

ATTACHMENTS FOR: AGENDA NO. 2/25 COUNCIL MEETING

Meeting Date: Tuesday 25 March 2025
Location: Council Chambers, Level 1A, 1 Pope Street, Ryde and Online
Time: 6.00pm

ATTACHMENTS FOR COUNCIL MEETING

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CITY OF RYDE DRAFT SOCIAL STRATEGY 2025-2030



ACKNOWLEDGEMENT OF COUNTRY

The City of Ryde Council would like to acknowledge the Wollumedegal Aboriginal people, a clan of the Darug Nation, who are the Traditional Custodians of this Land. We would also like to pay respect to the Elders both past and present of the Darug Nation and extend that respect to all other Aboriginal and Torres Strait Islander people.

We honour the protection of one of the longest continuous Indigenous cultures and beliefs and pay our respects to the history, culture, language, and contemporary developments of the Indigenous people.

The City of Ryde Council celebrates the inclusion of all people and honours their rights and contribution to Country.

ACKNOWLEDGEMENT

The City of Ryde staff would like to thank the community and stakeholders for providing invaluable insights and perspectives to support the development of the City of Ryde Social Strategy 2025-2030.

Of note is also the contribution and support of our elected Councillors and popularly elected Mayor towards our important work on social and cultural planning and strategies.

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MESSAGE FROM THE CITY OF RYDE COUNCIL

I am proud to present the City of Ryde's Social Strategy 2025-2030. This Strategy reflects our ongoing commitment to creating a connected, safe, healthy, and empowered community, where every resident can thrive.

As part of the vibrant and rapidly growing Greater Sydney Metropolitan area, the City of Ryde continues to evolve, offering new opportunities for residents, workers, businesses, and visitors alike. Our diverse community is drawn to the unique places and opportunities our City offers, making it an exciting and dynamic place to live and work.

The Strategy has been developed with valuable input from our community and stakeholders, ensuring it aligns with broader regional, state, and national priorities. It provides a clear framework, including a vision, objectives, desired outcomes, and key actions that will guide Council in supporting the social wellbeing of our

residents. This framework will help us deliver essential services, facilities, and opportunities to empower our community to reach its full potential.

Over the next five years, the Strategy will guide our collaboration with community groups, local service providers, and all levels of government to break down barriers and drive positive social outcomes for all. The required actions will be integrated into our annual planning and operational processes, ensuring this vision is embedded in all areas of Council's work.

I would like to extend my sincere thanks to everyone who contributed to the development of this Strategy. Together, we will work to achieve the best outcomes for our community and ensure that the City of Ryde remains a place where everyone can feel supported, connected, and empowered.

Clr Trenton Brown
City of Ryde Mayor

As the CEO of the City of Ryde, I am pleased to introduce our City's new Social Strategy, which will guide our social and cultural planning over the next five years.

The City of Ryde's Social Strategy 2025-2030 sets a clear vision for the future of our community. It outlines opportunities to ensure our City becomes an even more inclusive, accessible, and vibrant place where diverse communities have access to services, programs, and spaces that promote a healthy, equitable, and connected environment.

With our growing population and the rich diversity within our community, addressing the challenges of social planning is essential. This Strategy focuses on responding to the evolving needs of our residents, with the goal of fostering social connection, cohesion, wellbeing, and inclusion. By prioritising these areas, we aim to create opportunities that will allow everyone to thrive.

The Strategy provides a comprehensive roadmap, detailing key actions and stages of planning required to achieve our vision and desired outcomes.

Aligned with strategic documents from all levels of government, this Social Strategy will support broader government objectives while driving collaboration with stakeholders. By working together, we will ensure the successful implementation of this Strategy, monitor our progress, and make improvements as needed to benefit our community.

I look forward to collaborating with community groups, local services, businesses, and all levels of government to achieve the best outcomes for our City.

Wayne Rylands
City of Ryde Chief Executive Officer



SOCIAL STRATEGY AT A GLANCE

The City of Ryde is dedicated to enhancing social cohesion, wellbeing, and connectedness across our community. Over the next five years, the City of Ryde Council (Council), in partnership with local residents, community organisations, and key stakeholders, will work together to foster a more inclusive and vibrant City. The Social Strategy 2025-2030 (the Strategy) serves as a comprehensive roadmap to achieve these aspirations. Developed through extensive community consultation and informed by leading research and strategic best practices, this Strategy outlines the steps needed to ensure that every individual in the City of Ryde (our City) feels supported, connected, and valued.

OUR APPROACH

We are committed to making our City a place where all members of our diverse community have access to inclusive services, programs, and spaces. To achieve this, we are creating a clear and actionable roadmap that focuses on outcomes, which are measurable results that improve the social wellbeing and cohesion of our community.

The Social Strategy 2025-2030 adopts an outcome-based approach, ensuring that we deliver the best possible results for our community. It outlines a clear framework consisting of a vision, guiding principles, defined outcomes, objectives, and actions that will steer our efforts over the next five years.

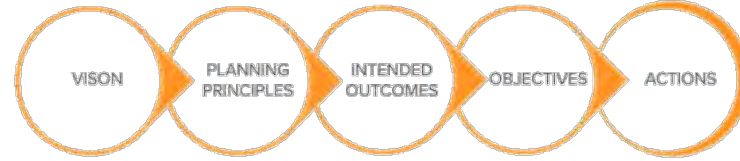


Figure 1. Key components of the City of Ryde's social and cultural planning (City of Ryde 2025)

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CITY OF RYDE DRAFT SOCIAL STRATEGY 2025-2030

VISION

The Strategy is built around a vision of our City as a place where our diverse community has accessible and inclusive services, programs and spaces that support a healthy, equitable and connected community.

PRINCIPLES

This Strategy is grounded in principles that promote social connection, cohesion and wellbeing. Our goal is to:



Foster an inclusive, cohesive community where diversity is embraced, and all contributions are valued.



Build a socially supported and resilient community.



Design services and opportunities to ensure equity and lifelong inclusion.



Create a connected community – physically and digitally – to promote accessibility, belonging, and local engagement.



Create spaces and services which are affordable, welcoming and safe to support a vibrant, healthy and active lifestyle for everyone.



Honour our community's distinctive identities and heritage, celebrate our First Nations communities and connection to Country.



Commit to transparent, accountable governance that uplifts social and cultural capabilities, ensuring collaboration and community engagement.

OUR OUTCOMES

The big picture goals

The outcomes define the long-term goals that will guide our efforts towards a more inclusive and vibrant City. These outcomes embody our vision and represent the key priorities that will shape social planning over the next five years. By focusing on these outcomes, we ensure that our work contributes to a City that is socially cohesive, accessible, and welcoming for all.

OUR OBJECTIVES

Clear, measurable targets

To make our vision a reality, we have established specific objectives that break down each outcome into clear and achievable targets. These objectives are specific, measurable, achievable, realistic, and timely so we can monitor progress and ensure our work stays focused. The objectives will guide our work from 2025 to 2030 and regular reviews will take place to make sure they stay relevant to our community's needs.

OUR ACTIONS

Concrete steps to achieve our outcomes

The actions we take are practical steps, projects, and programs that will help us meet our objectives. These actions are outlined in an annual Social Action Plan, which is linked to the Council's existing budget process to ensure resources are effectively allocated. Each year, we will review and update the Action Plan, ensuring that we continue to move towards our intended outcomes.

OUTCOMES AND OBJECTIVES OF SOCIAL STRATEGY 2025-2030

OUTCOME	OBJECTIVE
We are socially connected	- Objective 1. Create accessible programs, events and activities that celebrate our diversity. - Objective 2. Facilitate positive community networks that connect Council, individuals, community groups and service providers - Objective 3. Provide our community with access to information on social activities and opportunities to participate and engage with decisions
We have equitable access to welcoming public spaces and facilities	- Objective 4. Ensure equitable access to affordable, quality, and shared community facilities and public open spaces close to home, for everyone to enjoy - Objective 5. Design and manage our parks and community facilities so that everyone feels welcome and included
We have services and opportunities that enable us to thrive and prosper	- Objective 6. Strongly advocate for access to a range of social services and affordable housing options - Objective 7. Partner with local businesses, educational institutions and New South Wales (NSW) government agencies to improve social outcomes
We are safe and healthy	- Objective 8. Increase opportunities for residents to access appropriate and affordable health and wellbeing services and facilities through partnerships - Objective 9. Develop Council-led recreational programs, events and facilities to promote active lifestyles - Objective 10. Work to ensure that our community feels safe whilst moving through and within public spaces and facilities

Table 1. Outcomes and objectives of Social Strategy 2025-2030 (City of Ryde 2025).

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CITY OF RYDE DRAFT SOCIAL STRATEGY 2025-2030

HOW WE DEVELOPED THIS STRATEGY

The Social Strategy has been developed through a thorough and collaborative process. Key steps in this process include:

CONSULTATION

Extensive engagement with our local community, service providers, government agencies, Council staff, and Councillors to gather valuable input.

MONITORING

A review of the outcomes and implementation of the previous Social Strategy 2019-2024 to build on past successes and lessons learned.

ANALYSIS

Examination of current trends regarding social cohesion and wellbeing to better understand the needs of our community.

STRATEGIC REVIEW

A review of broader government policies to ensure alignment with higher-level objectives.

BEST PRACTICE RESEARCH

Research into best practices in social and cultural planning to guide the development of effective initiatives.

MEASURING SUCCESS

To ensure the effectiveness of the Social Strategy, we will implement a comprehensive monitoring and evaluation framework that tracks progress and assesses the impact of our actions in achieving the Strategy's objectives. This process will include continuous feedback loops, regular reporting, and an ongoing assessment of both the implementation process and the outcomes we aim to achieve.

We will know our Strategy is successful when we realise the following outcomes:

- A growing number of well-attended, inclusive Council events and programs that celebrate Ryde's rich and diverse cultural community.
- Connection with neighbours, the wider community, and Council, developed through active participation in Council events, programs, and activities.
- Creation of spaces that are welcoming and enjoyable for everyone.
- Greater access to public spaces for all community members.
- Increased satisfaction with Council-run public spaces, facilities, and services.
- Support for local community groups, not-for-profit organisations, and local businesses through capacity building, networking initiatives, and financial assistance via grants.

At the conclusion of the five-year period, the insights gained from these evaluations will inform the development of the next Social Strategy, enabling us to build on the successes, address any challenges, and refine our approach for continued improvement.

LOOKING AHEAD

The Social Strategy 2025-2030 is a commitment to creating a City that reflects the values of inclusivity, access, and connection. Each year, the annual Social Action Plan will guide Council's work, ensuring that our actions align with the Strategy's long-term vision. As we move forward, we will continue to engage with our community to ensure we are on track and responding to changing needs.



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1 INTRODUCTION

PURPOSE

As the City of Ryde (our City) continues to grow and evolve, fostering social cohesion and promoting wellbeing in the community become essential. The City of Ryde Social Strategy 2025-2030 (the Strategy) provides a clear, five-year roadmap to strengthen social connections and improve the overall quality of life for residents. The Strategy aims to build a more connected, inclusive, resilient, vibrant, and equitable community, where everyone feels supported and has the opportunity to thrive. By guiding the relationship between City of Ryde Council (Council) and the community, this Strategy ensures that social cohesion remains at the forefront of our efforts to create a thriving and connected City.

This Strategy has been developed through extensive research and consultation with our community. We gathered feedback from local residents, service providers, government agencies, Council staff, and Councillors to ensure that we understand the needs and aspirations of those we serve.

We reviewed broader government policies, in addition to the outcomes from the previous Social Strategy 2019-2024, analysed social wellbeing trends, and researched best practices in social and cultural planning. By drawing on this wealth of information, we have shaped a strategy that is grounded in the real needs of our community.

INTEGRATED PLANNING FOR SOCIAL COHESION AND WELLBEING

All of Council's planning is guided by the Integrated Planning & Reporting (IP&R) framework, a mandatory framework for all New South Wales (NSW) councils. The City of Ryde's Community Strategic Plan (CSP) serves as the primary document within this framework, outlining the long-term vision for our City as "The place to be for lifestyle and opportunity at your doorstep". This Strategy directly contributes to achieving that vision by focusing on enhancing social cohesion and wellbeing, in line with the CSP's goals.

The Strategy also supports the City of Ryde's Local Strategic Planning Statement (LSPS), which envisions a livable, prosperous, and connected City with diverse and vibrant centres over the next 20 years. As our City grows and evolves, this Strategy will create opportunities to enhance social cohesion and wellbeing, ensuring that our diverse community has access to inclusive services, programs, and spaces that foster a healthy, equitable, and connected environment.

In addition, this Strategy aligns with key priorities set by the Australian and NSW governments, including building resilience, promoting equity and access, delivering affordable housing and community infrastructure, supporting First Nations communities, and empowering young people.

RELATIONSHIPS TO OTHER STRATEGIES



Figure 2. Alignment of the Social Strategy with City of Ryde's Integrated Planning and Reporting Framework (City of Ryde 2026)

¹<https://www.ryde.nsw.gov.au/files/assets/public/17/publications/long-term-visions/city-of-ryde-2026-community-strategy-plan.pdf>

²<https://www.ryde.nsw.gov.au/files/assets/public/17/publications/planning/long-term-visions/city-of-ryde-local-strategic-planning-statement-march-2020.pdf>

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CITY OF RYDE DRAFT SOCIAL STRATEGY 2025-2030

COUNCIL'S ROLE IN ACHIEVING SOCIAL OUTCOMES

Council plays a key role in advancing social outcomes across the City of Ryde. Its responsibilities include:

LEADERSHIP AND ADVOCACY

Leadership: Council ensures social planning aligns with community needs, championing inclusion, safety, and cohesion.

Advocacy: We advocate for funding, infrastructure, and policy changes to support social wellbeing.

Custodian of community aspirations: Council upholds the community's diverse voices, strengthening our social fabric through inclusive experiences.

RESEARCH, ENGAGEMENT, AND POLICY DEVELOPMENT

Research: We gather evidence to inform planning and identify barriers to social and cultural inclusion, cohesion and wellbeing.

Engagement: We listen to stakeholders and incorporate their feedback into policies.

Policy development: Council creates strategies that respond to social challenges and community needs.

BUILDING CONNECTIONS AND PARTNERSHIPS

Build connections: We connect residents, service providers, and businesses to foster collaboration.

Build partnerships: Council collaborates with government agencies and organisations to achieve shared social outcomes.

Capacity building: We support community and service providers by offering opportunities for professional development and mentorship, as well as access to resources that enable the achievement of social outcomes.

SERVICE PROVISION AND INFRASTRUCTURE DELIVERY

Grants and sponsorships delivery: Council funds community initiatives that promote social outcomes.

Service provision: We deliver essential social services, programs and activities for all community groups.

Infrastructure delivery: We invest in parks, community facilities, and public spaces that support connection and safety.



HOW TO READ THIS STRATEGY

This Strategy is structured to guide readers through the key elements that define and support our vision for our community. The document is divided into the following sections:

- 1 INTRODUCTION** – This section places the Strategy within the broader context of Council's local planning and reporting framework. It outlines Council's role in implementing the Strategy and delivering positive social outcomes for the community.
- 2 STRATEGIC CONTEXT AND PLANNING PRIORITIES** – In this section, we define social cohesion and wellbeing, explaining their importance in building a connected and resilient City. This chapter also highlights how the Strategy aligns with federal, state, and local priorities, ensuring it supports broader government objectives.
- 3 OUR CITY AND COMMUNITY** – This section provides an overview of the City of Ryde and its community, assessing the current state of social cohesion and wellbeing. It also summarises key findings from community and stakeholder engagement, reflecting the voices of those who live, work, and engage with our City.
- 4 OUR STRATEGY** – This section outlines our outcome-based approach to enhancing social cohesion and wellbeing. It presents the vision for the City over the next five years, reflecting our desired future. The outcomes section supports the vision, with specific, measurable, achievable, realistic, and timely objectives to achieve each outcome. Each outcome also includes indicators to monitor and evaluate progress and measure success, ensuring accountability and continuous improvement. This section also highlights the key action areas to clarify the next steps for implementing the Strategy. Additionally, it presents the process for implementation, monitoring, and evaluation, offering a framework to assess our progress. By following this structure, the Strategy provides both the long-term direction, and the actionable steps required to create a more inclusive, resilient, and vibrant City of Ryde.

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 CITY OF RYDE DRAFT SOCIAL STRATEGY 2025-2030

HOW THIS STRATEGY CAN BE USED

This Strategy will guide the City of Ryde Council's social planning over the next five years. It serves as a valuable resource for various stakeholders, enabling them to align their efforts, contribute to shared goals, and benefit from its outcomes. The following outlines how different groups can use this Strategy:

STAKEHOLDER	HOW THIS STRATEGY CAN BE USED
Community	• Use evidence from the Strategy to develop grant applications for initiatives aimed at improving social cohesion and wellbeing. • Participate in local social programs, events, and activities. • Access and use facilities and spaces that enable social activities. • Identify gaps and provide feedback to help shape future planning and practices. • Connect with service providers that support community wellbeing.
Service providers	• Align projects and initiatives with Council's strategic priorities. • Gain a deeper understanding of the social needs of the local community. • Identify opportunities for collaboration, networking, and partnerships. • Engage in professional development and capacity building programs offered by Council and other organisations. • Identify gaps and provide feedback to help shape future planning and practices.
State government agencies	• Understand the social cohesion and wellbeing needs of Ryde's local community to inform funding allocations and strategic planning. • Partner with Council to develop social outcomes. • Identify opportunities for networking and partnerships.
Council	• Guide strategic planning to foster social cohesion and wellbeing. • Align the development of public spaces, programs, and partnerships with the objectives outlined in this Strategy. • Advocate for increased investment in social outcomes for Ryde. • Monitor and evaluate state of social cohesion and wellbeing across the City. • Identify opportunities for collaboration, networking, and partnerships.

Table 2. How stakeholders can use the Social Strategy (City of Ryde 2025)

2 STRATEGIC CONTEXT AND PLANNING PRIORITIES

WHAT IS SOCIAL COHESION?

Social cohesion is the cornerstone of a strong, united community. It's about nurturing shared values, mutual respect, and embracing our differences. By building trust among residents and with our institutions, we can create a community where everyone feels connected, valued, and supported. This sense of cohesion fosters an inclusive environment where all individuals have a sense of belonging and are empowered to contribute to the collective wellbeing of the community.

WHAT IS SOCIAL WELLBEING?

Social wellbeing is about strengthening our community to improve both individual and collective health and resilience. Through enhanced social wellbeing, individuals are better equipped to lead fulfilling lives and contribute to the overall strength of the community.

Social wellbeing thrives on the principles of equity and inclusion, ensuring that everyone—regardless of gender, age, background, or socio-economic status—has equal access to opportunities and a voice in shaping the future of our community. By prioritising social wellbeing, we create an environment where all individuals can flourish, making our community stronger, more resilient, and better able to face challenges together.

WHY DO WE NEED SOCIAL PLANNING?

With our population projected to grow by over 44,000 people by 2041¹, addressing the challenges to social planning is more critical than ever. Rapid population growth can put pressure on infrastructure, increase social tensions, and put strain on services.

Alongside this growth, our City is becoming more culturally diverse. In 2021, 49% of our population was born overseas, a significantly higher percentage than Greater Sydney (39%), and NSW (29%). In addition, 49% of our residents reported speaking a language other than English at home, which is also higher than Greater Sydney (37%), and NSW (27%).²

While this diversity enriches our community, it can also present challenges for social harmony. Building a cohesive community requires intentional effort to ensure all residents feel respected, valued, and included, regardless of their cultural background, economic status, gender or age.

Improving social planning and practices, addressing economic and housing challenges, and embracing positive cultural diversity will help ensure the City of Ryde remains a safe and welcoming place for all. This will also contribute to a shared local identity.

Effective planning and practices strengthen community bonds, create opportunities for meaningful connections, and help support the mental and physical health of residents. They can also assist in reducing social isolation and easing the impacts of financial strain, ensuring that everyone has the opportunity to thrive.

¹ RENPLAN future population forecast Retrieved from <https://www.renplan.com.au/>

² RENPLAN based on Australian Bureau of Statistics (ABS) Census of Population and Housing 2021 Retrieved from <https://www.renplan.com.au/>

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STRATEGIC PRIORITIES FOR SOCIAL PLANNING

The growing emphasis on improving social cohesion and wellbeing, both nationally and locally, highlights the importance of creating inclusive and supportive communities. As the City of Ryde continues to grow and evolve, it is essential that we focus on strategies that promote connection, inclusivity, and resilience. To guide our efforts, we have reviewed key strategic documents to identify priorities that will shape the future of social planning in our community. Our objectives and intended outcomes are directly informed by this review, ensuring alignment with the relevant targets and outcomes set by all levels of government. By addressing current challenges and supporting our diverse population, this strategy contributes to the broader goals of social cohesion, inclusion, and wellbeing.

The strategy is aligned with a range of plans, strategies, policies, and frameworks developed at different levels of government, drawing on the relevant targets and outcomes outlined in the documents, including:

- ◉ United Nations Sustainable Development Goals¹
- ◉ UN Declaration on the Rights of Indigenous Peoples²
- ◉ National Multicultural Framework³
- ◉ National Wellbeing Framework⁴
- ◉ National Disability Strategy⁵
- ◉ Engage! A Strategy to include young people in the decisions we make⁶
- ◉ National Cultural Policy⁷
- ◉ NSW Ageing Strategy⁸
- ◉ NSW Disability Inclusion Plan⁹
- ◉ NSW Closing the Gap Partnership Agreement¹⁰
- ◉ NSW Connecting with Country Framework¹¹
- ◉ NSW Homelessness Strategy¹²
- ◉ NSW Volunteering Strategy¹³
- ◉ Greater Sydney Region Plan - A Metropolis of Three Cities¹⁴
- ◉ North District Plan¹⁵
- ◉ Resilient Sydney Strategy¹⁶
- ◉ City of Ryde Community Strategic Plan¹⁷
- ◉ City of Ryde Local Strategic Planning Statement
- ◉ City of Ryde Local Infrastructure Strategy
- ◉ City of Ryde Economic Development Strategy
- ◉ City of Ryde Night-time Economy Strategy
- ◉ City of Ryde Resilience Plan
- ◉ City of Ryde Integrated Open Spaces Plan
- ◉ City of Ryde Sport and Recreation Strategy
- ◉ City of Ryde Integrated Transport Strategy
- ◉ City of Ryde Affordable Housing Policy

The Strategy provides guidance and informs other local strategic documents related to social and cultural planning within the City of Ryde, including:

- ◉ City of Ryde Disability Inclusion Action Plan
- ◉ City of Ryde Reconciliation Action Plan
- ◉ City of Ryde Creativity Strategy
- ◉ City of Ryde Events Plan
- ◉ City of Ryde Live Music Plan
- ◉ City of Ryde Social and Cultural Infrastructure Framework
- ◉ City of Ryde Halls and Facilities Strategy
- ◉ City of Ryde Library Service Strategic Plan

For more details on the strategic priorities at international, national, state, regional, and local levels, please refer to the Social Strategy Background Report 2025.

¹ <https://sdgs.un.org/goals>

² <https://social.desai.org/assess/indigenous-peoples/united-nations-declaration-on-the-rights-of-indigenous-peoples>

³ <https://www.creanet.org.au/governance/indigenous-affairs/indigenous-reconciliation-report-on-matters-of-interest-to-indigenous-people-and-creanet-english.pdf>

⁴ <https://www.nsw.gov.au/indigenous-affairs/indigenous-reconciliation-report-on-matters-of-interest-to-indigenous-people-and-creanet-english.pdf>

⁵ <https://www.nsw.gov.au/indigenous-affairs/indigenous-reconciliation-report-on-matters-of-interest-to-indigenous-people-and-creanet-english.pdf>

⁶ <https://www.nsw.gov.au/indigenous-affairs/indigenous-reconciliation-report-on-matters-of-interest-to-indigenous-people-and-creanet-english.pdf>

⁷ <https://www.nsw.gov.au/indigenous-affairs/indigenous-reconciliation-report-on-matters-of-interest-to-indigenous-people-and-creanet-english.pdf>

⁸ <https://www.nsw.gov.au/indigenous-affairs/indigenous-reconciliation-report-on-matters-of-interest-to-indigenous-people-and-creanet-english.pdf>

⁹ <https://www.nsw.gov.au/indigenous-affairs/indigenous-reconciliation-report-on-matters-of-interest-to-indigenous-people-and-creanet-english.pdf>

¹⁰ <https://www.nsw.gov.au/indigenous-affairs/indigenous-reconciliation-report-on-matters-of-interest-to-indigenous-people-and-creanet-english.pdf>

¹¹ <https://www.nsw.gov.au/indigenous-affairs/indigenous-reconciliation-report-on-matters-of-interest-to-indigenous-people-and-creanet-english.pdf>

¹² <https://www.nsw.gov.au/indigenous-affairs/indigenous-reconciliation-report-on-matters-of-interest-to-indigenous-people-and-creanet-english.pdf>

¹³ <https://www.nsw.gov.au/indigenous-affairs/indigenous-reconciliation-report-on-matters-of-interest-to-indigenous-people-and-creanet-english.pdf>

¹⁴ <https://www.nsw.gov.au/indigenous-affairs/indigenous-reconciliation-report-on-matters-of-interest-to-indigenous-people-and-creanet-english.pdf>

¹⁵ <https://www.nsw.gov.au/indigenous-affairs/indigenous-reconciliation-report-on-matters-of-interest-to-indigenous-people-and-creanet-english.pdf>

¹⁶ <https://www.nsw.gov.au/indigenous-affairs/indigenous-reconciliation-report-on-matters-of-interest-to-indigenous-people-and-creanet-english.pdf>

¹⁷ <https://www.nsw.gov.au/indigenous-affairs/indigenous-reconciliation-report-on-matters-of-interest-to-indigenous-people-and-creanet-english.pdf>

¹⁸ For further information about the City of Ryde plans and strategies see <https://www.ryde.nsw.gov.au/Council/Plans-and-Publications>

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 CITY OF RYDE DRAFT SOCIAL STRATEGY 2025-2030

KEY STRATEGIC PRIORITIES

SUPPORTING SOCIAL AND CULTURAL WELLBEING

Social and cultural wellbeing is essential to ensure a good quality of life for our thriving communities, as highlighted in global and national frameworks like the UN Sustainable Development Goals and Australia's National Wellbeing Framework. As our City grows and becomes more diverse, this Strategy aims to meet the varying needs of our community by improving access to facilities, services, and public spaces for everyone.



BUILDING RESILIENCE IN COMMUNITIES

Strengthening support networks to help communities respond to challenges is a priority across all levels of government. The Greater Sydney Region Plan and North District Plan stress the importance of fostering connected communities to better handle both short-term and long-term issues. Our Strategy promotes spaces and events for the entire community to connect, with a special focus on those who may be more isolated, such as newcomers, senior residents, younger population, and people living alone in high-density areas.

ENSURING ACCESS, EQUITY, AND INCLUSION

It's crucial that everyone, no matter their background, gender, age, ability, or socio-economic status, can access essential services and enjoy a high quality of life. Our National Wellbeing Framework and National Disability Strategy emphasise inclusive and equitable access to opportunities as key factors for wellbeing. This Strategy works to ensure that essential services, public spaces, and facilities are accessible and meet the needs of our growing and diverse population.

PROVIDING AFFORDABLE HOUSING AND COMMUNITY INFRASTRUCTURE

Affordable housing and community infrastructure are a priority for all levels of government. The Greater Sydney Region Plan calls for affordable housing and better access to services, while the NSW Homelessness Strategy advocates for localised solutions to housing challenges. This Strategy aims to support these goals by promoting and advocating for affordable housing and the necessary services for our community.

SUPPORTING FIRST NATIONS COMMUNITIES

We must respect and integrate First Nations' cultural heritage and knowledge into our planning processes, while supporting the social and economic wellbeing of our First Nations residents. The UN Declaration on the Rights of Indigenous Peoples and the NSW Connecting with Country Framework highlight the importance of including First Nations' perspectives in planning. This Strategy supports First Nations communities by providing targeted Council events and programs.

STRENGTHENING VOLUNTEERISM AND COMMUNITY ENGAGEMENT

Volunteerism is key to building socially connected and resilient communities. The NSW Volunteering Strategy highlights how volunteering contributes to health and wellbeing, and the National Wellbeing Framework recognises community participation as crucial for social cohesion. This Strategy promotes volunteerism and encourages community participation.

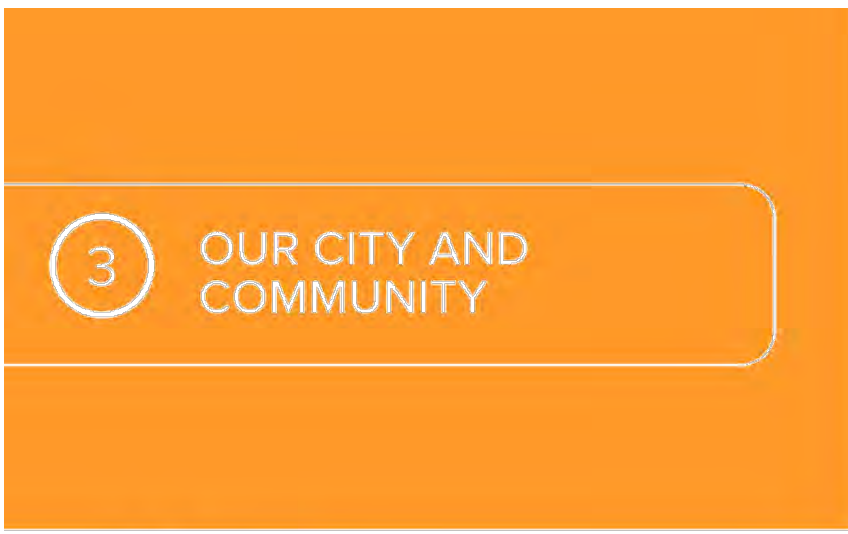
SUPPORTING YOUTH EMPOWERMENT AND WELLBEING

Empowering young people to actively participate in their communities is a focus of national and state strategies. The Engage! Youth Strategy emphasises the importance of listening to and supporting young people in shaping decisions that affect them. This Strategy promotes opportunities for meaningful activities for young people that support their mental health, skills development, and community involvement.



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OUR CITY

Located on Wallumedegal land along the Parramatta and Lane Cove Rivers, the City of Ryde is a vibrant and culturally diverse area. Our City is known for its mix of suburban neighborhoods, commercial centres, and green spaces. It combines high-density living with leafy parks and riverside areas, making it a unique and appealing place to live.

With public transport links to Greater Sydney via buses, trains, river ferry services and the metro, Ryde offers easy access to the wider region. Our rich history includes significant First Nations sites, such as the grave of Bennelong, as well as historic buildings that tell the story of the area's development over time.

