency in our decision making and have strong governance structures in place to support this. Council will ensure that grant processes are transparent and fair. Applications are assessed objectively against the assessment criteria. All conflicts of interests are addressed and declared as part of this process; and
- Reflection and learning. As part of Council's commitment to continuous improvement, Council will ensure there are evaluation mechanisms in place and opportunities for feedback on grant processes.

5. GENERAL ELIGIBILITY AND EXCLUSIONS**5.1 GENERAL ELIGIBILITY**

To be eligible for funding an applicant must:

- a) Acquit previous Council grants, donations or sponsorship and have no outstanding debts to Council;
- b) Be a resident of the LGA, or an organisation located in the LGA and/or principally providing services to the residents of Liverpool; and
- c) Include all required supporting documentation with their application.

5.2 APPLICATIONS THAT ARE INELIGIBLE FOR FUNDING INCLUDE:

- a) Projects that duplicate existing Council services or programs.
- b) Projects that directly contravene existing Council policy.
- c) Projects that do not meet the identified priority needs of Liverpool as set out in Council's Community Strategic Plan.
- d) Applications from government departments, political parties, or commercial/profit-making/private organisations (excluding Corporate Sponsorship which accepts applications from private organisations).
- e) Applications from charities for general donations.
- f) Applications for general fundraising activities, general operational expenditure (e.g. administration, insurance, office equipment, car parking, IT costs/equipment), shortfalls in funding by government departments, or completed/retrospective projects.
- g) For employee salaries/wages or any direct employment costs.
- h) Projects that will rely on recurrent funding from Council.

GRANTS, DONATIONS, AND CORPORATE SPONSORSHIP POLICY

- i) Identical projects that have previously been funded by Council (excluding Corporate Sponsorship).
- j) Projects or programs that charge people for participation, including charges to participants through an individual's NDIS funding plan.

5.3 FURTHER CONDITIONS**5.3.1 Council will not:**

- a) Provide in-house design, printing and distribution services (organisations may apply for funding to undertake these activities themselves).
- b) Provide cleansing and waste services for events (organisations may apply for cash funding to undertake these activities themselves).
- c) Support political activities or activities that could be perceived as benefiting a political party or political campaign.
- d) Support religious activities that could be perceived as divisive within the community.
- e) Support activities that deliberately exclude any individuals or groups from participating or attending.
- f) Provide in-kind support of any nature (eg: the provision of chairs or portable toilets for events).

5.3.2 For specific eligibility requirements and exclusions for each program, refer to Section 7 of this policy.**5.4 ETHICS FRAMEWORK**

Council will not support any activities or entities that:

- a) Pollute land, air or water, or destroy or waste non-recurring resources.
- b) Market or promote products/services in a misleading or deceitful manner.
- c) Produce, promote or distribute products/services likely to be harmful to the community.
- d) Acquire land or commodities primarily for speculative gain.
- e) Create or encourage militarism or engage in the manufacture of armaments.
- f) Entice people into financial over-commitment
- g) Exploit people through the payment of below award wages or poor working conditions.
- h) Discriminate by way of race, religion, or sex in employment, marketing or advertising.
- i) Contribute to the inhibition of human rights generally.

5.5 CONFLICTS OF INTEREST

- 5.5.1 Council staff assessing and determining applications should identify and manage any potential conflicts of interest in accordance with Council's Code of Conduct and Ethical Governance: Conflicts of Interest Policy.
- 5.5.2 Members of Council staff and Councillors must ensure that any affiliation between them and the applicant is appropriately managed when assessing and determining applications for grants and donations.

6. GRANTS MANAGEMENT PROCESS**6.1 APPLICATIONS**

All applicants must register with Council's online grants management system before applying. Applications must be submitted using the approved online application form on Council's online grants management system. Council will not accept any hard copy or emailed submissions, or any submissions after any applicable closing date or time.