OUR SOCIAL ASSETS



Social assets are the key elements that help build a connected and supportive community. These include our community spaces, facilities, and services that bring people together and link them to each other, local groups, and institutions. Social assets allow people to share knowledge, form relationships, and support one another, helping to strengthen the bonds that make Ryde a resilient and inclusive place to live.

Figure 3: City of Ryde social assets (City of Ryde 2020)

ITEM 7 (continued)

ATTACHMENT 1

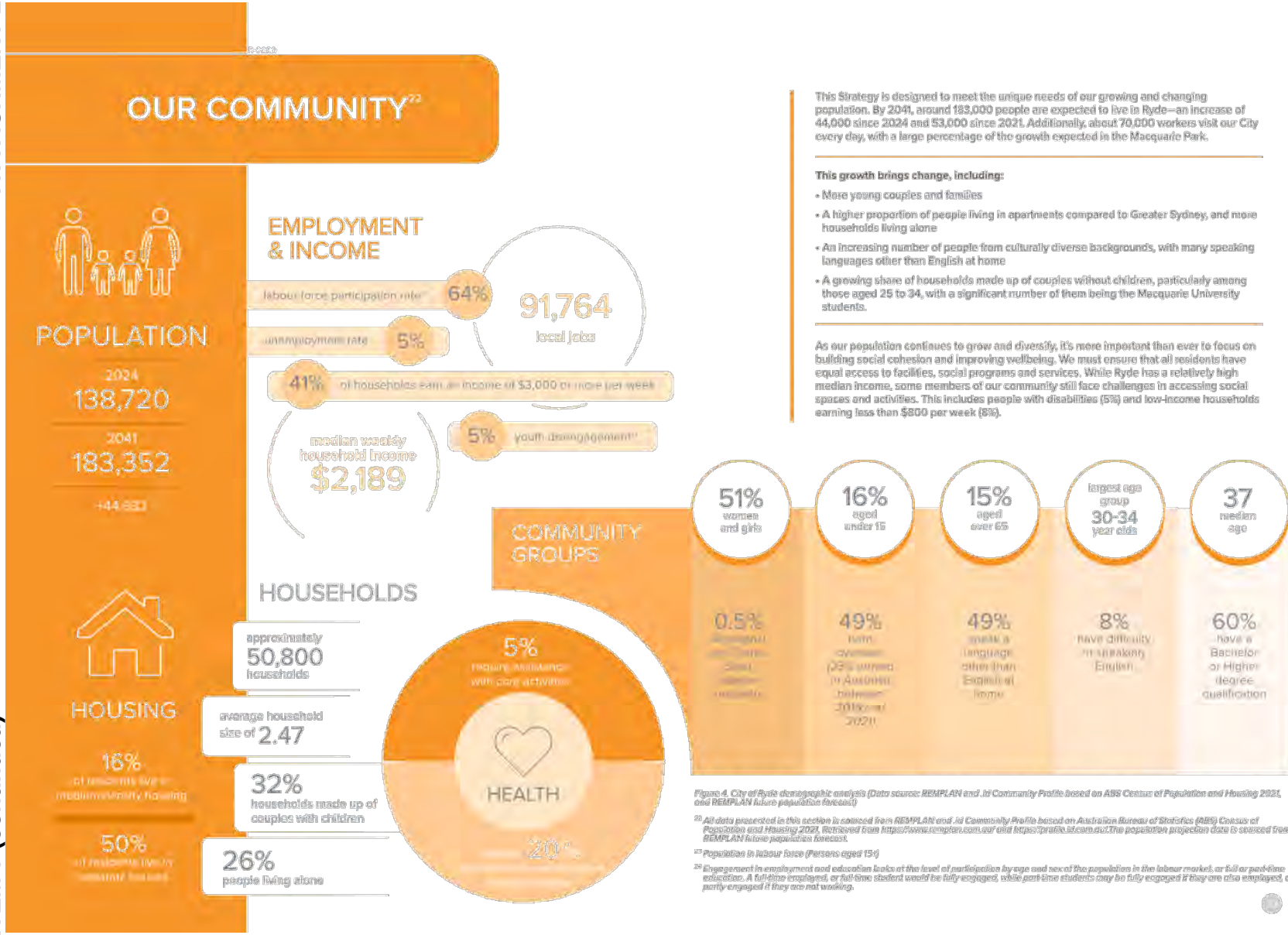


Figure 4. City of Ryde demographic analysis (Data source: REMPLAN and Jd Community Profile based on ABS Census of Population and Housing 2021, and REMPLAN future population forecasts)

²² All data presented in this section is sourced from REMPLAN and Jd Community Profile based on Australian Bureau of Statistics (ABS) Census of Population and Housing 2021. Retrieved from <https://www.remplan.com.au/> and <https://profile.jd.com.au/>. The population projection data is sourced from REMPLAN future population forecast.

²³ Population in labour force (Persons aged 15+)

²⁴ Engagement in employment and education looks at the level of participation by age and sex of the population in the labour market, or full or part-time education. A full-time student would be fully engaged, while part-time students may be fully engaged if they are also employed, or partly engaged if they are not working.

ITEM 7 (continued)

ATTACHMENT 1



THE STATE OF SOCIAL COHESION

SOCIAL COHESION ACROSS AUSTRALIA

The Australian Cohesion Index²³ has identified several key trends in social cohesion across the country:

- There is a decreasing sense of national pride and belonging among Australians, with declining trust and growing concerns about inequality.
- 62% of Australians say that the economy and housing affordability are their top concerns.
- 86% of Australians believe multiculturalism has been beneficial for the economy, although discrimination still exists.
- Strong connections in neighbourhoods and communities continue to be a positive aspect of Australian society.
- 30% of young people report feeling unhappy, and 47% feel that what they do in life is only somewhat worthwhile.

SOCIAL COHESION ACROSS NSW

According to Building social cohesion: A resource for local government²⁴, communities across NSW face a range of challenges that impact social cohesion. The issues include the high cost of living, limited access to affordable housing, intolerance of diversity, mental health support needs, and the ongoing social and economic effects of COVID-19.

Challenges like language barriers, divisions between short- and long-term residents, and cases of domestic violence put a further strain on community connections. In regional areas, there are additional obstacles, such as limited public transport options and large geographic distances.

Local governments also experience difficulties in promoting social cohesion and these are a result of a lack of funding and resources, and the challenges associated with engaging diverse communities. Other hurdles include declining trust between communities and government, and uncoordinated efforts across agencies.

Addressing these challenges requires stronger collaboration, more inclusive leadership, and increased investment in local services and community infrastructure.

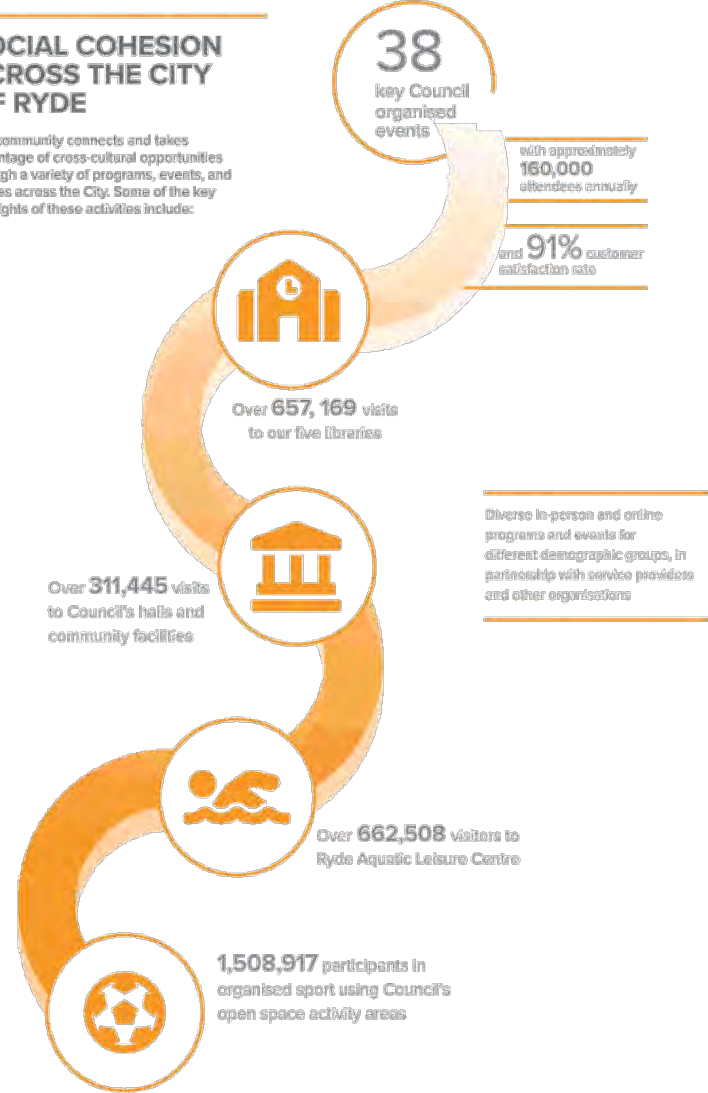


²³ <https://acli.com.au/institute.org.au/wp-content/uploads/2023/08/ACI-Report-2023.pdf>

²⁴ <https://www.nsw.gov.au/sites/default/files/auindex2024-02/BUILDING-Social-Cohesion-A-Resource-for-Local-Government.pdf>

SOCIAL COHESION ACROSS THE CITY OF RYDE

Our community connects and takes advantage of cross-cultural opportunities through a variety of programs, events, and spaces across the City. Some of the key highlights of these activities include:



For more details of our City and community, please refer to the Social Strategy Background Report 2025.

Figure 5. Snapshot of our social and cultural activities 2023-24 (City of Ryde 2025)



ITEM 7 (continued)

ATTACHMENT 1

 CITY OF RYDE DRAFT SOCIAL STRATEGY 2025-2030



We used the following methods to gather feedback from our stakeholders:

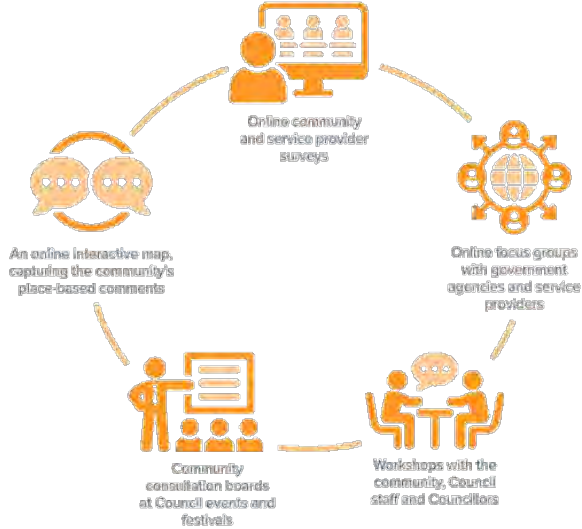


Figure 7: Applied methods for stakeholder engagement and consultation (City of Ryde 2025)

KEY INSIGHTS

The review and analysis of feedback from the community and stakeholders revealed the following key points:

COMMUNITY CONNECTIONS

The community expressed a strong sense of belonging to the City, but some groups—such as recent arrivals, senior residents, and people with disabilities—highlighted feelings of disconnection. Accessibility to services, spaces, and events was a key concern, particularly for the mentioned groups. Additionally, the development of high-rise buildings was seen as contributing to isolation and a lack of connection.

CELEBRATE AND SHOWCASE CULTURAL DIVERSITY

Celebrating and showcasing cultural diversity is a top priority. The community believes this will help address language and cultural gaps, and reduce isolation and discrimination. Suggested actions include more culturally diverse activities and events, and improved communication between the Council and the community.

A UNIFYING IDENTITY

There is a strong desire to create a distinct and unifying identity for Ryde. The community is interested in building pride through cultural initiatives that promote shared values. Ideas include rebranding community spaces, celebrating Ryde's cultural heritage, and hosting events that foster a sense of belonging.

COMMUNITY SAFETY

While most residents feel safe in the City during the day, concerns about safety after dark were raised, particularly by women and people with disabilities.

GREATER ACCESS TO SERVICES AND FACILITIES

While most residents feel they can access essential services, barriers to access still exist. Public transport and health services were identified as areas needing improvement to ensure everyone can access the support they need.

SOCIAL AND CULTURAL ACTIVITIES

Council-run events, festivals, and activity programs are seen as valuable strengths in Ryde's social and cultural offering. Many residents are satisfied with the frequency and quality of these activities, with festivals, markets, and sporting events being the most popular.

For more details on the stakeholder engagement process and outcomes, please refer to the Social Strategy Background Report 2025.

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Achieving our vision of Ryde as a place where everyone has access to inclusive services, programs, and spaces requires us to build on our strengths and address the challenges we face.

WHAT ARE OUR STRENGTHS?

We have:

- A growing, culturally diverse population
- A highly educated community
- A young median age, with a large proportion of young workers
- Social infrastructure, including libraries, several community facilities and hireable venues, as well as parks and open spaces
- Existing institutions that can support positive social outcomes
- A variety of community-led programs, events, and activities

WHAT CHALLENGES DO WE NEED TO OVERCOME?

We face challenges, such as:

- New arrivals and people living alone being at higher risk of social isolation, which affects their mental health and sense of belonging
- A need for more inclusive programs and spaces for senior residents, people with disabilities, and those with special needs
- Housing affordability and the rising cost of living
- Difficulty accessing services and participating in social and cultural activities.

VISION

'City of Ryde is a place where our diverse community has accessible and inclusive services, programs and spaces that support a healthy, equitable and connected community.'

The outcomes we need to achieve this vision are as follows:



Figure 8. Social Strategy outcomes (City of Ryde 2022)

HOW TO READ THIS SECTION OF THE SOCIAL STRATEGY

This section outlines the outcomes, objectives, and key action areas that will guide the City of Ryde's Social Strategy. To help you understand how these elements connect, we have provided an overview of how to read and interpret the content.

This Strategy uses an **outcome-based approach**, focusing on the results we aim to achieve. We have identified specific indicators to measure our progress towards these outcomes. These indicators will help us monitor and evaluate success and inform future adjustments to the Strategy.

The key components of this outcome-based approach are:

VISION

This is the foundation of our Strategy, reflecting our long-term goals for creating a connected, inclusive, and thriving community. The outcomes and objectives in this section are designed to bring this vision to life.

PLANNING PRINCIPLES

These principles are informed by a broader strategic context and valuable feedback from our community and stakeholders. They provide the framework for how we plan to achieve our vision, ensuring we remain focused on the needs of our diverse population and the challenges we face.

OUTCOMES

These define our key goals and priorities and represent the long-term vision for social planning in Ryde. The outcomes guide our efforts in areas such as social cohesion and community wellbeing, directly reflecting our vision and setting the direction for our work.

OBJECTIVES

These specific objectives make the vision and outcomes achievable. We have set objectives for each outcome, which will be reviewed and updated when the Strategy is revised in 2030.

KEY ACTION AREAS

These provide a roadmap for how we will achieve the objectives. Action areas will guide the development of an annual Social Action Plan, updated each year based on stakeholder feedback and as part of Council's operational planning process.

Additionally, this section outlines a process for implementing the Strategy, alongside a framework for monitoring and evaluating progress toward achieving the desired outcomes. The monitoring and evaluation framework encompasses the timeframe, assigned roles and responsibilities, and the reporting process.

ITEM 7 (continued)

ATTACHMENT 1



CITY OF RYDE DRAFT SOCIAL STRATEGY 2025-2030

OUTCOME 1: WE ARE SOCIALLY CONNECTED



"Multiculturalism is very strong in this community"

Our goal is to reduce social isolation and disconnection by providing easy access to opportunities for people to engage, build trust, and create spaces for positive interactions between different groups. This outcome focuses on strengthening community connections and fostering a sense of belonging for everyone in our City, especially as high-density living continues to grow.

Our community has told us that it needs more opportunities to connect, share experiences, and form stronger relationships. Many residents, especially those from diverse cultural backgrounds or those living in high-rise buildings, feel disconnected and want more opportunities for engagement.

This outcome addresses these concerns by creating spaces for people to interact – through events, public spaces, and accessible services. These initiatives help residents come together, share their stories, and build a sense of belonging, promoting inclusivity and support across Ryde.

By prioritising social inclusion and connection, we can create a welcoming environment where all residents – regardless of background, gender, age, income, or ability – feel valued and included. A key part of this is respecting and caring for Country, advocating for better services, and ensuring that our infrastructure meets the needs of everyone in our community.

KEY INSIGHTS FROM RESEARCH AND STAKEHOLDER ENGAGEMENT

Nearly half (49%) of our residents were born overseas, with the top three countries of birth being China, India, and South Korea. Of those born overseas, 23% arrived in Australia between 2016 and 2021.¹¹

49% of residents speak a language other than English at home, with Mandarin, Cantonese, and Korean being the most common languages.¹²

26% of our residents live alone, and 34% live in high-density housing.¹³

While many residents feel their culture is respected and have people in their neighbourhood to rely on for help, some have experienced or witnessed racial discrimination.

Our community enjoys attending festivals and events, but there are issues to address, including difficulties in accessing these activities or a lack of local events in some areas.

KEY ACHIEVEMENTS TO DATE

- Council hosted various events, including Youth Week, Seniors Festival, NAIDOC Week, and National Reconciliation Week.
- Council supported the Ryde Aboriginal Women's Gathering Group.
- The volunteer handbook and events toolkit were updated to help make community-run events more inclusive.
- Council provided grants for "Meet Your Neighbour" events to encourage community connection.
- A total of 19 community development initiatives were held, focusing on celebrating our diverse cultures.
- Key documents on the Council website were translated into 10 different languages.
- Translators were made available at Community Services events and activities to ensure inclusion and accessibility to information.
- A community development project for LGBTQIA+ youth was held to help young people in this group connect with the community and supporting services.
- Council ran programs and events promoting cross-cultural interactions, such as Diversity Talks, Cultural Dance Encounters, and Cultural Kitchen Workshops.

¹¹ REMPLAN based on ABS Census 2021 Retrieved from <https://www.remplan.com.au/>

OBJECTIVE	DESCRIPTION	KEY OUTCOME INDICATOR
Objective 1 Create accessible programs, events and activities that celebrate our diversity	The City of Ryde is home to a culturally and demographically diverse community. There is an increasing need for accessible programs, events, and activities for everyone to celebrate our diversity and bring people together. We will provide a greater diversity of opportunities for all community groups, particularly vulnerable groups including people with disabilities, culturally and linguistically diverse groups, senior residents and young people.	• Improvement in Council programs, events, and activities for greater inclusion of all community groups and more effective partnerships with agencies • Increased financial support through partnerships, for community groups to run community-led initiatives • Increased community engagement with local organisations • Increased sense of belonging and connection to Ryde
Objective 2 Facilitate positive community networks that connect Council, individuals, community groups and service providers	Building connections between Council, individuals, community groups, and service providers ensures that everyone has access to the support and resources they need to thrive. We will expand our current practices by creating more opportunities for meaningful connections across all sectors of our community.	• Increased provision of indoor and outdoor community spaces and facilities for residents within new private residential developments • Facilitated network of local service providers
Objective 3 Provide our community with access to information on social activities and opportunities to participate and engage with decisions	As our City grows and diversifies, ensuring that everyone is informed and involved is key to building a more connected and engaged community. We will enhance our communication and engagement practices by improving accessibility to information, and providing more opportunities for residents to get involved in decisions that shape our City. This will help ensure that everyone has a voice and is able to take part in the ongoing development of our community.	• Improvement in culturally appropriate formats for Council communication and information sharing (particularly for culturally and linguistically diverse communities and those with limited digital literacy) • Increased opportunities to participate and engage with decisions

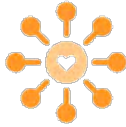
Table 3. Objectives and key outcome indicators relevant to Social Strategy Outcome 1 (City of Ryde 2025)

ITEM 7 (continued)

ATTACHMENT 1

 CITY OF RYDE DRAFT SOCIAL STRATEGY 2025-2030

OUTCOME 2: WE HAVE EQUITABLE ACCESS TO WELCOMING PUBLIC SPACES AND FACILITIES



"To bring people together, we need a central community space"

"If you plan for vulnerable users of spaces, you allow everyone access to those spaces"

We aim to create public spaces and facilities that are accessible, inclusive, and inviting for all members of our community. Our community has told us that it needs dedicated, accessible hubs where they can come together for social, cultural, and recreational activities. These spaces are important for our growing population to build stronger connections and engage in social activities that help them feel a sense of ownership and attachment to their area.

To create these spaces, we focus on improving our existing facilities, and strategically planning for new spaces, while also collaborating with government agencies and local institutions to share spaces for wider community use. We plan for inclusivity in the design and management of public spaces and facilities to remove any physical, financial, or social barriers, supporting both individual and community growth.

KEY INSIGHTS FROM RESEARCH AND STAKEHOLDER ENGAGEMENT

Between 2021-2024, there were 1,078,300 visits to Council's halls and community facilities, with 311,445 visits in 2023-2024 alone.

Our five libraries saw over 1,550,300 visits from 2021-2024.

The community is generally satisfied with the open spaces, public spaces, and community facilities available in our City.

The top three community facilities residents would like to see improved are open spaces, halls and venues, and community centres.

KEY ACHIEVEMENTS TO DATE

- Improvements have been made to the North Sydney School of Arts Community Centre.
- A new auditorium at Lachlan's Lane is available for hire.
- Council regularly undertakes renewal and maintenance programs to keep Council-owned community facilities and spaces in good condition.



OBJECTIVE	DESCRIPTION	KEY OUTCOME INDICATOR
Objective 4 Ensure equitable access to affordable, quality, and shared community facilities and public open spaces close to home, for everyone to enjoy	Community facilities and open spaces contribute to enhancing social connections and wellbeing. We will improve and expand these spaces, ensuring equitable access for all residents.	• Improvement in existing community facilities and public open spaces by providing greater accessibility, quality, and affordability • Strategic planning for provision of community facilities and spaces
Objective 5 Design and manage our parks and community facilities so that everyone feels welcome and included	Design and management of public spaces must be responsive to the diverse needs of users. We will continue to enhance the design and management of our public spaces to promote inclusivity and make them more welcoming.	• Improvement in the design and management of parks and community facilities for greater functionality and inclusion of diverse needs

Table 4. Objectives and key outcome indicators relevant to Social Strategy Outcome 2 (City of Ryde 2025)

ITEM 7 (continued)

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 CITY OF RYDE DRAFT SOCIAL STRATEGY 2025-2030

OUTCOME 3: WE HAVE SERVICES AND OPPORTUNITIES THAT ENABLE US TO THRIVE AND PROSPER



"Accessibility is the biggest challenge and that is why people are not using the services"

We are committed to supporting our community to thrive and reach its full potential. Our community has told us that while services are generally available, barriers still exist, such as distance to services, language barriers, the cost of services, and gaps in areas such as healthcare and transport.

We plan to invest in and advocate for affordable housing options as well as accessible and affordable social services, with a focus on leveraging local businesses, educational institutions, and government agencies to drive positive social outcomes. When people can access the services they need, they are better able to contribute to the community, fostering a sense of security and stability.

KEY INSIGHTS FROM RESEARCH AND STAKEHOLDER ENGAGEMENT

8% of households in Ryde earn less than \$800 per week.⁴⁸

An estimated 360 people in our City experienced homelessness in 2021.⁴⁹

There are emerging housing trends, including group homes, co-living, and Build-to-Rent developments.

5% of our community requires assistance with core activities.⁵⁰

Service providers have highlighted key barriers for customers, including limited service capacity and language barriers. They also noted that migrants on temporary visas often do not qualify for support services.

KEY ACHIEVEMENTS TO DATE

- Council partnered with Macquarie University and TAFE NSW to deliver programs like the Employment Pathways Expo and Youth Career Expo, focusing on employment opportunities for people with disabilities.
- Council developed a community information directory.
- Council worked with government agencies and not-for-profit service providers through the Northern Sydney Region Interagency partnership to advocate for better service provision.



OBJECTIVE	DESCRIPTION	KEY OUTCOME INDICATOR
Objective 6 Strongly advocate for access to a range of social services and affordable housing options	As the population grows and the cost of living increases, many individuals and families struggle to secure stable housing and access vital community support. We will advocate for additional funding for affordable housing projects, increasing the availability of social services, and fostering partnerships with government agencies.	• Increased provision of affordable and social housing options across the LGA • Decreased number of residents living in rental stress or experiencing homelessness • Increased accessibility of social services and opportunities
Objective 7 Partner with local businesses, educational institutions and NSW government agencies to improve social outcomes	A stronger collaboration between local businesses, educational institutions, and government agencies improves social outcomes. We will deepen our collaborations and foster partnerships.	• Improvement in service provision • Increased number of programs delivered in partnership with service providers

Table 6. Objectives and key outcome indicators relevant to Social Strategy Outcome 3 (City of Ryde 2025)

ITEM 7 (continued)

ATTACHMENT 1

CITY OF RYDE DRAFT SOCIAL STRATEGY 2025-2030

OUTCOME 4: WE ARE SAFE AND HEALTHY



"We need to talk more. There needs to be more interaction with each other and our neighbours".

Our community has told us that it needs more resources and support to improve overall health and wellbeing. They also look for stronger connections with their neighbours, to feel safe and supported.

We aim to create a place where people feel protected and supported in every way – physically, mentally, and emotionally. We prioritise safety and promoting a healthy and active lifestyle. We also advocate for health and wellbeing services and educate our community about physical and mental wellbeing. This helps to build a resilient community where people can adapt to challenges and lead fulfilling lives.

KEY INSIGHTS FROM RESEARCH AND STAKEHOLDER ENGAGEMENT

Around 20% of our community reported having one or more long-term health conditions, with mental health conditions being the most common.²⁹

Around 36% of Aboriginal and Torres Strait Islander residents in our City reported experiencing at least one long-term health condition.²⁹

5% of our community requires assistance with daily living due to disability.²⁹

KEY ACHIEVEMENTS TO DATE

- Council hosted workshops on women's health, social isolation among men, and building healthy relationships for couples and families.
- Council provided information and resources on domestic violence, cost of living and support services through its website.
- Council organised community expos, bringing service providers to accessible locations for the community.
- Council hosted regular My Aged Care information sessions in multiple community languages for senior residents and carers.



OBJECTIVE	DESCRIPTION	KEY OUTCOME INDICATOR
Objective 8 Increase opportunities for residents to access appropriate and affordable health and wellbeing services and facilities through partnerships	To address the challenges in accessing affordable and appropriate health and wellbeing services, we will expand our practices and partnerships to create new opportunities for residents to maintain a healthy and balanced life.	• Improvement in services and support for wellbeing, including preventative care, nutrition, mental health support and physical activity • Greater health and wellbeing considerations in Council's planning and practices • Increased community resilience and wellbeing • Reduced long-term health conditions
Objective 9 Develop Council-led recreational programs, events and facilities to promote active lifestyles	To encourage active lifestyles within our community, we will develop and enhance initiatives to inspire more residents to lead active, healthy lives.	• Improvement in Council programs, events and activities targeting community health and active lifestyle • Improvement in Council-owned sports and recreational facilities for greater social, health and wellbeing outcomes • Increased financial support for community-led health and wellbeing initiatives, through partnerships
Objective 10 Work to ensure that our community feels safe whilst moving through and within public spaces and facilities	Our community's safety is a priority. We will improve safety across our City by improved design and management of public spaces.	• Increased perception of safety after dark • Increased perception of safety for people with disabilities • Decreased crime rate

Table 6. Objectives and key outcome indicators relevant to Social Strategy Outcome 4 (City of Ryde 2025)

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²⁹ REMPLAN based on ABS Census 2021 Retrieved from <https://www.remplan.com.au/>

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ATTACHMENT 1

KEY ACTION AREAS

Underpinning the City's delivery of services and the strategic framework are the key areas of the Social Strategy. These, into 6 areas, will guide our approach and inform the development of plans, actions over the next five years. Our key action areas include:

Council's programs, events, and festivals

Grants and sponsorship

Leadership and advocacy

Partnerships

Strategic planning for service provision

Strategic planning for infrastructure delivery

Communication and information sharing

Public education

Research

Engagement and consultation

Council's policies, strategies and regulations

IMPLEMENTATION

This Strategy outlines a five-year roadmap for delivering social outcomes for the Ryde community. To support its implementation, we will develop a detailed Social Action Plan. The Action Plan will be reviewed and updated annually, incorporating stakeholder feedback and aligning with Council's operational planning process to ensure continuous improvement and relevance.

The City of Ryde's Social Strategy is designed to work in harmony with Council's other plans and strategies to ensure our actions support broader community goals. By aligning with existing Council plans that promote social cohesion, community wellbeing, and infrastructure development, we ensure that our efforts are integrated and complement the City's long-term vision.

The Council's plans and strategies, as mentioned in the Strategic Context section of this Strategy, contribute to the delivery of outcomes outlined in the Social Strategy. The Social Action Plan may also include high-level actions that guide more detailed initiatives within other Council plans or strategies, such as the Creativity Strategy, Events Plan, and Live Music Plan.

The successful delivery of these actions will rely on a collaborative effort across Council teams, with actions and progress reports included in their annual Business Plan. It will also involve partnerships with local community groups, not-for-profit organisations, service providers, government agencies, and peak bodies.

The budget for implementing these actions will be included in the Council's Delivery Program and Operational Plan.

MONITORING AND EVALUATION

To ensure the success of the Strategy, we will implement a robust monitoring and evaluation framework to assess the progress of objectives and actions and measure the extent to which the intended outcomes have been achieved.

TIMEFRAME

We will evaluate this Strategy at three key stages following its adoption by Council:

- **Short-term (year 1)** – to establish baseline data, monitor early action implementation and gather initial feedback.
- **Medium-term (year 3)** – to review progress towards objectives and adjust actions as required.
- **Long-term (year 5)** – to conduct a final review of the Strategy to assess our success in achieving outcomes and identify areas for improvement in the next Social Strategy.

ROLES AND RESPONSIBILITIES

The distribution of roles and responsibilities for monitoring and evaluating are outlined below:

- **Council** will lead the evaluation process, including developing evaluation methods, reporting on progress, and making adjustments as needed.
- **Community members and other stakeholders** will provide valuable feedback to inform the evaluation findings.
- **Partners** who collaborate with Council in delivering actions will share insights and contribute to monitoring outcomes.

The evaluation framework will be supported by strong partnerships with local organisations, service providers, and community representatives. Ongoing collaboration will take place through advisory groups, stakeholder workshops, and data-sharing initiatives.

REPORTING PROCESS

The evaluation and reporting process will include:

- **Baseline evaluation report**
- **Biannual reviews**
- **Quarterly and annual reports** – regular reporting as part of the IP&R framework to monitor progress and measure the success of actions
- **End of Strategy evaluation** – conducted at the five-year mark to inform the development of the next iteration of the Social Strategy

At the end of the five-year period, the findings from these evaluations will guide the next Social Strategy, enabling us to build on successes, address challenges, and refine our approach.

GLOSSARY

TERM/ACRONYM	DESCRIPTION
ABS	Australian Bureau of Statistics
CSP	Community Strategic Plan
Expo	Exposition, which is a collection of things (e.g., goods, works of art) for public display
IP&R	Integrated Planning and Reporting
LGA	Local Government Area
LGBTIQA+	Lesbian, Gay, Bisexual, Transgender, Intersex, <i>Queer/Questioning</i> , Asexual and many other terms (such as non-binary and pansexual)
LSPS	Local Strategic Planning Statement
NAIDOC	National Aborigines and Islanders Day Observance Committee, which was the name of the committee that was originally responsible for organising the national NAIDOC Week activities and over time the acronym has become the name for the entire festival
NSW	New South Wales
TAFE	Technical and Further Education

ITEM 7 (continued)

ATTACHMENT 1



ITEM 7 (continued)

ATTACHMENT 2



 City of Ryde

**SOCIAL STRATEGY
BACKGROUND REPORT**

DRAFT FOR PUBLIC EXHIBITION
2025

ITEM 7 (continued)

ATTACHMENT 2



CITY OF RYDE DRAFT SOCIAL STRATEGY BACKGROUND REPORT 2025

ACKNOWLEDGEMENT OF COUNTRY

The City of Ryde Council would like to acknowledge the Wailumedegal Aboriginal people, a clan of the Darug Nation, who are the Traditional Custodians of this Land. We would also like to pay respect to the Elders both past and present of the Darug Nation and extend that respect to all other Aboriginal and Torres Strait Islander people.

We honour the protection of one of the longest continuous Indigenous cultures and beliefs and pay our respects to the history, culture, language, and contemporary developments of the Indigenous people.

The City of Ryde Council celebrates the inclusion of all people and honours their rights and contribution to Country.

ACKNOWLEDGEMENT

The City of Ryde staff would like to thank the community and stakeholders for providing invaluable insights and perspectives to support the development of the *City of Ryde Social Strategy 2025-2030* and its Background Report.

Of note is also the contribution and support of our elected Councillors and popularly elected Mayor towards our important work on social and cultural planning and strategies .



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ATTACHMENT 2



CITY OF RYDE DRAFT SOCIAL STRATEGY BACKGROUND REPORT 2025

INTRODUCTION

The City of Ryde's Social Strategy Background Report 2025 (the Background Report) plays a pivotal role in guiding the development of the Social Strategy 2025-2030 (the Strategy). This Report provides a thorough overview of the current social landscape across the City of Ryde (our City), offering insights into Ryde's demographics, key social and cultural activities, and the state of our social and cultural infrastructure. It also presents a forward-looking estimate of what the future of our City and community might look like, based on current trends and projected developments. Through data collection, community engagement, and review and analysis of the strategic context, the Background Report identifies the issues and opportunities that shape the Social Strategy, ensuring it is aligned with the aspirations of the people who call Ryde home.

The Report lays the groundwork for vision of our City as:

"A place where our diverse community has accessible and inclusive services, programs and spaces that support a healthy, equitable and connected community".



PURPOSE

The primary purpose of this Background Report is to provide the necessary context and foundational information to inform the development of the Social Strategy 2025-2030. This document offers a detailed snapshot of Ryde's social and cultural landscape, exploring the current state of our infrastructure, the community's demographics, and the key social and cultural activities that contribute to the vibrancy of our City. Additionally, the Report outlines potential future scenarios for Ryde and the challenges and opportunities that may arise in the coming years. By analysing these factors, the Background Report ensures that the Strategy is based on a solid understanding of local needs and is tailored to address emerging issues.

The Report also provides a summary of strategic targets and priorities, and highlights the stakeholder engagement process and findings, emphasising the importance of collaboration in shaping a strategy that reflects the collective vision of Ryde's diverse population.

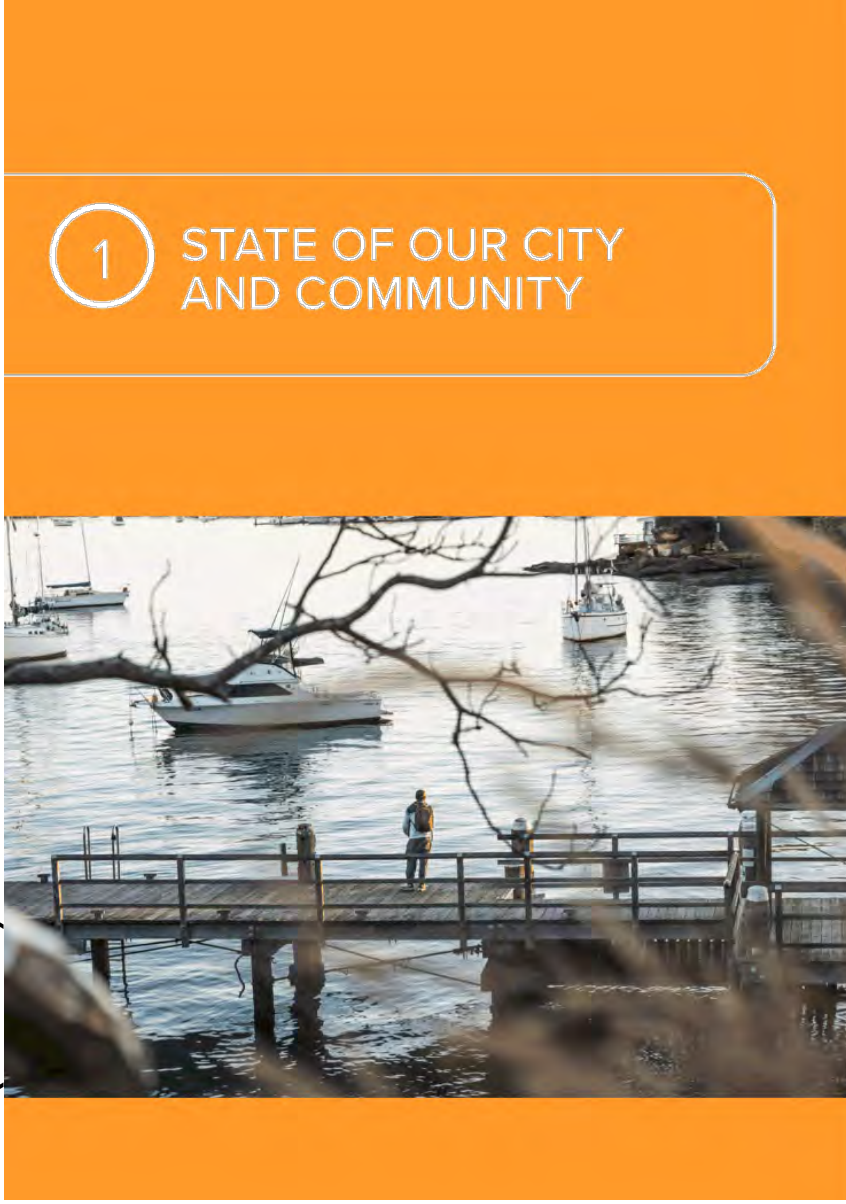
HOW TO READ THIS DOCUMENT

This Background Report is structured to guide readers through the key elements that influence the Social Strategy 2025-2030. It is divided into three sections, each offering insights into different aspects of the City's social landscape:

- ① **STATE OF OUR CITY AND COMMUNITY**
This section provides a snapshot of Ryde's Social and Cultural Infrastructure that supports community cohesion and wellbeing. It presents an analysis of the community's demographics, highlighting key social and cultural activities that shape the City's identity and cohesion. The section also outlines a brief projection of the future of the community and the City.
- ② **STRATEGIC CONTEXT**
This section provides a summary of the strategic goals for fostering social connections, cohesion and wellbeing at international, national, state, regional, and local levels.
- ③ **STAKEHOLDER ENGAGEMENT PROCESS AND OUTCOMES**
This section presents an overview of the consultation process, including the activities, principles, communication pathways, participant groups, and key findings from community and stakeholder engagement.

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OUR CITY

The City of Ryde Local Government Area (LGA) is located 12 kilometres from Sydney's CBD and covers an area of about 40 square kilometres. It is divided into three wards (East, Central and West), as shown in Figure 1, with some areas distributed across multiple wards.



EAST WARD

The East Ward includes the following areas:

- Chatswood West
- Macquarie Park
- Gladesville
- East Ryde
- North Ryde
- Putney
- Ryde
- Tennyson Point

CENTRAL WARD

The Central Ward includes the following areas:

- Denistone East
- Meadowbank
- Macquarie Park
- North Ryde
- Ryde
- West Ryde

WEST WARD

The West Ward includes the following areas:

- Denistone
- Denistone East
- Denistone West
- Eastwood
- Macquarie Park
- Marsfield
- Melrose Park
- West Ryde

Figure 1. The City of Ryde wards and suburbs (City of Ryde 2025)

ITEM 7 (continued)

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 CITY OF RYDE DRAFT SOCIAL STRATEGY BACKGROUND REPORT 2025

OUR SOCIAL AND CULTURAL INFRASTRUCTURE

This section focuses on the social and cultural infrastructure within our City, highlighting key areas that contribute to the community's social life, wellbeing and vibrancy. Specifically, it examines social and cultural spaces, facilities, and health services, along with sports and recreational areas. The Report also looks at the educational institutions that contribute to our social fabric and support community development. These areas are essential in fostering a connected, healthy, and engaged community.

SOCIAL AND CULTURAL SPACES, FACILITIES AND HEALTH SERVICES

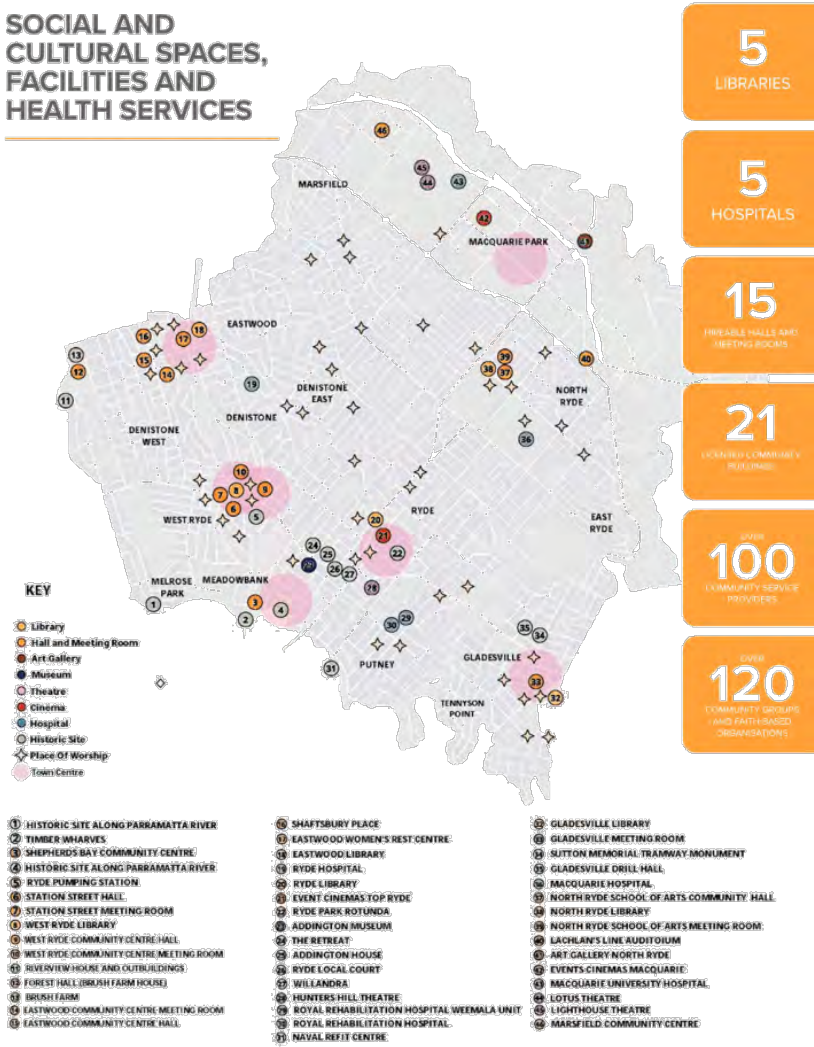


Figure 2: Social and cultural spaces, facilities and health services (City of Ryde 2025)

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 CITY OF RYDE DRAFT SOCIAL STRATEGY BACKGROUND REPORT 2025

SPORTS AND RECREATIONAL SPACES

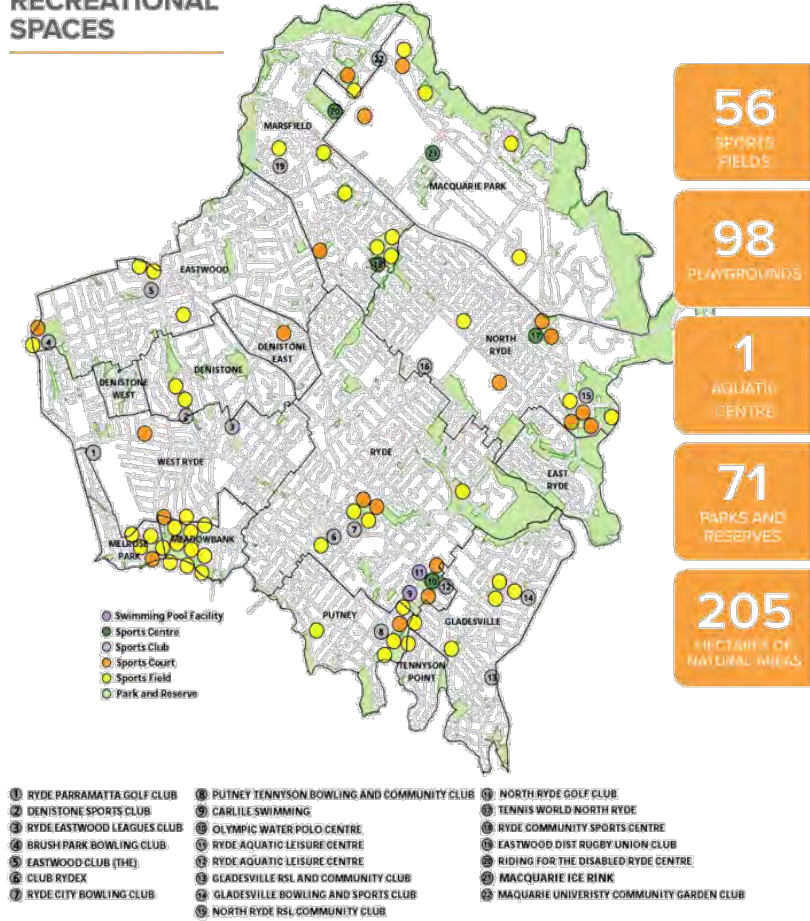


Figure 3. Sports and recreational spaces (City of Ryde 2023)

EDUCATIONAL INSTITUTIONS

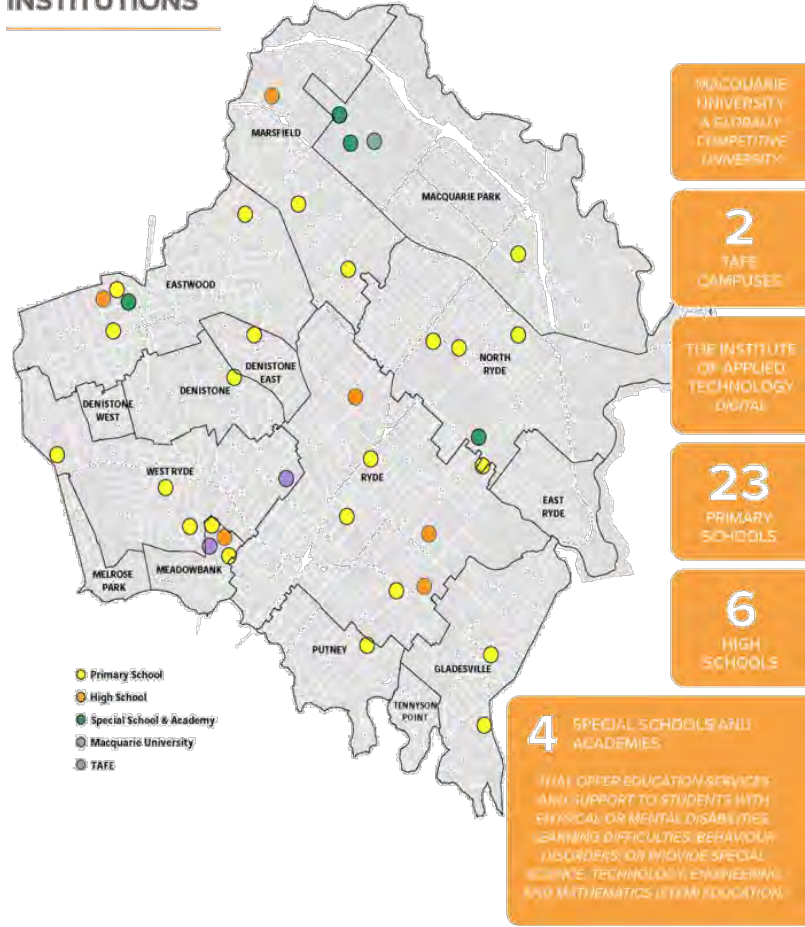


Figure 4. Educational institutions (City of Ryde 2023)

ITEM 7 (continued)

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CITY OF RYDE DRAFT SOCIAL STRATEGY BACKGROUND REPORT 2025

OUR COMMUNITY¹

OUR GROWING POPULATION

As shown in Figure 5, the population of our City was 129,123 in 2021 and has grown to 138,720 in 2024. The most populated suburbs are Ryde, Macquarie Park Innovation District, and Eastwood. Our population is expected to reach 156,964 by 2030 and 183,352 by 2041, which means an increase of 18,244 people by 2030 and 44,632 people by 2041, compared to 2024 population.

PROJECTED POPULATION

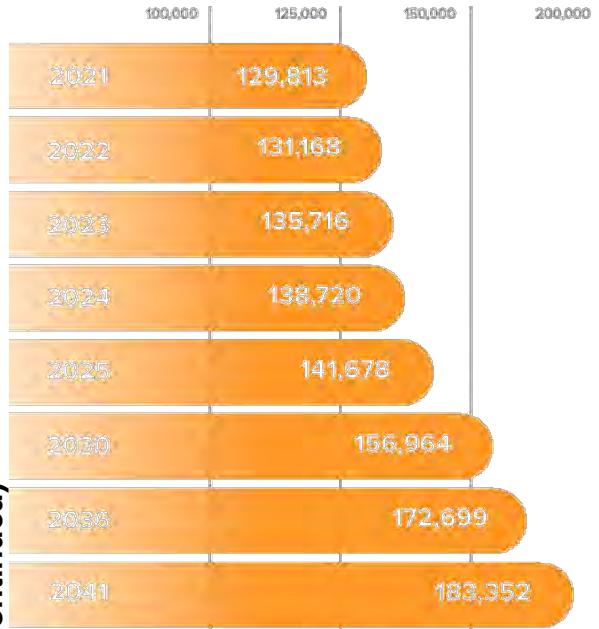


Figure 5. Projected population 2021 to 2041 (Data source: REMPLAN future population forecast)

¹All data presented in this section is sourced from REMPLAN and Id Community Profile based on Australian Bureau of Statistics (ABS) Census of Population and Housing 2021. Retrieved from <https://www.remplan.com.au/> and <https://profile.id.com.au/>. The population projection data is sourced from REMPLAN future population forecast.

AGE AND GENDER DISTRIBUTION

The gender distribution in our City is nearly balanced, with males making up 49% and females 51% of the population. As shown in Figure 6, this balance is consistent across different age groups.

The largest age group in our City is 30-34 years, making up 10% of the total population. This is followed by those aged 35-39 (9%) and 25-29 (8.5%). While the percentage share of the population decreases as age increases, particularly after retirement age (65), the number of residents over 65 has increased from 19,489 in 2021 to an estimated 20,596 in 2024, making up 15% of the total population.

Children aged 0 to 4 and 5 to 9 make up 5.63% and 5.74% of the population, respectively. The total population under 15 has also grown slightly from 20,966 in 2021 to an estimated 22,260 in 2024, making up 16% of our increasing population.

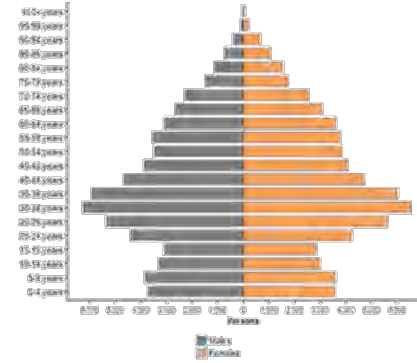


Figure 6. Age-gender pyramid distribution 2021 (Data source: REMPLAN based on ABS Census 2021)

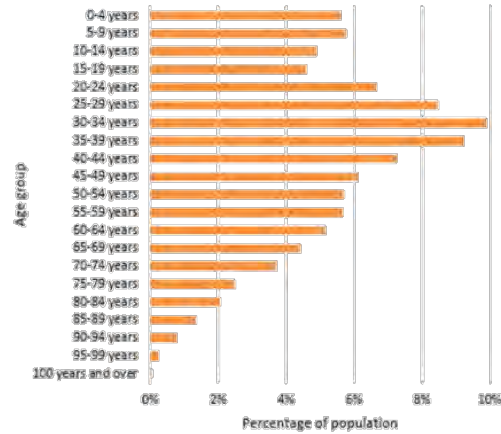


Figure 7. Age breakdown (Data source: REMPLAN based on ABS Census 2021)

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CITY OF RYDE DRAFT SOCIAL STRATEGY BACKGROUND REPORT 2025

HOUSEHOLDS AND FAMILIES



- In 2021, there were around **50,800** households in our City, with an average household size of **2.47**. Our City has a variety of household types, with the largest group being couples with children, making up **32%** of households in 2021, slightly lower than the Greater Sydney average of **34%**. Lone-person households counted for **26%**, which is higher than the Greater Sydney average of **23%**.

CULTURAL DIVERSITY

Our City has a rich cultural diversity, including:



- Aboriginal and Torres Strait Islander residents**, who made up **0.5%** of the population in 2021.
- Culturally and linguistically diverse (CALD) communities**, who were born overseas, made up **49%** of our population in 2021, compared to **39%** in Greater Sydney. The top three countries of birth are China, India, and South Korea. Of the overseas-born residents, **23%** arrived in Australia between 2016 and 2021.
- In 2021, **49%** of residents spoke a language other than English at home, compared to **37%** in Greater Sydney. The top three languages spoken at home are Mandarin, Cantonese, and Korean. Additionally, **9%** of the population reported having difficulty speaking English.
- While our community practices a range of religions, Christianity remained the largest religion, with **44.2%** of residents identifying as Christian in 2021.

HEALTH, WELLBEING, AND SUPPORT WITH CORE ACTIVITIES



- In 2021, around **20%** of our population reported having one or more long-term health conditions, which is slightly lower than the Greater Sydney average of **23%**. The most common long-term health conditions reported in 2021 were mental health related, affecting **6%** of the population.
- Aboriginal and Torres Strait Islander people in our City reported higher rates of long-term health conditions, with about **36%** experiencing at least one. In line with the overall community, mental health conditions were the most common, affecting **17%** of this group.
- In 2021, about **5%** of our population reported needing assistance with daily activities, due to disability.

EDUCATION



- Education is highly valued in our community. As shown in Figure 8, **60%** of our population had a Bachelor's degree or higher in 2021. However, **5%** of young people aged 15 to 24 were not engaged in education or employment.²

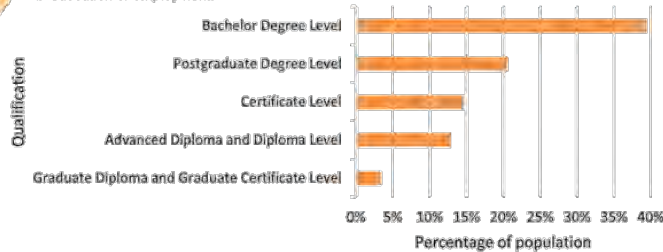


Figure 8. Highest qualification (Data source: REPLAN based on ABS Census 2021)

² Engagement in employment and education looks at the level of participation by age and sex of the population in the labour market, or full or part-time education. A full-time employee, or full-time student would be fully engaged, while part-time students may be fully engaged if they are also employed, or partly engaged if they are not working.

EMPLOYMENT



- In 2021, **94%** of our labour force³ was employed across various industries. The top three industries were 'Professional, Scientific, and Technical Services,' 'Health Care and Social Assistance,' and 'Education and Training.'
- Male workers made up **51%** of the employed labor force, slightly more than female workers at **49%**. The largest group of employed residents were those aged 35-39 (**14%**), followed by those aged 40-44 (**13%**).
- The overall participation rate⁴ for residents in our City was **64%** in 2021, with an unemployment rate of around **5%**, which is similar to the Greater Sydney average.

Workforce movements

- 21%** of our local workers both live and work within the LGA, while **79%** live outside the area, mostly in Parramatta, Blacktown, and Hornsby.
- Of the residents who work, **68%** travel outside the City for their job. The top three areas where they work are Sydney, Parramatta, and Willoughby.

Employment status of people with disabilities

- In 2021, about **87%** of people in the City of Ryde who needed assistance and were part of the labor force were employed. Their unemployment rate was **13.3%**, slightly higher than the Greater Sydney average of **13.1%**. Their participation rate in the labor force was **9.3%**, also slightly higher than the Greater Sydney rate of **9.1%**.

Employment status of recently arrived migrants and CALD communities

- In 2021, **90%** of City of Ryde residents who recently arrived from overseas and were in the labour force were employed. The unemployment rate for this group was **9.5%**.
- Overall, **94%** of non-English speaking residents in Ryde who were in the labour force were employed, with an unemployment rate of **6%**.

Employment status of Aboriginal and Torres Strait Islander people

- In 2021, **94%** of our residents who identified as Aboriginal and Torres Strait Islander people were employed, with an unemployment rate of **6%**.

VOLUNTARY WORK



- In 2021, about **13%** of our population reported doing some form of voluntary work, which is higher than the Greater Sydney average of **12%**.

INCOME AND HOUSING STRESS



- In 2021, around **8%** of households in our City earned less than **\$650** per week, while **41%** earned more than **\$3,000** per week. Of low-income households, **11%** had a mortgage, **29%** rented privately, and **13%** lived in social housing.
- The median weekly household income in our City was **\$2,189**, slightly higher than the Greater Sydney median of **\$2,099**. The median weekly rent in our City was **\$460**.
- An estimated **350 people** were homeless in the City of Ryde in 2021.

HOUSING



- Our City provides a range of housing options for residents. In 2021, **50%** of residents lived in separate houses, **16%** in medium-density housing, and **34%** in high-density housing.
- Among non-private dwellings, the two most common types were nursing homes (**26%**) and residential colleges or halls of residence (**25%**).

³ Persons aged 15+ who are classified as either employed or unemployed.
⁴ Population in labour force

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 CITY OF RYDE DRAFT SOCIAL STRATEGY BACKGROUND REPORT 2025

SNAPSHOT OF OUR SOCIAL AND CULTURAL ACTIVITIES

Our City offers a diverse range of events and programs aimed at fostering community engagement, social connection, cohesion, and wellbeing. This section provides a snapshot of the key initiatives organised between 2023-2024.



COUNCIL-ORGANISED EVENTS



In 2023-2024, the City of Ryde Council (Council) hosted **38** events, drawing approximately **160,000** annual attendees. These events were highly successful, with a **91%** customer satisfaction rate, based on surveys from event visitors. The events organised were of varying scales:

- Signature events, such as the Granny Smith Festival, attracted around **80,000** attendees, with more than **4,000** community members and **1,800** performers contributing to its success.
- Major events, including Australia Day Celebrations, Lunar New Year, Cork and Fork by the Riverside, and New Year's Eve Fireworks, drew over **5,000** participants each.
- Small events, such as Cinema in the Park and the Sustainability Festival, engaged up to **1,000** attendees.
- Civic events, including ANZAC Day and Remembrance Day services, as well as Citizenship Ceremonies, brought together up to **200** people each.

LIBRARY PROGRAMS AND COMMUNITY FACILITY ENGAGEMENT



Inclusive programs were offered to senior residents, youth, women, CALD communities, and First Nations people, ensuring that diverse groups had access to tailored activities. These activities were organised in partnership with Macquarie University, TAFE NSW, government agencies and not-for-profit service providers.

Over **657,169** visits were made to the five libraries across the City, including:

- **39,733** attendees at **1,708** in-person and online library programs and events
- **16,209** attendees at children's StoryTime and Baby RhymeTime sessions

Additionally, there were over **311,445** visits to Council's community halls and facilities, while the Ryde Aquatic Leisure Centre saw over **662,508** visitors.

SPORTS AND RECREATION



- Sport and recreation continue to be a major part of life in the City. Council's activity areas and open spaces hosted **1,508,917** participants in organised sports. This highlights the community's strong engagement in physical activities and the importance of these spaces in promoting health and social connection.

DIGITAL ENGAGEMENT



- Council's online presence saw significant interaction, with approximately **6 million** page views on the Council's website. This reflects the growing interest in virtual programming and online resources, providing easy access to information and community engagement.

COMMUNITY GRANTS AND FUNDING PROGRAMS



- The Council continued to support community development through various funding programs, including Community Wellbeing, Arts and Creativity, Community Facilities and Equipment, Sport and Recreation, Venue Hire, and other small grants. In 2023, **64** community grants were awarded, followed by **66** grants in 2024.

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 CITY OF RYDE DRAFT SOCIAL STRATEGY BACKGROUND REPORT 2025

FUTURE STATE OF OUR COMMUNITY AND CITY



POPULATION GROWTH

- Our population is expected to reach 156,864 by 2030 and 183,352 by 2041, which means an increase of 18,244 people by 2030 and 44,632 people by 2041¹. Since 2021, our community has seen demographic changes, and future trends suggest a growing number of senior residents, along with more young families, children, and teenagers.
- As our community continues to change, we will need to plan for higher demands on social infrastructure, such as schools, childcare, and community facilities. There will also be a greater need for public spaces, local services, inclusive activities for all groups, and improved access to services and places for senior residents and people with disabilities.



HOUSING DEVELOPMENT

- Housing development is a key part of planning for our growing population. It is important to provide a variety of housing options to meet the needs of different household types, while also offering affordable living choices for key workers.
- The New South Wales (NSW) Government has committed to building 377,000 new homes across the state by 2029 as part of the National Housing Accord. Our City will contribute by completing 11,600 new homes within the LGA by 2029, to help address the housing crisis and meet the future needs of our community.²
- To maintain the high quality of life in our City, future planning should focus on creating diverse, well-located homes in areas with existing infrastructure, such as schools, community facilities, hospitals, open spaces, and transport. Additionally, developing and activating commercial centres like Macquarie Park will help create attractive local workplaces. It is also crucial to invest in additional infrastructure to support our growing population.