GRANTS, DONATIONS, AND CORPORATE SPONSORSHIP POLICY**6.2 ASSESSMENT AND RECOMMENDATIONS**

- 6.2.1 All applications received by Council will be assessed by relevant Council staff members. Sporting Grants and Donations will be sent to the Sports Committee for review. Recommendations for funding of \$1,000 or less may be approved by the CEO or their delegate, provided the funding is in accordance with sections 356(3), 377(1A), and 378 of the Local Government Act 1993. Council will be notified of funded projects by Council report as soon as appropriately possible. Recommendations for funding over \$1,000 will be made to Council for endorsement in accordance with Section 356 of the Local Government Act 1993.
- 6.2.2 For grant programs that are open for applications all year, recommendations will be made to the next available Council Meeting. For grant programs with specific funding rounds, recommendations will be made within three months of the closing date.
- 6.2.3 Unsuccessful applicants are encouraged to seek feedback from relevant Council staff on their application. Programs are highly competitive and even though an application may meet the program criteria it may not be competitive against other applications.
- 6.2.4 Council uses the Australian Business Register (ABN) as its sole source of truth to confirm an applicant's operating status as an incorporated not-for-profit or charitable organisation <http://www.abr.business.gov.au/>.
- 6.2.5 Council values and recognises the importance of applicant financial and in-kind contributions. Applicants that demonstrate a commitment to the project through either financial or volunteer support are considered favourably.

6.3 APPROVAL

- 6.3.1 The elected Council has authority to approve grants, donations, and sponsorship. In some circumstances, specific delegation for this purpose is given to the CEO.
- 6.3.2 Approval of a grant, donation or sponsorship does not imply that Council has given any other consent. Applicants should note that events or any capital works require approvals and consents from Council, NSW Police and other state government agencies.

6.4 FUNDING AGREEMENTS

All successful applicants are required to enter into a funding agreement before funds are released and before a project can commence.

Council's support must be acknowledged on all promotional material. The Council logo should be used with the text "proudly supported by Liverpool City Council". All promotional material must be approved by Council prior to publication. Council also reserves the right to receive the following: joint media release opportunities, opportunity for Mayor to speak at the event or occasion, space at the event (table or marquee stall), and tickets to attend the event or occasion.

6.5 REPORTING

All grant recipients are required to acquit their project as detailed in their funding agreement. Reports are to be submitted using the approved online grants management system. Reports provide feedback on the success of the project in terms of the agreed outputs and outcomes, relevant data, and any lessons learnt. Funding recipients are required to submit detailed financial reports and may be requested to provide further documentation and evidence of expenditure. Council may audit recipients at any time. Previously funded applicants must receive an acknowledgement of a successful acquittal.

GRANTS, DONATIONS, AND CORPORATE SPONSORSHIP POLICY

prior to applying for further funding. No further funding will be granted to any organisation who has failed to submit an acquittal report for previous funding from Council.

6.6 MINOR CHANGES TO THIS POLICY

Council authorises the CEO to make minor changes to this policy to reflect changes in legislation, expiry of or changes to grant programs, and changes in Council structure.

GRANTS, DONATIONS, AND CORPORATE SPONSORSHIP POLICY**7. FUNDING PROGRAMS****7.1 KICK-STARTER GRANTS | UP TO \$500 | OPEN ALL YEAR**

This program supports individuals or unincorporated community groups to establish a social enterprise aimed at addressing priorities in Council's Community Strategic Plan or a project which promotes social inclusion and increased community participation. Applications can be made for funding of up to \$500 per financial year. Repeated applications of the same project in subsequent years will not be accepted. Applications for events are not eligible under this program.

Project outcomes must meet at least one of the below priorities:

- a) Improve connections and social networks within the community.
- b) Increase participation in community activities, including by those experiencing social disadvantage.
- c) Facilitate access to education, training, or employment opportunities.
- d) Improve collaboration and coordination of community support and services.
- e) Improve social and physical wellbeing through prevention and early intervention approaches.

7.1.1 Program timeframe

Applications can be made all year. Grants must be spent within 12 months of receiving them.

7.1.2 Eligibility

To be eligible for funding applicants must:

- a) Be an individual resident or unincorporated community group based within the Liverpool LGA.
- b) Be 100% volunteer run or operate as a not-for-profit.
- c) Must update Council's Community Development Worker (Funding and Support) during the delivery of the project or initiative.

For more information on eligibility and exclusions refer to Section 5: General Eligibility and Exclusions.