LOCAL ECONOMIC GROWTH

- Our local economy is thriving, anchored by the business development activities occurring in Macquarie Park Innovation District, which offers diverse employment opportunities and contributes significantly to our economic output. The City of Ryde also benefits from its proximity to a wealth of talent, with Macquarie University and two TAFE NSW campuses, including the Institute of Applied Technology – Digital.
- The City of Ryde's Economic Development Strategy 2024-2028³ and Night-time Economy Strategy 2024-2028⁴ will guide future economic growth. Our vibrant town centres, including West Ryde-Meadowbank, Eastwood, and Gladesville, will be further activated through masterplans and place activation projects.

¹ REMPLAN future population forecast, Retrieved from <https://www.remplan.com.au/>

² <https://www.housing.nsw.gov.au/press-releases/2024/04/24/national-housing-accord>

³ <https://www.cityofryde.nsw.gov.au/files/assets/publications/development/economic-development/economic-development-strategy.pdf>

⁴ <https://www.cityofryde.nsw.gov.au/files/assets/publications/development/economic-development/night-time-economy-strategy.pdf>

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STRATEGIC CONTEXT

The Local Government Act 2009 (NSW) is underpinned by the Sustainable Communities, Resilient and Diverse, and the Local Government Act 2009 (NSW) is underpinned by the Sustainable Communities, Resilient and Diverse, and the Local Government Act 2009 (NSW) is underpinned by the Sustainable Communities, Resilient and Diverse.

This section outlines the key strategic context and goals of the City of Ryde.

INTERNATIONAL PRIORITIES



UN SUSTAINABLE DEVELOPMENT GOALS

The concept of 'social wellbeing' is a key part of the UN Sustainable Development Goals⁵ (SDGs), which were first adopted in 2015. These goals provide a global roadmap for creating a more sustainable future for cities and communities.

The City of Ryde's social planning aligns with the UN SDGs, focusing on specific areas, such as:

- Good Health and Wellbeing (SDG 3)
- Quality Education (SDG 4)
- Gender Equality (SDG 5)
- Reduced Inequalities (SDG 10)
- Sustainable Cities and Communities (SDG 11)
- Peace, Justice, and Strong Institutions (SDG 16), and
- Partnerships for the Goals (SDG 17).

Our Social Strategy builds on the City's strengths and opportunities to improve social wellbeing, celebrate diversity, and promote equity and inclusion for all residents. It aligns with the UN Goals and contributes to the global 2030 Agenda for Sustainable Development.



UN DECLARATION ON THE RIGHTS OF INDIGENOUS PEOPLES

The UN Declaration on the Rights of Indigenous Peoples⁶, adopted in 2007, sets out global standards to support the survival, dignity, and wellbeing of Indigenous people. Our City's social planning aligns with these standards, recognising and respecting Aboriginal and Torres Strait Islander people, as well as their spiritual connection to the land, waters, cultures, and beliefs.

Our Social Strategy reflects our commitment to fostering vibrant communities and achieving meaningful outcomes that honour the people and cultures that define who we are and guide us towards a united future.

⁵ <https://sdgs.un.org/goals>

⁶ <https://www.un.org/development/desa/indigenouspeoples/wp-content/uploads/2018/12/un-declaration-on-the-rights-of-indigenous-peoples.pdf>

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CITY OF RYDE DRAFT SOCIAL STRATEGY BACKGROUND REPORT 2025

NATIONAL PRIORITIES



NATIONAL MULTICULTURAL FRAMEWORK

The Multicultural Framework Review 2024, Towards Fairness – A Multicultural Australia for All¹, is the first major assessment of our nation's approach to multiculturalism. It emphasises the importance of a whole-of-government and community effort to fully realise the potential of our diverse, multicultural society. The review outlines key components of the Multicultural Framework, including:

Connection: Establishing the foundations of social cohesion, cultural identity, and equality of opportunity.

Identity and belonging: Creating a welcoming Australia by celebrating multiculturalism, investing in programs that drive social change through arts and sport, and deepening the understanding of First Nations history.

Inclusion: Ensuring culturally responsive services across sectors like health, disability, education, aged care, and housing, while promoting cultural capability within the Australian Public Service. It also addresses the digital divide and the unique needs of diverse cultural and demographic groups.

Our Social Strategy outlines actions that continue to strengthen community connection within our multicultural and diverse population, ensuring inclusivity and a shared sense of belonging.



NATIONAL WELLBEING FRAMEWORK

Australia's Wellbeing Framework 2023², identifies key factors—such as health, security, sustainability, cohesion, and prosperity—that significantly contribute to both individual and collective wellbeing. Inclusion, equity, and fairness are central to this Framework, emphasising the importance of ensuring that wellbeing outcomes are shared fairly among all community members and groups. The Framework outlines key indicators to track progress and measure the effectiveness of efforts aimed at achieving the best outcomes for the community.

This Wellbeing Framework informs our Social Strategy by highlighting the wellbeing aspects that should be prioritised and providing guidance on the indicators that will be used to monitor and evaluate future outcomes.



NATIONAL DISABILITY STRATEGY

The National Disability Strategy 2021-2031³ drives action across all levels of government to improve the lives of people with disabilities, ensuring their rights are protected, promoted, and fully realised. The Disability Strategy outlines ways to improve inclusion, enable people with disabilities to reach their potential, and ensure they are integrated into the community. It also focuses on enhancing mainstream services and systems to improve outcomes for people with disabilities.

Our Social Strategy highlights several key areas, including safety, health and wellbeing, and access to support and services. These areas inform our City's social planning, ensuring that relevant considerations are made to support people with disabilities in our community.

¹<https://www.humanrights.gov.au/multicultural-framework-review/summary/multicultural-framework-review-report-english.pdf>

²https://www.measure.gov.au/sites/default/files/2023-07/measuring-what-matters-statement152623924_0.pdf

³<https://www.ndis.gov.au/ndis/ndis-strategy-2021-2031>



ENGAGE! A STRATEGY TO INCLUDE YOUNG PEOPLE IN THE DECISIONS WE MAKE

Engage 2024⁴ presents a new vision for how the government can collaborate with young people. This national strategy focuses on three priority areas for youth engagement, including listening to and acknowledging young people, empowering them to advocate and engage with the government, and supporting the government in effectively working with young people.

Our Social Strategy focuses on supporting and empowering young people to strengthen their connection to the community and services, improving their health and wellbeing, and creating employment opportunities.



NATIONAL CULTURAL POLICY

The National Cultural Policy 2023, Revive: A Place for Every Story, A Story for Every Place⁵, aims to position arts, culture, and heritage as central values in shaping Australia's future. The Policy guides creative workers, organisations, and audiences to thrive and grow.

The Cultural Policy is built around five pillars, including:

- Recognising and respecting First Nations stories, arts, and cultures
- Including everyone's story in the creation of culture
- Supporting artists
- Providing cultural infrastructure, and
- Enhancing community connection through arts, culture, and creativity.

These pillars guide the actions needed for the future growth and development of arts, culture, and creativity. Our Social Strategy aligns with these directions to deliver social and cultural outcomes in our community.

NSW GOVERNMENT PRIORITIES



NSW AGEING STRATEGY

The NSW Ageing Strategy⁶ outlines a vision that embraces the benefits of an ageing population and acknowledges their valuable contributions to the community. It empowers senior community members and encourages proactive planning for their future.

Our Social Strategy highlights the needs of our City's ageing population and provides actions to ensure we create a community that supports its residents in their later years.



NSW DISABILITY INCLUSION PLAN

The NSW Disability Inclusion Plan 2021-2025⁷ offers a framework for building a more inclusive society by addressing systemic and attitudinal barriers.

The Plan outlines four key areas the NSW Government can focus on to improve the lives of people with disabilities. The relevant actions for our Social Strategy include promoting positive community attitudes and behaviours, creating more liveable places, and improving access to mainstream services through better systems and processes.

⁴<https://www.youth.gov.au/engage/engage-strategy-include-young-people-decisions-we-make/18336/document.pdf>

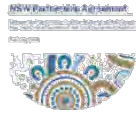
⁵<https://www.culture.gov.au/au/en/policy/cultural-policy-2023>

⁶<https://www.healthcare.nsw.gov.au/ndis/ndis-strategy-2021-2031>

⁷<https://www.ndis.gov.au/ndis/ndis-strategy-2021-2031>

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NSW CLOSING THE GAP PARTNERSHIP AGREEMENT

The NSW Closing the Gap Partnership Agreement 2024¹⁸ builds on the National Partnership Agreement signed in 2020. It aims to strengthen the relationship between the government and Aboriginal and Torres Strait Islander communities and organisations. The goal is to work towards shared objectives for Aboriginal and Torres Strait Islander people and communities, while ensuring they have a say in the development and implementation of policies and programs that affect their lives.

The Agreement outlines key reforms for this partnership, including formal partnerships, shared decision-making, building the community-controlled sector, transforming government organisations to work more effectively with Aboriginal and Torres Strait Islander people, improving access to regional data and information, and growing the Aboriginal business sector through collaboration.

Our Social Strategy supports Council's partnership with Aboriginal and Torres Strait Islander communities and organisations, in line with the priorities set out in this Partnership Agreement.



NSW CONNECTING WITH COUNTRY FRAMEWORK

The NSW Connecting with Country Framework 2023¹⁹ promotes the building of strong connections with Country to guide the delivery of built environment projects across the state. The Framework advocates for a collaborative approach, centred on Country, and guided by Aboriginal people, their knowledge, and values. Through this Framework, the NSW Government aims to minimise the impacts of natural events, honour and respect Aboriginal cultural knowledge, and ensure the care and protection of Country.

The City of Ryde Social Strategy supports the recognition of First Nations communities' history, cultures, and values, and advocates for a deeper connection with Country.



NSW HOMELESSNESS STRATEGY

The NSW Homelessness Strategy 2025-2035²⁰ outlines plans and actions to prevent and address homelessness in NSW. It focuses on a person-centred approach, with coordinated and localised service planning, design, and delivery, informed by the lived experiences of people who have experienced homelessness.

Advocating for increased affordable housing is a key priority in our Social Strategy.



NSW VOLUNTEERING STRATEGY

The NSW Volunteering Strategy 2020-2030²¹ presents an inclusive and aspirational vision to grow, value, and invest in volunteers. It aims to attract volunteers from all demographic groups, including people of diverse ages and all genders, people with disabilities, and those from various cultural backgrounds.

Volunteering activities are highlighted and supported in our Social Strategy as key opportunities for fostering community connection and resilience, contributing significantly to health and wellbeing outcomes.

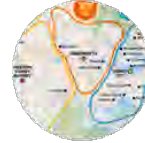
¹⁸ <https://www.ssgo.nsw.gov.au/sites/default/files/indoc/2024-05/NSW-Closing-the-Gap-Partnership-Agreement.pdf>

¹⁹ <https://www.planning.nsw.gov.au/sites/default/files/2023-10/connecting-with-country.pdf>

²⁰ <https://www.ssgo.nsw.gov.au/sites/default/files/2024-06/NSW-Volunteering-Strategy-2020-2030.pdf>

²¹ <https://www.ssgo.nsw.gov.au/sites/default/files/2023-10/connecting-with-country.pdf>

REGIONAL PRIORITIES



GREATER SYDNEY REGION PLAN – A METROPOLIS OF THREE CITIES

The Greater Sydney Region Plan, A Metropolis of Three Cities 2018²², envisions three cities – the Western Parkland City, the Central River City, and the Eastern Harbour City – to meet the needs of a growing and evolving population. Its goal is to enhance liveability, productivity, and sustainability by spreading the benefits of growth, allowing residents to live within 30 minutes of jobs, education, healthcare, services, and vibrant places.

The Plan emphasises the need for infrastructure that aligns with projected growth and the future needs of communities. It highlights the importance of collaboration between government, businesses, and communities to achieve the best outcomes and realise the benefits of growth.

The Greater Sydney Region Plan serves as a guide for the implementation of the vision across the five districts of the metropolitan area, including the North District Plan, which encompasses the City of Ryde LGA.



GREATER SYDNEY 2056 - NORTH DISTRICT PLAN

Our City is part of the North District, and as such, its strategic planning – including social and cultural planning – is guided by the Greater Sydney 2056 - North District Plan²³. We focus on growth and delivering place-based outcomes for our community, based on several key planning priorities outlined in the North District Plan, including:

- Planning for a City supported by robust infrastructure
- Encouraging collaboration across all sectors
- Providing services and social infrastructure that meet the evolving needs of residents
- Fostering healthy, creative, culturally rich, and socially connected communities
- Ensuring the provision of housing that offers choice, affordability, and access to jobs, services, and public transport
- Revitalising and renewing local centres, and
- Creating great places for everyone, while respecting the District's heritage.

The vision of the North District Plan is to enhance our community's quality of life by providing quicker and easier access to a broader range of jobs, housing options, and activities.



RESILIENT SYDNEY: A STRATEGY FOR CITY RESILIENCE

The Resilient Sydney Strategy 2018²⁴ outlines a five-year action plan, aimed at enhancing the City's ability to survive, adapt, and thrive amid global and local challenges. It focuses on key directions and priority actions, developed through an unprecedented collaboration among all 33 metropolitan councils, the NSW Government, businesses, and communities. The Strategy's vision is to create a connected, inclusive, and resilient Sydney, with a mission to improve understanding and manage resilience challenges.

As a partner in developing the Resilient Sydney Strategy, the City of Ryde is committed to adopting a people-centred approach that fosters community connections, ensuring resilience and preparedness to maintain quality of life. Our Social Strategy supports this goal by fostering collective effort.

²² <https://www.planning.nsw.gov.au/plans-for-your-urban-metropolis-of-three-cities>

²³ <https://www.planning.nsw.gov.au/sites/default/files/2024-04/north-district-plan.pdf>

²⁴ <https://www.cityofsydney.nsw.gov.au/about-us/news-and-views/decision-making/resilient-sydney>

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ATTACHMENT 2



CITY OF RYDE DRAFT SOCIAL STRATEGY BACKGROUND REPORT 2025

CITY OF RYDE PRIORITIES



Community Strategic Plan

Council's Community Strategic Plan 2028²⁵ (CSP) is a 10-year roadmap that reflects the community's insights and needs. It breaks down both current and future requirements into seven key strategic directions for the development of our City. These directions and delivery indicators are detailed in the four-year Delivery Plan, with specific actions outlined in the one-year Operational Plan.

The key directions guiding the Plan include establishing:

- A vibrant and liveable City
- An active and healthy City
- A natural and sustainable City
- A smart and innovative City
- A connected and accessible City
- A diverse and inclusive City
- An open and progressive City

Our Social Strategy aligns with the CSP and supports the delivery of social and cultural outcomes that contribute to these strategic directions.



LOCAL STRATEGIC PLANNING STATEMENT

The Local Strategic Planning Statement 2020²⁶ (LSPS) is a 20-year vision for our City, aligned with regional plans, such as the North District Plan, A Metropolis of Three Cities and the NSW state policy settings. At the local level, the LSPS reflects community sentiment and strategic directions, as outlined in the CSP for meeting community needs.

The LSPS sets the framework for land use planning and guides all planning decisions to shape the community's vision. It defines development targets, planning priorities, and key actions. Relevant priorities to our Social Strategy include:

- Providing multi-purpose community facilities
- Delivering safe events for the community
- Protecting and enhancing the cultural heritage of our City, including historic buildings, landscapes, and places of natural significance

The City of Ryde Social Strategy contributes to this long-term vision by advocating and planning for the delivery of social and cultural outcomes.



²⁵ <https://www.ryde.nsw.gov.au/files/assets/public/cv7/publications/corporate-services/city-of-ryde-2028-community-strategic-plan.pdf>

²⁶ <https://www.ryde.nsw.gov.au/files/assets/public/cv7/publications/planning/lps/planning-ryde-local-strategic-planning-statement-march-2020.pdf>

OTHER COUNCIL STRATEGIES AND POLICIES

Our Social Strategy aligns with and supports other key Council strategies and plans, all contributing to the delivery of social and cultural outcomes for our community. These include²⁷:

- City of Ryde Integrated Open Spaces Plan
- City of Ryde Integrated Transport Strategy
- City of Ryde Resilience Plan
- City of Ryde Sport and Recreation Strategy
- City of Ryde Disability Inclusion Action Plan
- City of Ryde Reconciliation Action Plan
- City of Ryde Economic Development Strategy
- City of Ryde Night-time Economy Strategy
- City of Ryde Affordable Housing Policy
- City of Ryde Social and Cultural Infrastructure Framework
- City of Ryde Local Infrastructure Strategy
- City of Ryde Halls and Facilities Strategy
- City of Ryde Library Service Strategic Plan
- City of Ryde Creativity Strategy
- City of Ryde Events Plan, and
- City of Ryde Live Music Plan.

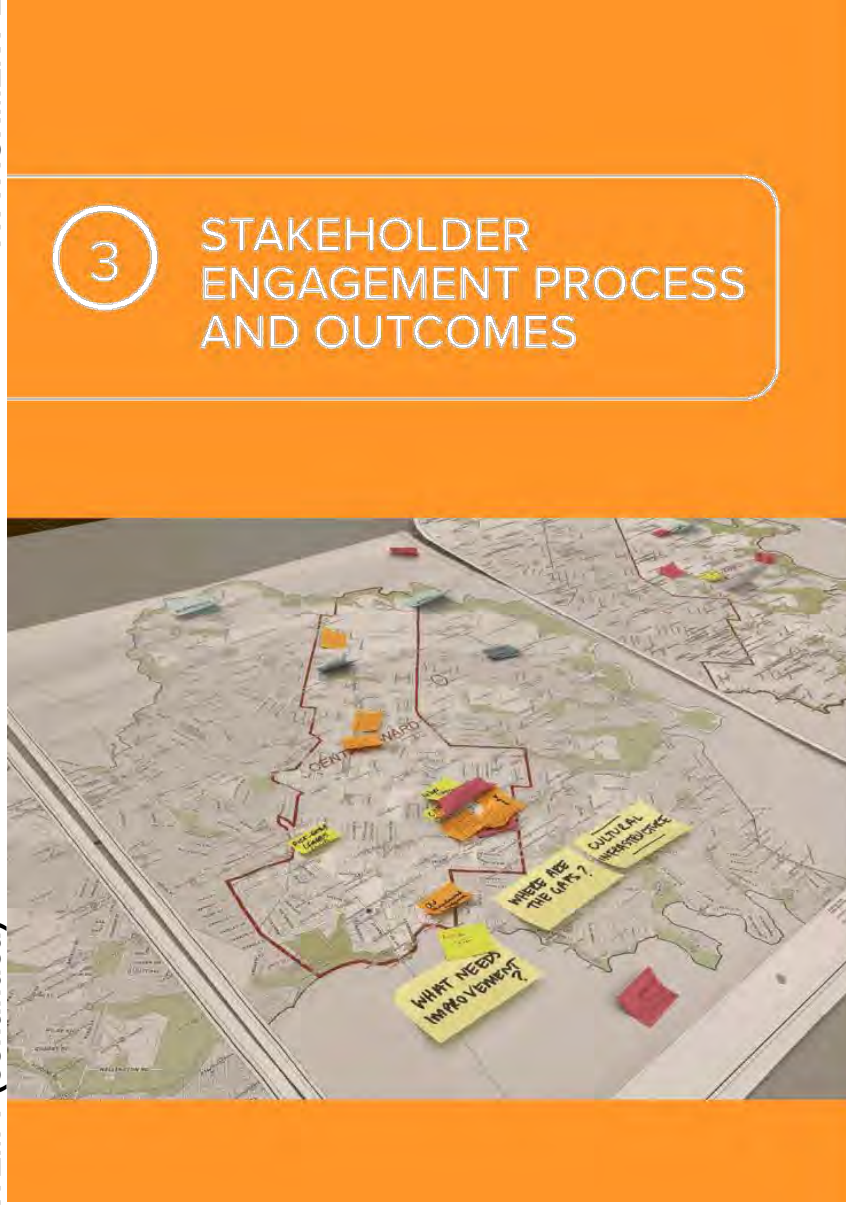


²⁷ For further information see <https://www.ryde.nsw.gov.au/Council/Plans-and-Publications>



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STAKEHOLDER ENGAGEMENT PHASES AND ACTIVITIES

The City of Ryde aimed to gain a deeper understanding of the current and future needs of its community and identify the priorities and outcomes that will shape the Social Strategy 2025-2030. The goal was to strengthen social and cultural planning, ensuring the development of a plan that delivers the best outcomes for the community.

As shown in Figure 9, a variety of engagement activities were conducted in 2024 and 2025 to gather feedback from the community and stakeholders on the current and future social and cultural landscape in the City of Ryde.

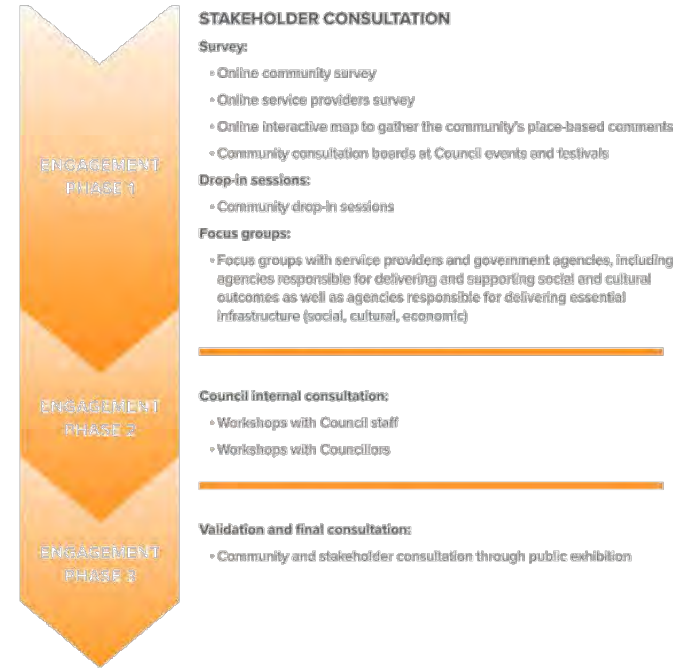


Figure 9. Stakeholders' engagement phases and activities



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 CITY OF RYDE DRAFT SOCIAL STRATEGY BACKGROUND REPORT 2025

STAKEHOLDER ENGAGEMENT STRATEGY AND PRINCIPLES



The stakeholder engagement strategy was guided by Council's principles of timely, informative, and transparent communication, promoting inclusive and purpose-driven engagement, and encouraging participation from all. It emphasised two-way dialogue with stakeholders while safeguarding participants' privacy.

Key risks were identified and addressed, including the use of anonymous data collection, diverse and accessible consultation methods, multilingual materials, clear communication of objectives, and validation of stakeholder input. Additionally, Council offered in-language assistance through translated materials and access to interpreters.

COMMUNICATION PATHWAYS



A variety of communication channels were used to promote the new Social Strategy, raise awareness of the engagement phases and activities, and encourage feedback. These included:

- A Have Your Say page and events webpage offering background information on the Strategy and details on how to get involved.
- eNewsletters and The Weekly Times, with links to engagement opportunities.
- Flyers distributed at key community facilities, events, and festivals, along with downloadable posters for service providers to share with their clients.
- A storyboard at in-person engagement sessions to display project details.
- Regular posts on the City of Ryde's social media platforms (Facebook, LinkedIn, Instagram) to encourage feedback.
- Direct emails and phone calls to targeted networks and service providers to promote engagement opportunities.

WHO WE ENGAGED WITH



We engaged with over 600 stakeholders, identified through comprehensive stakeholder mapping, to ensure diverse representation. Key stakeholder groups included:

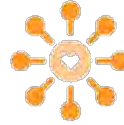
- Local residents
- Service providers across healthcare, disability care and support, education, housing, employment, and recreation, as well as support services for First Nations and CALD communities, children, families, and senior residents
- NSW Government agencies responsible for delivering social and cultural outcomes and essential infrastructure
- Peak bodies delivering social and cultural outcomes
- Representative from First Nations communities, and
- City of Ryde staff and Councillors.

KEY ENGAGEMENT FINDINGS



The feedback gathered through various engagement methods and consultations with the community and stakeholders was analysed to identify common themes and recurring insights. This feedback covers current challenges and opportunities, as well as future priorities and visions for enhancing the social and cultural landscape of the City of Ryde. This section highlights the key points raised by the community and stakeholders.

WE WANT MORE COMMUNITY CONNECTIONS



The community of Ryde expressed a strong sense of belonging and connection to their City. However, specific groups raised concerns about feeling disconnected from the wider community. The analysis revealed that residents who recently arrived in Australia were particularly vocal about these feelings of isolation. Cultural and linguistic diversity emerged as a challenge for effective community interaction and cohesion, with participants pointing out that language barriers and cultural gaps hinder access to information and connection among residents.

Additionally, senior residents and people with disabilities, who may require additional support, highlighted the challenges they face in staying connected with the community.

One key issue highlighted in the feedback was the impact of high-rise residential buildings on community lifestyle and social cohesion. Many community members discussed how these developments may contribute to a sense of disconnection and isolation. There were suggestions for addressing this challenge, such as exploring the role of Strata committees in organising small-scale events and facilitating community gatherings. According to them, these efforts could help strengthen social ties and encourage interaction among residents, contributing to a more cohesive community.

"We need to talk more. There needs to be more interaction with each other and our neighbours."
- Community workshop participant

Greater connection and cohesion

The top priority identified by participants in the workshops and consultations was fostering greater connection among community members and building a stronger attachment to local places. To achieve this, it was suggested that both large and small-scale events and activities should be organised to bridge geographical silos created by busy roads and the physical layout of the area.

Service providers emphasised the importance of social inclusion, particularly for new community members, such as migrants and refugees, who may experience isolation and homesickness. They discussed that these efforts are crucial, not only for fostering a sense of belonging but also for preventing deeper social issues from developing, such as domestic and family violence, which can stem from social isolation.

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 CITY OF RYDE DRAFT SOCIAL STRATEGY BACKGROUND REPORT 2025

WE WANT TO CELEBRATE AND SHOWCASE CULTURAL DIVERSITY



Celebrating diversity and promoting inclusion were central themes in the community feedback. Participants emphasised the importance of actively embracing and showcasing the rich array of cultures within the community, through events, festivals, and activities that not only reflect the diversity of our community but also provide opportunities for cultural exchange. These initiatives were seen as key to fostering social inclusion, through the creation of spaces where people from different backgrounds can connect, share their traditions, and build mutual understanding.

"Multiculturalism is very strong in this community."
— Service providers workshop participant

Furthermore, participants noted that by ensuring diverse voices are involved in decision-making processes, we can better address the needs of all residents and create a cultural environment that truly reflects the community's diversity. The feedback indicated a strong desire to create an ongoing dialogue that not only celebrates cultural diversity but also actively works to break down barriers that hinder full participation in the community.

WE WANT RYDE TO HAVE A UNIFYING IDENTITY



A key priority for the City of Ryde is developing a distinct identity that fosters a sense of community and pride among its residents. Feedback emphasised the importance of creating a unifying identity, based on shared values and cultural initiatives. This sense of pride and attachment to Ryde can be nurtured by celebrating the area's cultural diversity and heritage, rebranding community spaces, and hosting gatherings and events that bring people together. Additionally, participants believed that promoting Ryde as a place with high-quality education, healthcare, employment opportunities, and vibrant cultural celebrations can strengthen residents' connection to their local identity.

Establishing a social and cultural hub was also highlighted as an important step towards building a cohesive community. Such a hub would provide the necessary infrastructure for community activities, social interactions, and cultural expression, reinforcing a shared sense of belonging and identity for all residents of Ryde.

WE WANT TO FEEL SAFE IN OUR COMMUNITY



The majority of community participants reported feeling safe during both the day and night across the LGA. However, a notable share of responses, particularly from women and individuals with disabilities, expressed feeling unsafe during the night.

Some participants also raised concerns about not knowing their neighbours or people in their building or street, especially in the case of an emergency or when requiring assistance. This feedback aligns with earlier concerns about the lack of community connections, which was identified as a top priority for future improvement. Strengthening community bonds and fostering a greater sense of familiarity and support among residents emerged as key areas to address in order to enhance overall safety and wellbeing.

WE WANT BETTER ACCESS TO SERVICES AND FACILITIES



Accessibility of services, facilities, and open spaces emerged as a significant topic of discussion in the community feedback. There was a clear call for more inclusive services and places that better address the needs of all community groups.

"Accessibility is the biggest challenge area that I see people are not using the services."
— An agency participated in focus group

"Proximity is not accessibility."
— Community workshop participant

While many participants expressed satisfaction with existing public spaces, facilities, and services, senior residents and individuals with disabilities highlighted challenges accessing these resources. The key barriers identified were distance from services and facilities, service unavailability, costs of services, or insufficient physical accessibility for people with disabilities. Stakeholders emphasised that the user experience must be considered, focusing on how easily residents can access the services. Participants suggested enhancing the distribution of services across the LGA and improving collaboration among service providers. Increasing awareness and improving information sharing about available services were also recommended.

The accessibility of services for culturally and linguistically diverse communities was another key concern. Service providers discussed that migrants and refugees, particularly those on temporary visas, face significant barriers in accessing services, largely due to language issues and limited eligibility for support. It was recommended to aim for targeted promotional efforts and collaboration with cultural and faith-based groups to ensure these communities are informed about available resources. Additionally, programs like the Multicultural Ambassadors Program were highlighted as effective tools for reaching diverse groups and strengthening community connections.

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 CITY OF RYDE DRAFT SOCIAL STRATEGY BACKGROUND REPORT 2025

OUR COMMUNITY VALUES SOCIAL AND CULTURAL ACTIVITIES



Community feedback highlighted that local events, festivals, and activity programs are a significant strength of Ryde's social and cultural landscape. Many respondents expressed satisfaction with the frequency and quality of these events, particularly festivals, markets, and sporting activities. However, challenges such as distance from events and activities, limited availability of events in certain areas, parking difficulties, and a lack of awareness about the events taking place were noted. Some residents even mentioned attending events outside of the City of Ryde because of these barriers, emphasising the need for improved accessibility to local activities.

"I think there should be more community programs targeted towards young people, utilising the existing programs."

— Community survey respondent

To better serve our diverse community, stakeholders recommended tailoring events to meet the specific needs and preferences of various cultural and demographic groups, ensuring inclusivity across age groups. Additionally, combining virtual and physical events was suggested to accommodate different participation preferences.

Providing access to affordable community facilities and encouraging community-led activities were also highlighted as effective ways to boost social interaction and community cohesion.

WE WANT A HEALTHY LIFESTYLE AND LIVEABLE CITY



There is general satisfaction with the quality of life in the City of Ryde, however, improving parks, green spaces, and public amenities was seen as a priority for enhancing physical and mental health. Participants also highlighted the need to upgrade community facilities, such as halls, sports venues, and community centres to better serve diverse groups, such as children, senior residents, and people with disabilities.