Assessment criteria

To be considered for a grant, applicants should clearly describe the proposed project and how it will meet the following criteria:

Evidence provided to support the need for the project, including addressing at least one of the strategic directions in Council's Community Strategic Plan
The anticipated number of individuals that will benefit from the proposed project
Timeframe and budget are realistic and align with project objectives
Evidence of collaboration and partnership to maximise the use of existing community resources and to avoid duplication
Evidence that project strategies are innovative or practical to meeting the project need
Appropriate project evaluation method
Sustainability of project post funding

GRANTS, DONATIONS, AND CORPORATE SPONSORSHIP POLICY**7.2 SMALL GRANTS | UP TO \$1,000 | OPEN ALL YEAR**

This program supports a range of small-scale community initiatives and is for community groups who may not have experience with grants programs. It aims to provide more intensive support and build the capacity of less established groups to familiarise themselves with grants programs and Council processes.

7.2.1 Expected program outcomes

Initiatives and projects can contribute to one or more of the following outcomes:

- a) Develop trial community capacity building programs or facilitate small-scale community awareness events.
- b) Increase engagement of individuals in academic, cultural, and environmental fields.
- c) Improve relative equality, resilience and adaptive capacity of Liverpool's diverse communities.
- d) Enhance positive social, cultural, or sustainability outcomes for local communities related to Council's strategic priorities.

7.2.2 Available funding

Applications can be made for funding of up to \$1,000 per project. Repeated applications of the same project or initiative in subsequent years will not be accepted.

7.2.3 Program timeframe

Grants must be spent within 12 months of receiving them.

7.2.4 Eligibility

To be eligible for funding applicants must:

- a) Be incorporated or auspiced by an incorporated organisation;
- b) A non-profit community service organisation or group providing programs/services to the residents of Liverpool; and
- c) Supply a copy of their most recent annual report and/or financial statements.

For more information on eligibility and exclusions refer to Section 5: General Eligibility and Exclusions.

7.2.5 Assessment criteria

To be considered for a grant, applicants should clearly describe the proposed project and how it will meet the following criteria:

Evidence that the organisation has capacity to deliver the project
Evidence provided to support the need for the project, including addressing at least one of the strategic directions in Council's Community Strategic Plan
The anticipated number of individuals that will participate in and benefit from the proposed project
Timeframe and budget are realistic and align with project objectives
Evidence of collaboration and partnership to maximise the use of existing community resources and to avoid duplication
Evidence that project strategies are innovative or practical to meeting the project need
Appropriate project evaluation method
Sustainability of project after funding ceases

GRANTS, DONATIONS, AND CORPORATE SPONSORSHIP POLICY**7.3 LIVERPOOL YOUNG ACHIEVERS AWARDS | OPEN ALL YEAR**

The Liverpool Young Achiever Awards are given as a prize to a student who has excelled in citizenship, academic studies, artistic endeavors, or sporting proficiency.

7.3.1 Available funding

Under each applicable category there will be two prizes as follows:

<u>Citizenship:</u>	<u>Artistic Endeavours:</u>
1x \$1,000 for a high school student	1x \$1,000 for a high school student
1x \$500 for a primary school student	1x \$500 for a primary school student
<u>Academic Studies:</u>	<u>Sporting Proficiency:</u>
1x \$1,000 for a high school student	1x \$1,000 for a high school student
1x \$500 for a primary school student	1x \$500 for a primary school student

Highly Commended:

All eligible nominees who are not selected for the major prize will be awarded a \$200 student donation.

Each high school and primary school are only eligible to submit one student nomination per year.

7.3.2 Program timeframe

Applications will be accepted from the beginning of school Term 1 until the end of Term 3. A presentation ceremony will be held during Term 4.

7.3.3 Eligibility

To be eligible for this award applicants must:

- Be a high school or primary school based in the Liverpool Local Government Area (LGA);
- Be nominating a student attending either a high school or primary school based in the Liverpool LGA; and
- Supply a letter of support from the principal of the applying school for the nominated student.

For more information on eligibility and exclusions refer to Section 5: General Eligibility and Exclusions.

GRANTS, DONATIONS, AND CORPORATE SPONSORSHIP POLICY**7.4 COMMUNITY GRANTS | UP TO \$5,000 | TWO ROUNDS PER YEAR**

This program provides financial assistance to community groups, organisations and services for projects that foster partnerships and collaboration, build capacity, promote social inclusion and increase community participation. The program assists in developing pilot or trialling innovative services or programs that address the needs of residents, workers and visitors. The program will support projects that:

- a) Improve connections and build social networks within the community.
- b) Increase participation of people in community activities and programs, including members of the community who are experiencing social disadvantage.
- c) Facilitate access to education, training and employment opportunities.
- d) Improve opportunities for people to build confidence and develop their skills.
- e) Facilitate inclusion and access to facilities, services, open spaces and activities.
- f) Improve collaboration and coordination of community support and services.
- g) Improve social or physical wellbeing through prevention and early intervention.
- h) Strengthen governance and accountability in community organisations.

7.4.1 Expected program outcomes

Initiatives and projects can contribute to one or more of the following outcomes:

- a) Increased involvement and engagement by communities in social activities.
- b) Increased number of people feeling a strong sense of social wellbeing.
- c) Strengthened maintenance, management or improvement of physical and mental health and wellbeing.
- d) Improved access to information and development of new skills.
- e) Increased numbers of people undertaking educational courses and gaining sustainable employment.
- f) Reduced financial hardship and social disadvantage, including food insecurity and homelessness.

7.4.2 Available funding

Applications can be made for funding of up to \$5,000 per year.

7.4.3 Program timeframe

This grant program has two rounds per year. Round dates will be advised on Council's website. Grants must be spent within 12 months of receiving them.

7.4.4 Program eligibility and exclusions

To be eligible for funding through the Community Grants Program applicants must:

- a) Be incorporated or auspiced by an incorporated organisation.
- b) A non-profit community service organisation or group providing programs/services to the residents of Liverpool.
- c) Have public liability insurance of at least \$10 million (must be active during the period of funding).
- d) Supply a copy of their most recent annual report and/or financial statements.

For more information on eligibility and exclusions refer to Section 5: General Eligibility and Conditions.

7.4.5 Assessment criteria

To be considered for a grant, applicants should clearly describe the proposed project and how it will meet the following criteria:

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Evidence that the organisation has capacity to deliver the project
Evidence provided to support the need for the project, including addressing at least one of the strategic directions in Council's Community Strategic Plan
Anticipated number of individuals participating in and benefiting from the proposed project
Timeframe and budget are realistic and align with project objectives
Evidence of collaboration and partnership to maximise the use of existing community resources and to avoid duplication
Evidence that project strategies are innovative or practical to meeting the project need
Appropriate project evaluation method
Sustainability of project after funding ceases

GRANTS, DONATIONS, AND CORPORATE SPONSORSHIP POLICY**7.5 SUSTAINABLE ENVIRONMENT GRANTS | UP TO \$5,000 | TWO ROUNDS PER YEAR**

The Sustainable Environment Grants program provides financial assistance to support schools and community groups to play an active role in reducing their impact on the environment and implementing environmentally sustainable actions. The program seeks projects focused on environmental improvement, sustainability education, awareness-raising and the promotion of sustainable living as a way of life that provide benefit to the natural environment and local community. Projects can include:

- **Waste Minimisation** – including reuse, recycling, litter reduction, composting and worm farming, waste education projects.
- **Sustainable Water Use** – including water efficiency, stormwater harvesting and water reuse, rain gardens and water quality improvements, and sustainable water use education programs.
- **Environmental Improvement** – including protection and enhancement of natural areas, habitat creation for native fauna, and natural environment education programs.
- **Sustainable Living** – including establishment of vegetable or native display gardens, bush tucker or community gardens, and the keeping of chickens or native bees.

7.5.1 Expected program outcomes

Grants from this program can contribute to one or more of the following outcomes:

- a) Build the capacity of schools and community groups to promote efficient resource use and improve the quality of the local environment.
- b) Encourage community members to become involved and take initiative in improving their behaviours for a more sustainable future.
- c) Encourage schools and community groups to identify and implement innovative approaches and positive solutions that protect and enhance Liverpool's unique natural environment.
- d) Improve the health of vegetation, water quality and healthy ecosystems contributing to cleaner waterways, air and healthier native vegetation.
- e) Raise awareness and promote sustainable living as a way of life, including actively participating in Council's environmental programs and activities.
- f) Generate positive community engagement (e.g. involvement of local businesses, environmental education centres or botanic gardens).

7.5.2 Available funding

Applications can be made for funding of up to \$5,000 per year by a school or an incorporated community group.

7.5.3 Program timeframe

This grants program has two rounds per year. Round dates will be advised on Council's website. Grants must be spent within 12 months of receiving them.