Affordable housing and enhanced transport infrastructure, including active transport options, were highlighted as essential components of a liveable City.

WE NEED GREATER SUPPORT FOR SERVICE PROVISIONS



Service providers highlighted the need for business skills, such as marketing, communications, and grant writing to enhance service delivery, alongside improvements in strategic planning, risk management, and staff training. They also emphasised the importance of ongoing Council support through grants and programs, such as the Small Grants and Community Wellbeing Grants, which have been beneficial in expanding services post-COVID. To further assist service providers, it was recommended that Council continue offering these resources and establish a user-friendly booking system for accessing community facilities, while upgrading and maintaining infrastructure to meet the needs of a growing population.

"Council needs to look after the needs of everyone. They need to listen to the needs of all our different community groups."

— Community workshop participant

"The best business support is when you have a business to support."

— A business developed in local group

Participants also identified communication and public awareness as key areas for improvement. Service providers rely on platforms, such as websites, social media, and word of mouth to connect with the community, but there is a need to enhance information sharing through multiple channels. This includes addressing language barriers and promoting inclusivity for culturally and linguistically diverse groups.

Additionally, fostering collaboration among service providers, state government agencies, and local organisations was seen as crucial, with suggestions for Council to play a more active role in facilitating partnerships. The issue of volunteer shortages was also raised, with calls for more volunteer opportunities.

GLOSSARY

ACRONYM	DESCRIPTION
ABS	Australian Bureau of Statistics
CALD	Culturally and Linguistically Diverse
CBD	Central Business District
CSP	Community Strategic Plan
LGA	Local Government Area
LSPS	Local Strategic Planning Statement
NSW	New South Wales
SDG	Sustainable Development Goal
STEM	Science, Technology, Engineering and Mathematics
TAFE	Technical and Further Education
UN	United Nations

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 City of Ryde

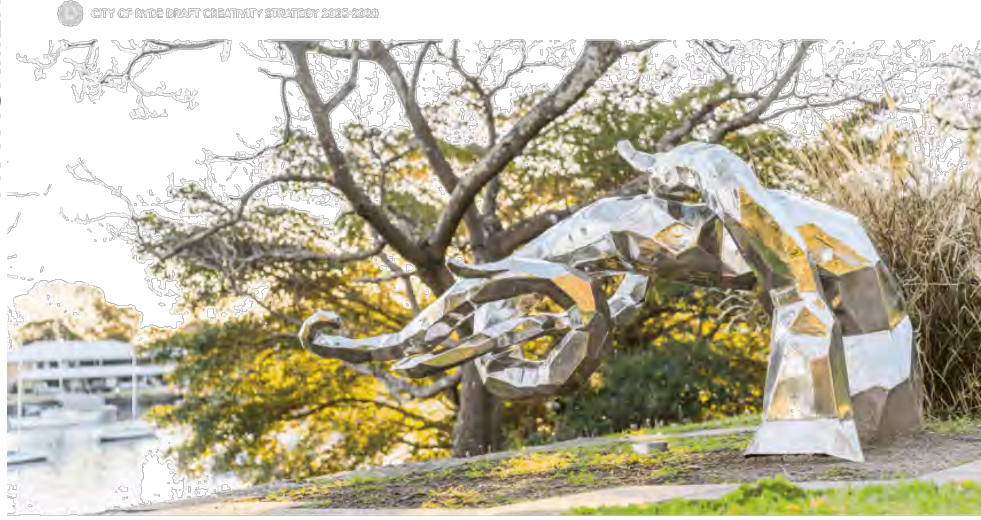
CREATIVITY STRATEGY

DRAFT FOR PUBLIC EXHIBITION

2025 - 2030

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ACKNOWLEDGEMENT OF COUNTRY

The City of Ryde Council would like to acknowledge the Wailumedegal Aboriginal people, a clan of the Darug Nation, who are the Traditional Custodians of this Land. We would also like to pay respect to the Elders both past and present of the Darug Nation and extend that respect to all other Aboriginal and Torres Strait Islander people.

We honour the protection of one of the longest continuous Indigenous cultures and beliefs and pay our respects to the history, culture, language, and contemporary developments of the Indigenous people.

The City of Ryde celebrates the inclusion of all people and honours their rights and contribution to Country.

ACKNOWLEDGEMENT

The City of Ryde would like to thank the community, local artists and creative community groups, creative businesses, service providers and government agencies who have participated in our consultation and development of the City of Ryde Creativity Strategy 2025-2030. Your invaluable insights and perspectives towards future creative opportunities across our City is much appreciated.

Of note is also the contribution and support of our elected Councillors and popularly elected Mayor towards our important work on social and cultural planning and strategies.

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CITY OF RYDE DRAFT CREATIVITY STRATEGY 2025-2030

MESSAGE FROM THE CITY OF RYDE COUNCIL

I am proud to present the *City of Ryde's Creativity Strategy 2025-2030*. This Strategy reflects our commitment to making creativity a central part of life in Ryde. We recognise that creative activities play a vital role in bringing our community together, improving mental health and wellbeing, and fostering a sense of belonging for everyone who lives, works, or visits our City.

We see the creative industries as key to supporting our local economy. Events such as live music performances can boost our night-time economy, while our City's rich history, local talent, and creative sector offer opportunities to build a distinctive identity for Ryde.

This Strategy has been shaped by input from local residents, artists, creative groups, service providers, and government agencies. It is aligned with both local and broader regional, state, and national priorities.

The Strategy outlines clear goals, objectives, and actions for Council to support creativity, help our creative sector thrive, and ensure the community has access to the resources they need to express themselves and showcase their talents. It also provides a roadmap for overcoming barriers and creating the best cultural and creative outcomes for all.

The actions for implementing this Strategy will be embedded in Council's annual planning and will guide our work over the next five years, ensuring these initiatives are implemented across all areas of Council.

I would like to thank everyone who contributed to the development of this Strategy. Together, we can bring this vision to life and create the best possible outcomes for our community and creative sector.

Cir Trenten Brown
City of Ryde Mayor

As the CEO of the City of Ryde, I am excited to present our new Creativity Strategy, which will guide us in fostering a thriving creative community over the next five years.

At the core of this Strategy is our vision for Ryde as a vibrant and inclusive City where creativity is deeply woven into the fabric of everyday life. We aspire to create an environment where everyone has the opportunity to engage in diverse forms of creative expression and to share their stories in meaningful ways.

Our goal is to embed creativity into every aspect of community life—offering opportunities for creative expression, producing and showcasing local creative works, and hosting a range of creative activities and events. We are committed to building a creative environment that is welcoming to all, regardless of age, gender, background, or circumstances.

This Strategy lays out a clear roadmap for action, outlining the key steps and planning required to bring our vision to life and achieve our desired outcomes.

We are committed to working closely with the local creative sector to understand both the challenges and opportunities within our community, and we will collaborate with all levels of government to advocate for the resources and support needed for future growth and development.

I look forward to working together with our creative community, local businesses, organisations, and all stakeholders to ensure the continued success and vibrancy of creativity in the City of Ryde.

Wayne Rylands
City of Ryde Chief Executive Officer



CREATIVITY STRATEGY AT A GLANCE

The City of Ryde is committed to supporting, building, and empowering arts and creativity across our Local Government Area (LGA) over the next five years. In partnership with the community and key stakeholders, the Creativity Strategy 2025-2030 (the Strategy) outlines a clear vision and actionable roadmap to achieve this goal. Developed through collaboration with local residents, artists, creative groups, and relevant government agencies, this Strategy draws on best practice research, policy insights, and strategic reviews. It sets the foundation for fostering a vibrant creative environment that benefits all, helping to position City of Ryde (our City) as a thriving hub of creativity and innovation.

OUR APPROACH

To build a creative, vibrant, and inclusive City for our community, we need a clear and actionable roadmap. The Creativity Strategy 2025-2030 takes an outcome-based approach to achieve this. This approach ensures that the Creativity Strategy delivers measurable outcomes by setting out a clear framework, consisting of a vision, planning principles, outcomes, objectives and actions. This approach not only allows us to evaluate success over time but also ensures that our actions are aligned with the needs of the community and contribute directly to the City of Ryde Council's (Council) long-term vision.

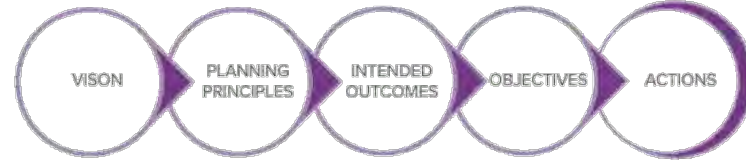


Figure 1. Key components of the City of Ryde's cultural and creativity planning (City of Ryde 2024)

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 CITY OF RYDE DRAFT CREATIVITY STRATEGY 2025-2030

VISION

This Strategy is built around a vision of our City as a vibrant and inclusive community, where creativity is the cornerstone of everyday life and our community has the opportunity to participate in diverse forms of creative expression and shared storytelling.

PRINCIPLES

This Strategy is grounded in principles that foster creativity and create opportunities for creative expression throughout our City. Our goal is for creativity to:

-  Be accessible and affordable for everyone.
-  Take place in a variety of unique locations and spaces, where people can easily get involved and connect.
-  Be driven by local artists and a diverse community that is supported and connected.
-  Celebrate and honour the diversity of our community's identities, cultures, and talents.
-  Strengthen our local identity and heritage.
-  Feature activities that reflect and respond to the needs of our unique community.

OUR OUTCOMES

The big picture goals

Our outcomes represent the long-term goals for a creative, vibrant, and inclusive City. These outcomes embody our vision and represent the key priorities that will shape our creative practices over the next five years. By focusing on these outcomes, we aim to ensure lasting benefits for the entire community.

OUR OBJECTIVES

Clear, measurable targets

To make our vision a reality, we have set specific objectives that break down each outcome into clear and achievable targets. These objectives are specific, measurable, achievable, realistic, and timely so we can monitor progress and ensure our work stays focused. The objectives will guide our work from 2025 to 2030 and regular reviews will take place to make sure they stay relevant to our community's needs.

OUR ACTIONS

Concrete steps to achieve our outcomes

The actions we take are concrete steps that will allow us to realise our objectives. They are outlined in an annual Creativity Action Plan, which is linked to the Council's existing budget process to ensure resources are effectively allocated. Each year, we will review and update the Action Plan, ensuring that we continue to move towards our intended outcomes.

OUTCOMES AND OBJECTIVES OF CREATIVITY STRATEGY 2025-2030	
OUTCOME	OBJECTIVE
Our stories are expressed creatively	- Objective 1: Express our identity and share our stories through diverse creative practices - Objective 2: Acknowledge the history and value of Country and First Nations arts and cultures
Our community has opportunities to participate in creativity	- Objective 3: Provide equitable access to affordable and quality creative facilities and spaces - Objective 4: Ensure information about creative opportunities is widely available in diverse formats - Objective 5: Support creative programs, activities and events that are inclusive and bring diverse groups together
Our creative sector is supported and connected	- Objective 6: Support our creative community and services to thrive and innovate - Objective 7: Foster a connected network for our creative community and services - Objective 8: Support our creative community and services in contributing to a resilient and sustainable City
We have the spaces and places for creativity to flourish	- Objective 9: Create accessible and affordable spaces in our City that enable creativity - Objective 10: Activate our City's public spaces through art and creativity - Objective 11: Build partnerships that increase access to creative participation and production

Table 1: Outcomes and objectives of Creativity Strategy 2025-2030 (City of Ryde 2025).

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CITY OF RYDE DRAFT CREATIVITY STRATEGY 2025-2030

HOW WE DEVELOPED THIS STRATEGY

The Creativity Strategy has been developed through a thorough and collaborative process. Key steps in this process include:

CONSULTATION

Extensive engagement with the local community, creative groups, service providers, government agencies, Council staff, and Councilors to gather input and ensure the Strategy reflects the needs and aspirations of those it serves.

STRATEGIC REVIEW

A review of broader government policies to ensure alignment with local, regional, state, and national priorities.

ANALYSIS

Examination of current trends in cultural and creative activities to understand the evolving landscape and opportunities for growth.

MONITORING

A review of the outcomes and implementation of the previous Creativity Strategy 2019-2024 to learn from past experiences and successes.

BEST PRACTICE RESEARCH

Exploration of leading strategies and best practices in arts, culture, and creativity development to guide the creation of this Strategy.

MEASURING SUCCESS

To ensure the goals outlined in the Strategy are achieved, we will implement a robust monitoring and evaluation framework to track progress and measure its impact. This will involve regular feedback loops and reports to assess both the process of delivering the Strategy and the outcomes it achieves.

We will know we have succeeded in creating a vibrant and inclusive community, where creativity is at the heart of everyday life when:

- The number of creative events and programs increases, with strong attendance and a focus on inclusivity and celebrating diverse local stories.
- Public art installations and activations appear in more public spaces, reflecting local stories and providing platforms for local artists.
- Diverse and inclusive communication channels are used to promote creative offerings.
- There is evidence of a thriving creative sector, which is supported through capacity building, networking, and funding.
- More artists choose to make Ryde their home.
- More accessible, fit-for-purpose spaces are available for creative activities.

At the conclusion of the five-year period, the evaluation findings will help shape the next Creativity Strategy, allowing us to build on the successes, address challenges, and refine our approach in the future.

LOOKING AHEAD

The Creativity Strategy 2025-2030 provides a clear framework for Ryde's creative future. Each year, the annual Creativity Action Plan will guide Council's work, ensuring that our actions align with the Strategy's long-term vision. As we move forward, we will continue to engage with our community, monitor progress, and adapt our objectives and actions, as needed, to ensure Ryde remains a dynamic and inclusive creative hub.



ITEM 7 (continued)

ATTACHMENT 3

1 INTRODUCTION

PURPOSE

Creativity is a powerful force that helps shape vibrant, connected, and inclusive communities. As the City of Ryde (our City) grows and diversifies, it is vital to ensure that creative opportunities are accessible to all. The Creativity Strategy 2025-2030 (the Strategy) provides a five-year roadmap designed to enhance and support creativity across our City. Its purpose is to make Ryde a vibrant, inclusive place where arts, culture, and creativity bring people together, offering opportunities to create, connect, and celebrate the unique qualities of our community. This Strategy ensures that creative activities continue to play a central role in enriching the lives of our residents and visitors.

The Strategy was developed through extensive consultation with the local community, creative groups, service providers, government agencies, City of Ryde Council (Council) staff and Councillors. It draws on a strategic review of broader government policies, an analysis of trends in cultural and creative activities, and a review of the outcomes from the previous Creativity Strategy 2019-2024. Additionally, best practices and strategies from around the world were considered to ensure that this Strategy sets a strong foundation for the future of creativity in Ryde.

INTEGRATED PLANNING FOR CREATIVITY

All of Council's planning is guided by the Integrated Planning & Reporting (IP&R) framework, a mandatory framework for all New South Wales (NSW) councils. The City of Ryde's Community Strategic Plan¹ (CSP) serves as the primary document within this framework, outlining the long-term vision for our City as "The place to be for lifestyle and opportunity at your doorstep".

The Strategy also supports the City of Ryde's Local Strategic Planning Statement² (LSPS), which envisions a liveable, prosperous, and connected City with diverse and vibrant centres over the next 20 years.

This Strategy aims to provide opportunities for everyone in our community to engage with and showcase their creativity, helping to build a vibrant, connected, and inclusive City. It aligns with key priorities from both the Australian and NSW governments, including promoting creativity, celebrating First Nations cultures and stories, providing essential infrastructure and spaces, ensuring equitable access to creative opportunities, and supporting the local creative sector.

RELATIONSHIPS TO OTHER STRATEGIES

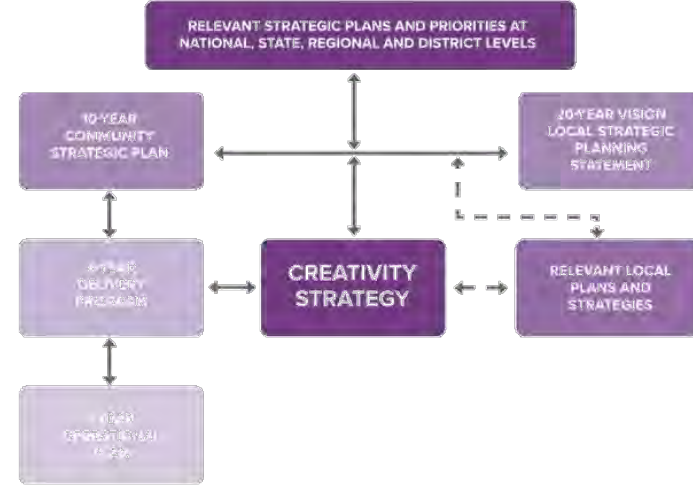


Figure 2. Alignment of the Creativity Strategy with City of Ryde's Integrated Planning and Reporting Framework (City of Ryde 2025)

¹ <https://www.cityofryde.nsw.gov.au/files/assets/publications/corporate-communication/city-of-ryde-2022-community-strategic-plan.pdf>

² <https://www.cityofryde.nsw.gov.au/files/assets/publications/planning-and-planning-ryde-local-strategic-planning-statement-march-2020.pdf>

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 CITY OF RYDE DRAFT COUNCIL STRATEGY 2025-2030

COUNCIL'S ROLE IN ACHIEVING CREATIVE OUTCOMES

Council plays a key role in advancing creative outcomes across our City. Its responsibilities include:

LEADERSHIP AND ADVOCACY

Leadership: Council ensures planning for developing creativity aligns with community needs and aspirations and is embedded in governance and decision-making processes.

Advocacy: We advocate for funding, infrastructure, and policy changes that promote creativity.

Custodian of community aspirations: Council is a custodian of the community's aspirations and stories – it protects cultural heritage and ensures cultural diversity is reflected in public spaces.

RESEARCH, ENGAGEMENT, AND POLICY DEVELOPMENT

Research: We gather evidence to inform planning and identify barriers to creative opportunities.

Engagement: We listen to stakeholders and incorporate their feedback into policies.

Policy development: We create strategies that provide creative opportunities and actively respond to community needs.

BUILDING CONNECTIONS AND PARTNERSHIPS

Build connections: We connect creative community groups, local artists, and creative businesses and institutions to foster collaboration.

Build partnerships: We collaborate with government agencies, organisations and businesses to achieve shared outcomes.

Capacity building: We unlock potential by offering professional development, mentorship and access to resources that enable the achievement of creative outcomes.

SERVICE PROVISION AND INFRASTRUCTURE DELIVERY

Grants and sponsorships delivery: We fund community initiatives that promote creative outcomes.

Service provision: We deliver creative programs and activities for all community groups.

Infrastructure delivery: We invest in infrastructure that supports and fosters creative activities.



HOW TO READ THIS STRATEGY

This Strategy is structured to guide readers through the key components that define and support our vision for a creative, vibrant and inclusive community. The document is divided into the following sections:

- 1 INTRODUCTION** – This section places the Strategy within the context of Council's local planning and reporting framework. It outlines Council's role in implementing the Strategy and delivering creative outcomes.
- 2 STRATEGIC CONTEXT AND PLANNING PRIORITIES** – In this section, we define what creativity means for our City and highlight the benefits of investing in it. We show how this Strategy aligns with key priorities at national, state, regional, and local levels, ensuring that it contributes to the larger vision for creativity development across Australia.
- 3 OUR CITY, COMMUNITY, AND CREATIVE SECTOR** – We provide an overview of Ryde's community and creative sector, sharing key insights into the current state of creative opportunities in our City. This includes local participation trends, important statistics, and the findings from our community and stakeholder engagement. It helps us understand where we are starting from and how we can grow together.
- 4 OUR STRATEGY** – This section outlines our outcome-based approach to develop creativity. It presents our overarching vision for the next five years, reflecting where we want to be as a community. The outcomes support this vision and are backed by specific, measurable, achievable, realistic and timely objectives. To monitor and evaluate progress, each outcome includes indicators that will measure success and help us stay focused on achieving our goals. This section also highlights the key action areas to clarify the next steps for implementing the Strategy. Additionally, it presents the process for implementation, monitoring, and evaluation, offering a framework to assess our progress. By following this structure, the Strategy provides both the long-term direction and the actionable steps required to create a vibrant and inclusive community, where creativity is at the heart of everyday life.



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CITY OF RYDE DRAFT CREATIVITY STRATEGY 2025-2030

HOW THIS STRATEGY CAN BE USED

The Strategy will guide Council's efforts to promote creativity over the next five years. It serves as a valuable resource for various stakeholders, enabling them to align their activities, contribute to shared goals, and benefit from the outcomes. The following demonstrates how different groups can use this Strategy.

STAKEHOLDER	HOW THIS STRATEGY CAN BE USED
Community	- Participate in local creative programs, events, and activities. - Access and use facilities and spaces that enable creative activities. - Use the evidence outlined in the Strategy to develop grant applications for creative initiatives. - Connect with creative institutions and businesses to explore creative opportunities. - Identify gaps and provide feedback to help shape future planning and practices.
Local creative sector	- Explore opportunities for collaboration, networking, and partnerships. - Participate in professional development and capacity building programs offered by Council and other organisations. - Use the evidence outlined in the Strategy to develop grant applications for creative initiatives. - Align projects and practices with Council's strategic priorities. - Understand and consider the creative interests of our community. - Identify gaps and provide feedback to help shape future planning and practices.
State government and other agencies	- Understand local creative priorities and needs to guide funding and strategic planning. - Partner with Council to develop creative outcomes. - Explore opportunities for networking and partnerships.
Council	- Guide strategic planning to develop and promote creativity. - Advocate for increased investment in creative opportunities. - Identify opportunities for collaboration, networking, and partnerships. - Align the development of creative spaces, programs, and partnerships with the objectives outlined in this Strategy to address the gaps. - Monitor and evaluate creative initiatives across the City.



Table 2. How stakeholders can use the Creativity Strategy (City of Ryde 2025)

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STRATEGIC CONTEXT AND PLANNING PRIORITIES

WHAT IS CREATIVITY FOR OUR CITY?

Creativity is the ability to look at the world in new, imaginative, and innovative ways, to spot patterns that others might miss, to link different ideas together and to come up with fresh solutions to problems. It is about thinking outside the box and finding new ways to express ourselves and tackle challenges.

Creativity, culture, arts, and storytelling are deeply interconnected, each influencing and shaping the others.

While **creativity** serves as the foundation for artistic expression, **culture** provides the context in which creativity thrives, reflecting shared beliefs, values, and experiences that shape how ideas are formed and communicated.

The **arts** act as a vehicle for creative expression and can be in diverse forms, such as visual art, crafts, design, music, performance, writing, or creative expression in public spaces. The arts translate creative ideas into tangible experiences.

Storytelling, whether through oral means, literature, or modern media, is the primary method of distributing creative works. The expression of values and memories allows us to connect and, therefore, storytelling helps to preserve cultures, through the sharing of histories, values, and collective experiences.

Together, these elements create a dynamic cycle, where creativity nurtures culture, the arts bring that creativity to life, and storytelling ensures its continuity and impact across future generations.



Figure 2. The connection between creativity, culture, arts, and storytelling (City of Ryde 2025)



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CITY OF RYDE DRAFT CREATIVITY STRATEGY 2025-2030

WHAT IS CREATIVE ECOSYSTEM IN THIS STRATEGY?

This Strategy defines the creative ecosystem in alignment with NSW Arts, Culture and Creative Industries Policy 2024 - 2033: Creative Communities.² The extensive ecosystem for developing creativity across our City includes:

Our practices for developing creativity embrace all these sectors and diverse specialisations that sit under these categories.

² <https://www.nsw.gov.au/sites/default/files/2023-12/creative-communities-arts-culture-and-creative-industries-policy.pdf>



PERFORMING ARTS, INCLUDING THEATRE, DANCE, CIRCUS, COMEDY, CABARET



MUSIC, INCLUDING CLASSICAL AND CONTEMPORARY COMPOSITION, PERFORMANCE AND RECORDING



VISUAL ARTS AND CRAFTS



SCREEN AND DIGITAL GAMES



LITERATURE, WRITING AND PUBLISHING



BROADCASTING AND DIGITAL MEDIA



DESIGN, ARCHITECTURE AND FASHION



BUILT AND PHYSICAL HERITAGE



FIRST NATIONS CULTURES



GALLERIES, LIBRARIES, ARCHIVES AND MUSEUMS



CREATIVE AND ARTS EDUCATION

WHY DO WE NEED TO PLAN FOR CREATIVITY?

This Strategy recognises the contribution of creative activities and representations to shaping vibrant, active, lively and growing places where people love to live and work. Creative activities help bring our community together, connect us, improve our wellbeing and mental health, and foster a shared identity. Engaging in creative activities promotes a sense of belonging, lifelong learning and skill development for people, regardless of their age, gender, background, capabilities and circumstances.

Our public spaces will be activated through arts and creative representations and events. These opportunities enable us to share our stories.

Creative businesses and activities support our local economy by providing employment opportunities, attracting visitors, and contributing to our City's economic productivity.

8 in 10 people in NSW regularly engage in creative and cultural events and want activities that reflect Australia's diverse and growing population, which are free or affordable.³

52% of people in NSW believe digital creative offerings play a significant role in their lives.⁴

70% of Australians believe cultural and creative experiences make life richer and more meaningful.⁵

70% of Australians feel that cultural and creative experiences help them to understand perspectives different to their own.⁵

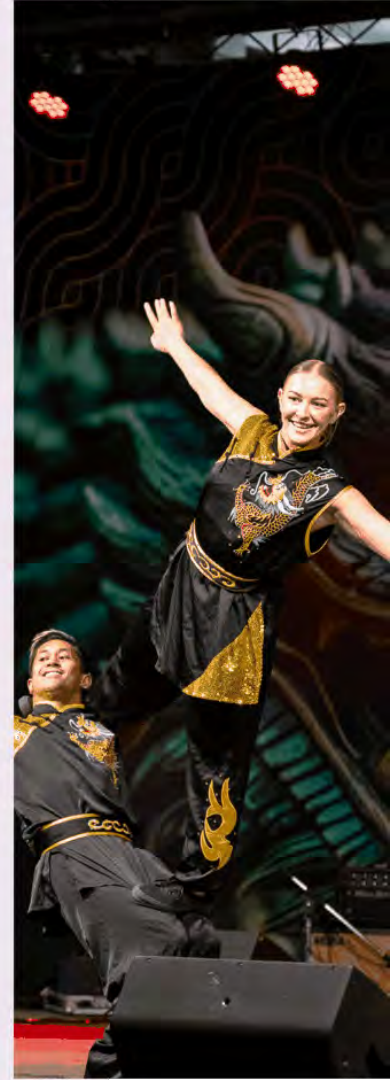
60% of Australians believe cultural and creative experiences can improve wellbeing and help us manage stress, anxiety and depression.⁵

National creativity planning emphasises accessible and inclusive opportunities, particularly after dark.⁵

National creativity planning highlights the significance of engaging with First Nations arts and cultures.⁵

³ NSW Government, 2023, Audience Outlook Monitor: NSW Audiences 2023+

⁵ Creative Australia, 2023, Creating Value: Results of the National Arts Participation Survey



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CITY OF RYDE DRAFT CREATIVITY STRATEGY 2025-2030

STRATEGIC PRIORITIES FOR CREATIVITY

There is a growing emphasis on offering and promoting creative opportunities that foster community connections, social cohesion, and enhance health and wellbeing, both locally and nationally. To align with this strategic direction, we have reviewed key documents to identify priorities that will shape the future of creative opportunities in our City. Our objectives and intended outcomes are directly informed by this review, ensuring that this Strategy aligns with relevant targets and goals set by all levels of government, and contributing to the delivery of meaningful creative outcomes.

The strategy is aligned with a range of plans, strategies, policies, and frameworks developed at different levels of government, including:

- National Cultural Policy⁶
- Creative Australia Strategy: Creativity Connects Us⁷
- National Arts and Disability Strategy⁸
- National Arts and Disability Associated Plan (Equity)⁹
- Create NSW: Arts and Cultural Policy Framework¹⁰
- Create NSW: Cultural Infrastructure Plan¹¹
- NSW Arts, Culture and Creative Industries Policy— Creative Communities¹²
- NSW Contemporary Music Strategy¹³
- Greater Sydney Region Plan – A Metropolis of Three Cities¹⁴
- North District Plan¹⁵
- City of Ryde Community Strategic Plan¹⁶
- City of Ryde Local Strategic Planning Statement
- City of Ryde Social Plan
- City of Ryde Social and Cultural Infrastructure Framework
- City of Ryde Local Infrastructure Strategy
- City of Ryde Halls and Facilities Strategy
- City of Ryde Library Service Strategic Plan
- City of Ryde Disability Inclusion Action Plan
- City of Ryde Reconciliation Action Plan
- City of Ryde Events Plan
- City of Ryde Live Music Plan
- City of Ryde Economic Development Strategy, and
- City of Ryde Night-time Economy Strategy.



⁶ <https://www.nsw.gov.au/files/default/5/16/documents/national-cultural-policy-5february2023.pdf>

⁷ <https://www.creative.gov.au/wp-content/uploads/2023/02/Creative-Plan-2023-2030-20230202.pdf>

⁸ <https://www.nsw.gov.au/files/default/5/16/documents/equality-the-arts-and-disability-associated-plan.pdf>

⁹ https://www.nsw.gov.au/files/default/5/16/documents/2023-02/NATS-NSW_Cultural-Policy-AS_13-May_web-4.pdf

¹⁰ https://www.nsw.gov.au/files/default/5/16/documents/2023-02/CP_Accessible2021.pdf

¹¹ <https://www.nsw.gov.au/files/default/5/16/documents/2023-12/creative-communities-arts-culture-and-creative-industries-policy.pdf>

¹² <https://www.nsw.gov.au/files/default/5/16/documents/2024-12/nsw-contemporary-music-strategy-2024.pdf>

¹³ <https://www.planning.nsw.gov.au/files/default/5/16/documents/for-your-area/a-metropolis-of-three-cities>

¹⁴ <https://www.planning.nsw.gov.au/files/default/5/16/documents/2024-04/north-district-plan.pdf>

¹⁵ For further information about the City of Ryde plans and strategies see <https://www.ryde.nsw.gov.au/Council/Plans-and-Publications>

KEY STRATEGIC PRIORITIES

USE CREATIVE ACTIVITIES TO STRENGTHEN COMMUNITY CONNECTIONS AND ENHANCE WELLBEING

Participation in creative activities plays a key role in building a strong sense of belonging, identity, and social cohesion. The National Cultural Policy recognises that engaging in creative activities improves mental wellbeing, healthy aging, and reduces the risk of dementia. Our Strategy will help the Council achieve goals around community wellbeing and reducing social isolation through creative opportunities.

DELIVER CREATIVE SPACES

The NSW Cultural Infrastructure Plan highlights the need for more cultural spaces across the state to support cultural production and participation. Our Strategy will explore opportunities to maximise the use of existing spaces and strategically plan for expanding them through future developments and shared-use opportunities.