7.5.4 Program eligibility and exclusions

To be eligible for the Sustainable Environment Grants program applicants must have not received funding under this or another program for the same project (separate and additional stages of a previous project are eligible), and:

- a) Be a registered NSW school, not-for profit pre-school or child care centre; or
- b) An incorporated, non-profit, community service, welfare or charitable organisation or group providing programs or services to the residents of Liverpool; or
- c) Community group auspiced by an incorporated organisation.

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Applications will not be accepted for:

- a) For profit organisations
- b) Overall project coordination
- c) Capital works for major infrastructure or construction of buildings
- d) Work being completed on land not owned by the applicant without evidence of approval from the landowner.

For more information on eligibility and exclusions refer to Section 5: General Eligibility and Conditions.

7.5.5 Assessment criteria

To be considered for a grant, applicants should clearly describe the proposed project and how it will meet the following criteria:

Demonstrate the capacity to deliver the project or activity and subsequent sustainability of the project beyond initial funding
Evidence provided to support the need for the project, including addressing at least one of the strategic directions in Council's Community Strategic Plan
Demonstrate tangible and measurable environmental outcomes
The anticipated number of individuals that will participate in and benefit from the project
Demonstrate measurable student learning and/or increase teacher capacity to deliver environmental education
Value for money

GRANTS, DONATIONS, AND CORPORATE SPONSORSHIP POLICY**7.6 MATCHING GRANTS | UP TO \$20,000 | TWO ROUNDS PER YEAR**

This program is designed to provide financial support to projects and activities that build or strengthen communities within Liverpool. These projects will focus on supporting the development and implementation of community capacity building activities and providing opportunities for a broader cross section of the community to be involved in community and recreational activities. Funding will support projects that address one of the following categories:

Arts	Contribute community art to a neighbourhood or work to increase the participation of residents within art-based programs/projects.
Community capacity building	Bring residents together and enhance participation in the community, including those who are experiencing social disadvantage, or provide benefits to address an identified community need. This could be a community event or community-based capacity building project.
Youth engagement	Focus on increasing the ability of young people to obtain skills and qualifications or increase their active participation within the community.
Accessibility	Enhance and improve access options for the community, either through education, transport, disability access or connectivity.
Environmental	Address environmental issues and concerns or contribute to environmental education and awareness.
Community safety/public space activation	Address community safety and security issues such as activities that activate or diversify the night time economy including pop up entertainment and night time performances in public spaces. These projects can also include addressing perceptions of community safety.
Sports development	Contribute to the development of sporting groups or enhance participation in sporting and recreational activities.

7.6.1 Expected program outcomes

Grants from this program can contribute to one or more of the following outcomes:

- a) Develop social connections and partnerships within communities, or reinforcement of those that already exist.
- b) Increased participation in community activities and organisations by improving collaboration and coordination of community support and services.
- c) Strengthened opportunities for community members and others to build personal creativity and self-expression.
- d) Increased opportunities for community members to acquire or develop new skills and/or employment.
- e) Create, renew or revitalise places and spaces within the community.
- f) Strengthened community members' feelings of safety and sense of belonging within public spaces.

7.6.2 Available funding

The matching grants program recognises community contribution towards a project and can offer up to \$20,000 support to match this contribution. The program supports projects that involve genuine community participation. By 'matching' what the community contributes, Council is building a sense of community and strengthening partnerships as people work together on the project. Contributions from the community or Council can be made in cash or value-in-kind. Recognised in-kind community contributions include:

- a) Design services, professional services, trade services (such as plumbing), provision of trucks and plant, concreting and painting, donated supplies, materials or venues.
- b) Volunteer time such as labour, set up and pack down, and meeting time to identify, plan and implement projects. The rate of volunteer time is calculated as \$20 per hour. For professional or contracted services, the rate is \$75 per hour.
- c) Direct cash input to the project through donations or income generated.

GRANTS, DONATIONS, AND CORPORATE SPONSORSHIP POLICY

The value of in-kind contributions should be verified by an independent quote, and where the value is in question, Council's assessment of the value of in-kind contributions will take precedence in the assessment of the matching grant given. The costs of Council and other approvals required by government agencies/authorities must also be considered when applying under this grants program.