ACCESS, EQUITY AND INCLUSION

The National Arts and Disability Strategy emphasises making arts and cultural activities accessible for people with disabilities, both as participants and creators. Our Strategy addresses barriers to participation and encourages our diverse community to engage, create, and share creative works.

CELEBRATE CULTURAL DIVERSITY AND HERITAGE

Australia's cultural diversity is reflected in its stories, people, and places, with creative representations of these cultures varying across different places. The National Cultural Policy supports the unique representation of stories and heritage. Our Community Strategic Plan highlights the importance of celebrating our cultural heritage, and this Strategy will help achieve that by fostering diverse storytelling and preserving cultural identities for future generations.

EMBED FIRST NATIONS' CULTURES

First Nations cultures, stories, and arts are central to our creative identity. The National Cultural Policy highlights the importance of supporting First Nations' creatives through professional development, dedicated spaces, and programming. This Strategy aligns with Council's commitment to reconciliation, ensuring First Nations' voices and stories are at the heart of our creative landscape.

EMPOWER CREATIVE INDUSTRIES AND LOCAL TALENT

The creative sector is a key driver of both economic and cultural growth. The National Cultural Policy and the NSW Contemporary Music Strategy focus on strengthening the live music sector and creative industries by providing capacity building opportunities, performance spaces, and accessible venues. This Strategy will support local artists and creatives by offering resources, partnerships, spaces, and opportunities to help them thrive.

For more details on the strategic priorities at national, state, regional, and local levels guiding this Strategy, please refer to the Creativity Strategy Background Report 2025.

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3

OUR CITY, COMMUNITY AND CREATIVE SECTOR

OUR CITY

Our City, located on Wallumedegal land along the Parramatta River, is a vibrant and culturally diverse area. Our cultural identity is shaped by a blend of First Nations history, European heritage, and the stories of new migrants. Landmarks, such as the grave of Bennelong, and historic buildings highlight the area's rich history.

We have a community that actively engages in cultural expression and celebrates creativity through festivals, events, and activities. Major events like Lunar New Year and the Granny Smith Festival, along with other local celebrations, showcase local talent and bring the community together through creativity.

With strong transport links to the rest of Greater Sydney, our City is well-positioned to expand its creative offerings and support a thriving creative sector. This Strategy will build on our strengths, enhancing spaces, programs, and opportunities for creative production, presentation, and participation.

OUR CREATIVE FACILITIES AND SPACES

Our City offers a range of spaces for creative activities, including theatres, halls, libraries, and venues for live music performances. We also have many parks, laneways, and plazas that can be activated for creative use.

The Macquarie Park Innovation District, along with key institutions like Macquarie University and Meadowsbank TAFE, offer valuable creative opportunities and educational services.

OUR COMMUNITY¹⁷

Our Creativity Strategy responds to the evolving and diverse needs of the City of Ryde's growing population. By 2041, we expect around 183,000 people to call our City home, representing a significant increase of 44,000 since 2024 and 53,000 since 2021.

As our population grows, creative opportunities will play a vital role in fostering a sense of belonging, connection, and cultural expression. Key demographic shifts include:

- An increasingly diverse population, with many people from different cultural backgrounds and who speak a language other than English at home. This rich diversity enhances our cultural and creative landscape, creating opportunities for unique creative practices and storytelling.
- A higher proportion of people living in apartments and alone compared to Greater Sydney, highlighting the need for creative activities that strengthen social connections, improve mental wellbeing, and address social isolation.
- A rise in young couples and families, emphasising the importance of offering a wide range of creative programs and activities for children and young people.

¹⁷ All data presented in this section is sourced from REMPLAN and, in Community Profile based on Australian Bureau of Statistics (ABS) Census of Population and Housing 2021, retrieved from <https://www.remplan.com.au/> and <https://profile.nsl.com.au/>. The population projection data is sourced from REMPLAN future population forecast.



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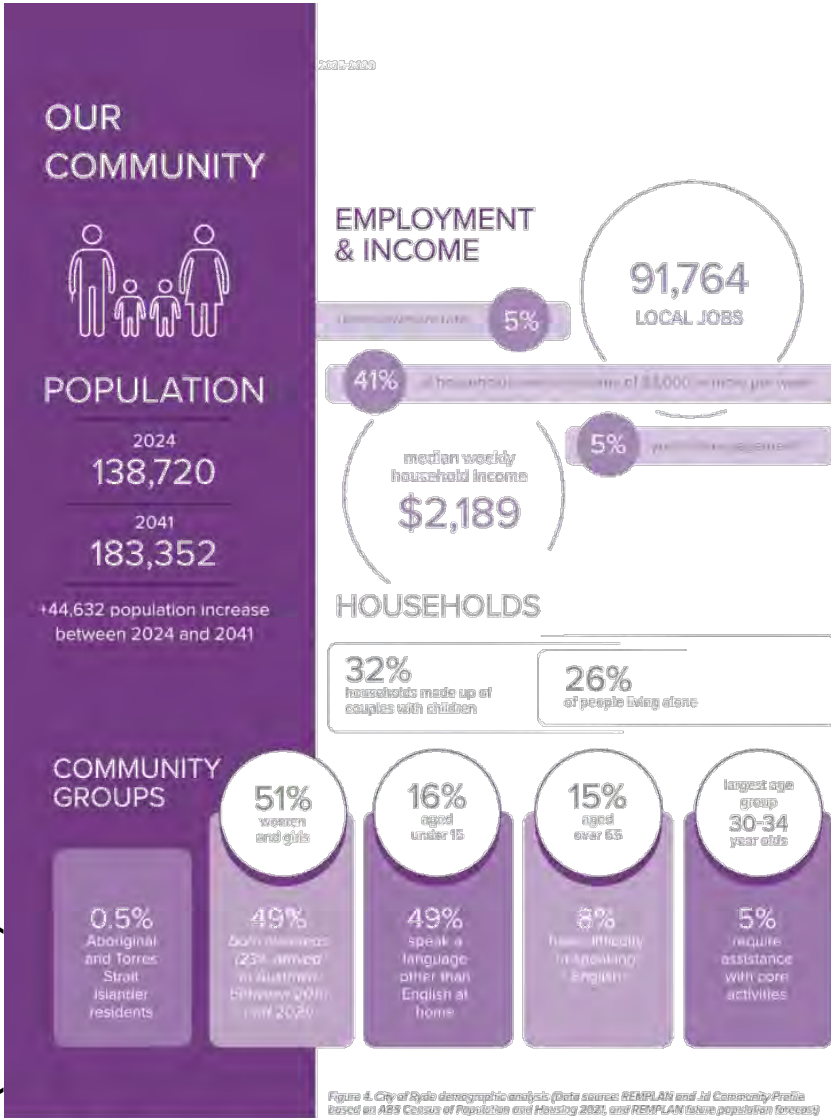


Figure 4. City of Ryde demographic analysis (Data source: REMPLAN and Id Community Profile based on ABS Census of Population and Housing 2021, and REMPLAN future population forecast)

¹⁰ Engagement in employment and education looks at the level of participation by age and sex of the population in the labour market, or full or part-time education. A full-time employed or full-time student would be fully engaged, while part-time students may be fully engaged if they are also employed, or partly engaged if they are not working.



Figure 5. City of Ryde creative sector analysis (Data source: REMPLAN)

For more detailed information about our City, community and creative sector, please refer to the Creativity Strategy Background Report 2025.

¹⁰ All data presented in this section is sourced from REMPLAN and is derived from the information breakdown provided by the ABS. Retrieved from <https://www.remplan.com.au/>

¹¹ The value-added and estimated specialisation are presented at aggregation level of all industry sectors included in the following categories defined by ABS: Professional, Scientific and Technical Services • Internet Publishing, Broadcast, Websearch and Data Services • Broadcasting (except television) • Publishing (except television) (Music Publishing) • Arts, Sports, Adult Community and Other Education • Heritage, Creative and Performing Arts • Motion Picture and Sound Recording • Library and Other Information Services. Notably, industries sectors other than target creative industries in this Strategy (included in the Creativity Strategy Background Report 2025) contribute to the value-added and estimated specialisation from the target creative industries, due to inclusions in further breakdown of information provided by ABS.

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CITY OF RYDE DRAFT CREATIVITY STRATEGY 2025-2030

OUR COMMUNITY PRIORITIES

How we engaged with you

To develop this Strategy, we engaged with over 500 people in 2024 and 2025. Our stakeholder engagement involved various approaches, including informing stakeholders and gathering feedback through surveys. We also involved creative community groups, local artists, and the wider community in workshops, as well as consulting with service providers and government agencies in focus groups and validating our findings through a public exhibition.



Figure 6. Various approaches to stakeholder engagement (City of Ryde 2025)

We used the following methods to gather feedback from our stakeholders:

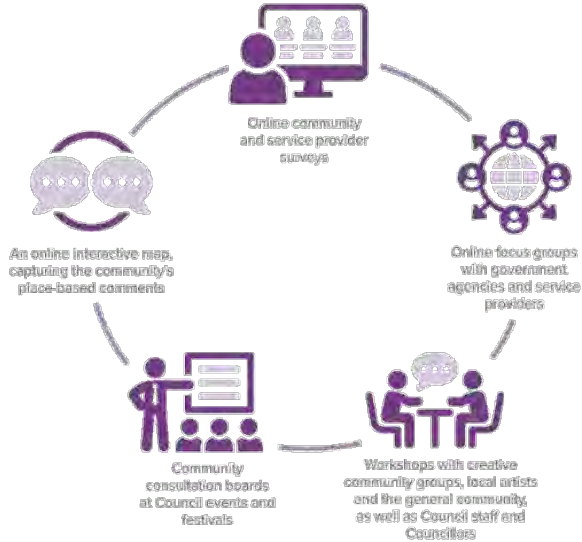


Figure 2. Applied methods for stakeholder engagement and consultation (City of Ryde 2025)

KEY INSIGHTS

The review and analysis of feedback from the community and stakeholders revealed the following key points:

BARRIERS TO PARTICIPATION IN CREATIVITY

Our community faces challenges in accessing creative activities, including a lack of awareness about the opportunities, distance from creative spaces and facilities, and cost of using creative spaces. Residents have expressed a strong desire for more inclusive, affordable, and easily accessible opportunities across the City. They also require better access to spaces for showcasing creative works and a simplified process for booking Council-owned venues.

CELEBRATING CULTURAL DIVERSITY

The community values cultural diversity and wants to see it celebrated through creative events. There is a call for more intergenerational and cross-cultural opportunities to encourage social connections and cultural exchange, and the celebration of diverse cultural expressions.

CREATIVITY BUILDS COMMUNITY CONNECTIONS

Creativity is seen as a powerful tool for strengthening community connections and social cohesion. Residents suggest that collaborative partnerships between local government, creative businesses, artists, and community groups can help foster these connections.

SUPPORT FOR COMMUNITY-LED ACTIVITIES

There is strong support for community-led creative activities. Local artists, volunteers, and residents seek more opportunities for involvement and want Council to offer clear guidelines and the necessary support to facilitate these initiatives.

BUILDING A UNIFYING LOCAL IDENTITY

Our community wants to create a shared local identity that celebrates both cultural diversity and artistic expression. They see potential in positioning our City as a unique cultural hub, distinct from the Sydney CBD, through creative and heritage-based activities.

ENGAGEMENT WITH FIRST NATIONS ARTS

The community is eager for more engagement with Indigenous arts and cultural values. They emphasise the importance of including First Nations artists and groups in creative activities, fostering respect, and strengthening connections to Country.

SUPPORT FOR GROWING THE CREATIVE SECTOR

Local artists and creative businesses require more support, including affordable creative spaces and networking opportunities. The community wants Council to prioritise local talent in events, create more platforms for showcasing their work, and offer professional development opportunities. They also suggest that Council partner with service providers and organisations to provide more resources for growing the local creative sector.

For more details on the stakeholder engagement process and outcomes, please refer to the Creativity Strategy Background Report 2025.

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Our City is evolving, and creativity has the potential to shape our local identity, foster community connections, and boost our economy. To achieve our vision of a vibrant, inclusive City where creativity is at the heart of everyday life, we must build on our strengths while tackling the challenges ahead.

WHAT ARE OUR STRENGTHS?

We have:

- A rich cultural history, including First Nations, European, and multicultural stories
- A vibrant and creative City with events, programs, and public spaces that can be used for creative activities
- An engaged community that regularly participates in creative activities
- A growing number of artists supported by Council programs
- Cultural diversity
- Educational institutions, such as Macquarie University and Macquariebank TAFE, as well as theatres, halls, libraries, and venues for live music performances, and
- A high number of workers commuting to our City each day.

WHAT CHALLENGES DO WE NEED TO OVERCOME?

We face challenges, such as:

- A shortage of accessible, affordable and suitable spaces for creative production, activities and events to support our growing population
- A growing number of people living alone in high-density apartments and facing social isolation
- A lack of creative activities that cater to the diverse needs and interests of our growing community, especially in the evenings, and
- Limited opportunities for networking and collaboration among artists and creatives in our City.

VISION

'City of Ryde is a vibrant and inclusive community where creativity is the cornerstone of everyday life, and our community has the opportunity to participate in diverse forms of creative expression and shared storytelling'.

The outcomes we need to achieve this vision are as follows:



Figure 8. Creativity Strategy outcomes (City of Ryde 2023)

HOW TO READ THIS SECTION OF THE CREATIVITY STRATEGY

This section outlines the outcomes, objectives, and key action areas that will guide the City of Ryde's Creativity Strategy. To help you understand how these elements connect, we have provided an overview of how to read and interpret the content.

This Strategy uses an **outcome-based approach**, focusing on the results we aim to achieve. We have identified specific indicators to measure our progress towards these outcomes. These indicators will help us monitor and evaluate success and inform future adjustments to the Strategy.

The key components of this outcome-based approach are:

VISION

This is the foundation of our Strategy, reflecting our long-term goals for creating a vibrant, inclusive and creative community. The outcomes and objectives in this section are designed to bring this vision to life.

PLANNING PRINCIPLES

These principles are informed by a broader strategic context and valuable feedback from our community and stakeholders. They provide the framework for how we plan to achieve our vision, ensuring we remain focused on the needs of our diverse population and the challenges we face.

OUTCOMES

These define our key goals and priorities and represent the long-term vision for creativity in Ryde. The outcomes guide our efforts in developing and promoting creative opportunities, directly reflecting our vision and setting the direction for our work.

OBJECTIVES

These specific objectives make the vision and outcomes achievable. We have set objectives for each outcome, which will be reviewed and updated when the Strategy is revised in 2030.

KEY ACTION AREAS

These provide a roadmap for how we will achieve the objectives. Action areas will guide the development of an annual Creativity Action Plan, updated each year based on stakeholder feedback and as part of Council's operational planning process.

Additionally, this section outlines a process for implementing the Strategy, alongside a framework for monitoring and evaluating progress toward achieving the desired outcomes. The monitoring and evaluation framework encompasses the timeframe, assigned roles and responsibilities, and the reporting process.

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CITY OF RYDE DRAFT CREATIVITY STRATEGY 2025-2030

OUTCOME 1: OUR STORIES ARE EXPRESSED CREATIVELY



*"Ryde is a melting pot of multiculturalism."
"There is a large multicultural group within Ryde that can be represented through the arts. There is plenty of room for new activations and opportunities, especially among younger people."*

We aim to celebrate and share the diverse stories that shape our City, from those from First Nations people to those from our multicultural communities. This goal is about encouraging creative expression through various forms, allowing everyone to share their unique stories.

Our community has told us that it needs more chances to participate in creative activities that reflect our growing diversity and help shape a unified identity for our City. In particular, people have expressed a desire for intergenerational and cross-cultural events that celebrate diversity, including the art and cultures of both First Nations and multicultural communities.

Sharing our stories in creative ways helps strengthen our connection to the past, present, and future. By supporting these creative expressions, we aim to build a more inclusive and vibrant community that honours our rich heritage, cultural diversity, and ongoing connection with Country.

Through local programs, public art installations, and festivals, we will bring these stories to life and create opportunities for the community to engage in meaningful, creative ways.

KEY INSIGHTS FROM RESEARCH AND STAKEHOLDER ENGAGEMENT

Our City is located on the traditional lands of the Wallumedegal people, home to significant sites and stories, including the grave of Bennelong.

Nearly half (49%) of our residents were born overseas, bringing a rich variety of stories, cultural traditions, and creative skills to our area.²⁸

Our community enjoys a wide range of creative activities. However, many feel these activities do not fully celebrate or express their stories, identity, and heritage.

There is a strong desire within the community for better representation of Indigenous art in our City.

Our community sees creative opportunities in our City as multicultural, diverse, and welcoming.

KEY ACHIEVEMENTS TO DATE

- Over 50% of our creative programs from 2019 to 2024 were delivered in partnership with our culturally and linguistically diverse community.
- Council has hired creative workers from diverse cultural and linguistic backgrounds.
- Council has hosted exhibitions that celebrate our history.



OBJECTIVE	DESCRIPTION	KEY OUTCOME INDICATOR
Objective 1. Express our identity and share our stories through diverse creative practices	By embracing diverse forms of creative expression, we celebrate our cultural heritage and allow everyone in the community to contribute to the rich tapestry of our shared experiences.	• Diversified creative ecosystem across the City of Ryde • Diverse cultural representation through creativity and art
Objective 2. Acknowledge the history and value of Country and First Nations arts and cultures	By honouring First Nations traditions, we aim to foster a deeper understanding and respect for the rich cultural heritage that shapes our community.	• Increased engagement and consultation with First Nations communities • Increased public awareness around indigenous arts, culture, and history • Increased representation of indigenous arts, culture, and history

Table 3. Objectives and key outcome indicators relevant to Creativity Strategy Outcome 1 (City of Ryde 2025)

²⁸ REMPLAN based on ABS Census 2021. Retrieved from <https://www.remplan.com.au/>

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 CITY OF RYDE DRAFT CREATIVITY STRATEGY 2025-2030

OUTCOME 2: OUR COMMUNITY HAS OPPORTUNITIES TO PARTICIPATE IN CREATIVITY



"There are two things that bring community together – art and music. They are great ways to connect with each other."

Our goal is to ensure that everyone in our community – be they residents, workers, visitors, or creatives – has an equal chance to enjoy and take part in creative activities. This includes people with disabilities, young people, senior residents, and those from diverse cultural backgrounds.

Our community has told us that it wants accessible and affordable opportunities to join in with creative activities close to home. The residents have also expressed a desire for creative events and activities that bring people together and support community-led projects.

We aim to offer programs, events, and activities that meet the evolving needs of our community and help everyone feel a strong sense of belonging to Ryde. We also ensure that everyone has access to affordable creative facilities and services, and are well-informed about creative opportunities across our City.

KEY INSIGHTS FROM RESEARCH AND STAKEHOLDER ENGAGEMENT

26% of our community live alone, and 34% live in high-density apartments.²⁶

Our community has told us that arts and creative activities in our City are generally inclusive, but challenges include a lack of local activities, high costs, and limited transport options.

Our community wants more high-quality arts and cultural events that are well-promoted, especially events and festivals that showcase creativity and the creative industries.

Each day, over 70,000 workers come to our City, making up 80% of the daily workforce.²⁷ Many of these workers may be looking for cultural and creative activities outside of work hours, such as after work or during lunch breaks. There are also businesses that may be looking for venues to host events.

KEY ACHIEVEMENTS TO DATE

- Council has organised a variety of cultural and creative events, including a youth performing arts school holiday program, a youth creative competition, and a battle of the bands.
- Council has offered creative programs and events at local libraries, including author talks.
- Council has hosted live music events in public spaces and at local libraries.
- Council has partnered with local schools to encourage students to get involved in creative activities.
- Council has created an Arts eNewsletter, which has around 1,500 subscribers.



OBJECTIVE	DESCRIPTION	KEY OUTCOME INDICATOR
Objective 3. Provide equitable access to affordable and quality creative facilities and spaces	We will plan to provide accessible, affordable and quality facilities and spaces for creative activities to support individuals and creative groups in expressing their talent and fostering a vibrant, inclusive community.	• Improvement in current community facilities and spaces available for creative activities • Increased equitable access to affordable creative facilities and spaces
Objective 4. Ensure information about creative opportunities is widely available in diverse formats	We will make our communications about creative opportunities more inclusive, ensuring that all community members can easily access and participate in the activities available to them.	• Increased use of culturally appropriate formats to promote cultural and creative programs, events and activities • Diverse ways to raise public awareness about creative opportunities
Objective 5. Support creative programs, activities and events that are inclusive and bring diverse groups together	We will build partnerships and collaborate to provide creative programs and activities for all. By doing so, we aim to foster our community's wellbeing and sense of belonging to Ryde.	• Improvement in Council's creative programs, events, and activities for greater inclusion of all community groups and more effective partnerships with other agencies • Increased community connection, belonging and wellbeing through access to creative opportunities

Table 4: Objectives and key outcome indicators relevant to Creativity Strategy Outcome 2 (City of Ryde 2025)

²⁶ REMPLAN based on ABS Census 2021, Replicated from <https://www.remplan.com.au/>

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 CITY OF RYDE DRAFT CREATIVITY STRATEGY 2025-2030

OUTCOME 3: OUR CREATIVE SECTOR IS SUPPORTED AND CONNECTED



“Champions need resourcing from Council and currently they are not given the opportunity to thrive.”

“There are some artists at the professional level residing at the City of Ryde, but the LGA has yet to seize the fantastic opportunity to get them involved in art programs and events.”

Our goal is to support and empower our creative sector and ensure they have opportunities to create, produce, and showcase their work. Our local creatives have told us they want more opportunities to showcase their work in Ryde, as well as more chances to collaborate and network with other artists, creative businesses, and the Council. They have also expressed a need for grants, professional development programs, and partnerships to help them grow their skills.

We aim to connect creatives with the Council, each other, and the wider community to build a vibrant and diverse creative ecosystem. This includes providing further opportunities for professional growth, education, and skill development, as well as offering financial support through partnerships.

Supporting our creative sector makes our City a more inspiring and attractive place for creatives to live and work. It brings economic benefits and encourages fresh ideas.

KEY INSIGHTS FROM RESEARCH AND STAKEHOLDER ENGAGEMENT

Our community believes one of the strengths of our City is having professional artists and talented individuals.

While our community feels that the Council supports the professional development of artists, they want the Council to create more opportunities for local artists, creative organisations, and businesses to thrive.

The community strongly agrees that arts and creative activities create new employment opportunities.

KEY ACHIEVEMENTS TO DATE

- Council has hosted an artist-in-residence program.
- Council has launched and awarded the Sustainable Waste to Art Prize.
- Council has run a creative spotlight series, showcasing 22 local artists each year.
- Council has organised creative meetups and networking events to help artists and creatives connect and collaborate.
- Council has offered 50 free professional development sessions for creatives.
- Council has provided grants to local artists and community groups.
- Between 2019 and 2024, 207 artists were featured in Council events and programs.
- The number of artists and creatives on the Council's local artist register grew from 130 in 2019 to 300 in 2024.



OBJECTIVE	DESCRIPTION	KEY OUTCOME INDICATOR
Objective 6 Support our creative community and services to thrive and innovate	We will provide resources and opportunities needed to inspire new ideas and help local creatives reach their full potential.	• Increased financial support through partnerships for local artists, creative community groups, and not-for-profit organisations to run creative activities and events • Enhanced quality and accessibility of services related to creativity
Objective 7 Foster a connected network for our creative community and services	By encouraging collaboration and partnerships, we create a supportive environment where creatives can share ideas, resources, and opportunities to grow together.	• Facilitated and promoted network of local creative sector
Objective 8 Support our creative community and services in contributing to a resilient and sustainable City	We aim to enhance community wellbeing through creative activities. We will also encourage our creative sector to adopt sustainable practices in their work and contribute to our local economy.	• Enhanced community resilience through creative activities • Greater sustainability in creative practices

Table 5. Objectives and key outcome indicators relevant to Creativity Strategy Outcome 3 (City of Ryde 2025)

ITEM 7 (continued)

ATTACHMENT 3

 CITY OF RYDE DRAFT CREATIVITY STRATEGY 2025-2030

OUTCOME 4: WE HAVE THE SPACES AND PLACES FOR CREATIVITY



"Keen to make Ryde a creative destination."

Our goal is to provide a variety of spaces for different forms of creative expression across our City. The community expressed a desire for both indoor and outdoor spaces for exhibitions, rehearsals, and events, as well as an easier booking process to use Council facilities.

We plan to improve and repurpose existing spaces and facilities, while also working with government agencies and local institutions to establish new creative spaces that our community can share. We aim to bring creativity into public areas, allowing residents to experience culture in their everyday lives, whether they are walking through streets, using public transport, or visiting parks.

By placing art works in public spaces like parks, streets, and transport areas, we will make creativity a visible and accessible part of daily life, helping to build a shared sense of identity and belonging.

KEY INSIGHTS FROM RESEARCH AND STAKEHOLDER ENGAGEMENT

Our community feels that the City lacks spaces that support and foster creativity.

They believe that the lack of space and infrastructure is a major challenge to developing and promoting creativity.

KEY ACHIEVEMENTS TO DATE

- A new auditorium at Lachlan's Lane is available for hire.
- Improvements have been made to the North Sydney School of Arts Community Centre.
- Some of our libraries have been upgraded to support a wider range of creative activities.



OBJECTIVE	DESCRIPTION	KEY OUTCOME INDICATOR
Objective 9 Create accessible and affordable spaces in our City that enable creativity	We will strategically plan our creative facilities and spaces to ensure everyone has the opportunity to engage in creative participation and production.	• Diverse options of accessible and affordable facilities and spaces available for providing creative opportunities
Objective 10 Activate our City's public spaces through art and creativity	By bringing creative expression into everyday places, we aim to make it more accessible and create a vibrant and engaging environment for everyone to enjoy.	• An increase in the number of public art installations and creative representations in public spaces
Objective 11 Build partnerships that increase access to creative participation and production	We aim to collaborate with creative industries, and organisations to provide more opportunities for people to engage in and contribute to the creative process.	• Increased creative opportunities through partnerships

Table 6. Objectives and key outcome indicators relevant to Creativity Strategy Outcome 4 (City of Ryde 2025)

ITEM 7 (continued)

ATTACHMENT 3



KEY ACTION AREAS

Defining the key action areas provides a clear roadmap for achieving the objectives of the Creativity Strategy. These focus areas will guide our approach and inform the development of specific actions over the next five years. Our key action areas include:

- Strategic planning for service provision
- Strategic planning for infrastructure delivery
- Council's programs, events, and festivals
- Grants and sponsorship
- Leadership and advocacy
- Partnerships
- Communication and information sharing
- Public education
- Engagement and consultation
- Council's policies, strategies and regulations
- Research

IMPLEMENTATION

This Strategy outlines a five-year roadmap for delivering creative outcomes for the Ryde community. To support its implementation, we will develop a detailed Creativity Action Plan. The Action Plan will be reviewed and updated annually, incorporating stakeholder feedback and aligning with Council's operational planning process to ensure continuous improvement and relevance.

The City of Ryde's Creativity Strategy is designed to work in harmony with Council's other plans and strategies to ensure our actions support broader community goals. By aligning with existing Council plans that promote innovation, infrastructure development, social inclusion and wellbeing, we ensure that our efforts are integrated and complement the City's long-term vision.

The Council's plans and strategies, as mentioned in the Strategic Context section of this Strategy, contribute to the delivery of outcomes outlined in the Creativity Strategy. The Creativity Action Plan may also include high-level actions that guide more detailed initiatives within other Council plans or strategies, such as the Live Music Plan.

The successful delivery of these actions will depend on a collaborative effort across Council teams, with actions and progress reports included in their annual Business Plan. It will also involve partnerships with creative community groups, local artists, creative businesses, government agencies, and peak bodies.

The budget for implementing these actions will be included in the Council's Delivery Program and Operational Plan.

MONITORING AND EVALUATION

To ensure the success of the Strategy, we will establish a comprehensive monitoring and evaluation framework to assess the progress of objectives and actions, as well as measure how effectively the desired outcomes have been achieved.

TIMEFRAME

We will evaluate this Strategy at three key stages following its adoption by Council:

- Short-term (year 1) – to establish baseline data, monitor early action implementation and gather initial feedback.
- Medium-term (year 3) – to review progress towards objectives and adjust actions as required.
- Long-term (year 5) – to conduct a final review of the Strategy to assess our success in achieving outcomes and identify areas for improvement in the next Creativity Strategy.

ROLES AND RESPONSIBILITIES

The distribution of roles and responsibilities for monitoring and evaluating are outlined below:

- **Council** will lead the evaluation process, including developing evaluation methods, reporting on progress, and making adjustments as needed.
- **Community members, the local creative sector and other stakeholders** will provide valuable feedback to inform the evaluation findings.
- **Partners** who collaborate with Council in delivering actions will share insights and contribute to monitoring outcomes.

Ongoing collaboration will take place through advisory groups, stakeholder workshops, and data-sharing initiatives.

REPORTING PROCESS

The evaluation and reporting process will include:

- Baseline evaluation report
- Biannual reviews
- Quarterly and annual reports – regular reporting as part of the IP&R framework to monitor progress and measure the success of actions
- End of Strategy evaluation – conducted at the five-year mark to inform the development of the next iteration of the Creativity Strategy

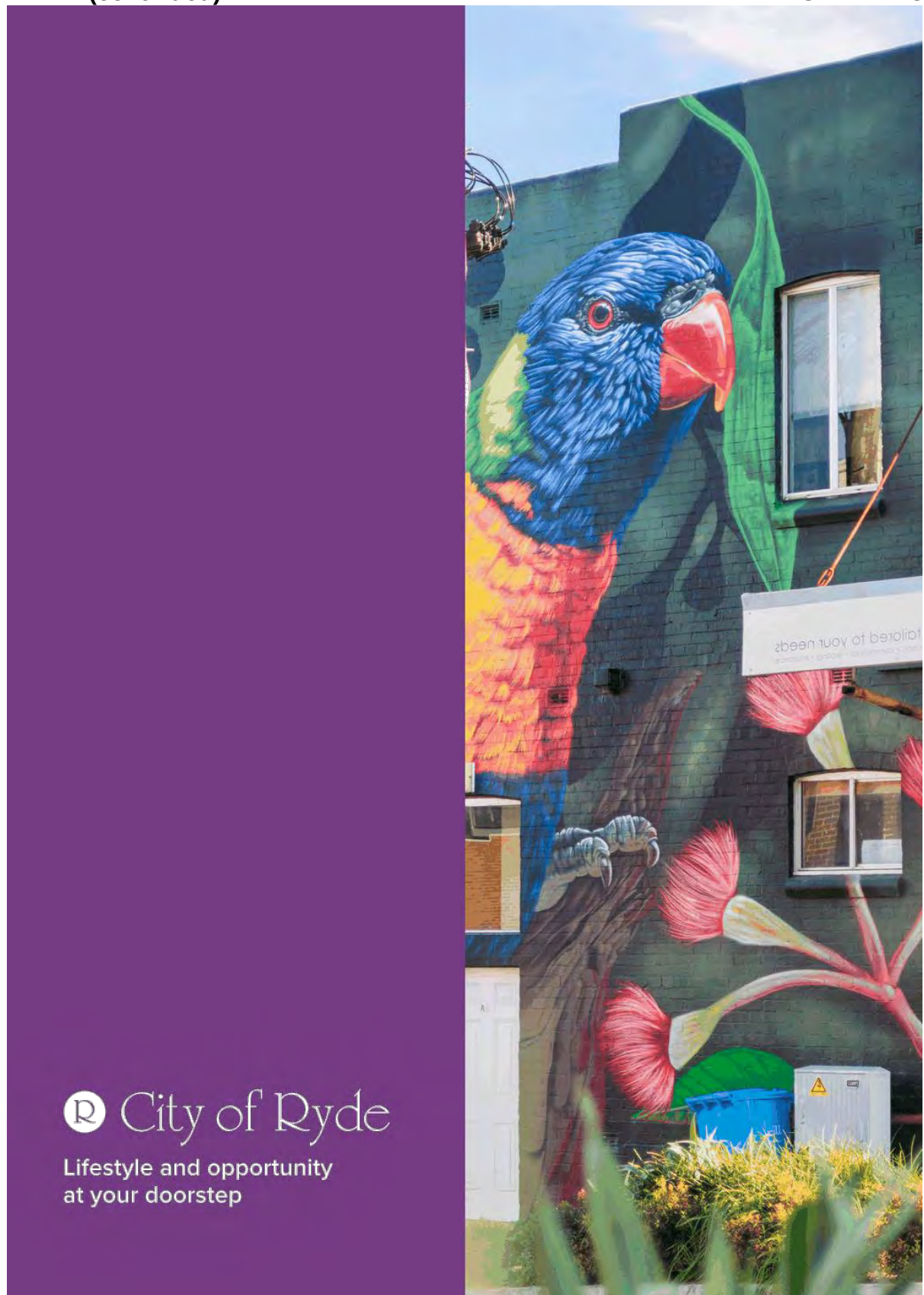
At the end of the five-year period, the findings from these evaluations will guide the next Creativity Strategy, enabling us to build on successes, address challenges, and refine our approach.

GLOSSARY

ACRONYM	DESCRIPTION
ABS	Australian Bureau of Statistics
CBD	Central Business District
CSP	Community Strategic Plan
IP&R	Integrated Planning and Reporting
LGA	Local Government Area
LSPS	Local Strategic Planning Statement
NSW	New South Wales
TAFE	Technical and Further Education

ITEM 7 (continued)

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ITEM 7 (continued)

ATTACHMENT 4



ITEM 7 (continued)

ATTACHMENT 4



CITY OF RYDE DRAFT CREATIVITY STRATEGY BACKGROUND REPORT 2025

ACKNOWLEDGEMENT OF COUNTRY

The City of Ryde Council would like to acknowledge the Whilumedegal Aboriginal people, a clan of the Darug Nation, who are the Traditional Custodians of this Land. We would also like to pay respect to the Elders both past and present of the Darug Nation and extend that respect to all other Aboriginal and Torres Strait Islander people.

We honour the protection of one of the longest continuous Indigenous cultures and beliefs and pay our respects to the history, culture, language, and contemporary developments of the Indigenous people.

The City of Ryde Council celebrates the inclusion of all people and honours their rights and contribution to Country.

ACKNOWLEDGEMENT

The City of Ryde would like to thank the community, local artists and creative community groups, creative businesses, service providers and government agencies who have participated in our consultation and development of the *City of Ryde Creativity Strategy 2025-2030* and its Background Report. Your invaluable insights and perspectives towards future creative opportunities across our City is much appreciated.

Of note is also the contribution and support of our elected Councillors and popularly elected Mayor towards our important work on social and cultural planning and strategies.

Overlaid on map to this document are some assumed coordinates



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CITY OF RYDE DRAFT CREATIVITY STRATEGY BACKGROUND REPORT 2025

INTRODUCTION

The City of Ryde's Creativity Strategy Background Report 2025 (the Background Report) serves as a comprehensive and foundational document that underpins the development of the Creativity Strategy 2025-2030 (the Strategy). As the City of Ryde (Our City) continues to evolve, the importance of fostering a thriving creative ecosystem becomes more evident. This Background Report is designed to offer a thorough analysis of the current creative landscape within our City and provide critical insights into the opportunities and challenges that inform the Strategy's development. Through data-driven research, community feedback, a review of strategic context and existing cultural and creative assets, this Report lays the groundwork for Ryde's vision of:

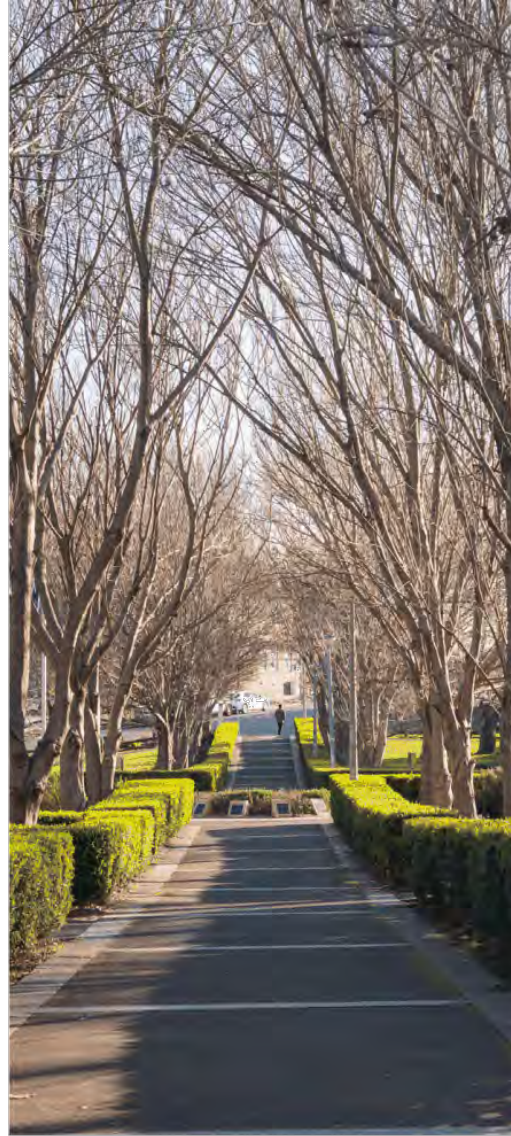
"A vibrant and inclusive community where creativity is the cornerstone of everyday life, and our community has the opportunity to participate in diverse forms of creative expression and shared storytelling".

PURPOSE

The purpose of this Background Report is to offer an in-depth understanding of the factors that shape the Creativity Strategy 2025-2030. By providing a snapshot of Ryde's current cultural and creative landscape and a review of the strategic context and community's priorities, we aim to identify gaps, challenges, and opportunities within our City that need to be addressed in the coming years.

The report focuses on understanding key demographics, creative activities, and the local creative sector and its economic contributions, while also projecting potential future developments for the City and its community.

This document is intended to inform decision-makers, stakeholders, and the general public about the foundational data and strategic insights that will guide the City of Ryde's creativity initiatives over the next five years. Ultimately, the Report ensures that the Strategy is realistic, driven by data, and responsive to the aspirations of our community.



HOW TO READ THIS DOCUMENT

This Background Report is structured to provide a clear and accessible overview of the key areas that influence the development of the Creativity Strategy 2025-2030. Readers are encouraged to approach the document section by section, each of which provides essential information:

- ① **STATE OF OUR CITY AND COMMUNITY**
This section provides an overview of the City's cultural and creative spaces, establishing the context for the creative landscape. It includes an analysis of the community's demographics and highlights key creative activities that define our local culture. Additionally, this section offers a brief projection of the community and City's future.
- ② **OUR CREATIVE SECTOR**
This section begins with an overview of our local economy, followed by a focus on targeted creative industries. It provides a snapshot of the economic impact of the creative industries on Ryde's local economy and workforce dynamics.
- ③ **STRATEGIC CONTEXT**
This section provides a summary of the strategic goals for fostering creativity at national, state, regional, and local levels.
- ④ **STAKEHOLDER ENGAGEMENT PROCESS AND OUTCOMES**
This section presents an overview of the consultation process, including the activities, principles, communication pathways, participants, and key findings from community and stakeholder engagement.

By reading this document, you will gain an insight into how City of Ryde's creative sector is currently positioned and how we plan to shape its future, in alignment with the community's aspirations.

ITEM 7 (continued)

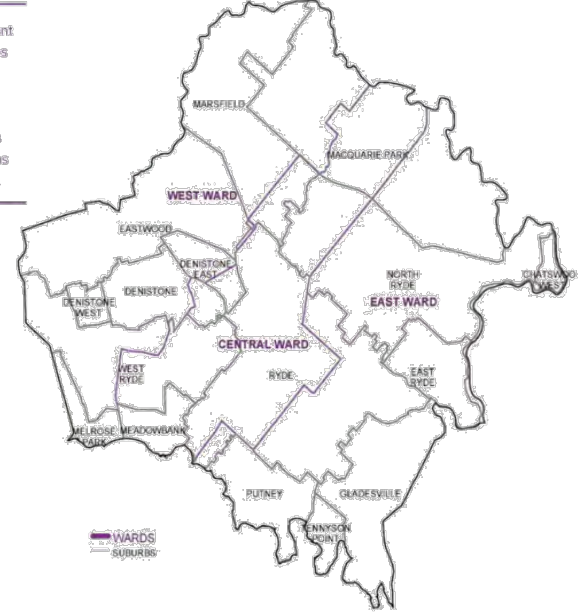
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1 STATE OF OUR CITY AND COMMUNITY

OUR CITY

The City of Ryde Local Government Area (LGA) is located 12 kilometres from Sydney's CBD and covers an area of about 40 square kilometres. It is divided into three wards (East, Central and West), as shown in Figure 1, with some areas distributed across multiple wards.



EAST WARD

The East Ward includes the following areas:

- Chatswood West
- Macquarie Park
- Gladesville
- East Ryde
- North Ryde
- Putney
- Ryde
- Tennyson Point

CENTRAL WARD

The Central Ward includes the following areas:

- Denistone East
- Meadowbank
- Macquarie Park
- North Ryde
- Ryde
- West Ryde

WEST WARD

The West Ward includes the following areas:

- Denistone
- Denistone East
- Denistone West
- Macquarie Park
- Marsfield
- Melrose Park
- West Ryde

Figure 1. The City of Ryde wards and suburbs (City of Ryde 2025)

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CITY OF RYDE DRAFT CREATIVITY STRATEGY BACKGROUND REPORT 2025

OUR CREATIVE SPACES

This section highlights the key cultural and creative spaces across our City, mapping out their distribution and showcasing their role in fostering creativity, learning, and supporting creative production and participation. It also acknowledges the Macquarie Park Innovation District and local educational institutions, which offer significant opportunities to grow and develop our creative sector.

THERE ARE ALSO A RANGE OF INSTITUTIONS WE CAN PARTNER WITH INCLUDING:

- **Macquarie University:** The University's facilities include an art gallery, history museum, and several multipurpose halls. It also offers educational programs in:
 - Performing Arts and Entertainment Industries
 - Music Studies
 - Screen Practice and Production
 - Media, Culture and Communications, and
 - Arts and Social Sciences.
- **TAFE NSW:** There are two TAFE campuses in the City of Ryde, offering educational programs in Design and Media, Arts, and Information and Communication Technology.
- **Macquarie Park Innovation District:** This district is home to both Australian businesses and the headquarters of multinational organisations across a variety of high-growth and deep technology sectors.

We are also home to many parks, laneways and plazas that can be activated through creative activities and events.

3
THEATRES

2
CINEMAS

7
LIVE MUSIC PERFORMANCE
LOCATIONS

5
LIBRARIES

15
HERITAGE HALLS AND
MEETING ROOMS

21
DISTRICT
COMMUNITY
BUILDINGS

SEVERAL
HISTORIC
SITES

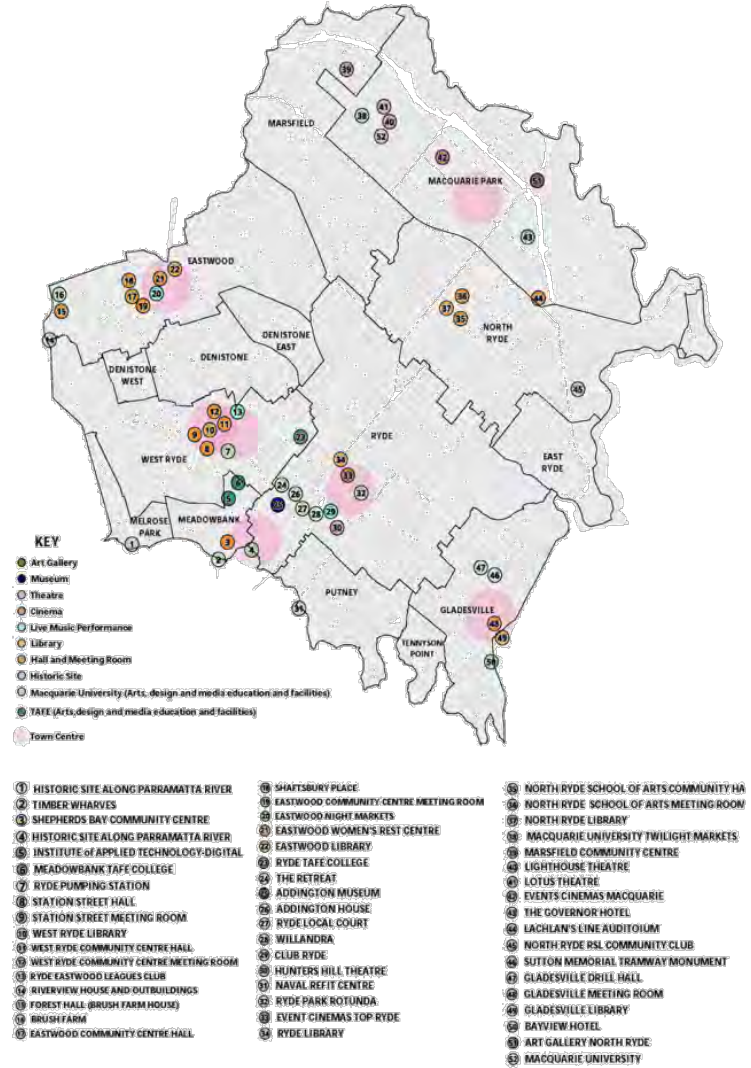


Figure 2: Cultural and creative spaces and facilities (City of Ryde 2025)

ITEM 7 (continued)

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CITY OF RYDE DRAFT CREATIVITY STRATEGY BACKGROUND REPORT 2025

OUR COMMUNITY¹

OUR GROWING POPULATION

As shown in Figure 3, the population of our City was 129,123 in 2021 and has grown to 138,720 in 2024. The most populated suburbs are Ryde, Macquarie Park Innovation District, and Eastwood. Our population is expected to reach 156,964 by 2030 and 183,352 by 2041, which means an increase of 16,244 people by 2030 and 44,632 people by 2041, compared to 2024 population.

PROJECTED POPULATION

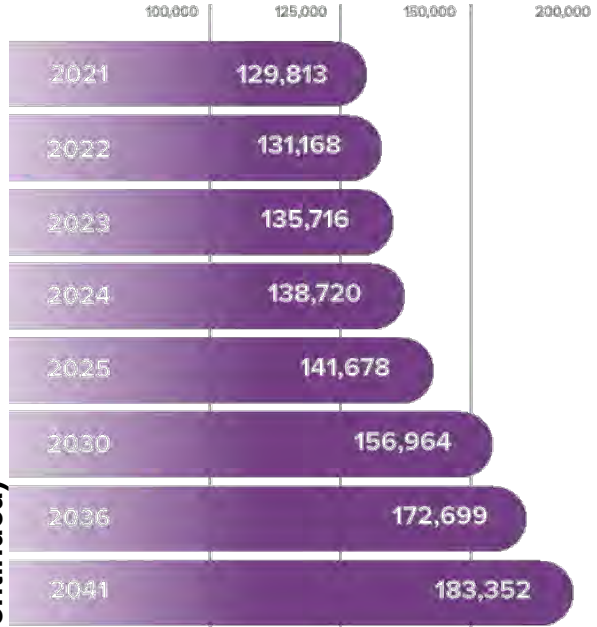


Figure 3. Projected population 2021 to 2041 (Data source: REMPLAN future population forecast)

¹ All data presented in this section is sourced from REMPLAN and its Community Profile based on Australian Bureau of Statistics (ABS) Census of Population and Housing 2021. Retrieved from <https://www.remplan.com.au/> and <https://profile.id.com.au/>. The population projection data is sourced from REMPLAN future population forecast.

AGE AND GENDER DISTRIBUTION

The gender distribution in our City is nearly balanced, with males making up 49% and females 51% of the population. As shown in Figure 4, this balance is consistent across different age groups.

The largest age group in our City is 30-34 years, making up 10% of the total population. This is followed by those aged 35-39 (9%) and 25-29 (8.5%). While the percentage share of the population decreases as age increases, particularly after retirement age (65), the number of residents over 65 has increased from 19,439 in 2021 to an estimated 20,596 in 2024, making up 15% of the total population.

Children aged 0 to 4 and 5 to 9 make up 5.62% and 5.74% of the population, respectively. The total population under 15 has also grown slightly from 20,966 in 2021 to an estimated 22,280 in 2024, making up 16% of our increasing population.

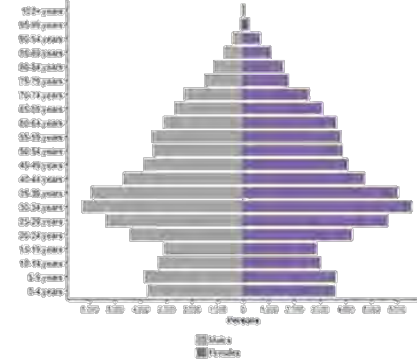


Figure 4. Age-gender pyramid distribution 2021 (Data source: REMPLAN based on ABS Census 2021)

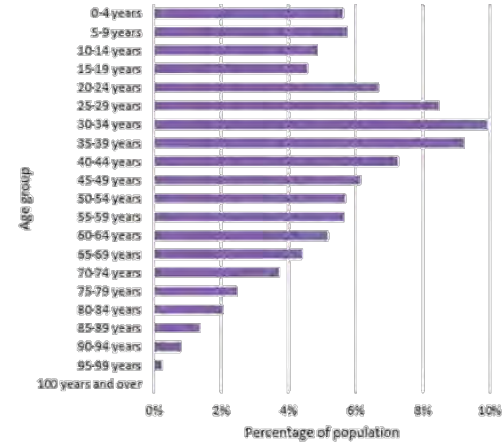


Figure 5. Age breakdown (Data source: REMPLAN based on ABS Census 2021)

ITEM 7 (continued)

ATTACHMENT 4



CITY OF RYDE DRAFT CREATIVITY STRATEGY BACKGROUND REPORT 2025

HOUSEHOLDS AND FAMILIES



- In 2021, there were around **50,800** households in our City, with an average household size of **2.47**. Our City has a variety of household types, with the largest group being couples with children, making up **32%** of households in 2021, slightly lower than the Greater Sydney average of **34%**. Lone-person households counted for **26%**, which is higher than the Greater Sydney average of **23%**.

CULTURAL DIVERSITY

Our City has a rich cultural diversity, including:



- Aboriginal and Torres Strait Islander residents**, who made up **0.5%** of the population in 2021.
- Culturally and linguistically diverse (CALD) communities**, who were born overseas, made up **49%** of our population in 2021, compared to **39%** in Greater Sydney. The top three countries of birth are China, India, and South Korea. Of the overseas-born residents, **23%** arrived in Australia between 2016 and 2021.
- In 2021, **49%** of residents spoke a language other than English at home, compared to **37%** in Greater Sydney. The top three languages spoken at home are Mandarin, Cantonese, and Korean. Additionally, **8%** of the population reported having difficulty speaking English.
- While our community practises a range of religions, Christianity remained the largest religion, with **44.2%** of residents identifying as Christian in 2021.

HEALTH, WELLBEING, AND SUPPORT WITH CORE ACTIVITIES



- In 2021, around **20%** of our population reported having one or more long-term health conditions, which is slightly lower than the Greater Sydney average of **23%**. The most common long-term health conditions reported in 2021 were mental health related, affecting **6%** of the population.
- Aboriginal and Torres Strait Islander people in our City reported higher rates of long-term health conditions, with about **36%** experiencing at least one. In line with the overall community, mental health conditions were the most common, affecting **17%** of this group.
- In 2021, about **5%** of our population reported needing assistance with daily activities, due to disability.

EDUCATION



- Education is highly valued in our community. As shown in Figure 6, **60%** of our population had a Bachelor's degree or higher in 2021. However, **5%** of young people aged 15 to 24 were not engaged in education or employment².

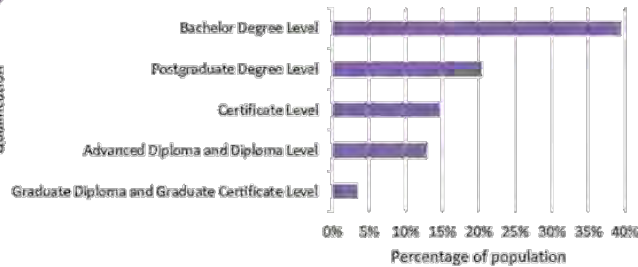


Figure 6. Highest qualifications (Data source: REMPLAN based on ABS Census 2021)

²Engagement in employment and education looks at the level of participation by age and sex of the population in the labour market, or full or part-time education. A full-time employee, or full-time student would be fully engaged, while part-time students may be fully engaged if they are also employed, or partly engaged if they are not working.

EMPLOYMENT



- In 2021, **94%** of our labour force³ was employed across various industries. The top three industries were 'Professional, Scientific, and Technical Services,' 'Health Care and Social Assistance,' and 'Education and Training.'
- Male workers made up **51%** of the employed labour force, slightly more than female workers at **49%**. The largest group of employed residents were those aged 35-39 (**14%**), followed by those aged 40-44 (**13%**).
- The overall participation rate⁴ for residents in our City was **64%** in 2021, with an unemployment rate of around **5%**, which is similar to the Greater Sydney average.

Workforce movements

- 21%** of our local workers both live and work within the LGA, while **79%** live outside the area, mostly in Parramatta, Blacktown, and Hornsby.
- Of the residents who work, **68%** travel outside the City for their job. The top three areas where they work are Sydney, Parramatta, and Willoughby.

Employment status of people with disabilities

- In 2021, about **97%** of people in the City of Ryde who needed assistance and were part of the labour force were employed. Their unemployment rate was **13.3%**, slightly higher than the Greater Sydney average of **13.1%**. Their participation rate in the labour force was **9.3%**, also slightly higher than the Greater Sydney rate of **9.1%**.

Employment status of recently arrived migrants and CALD communities

- In 2021, **90%** of City of Ryde residents who recently arrived from overseas and were in the labour force were employed. The unemployment rate for this group was **9.5%**.
- Overall, **94%** of non-English speaking residents in Ryde who were in the labour force were employed, with an unemployment rate of **6%**.

Employment status of Aboriginal and Torres Strait Islander people

- In 2021, **94%** of our residents who identified as Aboriginal and Torres Strait Islander people were employed, with an unemployment rate of **6%**.

VOLUNTARY WORK



- In 2021, about **13%** of our population reported doing some form of voluntary work, which is higher than the Greater Sydney average of **12%**.

INCOME AND HOUSING STRESS



- In 2021, around **8%** of households in our City earned less than **\$650** per week, while **41%** earned more than **\$3,000** per week. Of low-income households, **11%** had a mortgage, **29%** rented privately, and **13%** lived in social housing.
- The median weekly household income in our City was **\$2,189**, slightly higher than the Greater Sydney median of **\$2,099**. The median weekly rent in our City was **\$460**.
- An estimated **380 people** were homeless in the City of Ryde in 2021.

HOUSING



- Our City provides a range of housing options for residents. In 2021, **50%** of residents lived in separate houses, **16%** in medium-density housing, and **34%** in high-density housing.
- Among non-private dwellings, the two most common types were nursing homes (**26%**) and residential colleges or halls of residence (**25%**).

³Persons aged 15+, who are classified as either employed or unemployed.
⁴Population in labour force

ITEM 7 (continued)

ATTACHMENT 4



CITY OF RYDE CRAFT CREATIVITY STRATEGY BACKGROUND REPORT 2025

SNAPSHOT OF OUR CREATIVE ACTIVITIES

Our City offers a diverse range of events and programs designed to foster creative expression and provide opportunities for the community to connect. These initiatives help build a strong sense of belonging and encourage residents to share their stories. This section provides a snapshot of the key initiatives organised between 2023-2024.

ARTISTS IN OUR COMMUNITY



The City of Ryde is home to a thriving artistic community, with over **300** artists registered with the City of Ryde Council (Council), including **297** local artists. This network contributes to the City's rich cultural landscape and helps shape its identity.

PROGRAMS AND EVENTS



The Council hosts a wide range of cultural programs and events throughout the year. Key highlights include:

- **38** major Council-organized events, attracting approximately **160,000** attendees annually.
- Over **657,169** visits to our five libraries.
- **39,733** attendees participating in **1,708** in-person and online library programs and events.
- **16,209** attendees at children's StoryTime and Baby RhymeTime sessions at local libraries.

In addition to Council-run events and programs, over **80** live music performances have been held on a monthly basis in registered clubs, hotels, and night markets.

SUPPORT FOR CREATIVE DEVELOPMENT



The City of Ryde is committed to supporting the local creative community. This includes:

- Offering professional development workshops to local artists and creative groups.
- Providing grants to encourage creative activities, such as:
 - Arts and Creativity Grants
 - Events Grants
 - Venue Hire Grants

Additionally, Council communicates with the arts and creative community through a monthly electronic newsletter, which reaches approximately **1,500** subscribers.

FUTURE STATE OF OUR COMMUNITY AND CITY



POPULATION GROWTH

- Our population is projected to reach **156,964** by 2030 and **183,352** by 2041, representing an increase of **18,244** people by 2030 and **44,632** by 2041.⁵ Since 2021, our community has experienced shifts in demographics, with significant growth seen in both the ageing population and the number of young families, children, and teenagers.
- These changes will lead to a greater demand for social infrastructure, such as schools, community facilities, public spaces, and local services. It will also be important to provide more inclusive activities for all demographic groups and improve access to services for senior residents and people with disabilities.



LOCAL ECONOMIC GROWTH

- Our local economy is flourishing, anchored by the business development activities occurring in Macquarie Park Innovation District, a globally competitive hub that provides a wide range of employment opportunities and significantly contributes to our economic output. The City of Ryde also benefits from its proximity to a skilled talent pool, with Macquarie University and two TAFE NSW campuses, including the Institute of Applied Technology – Digital.
- The City of Ryde's Economic Development Strategy 2024-2028⁶, along with the Night-time Economy Strategy 2024-2028⁷, will shape our economic growth moving forward. Vibrant town centres, such as Eastwood, West Ryde-Meadowbank and Gladesville, will be further revitalised through masterplans and the place activation projects currently in progress.
- As part of our future planning, we will focus on supporting local creative industries through partnerships and collaboration.

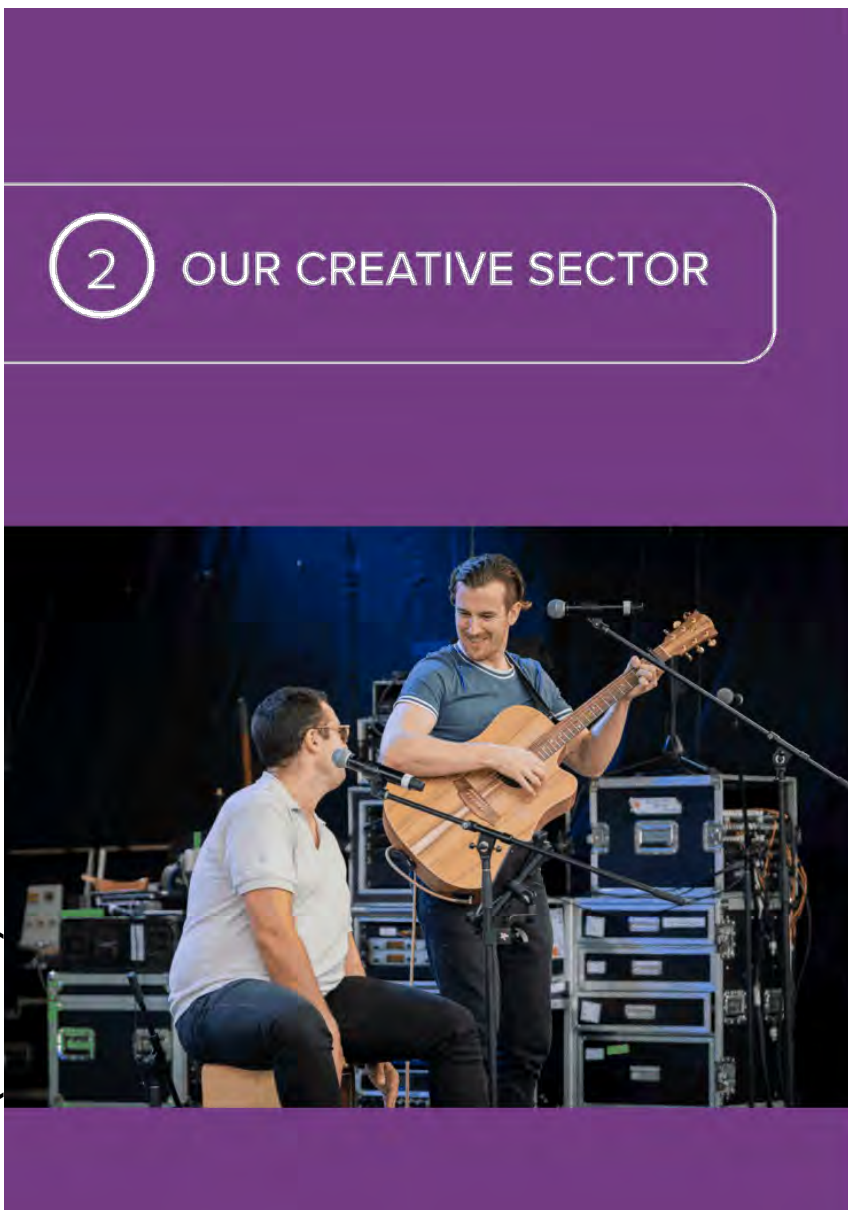
⁵ [REMPLAN](https://www.remplan.com.au/) future population forecast. Retrieved from <https://www.remplan.com.au/>

⁶ <https://www.cityofryde.nsw.gov.au/files/assets/public/development/economic-development/economic-development-strategy.pdf>

⁷ <https://www.cityofryde.nsw.gov.au/files/assets/public/development/economic-development/night-time-economy-strategy.pdf>

ITEM 7 (continued)

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2 OUR CREATIVE SECTOR

The local creative sector plays an essential role in shaping the creative landscape of our City. This sector encompasses a broad ecosystem, as detailed in the City of Ryde's Creativity Strategy 2025-2030.