7.6.3 Program timeframe

This program accepts applications twice per year. Grants must be spent within 12 months of receiving them.

7.6.4 Program eligibility and conditions

To be eligible for the Matching Grants program applicants must:

- a) Be incorporated or auspiced by an incorporated organisation.
- b) A non-profit community service organisation or group providing programs/services to the residents of Liverpool.
- c) Have public liability insurance of at least \$20 million (must be active during the period of funding).
- d) Supply a copy of their most recent annual report and/or financial statements.

Organisations are only eligible to receive funding through this program once each financial year. Council reserves the right to defer consideration of a Matching Grant application where planning, leasing or ownership, statutory approvals, or appropriate development issues are raised by a project.

For more information on eligibility and exclusions refer to Section 5: General Eligibility and Exclusions.

7.6.5 Assessment criteria

Matched contribution (financial or in-kind)
Consulted with Council staff prior to submitting application
Project is considered an appropriate development on the proposed site
Project meets Council's construction and safety standards
Evidence that the organisation has capacity to deliver the project
Evidence provided to support the need for the project, including the degree to which the project addresses at least one of the strategic directions in Council's Community Strategic Plan
The anticipated number of individuals that will participate in and benefit from the proposed project
Timeframe and budget are realistic and align with project objectives
Evidence of collaboration and partnership to maximise the use of existing community resources and to avoid duplication
Proposed project evaluation method including sustainability of project

GRANTS, DONATIONS, AND CORPORATE SPONSORSHIP POLICY**7.7 CORPORATE SPONSORSHIP | UP TO \$10,000 | OPEN ALL YEAR**

Council may provide financial contributions of up to \$10,000 through its Corporate Sponsorship Program to organisations, groups, or individuals for programs that can build or enhance Council's reputation. These include but are not limited to providing appropriate branding benefits and opportunities for Council, and/or providing cross-promotional opportunities for Council's services or facilities.

Applications to Council for sponsorship must address at least one of the following:

1. Economic benefit

- a) Delivers significant economic benefit to the Liverpool LGA.
- b) Delivers benefit to tourism, hospitality and retail sectors through the attendance of regional, national, or international delegates at events.
- c) Provides a platform for research, trade, and/or investment opportunities.
- d) Attracts national or international attention to Liverpool as a place to reside, visit, work and/or invest.
- e) Creates employment opportunities within the Liverpool LGA.

2. Community, cultural, and social benefit

- a) Provides an innovative opportunity to meet community needs and promote Liverpool's cultural diversity and celebrate our City's uniqueness.
- b) Enhances Liverpool's profile and reputation as an outward looking, creative and connected city.
- c) Creates opportunities for education and information exchange between Council, the community and the sector.
- d) To support the organisation and activation of a charity event with the Liverpool LGA. Sponsorship funds are not to be used for direct fundraising, including but not limited to the purchase of tickets or tables at a fundraising event.
- e) Attracts a major program to Liverpool that has South West-Sydney region, state or national significance.

3. Environmental benefit

- a) Enhances Liverpool's reputation as a sustainable city through leadership in waste and environment management.

7.7.1 Expected program outcomes

Projects must contribute to one or more of the following outcomes:

- a) Provide an opportunity for measurable economic, social, environmental and/or cultural benefits to Council and the Liverpool LGA.
- b) Provide opportunities for the community to participate and contribute in activities/events in the Liverpool LGA.
- c) Create a valuable strategic alliance for Council.
- d) Provide extensive coverage and promotional/publicity opportunities across a range of media outlets.
- e) Promote Liverpool's reputation as a great place to live, visit, work, and invest.

7.7.2 Program timeframe

- This program accepts applications all year.
- Applications must be submitted at least three months prior to an event taking place. Applications submitted with less than three months lead time will be deemed ineligible.

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- Activities should take place within 12 months of successful sponsorship funding being received.

7.7.3 Program eligibility and conditions:

To be eligible for the Corporate Sponsorship program applicants must:

- a) Be incorporated or auspiced by an incorporated organisation and hold a current ABN.
- b) A non-profit community service organisation or group providing programs/services to the residents of Liverpool.
- c) Have public liability insurance of at least \$10 million (must be current during the period of funding).
- d) Supply a copy of their most recent annual report and/or financial statements.
- e) Must apply for sponsorship towards an event or activity in the Liverpool LGA that attracts a significantly high level of attendance from the community and provides direct benefits for Liverpool based organisations and/ or Liverpool residents.
- f) Must ensure that attendance and participation is free where sponsorship is sought for a community event.
- g) Must be registered with the Australian Charities and Not-for-profits Commission if an application is for a local charity event.

7.7.4 Funding will not be provided to:

- a) Projects that do not address the identified directions of the Liverpool LGA as set out in Council's Community Strategic Plan.
- b) Charities for general donations including the purchase of tickets or fundraising tables at an event.
- c) Projects that will rely on recurrent funding from Council.
- d) More than one event within the Liverpool area in a two-month period that celebrates or marks a specific occasion or activity.
- e) Organisations whose activities are not aligned with the City's ethical framework.
- f) Previous recipients who have not fulfilled the conditions of a sponsorship.
- g) Organisations that are not registered in Australia.
- h) Activities or events that do not benefit the Liverpool LGA or its residents.
- i) Underwrite events, programs or projects.

For more information on eligibility and exclusions refer to Section 5: General Eligibility and Exclusions.

7.7.5 Council's current standing sponsorship resolution:

Sponsorship Activity	Amount	Council Resolution
Police Officer of the Year	\$1,000	27/06/2011

7.7.6 Approval of sponsorship does not imply that Council has given any other consent. Applicants should note that many festivals and events require approvals and consents from Council, NSW Police and other NSW Government agencies. For guidelines on applying to host an event in Liverpool, visit www.liverpool.nsw.gov.au/whats-on/events/event-organisers-information-kit-guidelines

GRANTS, DONATIONS, AND CORPORATE SPONSORSHIP POLICY**7.8 SPORTING GRANTS | UP TO \$5,000 | ONE ROUND PER YEAR**

This program offers funding to sporting clubs and junior disability sporting clubs to assist with the development of young people and encourage participation of the broader community in local sporting and recreational activities. Grants can also be used towards the purchase or maintenance of sporting equipment.

Funding will support applications by recreation and sporting organisations/clubs under one of six categories:

- a) **Sports development** – Coaching clinics, sports camps, or training/development
- b) **Ground development** – Minor capital improvements
- c) **Maintenance Equipment** – Line marking equipment or ground maintenance equipment (to be eligible, equipment must remain the property of the club)
- d) **Sporting Equipment** – Kits, bags, first aid supplies, safety equipment (to be eligible, equipment must remain the property of the club)
- e) **Education** – First aid training, coaching programs or safe play
- f) **Club diversity** – Introduction of additional sports or expansion of club to encourage greater community involvement

7.8.1 Expected program outcomes

Projects must contribute to one or more of the following outcomes:

- a) Increased opportunities for participation of the broader community in sporting and recreational activities.
- b) Improved condition and functionality of sporting equipment.
- c) Enhanced awareness of emerging trends in sports development and demonstrated best practice.
- d) Strengthened maintenance, management or improvement of physical and mental health and wellbeing by improving opportunities for physical activity.

7.8.2 Available funding

Grants of up to \$5,000 per sporting club are available. Clubs may submit applications for more than one project. Within the funding pool, \$5,000 is reserved to fund applications that support participants with a disability. Where eligible applications that support participants with a disability are less than \$5,000 the remaining funds are returned to the main pool of funding for distribution.

7.8.3 Program timeframe

This program accepts applications once per year. Grants must be spent within 12 months of receiving them.

7.8.4 Program eligibility and exclusions

To be eligible for the Sporting Grants Program applicants must:

- a) Be incorporated or auspiced, a non-profit recreation or sporting organisation/club, providing programs/services to the residents of Liverpool.
- b) Have public liability insurance of up to \$10 million.
- c) Supply a copy of most recent annual report and/or financial statements.
- d) Have not received funds from the Sporting Grants program in the previous year.

For more information on eligibility and exclusions refer to Section 5: General Eligibility and Exclusions.

GRANTS, DONATIONS, AND CORPORATE SPONSORSHIP POLICY**7.8.5 Assessment criteria**

An independent panel consisting of members from the Liverpool Sports Committee will assess applications based on set criteria. To be considered for a grant, applicants should clearly describe the proposed project and how it will meet the following criteria:

Application received prior to the closing date
Proof of costs provided
Grant able to be spent within 12 months
Applications signed by Club Office bearers
Project meets Council's construction and safety standards
Demonstrate improvements to the delivery of junior sport in Liverpool
Demonstrate meeting an identified community need including access opportunities for specific special needs groups or individuals
Timeframe and budget are realistic and align with project objectives
Contribution from club (financial or in-kind)
Demonstrate benefit to the broader community
Proposed project evaluation method including sustainability of project

7.9 SPORTING DONATIONS | UP TO \$500 | OPEN ALL YEAR

This program enables Council to provide small amounts of funding to assist community members in their efforts to achieve excellence in sport at a regional, state or national representative level. Individuals and teams based in the Liverpool LGA are eligible to apply for donations towards the cost of participating in representative sporting events for which they have qualified. Donations are based on the level of representation achieved and where events will be held. Participation at school sport events is also eligible for consideration.

7.9.1 Expected program outcomes

Donations from this program can contribute to one or more of the following outcomes:

- a) Increased participation of individuals/teams in representative sporting events.
- b) Improved accessibility to participation in representative sporting events.
- c) Improved confidence and capacity of local individuals and teams by acknowledging and supporting participation at a representative level.
- d) Enhanced positive social outcomes and opportunities for local communities.

7.9.2 Available funding

Donations are available for the following amounts:

- a) \$100 for regional representation (competitor only), or for coach/referee/umpire/official representation at a regional, state or national event more than 100km from Liverpool.
- b) \$200 for state representation (competitor only).
- c) \$300 for Australian national representation at an event within New South Wales, Australian Capital Territory, Queensland and Victoria (competitor only).
- d) \$400 for Australian national representation at an event within Tasmania, South Australia, Northern Territory and Western Australia (competitor only).
- e) \$500 for Australian national representation at an overseas event (competitor only).
- f) \$500 for team representation.

7.9.3 Program timeframe

This program accepts applications all year and applicants are required to submit their application prior to the event taking place. Activities must take place within 12 months from when the application was submitted. Information must be provided on the costs associated with participating in the representative events.

GRANTS, DONATIONS, AND CORPORATE SPONSORSHIP POLICY**7.9.4 Program eligibility and exclusions**

To be eligible for funding through the Sporting Donations Program the following criteria applies:

- a) Individual applicants must be a resident of the Liverpool LGA.
- b) Applicants must provide proof of selection for the event.
- c) Applications from students at state, private or independent schools or for participation at school sport events, are eligible for consideration.
- d) Team applications – must have a minimum of 75% of the team residing in the Liverpool LGA, club must be based in the Liverpool LGA, and a maximum of three teams per club can be funded in a financial year.

For more information on eligibility and exclusions refer to Section 5: General Eligibility and Exclusions.

7.9.5 Assessment criteria

To be considered for a grant, applicants should meet the following criteria:

Evidence the individual/team qualified for a representative sporting event
Information provided on costs associated with participating in the representative event
Evidence that the individual or 75% of the team resides in the Liverpool LGA

AUTHORISED BY

Council Resolution

EFFECTIVE FROM

XXXX 2019

DEPARTMENT RESPONSIBLE

City Community and Culture (Community Development and Planning)

REVIEW DATE

The policy will be reviewed every two years.

VERSION	AMENDED BY	DATE	TRIM NUMBER
1	Council Resolution	18 October 2010	158320.2014
2	Council Resolution	29 May 2013	097264.2013
3	Council Resolution	31 July 2013	150967.2014
4	Council Resolution	25 February 2014	026269.2014
5	Council Resolution	28 May 2014	126057.2014
6	Council Resolution	30 September 2015	227843.2015
7	Minor changes approved by CEO	12 July 2016	185151.2016
8	Council Resolution	26 April 2017	026648.2017
9	Council Resolution	26 April 2019	

THIS POLICY WAS DEVELOPED AFTER CONSULTATION WITH

City Community and Culture, Corporate Services (Governance, Legal and Procurement), Infrastructure and Environment.

REFERENCES

Australian Institute of Grants Management: Grant making Manifesto (2011)
 Liverpool City Council: Council's Community Strategic Plan
 Liverpool City Council: Code of Conduct Procedures
 Liverpool City Council: Social Justice Policy and Ethical Governance, Conflicts of Interest Policy
 Services: Community Builders Program Guideline (2012)