Local artists, community groups, and organisations are vital to driving creative community initiatives. At the same time, creative industries contribute to our creative landscape by offering meaningful opportunities for artistic expression, driving job creation, fostering innovation, and promoting community engagement.

The City of Ryde's Creativity Strategy 2025-2030 focuses on the following key creative industries:

INFORMATION MEDIA AND TELECOMMUNICATIONS SECTOR

- PUBLISHING (EXCEPT INTERNET AND MUSIC PUBLISHING)
 - NEWSPAPER PUBLISHING
 - MAGAZINE AND OTHER PERIODICAL PUBLISHING
 - BOOK PUBLISHING
- MOTION PICTURE AND SOUND RECORDING
 - MOTION PICTURE AND VIDEO PRODUCTION
 - MOTION PICTURE AND VIDEO DISTRIBUTION
 - MOTION PICTURE EXHIBITION
 - POST-PRODUCTION SERVICES AND OTHER MOTION PICTURE AND VIDEO ACTIVITIES
 - MUSIC PUBLISHING
 - MUSIC AND OTHER SOUND RECORDING ACTIVITIES
- BROADCASTING (EXCEPT INTERNET)
 - RADIO BROADCASTING
 - FREE-TO-AIR TELEVISION BROADCASTING
 - CABLE AND OTHER SUBSCRIPTION BROADCASTING
- INTERNET PUBLISHING, BROADCAST, WEB-SEARCH AND DATA SERVICES
 - INTERNET PUBLISHING AND BROADCASTING
- LIBRARY AND OTHER INFORMATION SERVICES
 - LIBRARIES AND ARCHIVES

PROFESSIONAL, SCIENTIFIC AND TECHNICAL SERVICES

- ARCHITECTURAL SERVICES
- OTHER SPECIALISED DESIGN SERVICES
- ADVERTISING SERVICES
- PROFESSIONAL PHOTOGRAPHIC SERVICES

EDUCATION & TRAINING

- ARTS EDUCATION

OTHER SERVICES

- PHOTOGRAPHIC FILM PROCESSING

ARTS AND RECREATION SERVICES

- HERITAGE, CREATIVE AND PERFORMING ARTS
 - MUSEUM OPERATION
 - PERFORMING ARTS OPERATION
 - CREATIVE ARTISTS, MUSICIANS, WRITERS AND PERFORMERS
 - PERFORMING ARTS VENUE OPERATION

*The industries highlighted in this Report are a selection of creative sectors, as defined by the ABS industry categories.



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CITY OF RYDE DRAFT CREATIVITY STRATEGY BACKGROUND REPORT 2025

OVERVIEW OF OUR LOCAL ECONOMY⁹

Our City has a thriving economy, with a Gross Regional Product (GRP) of \$20.27 billion. As illustrated in Figure 7, the top three industry sectors contributing to the total value-added in the Ryde LGA are Information Media and Telecommunications (15.8%), Wholesale Trade (13%), and Professional, Scientific and Technical Services (11.6%).



Figure 7. Top value-added industries in City of Ryde (REMPAN 2024)

Our local economy supports an estimated 91,764 jobs. The largest contributors to employment are Health Care and Social Assistance (15%), Wholesale Trade (13.1%), and Professional, Scientific and Technical Services (12.5%).



Figure 8. Largest employment sectors in City of Ryde (REMPAN 2024)



⁹ All data presented in this section is sourced from REMPLAN and is derived from the information breakdown provided by the ABS. Retrieved from <https://www.rempplan.com.au/>

OVERVIEW OF OUR CREATIVE INDUSTRY SECTOR¹⁰

VALUE-ADDED¹¹

Local creative industry sectors contribute \$2.02 billion in value-added to the economy, representing 10.5% of the total. The top three creative sectors driving this value are Professional, Scientific and Technical Services (48.3%), Internet Publishing, Broadcasting, and Websearch Data Services (23.5%), and Broadcasting (13.6%).

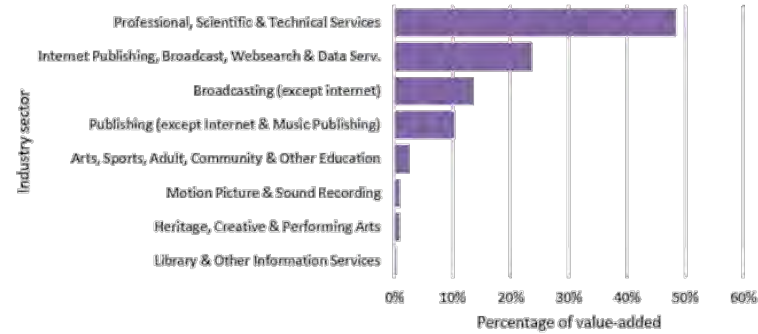


Figure 9. Percentage breakdown of value-add of creative industry sectors to City of Ryde's economy (REMPAN 2024)

¹⁰ All data presented in this section is sourced from REMPLAN and is derived from the information breakdown provided by the ABS. Retrieved from <https://www.rempplan.com.au/>

¹¹ The value-added is presented at aggregation level of all industry sectors included in the following categories defined by ABS:

• Professional, Scientific and Technical Services • Internet Publishing, Broadcast, Websearch and Data Services
• Broadcasting (except internet) • Publishing (except Internet and Music Publishing) • Arts, Sports, Adult, Community and Other Education
• Heritage, Creative and Performing Arts • Motion Picture and Sound Recording • Library and Other Information Services
Notably, other industry sectors contribute to the value-added from the largest creative industries, due to inclusion in the broader breakdown of information provided by ABS.



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CITY OF RYDE DRAFT CREATIVITY STRATEGY BACKGROUND REPORT 2025

SPECIALISED SECTORS¹²

As shown in Figure 10, 2024 estimates indicate that our creative industry sectors are highly specialised in Broadcasting and Publishing.¹³

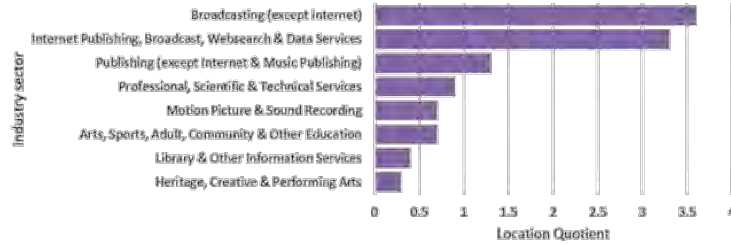


Figure 10. City of Ryde's specialised creative sectors (BEMPLAN 2024)

CREATIVITY'S CONTRIBUTION TO TOURISM

As shown in Figure 11, several of our creative industry sectors make significant contributions to tourism-related outputs, including Information Media and Telecommunications, and Arts and Recreation Services. These sectors generate gross revenue by meeting the demand created by tourists visiting the LGA.

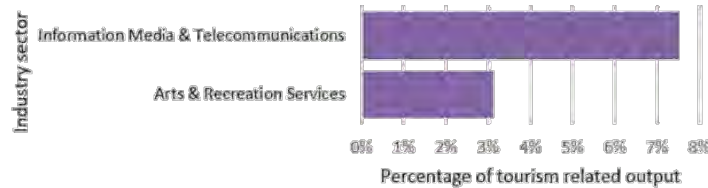


Figure 11 – Tourism related output across creative industry sector (BEMPLAN 2024)

¹² Location Quotient (LQ) indicates the industry sectors that are specialised within an LGA by calculating concentration of industries within an LGA, relative to concentrations across New South Wales. LQ greater than 1 represents a degree of specialisation in the local economy. LQ less than 1 shows that the industry is less specialised in the local economy relative to New South Wales (as a benchmark). LQ equal to 1 indicates that industry specialisation is the same in the local economy as New South Wales.

¹³ The estimated specialisation is presented at aggregation level of all industry sectors included in the following categories defined by ABS:

- Professional, Scientific and Technical Services
- Internet Publishing, Broadcast, Websearch and Data Services
- Broadcasting (except internet)
- Publishing (except Internet and Music Publishing)
- Arts, Sports, Adult, Community and Other Education
- Motion Picture and Sound Recording
- Library and Other Information Services

Notably, other industry sectors contribute to the estimated specialisation from the top creative industries, due to inclusion in further aggregation of information provided by ABS.

KEY EMPLOYMENT SECTORS

Our local creative sectors provide an estimated 2,350 jobs across the City. As shown in Figure 12, the creative industry sector with the largest employment share is Broadcasting (45%), followed by Professional, Scientific and Technical Services (22%). In comparison, creative occupations within Professional, Scientific and Technical Services represent the largest share (48%) of the creative workforce across Greater Sydney.

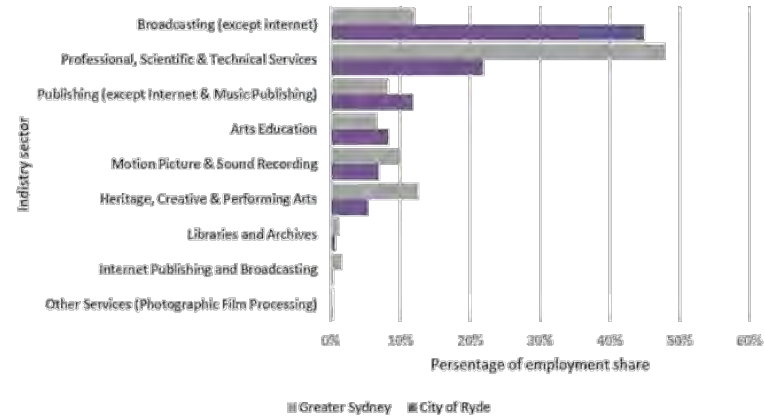


Figure 12. Largest creative employment sector comparison between City of Ryde and Greater Sydney (BEMPLAN 2024)

OUR CREATIVE WORKFORCE

The total number of creative workers in our City is estimated to be around 2,350. Our creative workforce is diverse, consisting of both resident workers and incoming workers from other LGAs, primarily Parramatta and the City of Sydney.

The workforce is balanced in terms of gender, with 55% female and 45% male. The largest age group is those aged 30 to 39. Approximately 30% of our creative workers are culturally and linguistically diverse¹⁴, and the majority (80%) hold a bachelor's degree or higher.

In terms of income, 18% of our creative workers earn between \$2,000 and \$2,999 weekly, while 15% earn more than \$3,000 per week. On the lower end, 10% of creative workers earn less than \$500 per week.

¹⁴ This estimate is based on non-English language spoken at home.

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NATIONAL DIRECTIONS



NATIONAL CULTURAL POLICY

The National Cultural Policy 2023, *Revive: A Place for Every Story, A Story for Every Place*⁴, seeks to reposition arts, culture, and heritage as core values for Australia's future. It offers a framework to support the growth and success of creative workers, organizations, and audiences. The Policy is structured around five key pillars:

- **First Nations first** - Emphasises the importance of acknowledging and respecting First Nations stories as central to Australia's arts and culture. This pillar includes the telling of First Nations histories and narratives across galleries, libraries, archives, and museums.
- **A place for every story** - Affirms that art and culture are for everyone, irrespective of age and background. It focuses on ensuring access, equity, participation, and representation, while recognising the vital role art and culture play in supporting health and wellbeing.
- **Centrality of the artist** - Acknowledges the significant contribution Australia's cultural and creative workforce makes to the nation's economic and social wellbeing.
- **Strong cultural infrastructure** - Recognises the importance of various organisations—governmental, not-for-profit, and private sector—in sustaining and promoting the creative arts.
- **Engaging the Audience** - Ensures that stories resonate with and reach audiences through the platforms they engage with. This includes promoting investment in digital and media literacy.

These pillars form the foundation for actions that drive the future growth and development of arts and creativity across the City of Ryde, contributing to creative outcomes in line with the goals of the National Cultural Policy.

⁴ <https://www.arts.gov.au/sites/default/files/documents/national-cultural-policy-9february2023.pdf>



CREATIVE AUSTRALIA STRATEGY: CREATIVITY CONNECTS US

Creative Australia is the cornerstone of the Australian government's National Cultural Policy and plays a key role in achieving its targeted outcomes. The Creative Australia Strategy 2024-2028⁵ (Creativity Connects Us) outlines five strategic priorities that align with the National Cultural Policy's pillars to foster the growth of arts and creativity. These priorities are:

- First Nations creativity is integral to Australian arts and culture, supported by self-determined decision-making.
- A dynamic creative sector that reflects the diverse stories of contemporary Australia.
- Sustainable careers for our creative workforce, with control over their creative assets.
- Arts and culture are valued and recognised as essential to all Australians.
- Engaging local and global audiences in meaningful Australian creative experiences.

These strategic priorities guide Creative Australia's annual Corporate Plan, which details strategies for achieving each objective, along with performance measures to track progress.

Our Creativity Strategy is fully aligned with the objectives of the Creative Australia 2024-2028 Strategy, ensuring a diverse and dynamic creative sector and embedding creativity into our community's everyday life.



NATIONAL ARTS AND DISABILITY STRATEGY

The National Arts and Disability Strategy 2009⁶ promotes universal accessibility to arts and creative activities, ensuring that people with disabilities can fully participate. The Arts and Disability Strategy is focused on four key areas:

- **Access and participation:** Reducing barriers that prevent people with disabilities from engaging with facilities, services, and resources, both as audiences and participants.
- **Arts and cultural practice:** Enhancing access to arts and cultural funding, presentation opportunities, professional development, and career pathways for artists with disabilities.
- **Audience development:** Raising the profile of artists with disabilities to increase visibility and recognition.
- **Strategic development:** Ensuring that the needs and aspirations of people with disabilities are considered and addressed in the creation of policies and programs.



EQUITY: THE ARTS AND DISABILITY ASSOCIATED PLAN

The Australian Government's Equity: the Arts and Disability Associated Plan 2024⁷, focuses on promoting equity and access to the arts for artists, screen practitioners, arts workers, and audiences with disabilities. It seeks to champion disability representation and equity across the arts, screen, and cultural sectors, aligning with Australia's Disability Strategy. The Plan outlines priorities to ensure the voices of individuals with disabilities are central in both its development and implementation. This initiative aims to foster a more inclusive and accessible arts sector, recognising and supporting the significant contributions of people with disabilities in all creative fields.

In alignment with both the National Arts and Disability Strategy and the Arts and Disability Associated Plan, our Creativity Strategy promotes and enhances access to, and participation in, arts and creative opportunities for people with disabilities.

⁵ <https://creative.government.au/content/uploads/2023/08/Corporate-Plan-2024-28-230809022.pdf>

⁶ <https://www.arts.gov.au/sites/default/files/documents/arts-and-disability-010.pdf>

⁷ <https://www.arts.gov.au/sites/default/files/documents/equity-the-arts-and-disability-associated-plan.pdf>

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CITY OF RYDE DRAFT CREATIVITY STRATEGY BACKGROUND REPORT 2025

NSW GOVERNMENT DIRECTIONS



CREATE NSW: ARTS AND CULTURAL POLICY FRAMEWORK

The Create NSW Arts and Cultural Policy Framework 2021-2025¹⁹ leverages the strengths and aspirations of residents, artists, cultural workers, and arts organisations across diverse communities to shape a vision for the state's cultural and creative future. The Framework emphasises achieving excellence through innovation, fostering community connections, revitalising infrastructure, recognising First Nations arts and cultures, and promoting strong leadership.

Additionally, the Framework aims to increase access to opportunities by encouraging partnerships and participation, engaging with young people, supporting artists' professional development, and strengthening creative businesses and organisations.

In alignment with the priorities outlined above, our Creativity Strategy aims to revitalise existing infrastructure that supports creative activities, foster innovation, and honour First Nations arts and history. The Strategy also emphasises the empowerment of the local creative sector.



CREATE NSW: CULTURAL INFRASTRUCTURE PLAN

The Cultural Infrastructure Plan 2025²⁰ provides a framework to develop cultural infrastructure in NSW beyond 2025, focusing on community activation, the visitor economy, innovation, and job creation.

The Plan's strategic priorities include:

- Considering cultural infrastructure as a driver for vibrant communities and economies.
- Ensuring access to cultural spaces for diverse groups, including First Nations communities, young people, people with disabilities, senior residents, and culturally diverse communities.
- Promoting collaboration within the cultural sector.
- Building impact through partnerships.

The Plan's geographic priorities are:

- Defining the Greater Sydney as a leading cultural destination, emphasising creativity and innovation.
- Leveraging the diversity of cultural identities across NSW.

This Cultural Infrastructure Plan directs our Creativity Strategy to focus on providing affordable and accessible creative spaces and fostering partnerships.



¹⁹ https://www.nsw.gov.au/sites/default/files/2023-05/ARTS-NSW_Cultural-Policy-AS_18-May_web.pdf
²⁰ https://www.nsw.gov.au/sites/default/files/2023-07/CIP_Accessible%20.pdf



NSW ARTS, CULTURE AND CREATIVE INDUSTRIES POLICY – CREATIVE COMMUNITIES

Creative Communities 2024-2033²¹ places arts, culture, and creative industries at the heart of NSW. By supporting artists, creatives, cultural organisations, and creative industries, the policy aims to transform the state's cultural and creative ecosystem. It is built on five guiding principles, including:

- Prioritising First Nations cultures – Recognising and respecting First Nations stories as central to NSW's arts and cultural landscape.
- Appreciating creative industries – Acknowledging the value of NSW's arts, culture, and creative industries, including artists and practitioners.
- Advocating for the value of culture – Ensuring equitable access to the creative industries for all.
- Supporting sustainable growth – Promoting the growth of arts, culture, and creative industries.
- Sharing our creativity with the world – Expanding audiences for NSW's creative works on a national and international level.



NSW CONTEMPORARY MUSIC STRATEGY

The NSW Contemporary Music Strategy 2025-2034²² plans to grow and strengthen the NSW music industry by reaching new audiences and fostering community connections. The Strategy is built on three main goals:

- Building a stronger music industry, by supporting First Nations music and improving skills.
- Expanding audiences for NSW's music, through promoting and reaching international markets.
- Supporting local music communities to thrive.

This NSW Strategy directs City of Ryde and its Creativity Strategy to boost the music industry and promote local artists and musicians.

REGIONAL DIRECTIONS



GREATER SYDNEY REGION PLAN – A METROPOLIS OF THREE CITIES

The Greater Sydney Region Plan: A Metropolis of Three Cities 2018²³ envisions three distinct cities—Western Parkland City, Central River City, and Eastern Harbour City—to accommodate the region's growing and evolving population. The Plan aims to enhance liveability, productivity, and sustainability by ensuring residents can live within 30 minutes of jobs, education, healthcare, and essential services.

It emphasises infrastructure development to meet projected growth and community needs, and highlights the importance of collaboration between government, businesses, and communities to achieve the best outcomes. The Plan serves as a guide for implementing strategies across the five districts of Greater Sydney, including the City of Ryde.

²¹ <https://www.nsw.gov.au/sites/default/files/2023-12/creative-communities-into-culture-and-creative-industries-policy.pdf>

²² <https://www.nsw.gov.au/sites/default/files/2024-12/nsw-contemporary-music-strategy-2024.pdf>

²³ <https://www.planning.nsw.gov.au/plan-for-your-voice-a-metropolis-of-three-cities>

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CITY OF RYDE DRAFT CREATIVITY STRATEGY BACKGROUND REPORT 2025



GREATER SYDNEY 2056 - NORTH DISTRICT PLAN

Our City is part of the North District, and its social, cultural, and creative planning is informed by the Greater Sydney 2056 - North District Plan¹⁴. The Creativity Strategy aligns with key priorities from the North District Plan, particularly Priority No. 4, which focuses on fostering healthy, creative, culturally rich, and socially connected communities. Our Strategy supports the Plan's objectives, including:

- Ensuring communities are healthy, resilient, and socially connected (Objective 7).
- Promoting culturally rich, diverse neighbourhoods across Greater Sydney (Objective 8).
- Celebrating the arts and supporting creative industries and innovation (Objective 9).

CITY OF RYDE DIRECTIONS



COMMUNITY STRATEGIC PLAN

Council's Community Strategic Plan 2025¹⁵ (CSP) is a 10-year roadmap that reflects the community's insights and needs. It breaks down both current and future requirements into seven key strategic directions for the development of our City. These directions and delivery indicators are detailed in the four-year Delivery Plan, with specific actions outlined in the one-year Operational Plan.

The key directions guiding the Plan include establishing:

- A vibrant and liveable City
- An active and healthy City
- A natural and sustainable City
- A smart and innovative City
- A connected and accessible City
- A diverse and inclusive City
- An open and progressive City

The strategic direction for a 'diverse and inclusive City' emphasises the building of an engaged and connected community, celebrating culture and heritage, and ensuring accessible community facilities. The direction for a 'vibrant and liveable City' focuses on creating vibrant neighbourhoods and great places that are designed for everyone.

The City of Ryde Creativity Strategy aligns with the CSP and supports its strategic directions and objectives, particularly those that contribute to creative outcomes for our community.



¹⁴ <https://www.parramatta.gov.au/assets/2024-04/north-district-plan.pdf>

¹⁵ <https://www.ryde.nsw.gov.au/files/assets/public/15/ryde-council-services-and-community-2025-community-strategic-plan.pdf>



LOCAL STRATEGIC PLANNING STATEMENT

The Local Strategic Planning Statement 2020¹⁶ (LSPS) outlines a 20-year vision for our City, aligning with regional plans like the North District Plan and A Metropolis of Three Cities, as well as NSW state policies. At the local level, the LSPS is shaped by community input and strategic directions, as outlined in the CSP for addressing community needs.

The LSPS sets the framework for land use planning and guides all planning decisions to shape the community's vision. It defines development targets, planning priorities, and key actions. Relevant priorities to our Creativity Strategy include:

- Delivering safe events for the community
- Providing multi-purpose community facilities
- Protecting and enhancing our City's cultural heritage, including historic buildings and places of natural significance

The City of Ryde Creativity Strategy contributes to this long-term vision by advocating and planning for the delivery of cultural and creative outcomes.

OTHER COUNCIL STRATEGIES AND POLICIES

The City of Ryde Creativity Strategy aligns with and supports other key Council strategies and plans, all contributing to the delivery of social, cultural and creative outcomes for our community. These include¹⁷:

- City of Ryde Social Plan
- City of Ryde Social and Cultural Infrastructure Framework
- City of Ryde Local Infrastructure Strategy
- City of Ryde Halls and Facilities Strategy
- City of Ryde Library Service Strategic Plan
- City of Ryde Disability Inclusion Action Plan
- City of Ryde Reconciliation Action Plan
- City of Ryde Events Plan
- City of Ryde Live Music Plan
- City of Ryde Economic Development Strategy, and
- City of Ryde Night-time Economy Strategy.

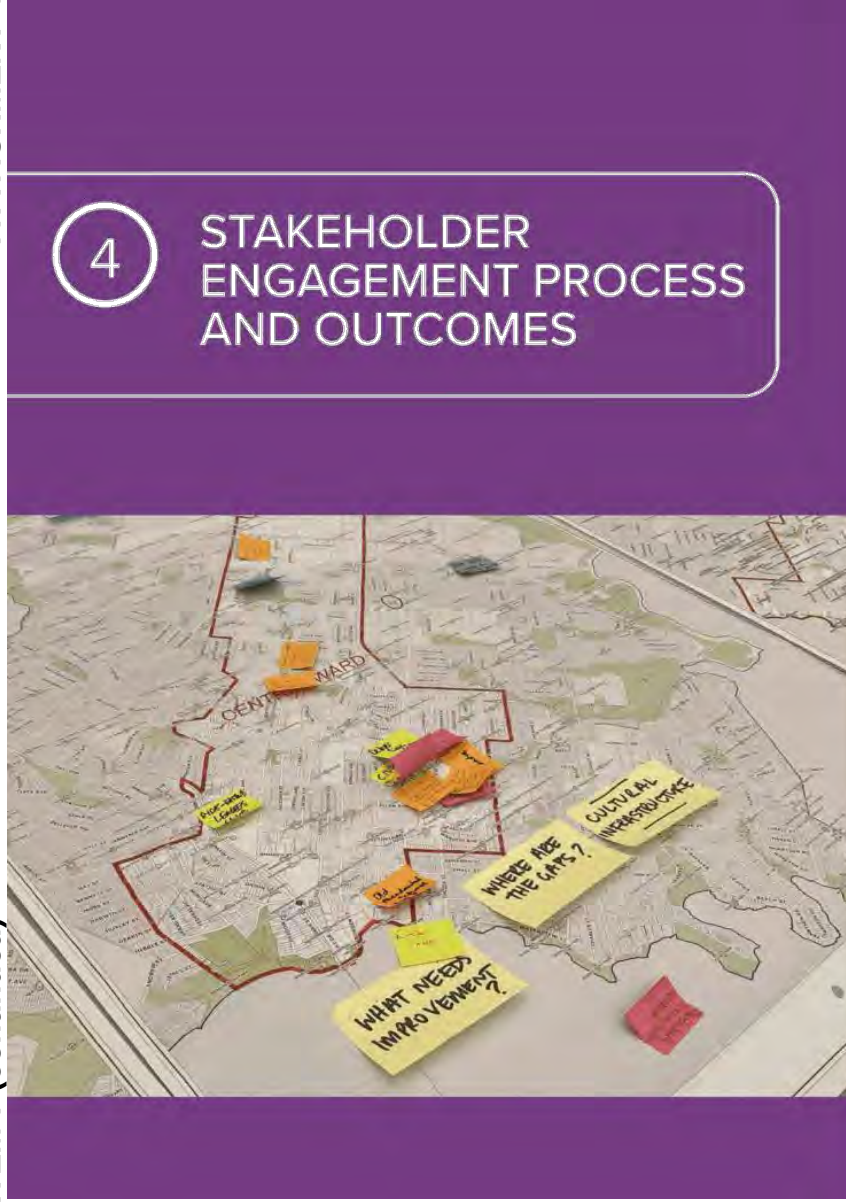
¹⁶ <https://www.ryde.nsw.gov.au/files/assets/public/16/ryde-local-strategic-planning-statement-2020.pdf>

¹⁷ For further information see <https://www.ryde.nsw.gov.au/Council/Plans-and-Publications>



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STAKEHOLDER ENGAGEMENT PHASES AND ACTIVITIES

To inform the development of the Creativity Strategy 2025-2030, Council initiated a comprehensive stakeholder engagement process. The goal was to gain a deeper understanding of the needs of our local residents, as well as the creative sector.

As shown in Figure 13, a variety of engagement activities were conducted in 2024 and 2025 to gather feedback from the community and stakeholders on the current and future creative landscape of the City of Ryde.

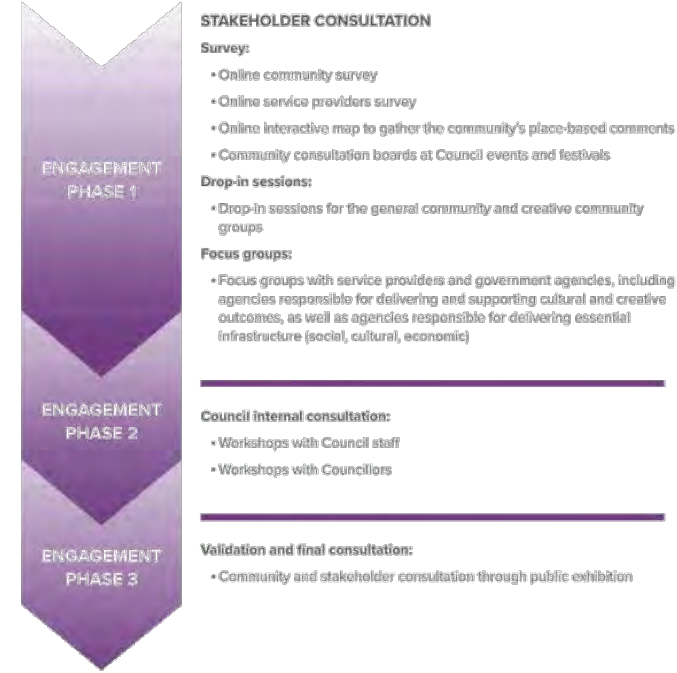


Figure 13. Stakeholders' engagement phases and activities

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 CITY OF RYDE DRAFT CREATIVITY STRATEGY BACKGROUND REPORT 2025

STAKEHOLDER ENGAGEMENT STRATEGY AND PRINCIPLES



The stakeholder engagement strategy was guided by Council's principles of timely, informative, and transparent communication, promoting inclusive and purpose-driven engagement, and encouraging participation from all. It emphasised two-way dialogue with stakeholders while safeguarding participants' privacy.

Key risks were identified and addressed, including the use of anonymous data collection, diverse and accessible consultation methods, multilingual materials, clear communication of objectives, and validation of stakeholder input. Additionally, Council offered in-language assistance through translated materials and access to interpreters.

COMMUNICATION PATHWAYS



A variety of communication channels were used to promote the new Creativity Strategy, raise awareness of the engagement phases and activities, and encourage feedback. These included:

- A Have Your Say page and events webpage, offering background information on the Strategy and details on how to get involved.
- eNewsletters and The Weekly Times, with links to engagement opportunities.
- Flyers distributed at key community facilities, events, and festivals, along with downloadable posters for service providers to share with their clients.
- A storyboard at in-person engagement sessions to display project details.
- Regular posts on the City of Ryde's social media platforms (Facebook, LinkedIn, Instagram) to encourage feedback.
- Direct emails and phone calls to targeted networks and service providers to promote engagement opportunities.

WHO WE ENGAGED WITH



We engaged with over 500 stakeholders, identified through comprehensive Stakeholder mapping, to ensure diverse representation. Key stakeholder groups included:

- Local residents.
- Local artists and creative community groups.
- Cultural and creative service providers.
- NSW Government agencies responsible for delivering cultural and creative outcomes and essential infrastructure.
- Peak bodies delivering cultural and creative outcomes.
- Representative from First Nations communities, and
- City of Ryde Council staff and Councillors.

KEY ENGAGEMENT FINDINGS



The feedback, collected through diverse engagement methods and consultations with the community and stakeholders, was analysed to uncover key themes and recurring insights. It reflects the current challenges and opportunities, along with future priorities and aspirations for improving the cultural and creative landscape of the City of Ryde. This section outlines the main points shared by the community and stakeholders.

THERE ARE BARRIERS WHICH LIMIT ACCESS TO CREATIVE ACTIVITIES



The feedback from the community highlighted that the most popular creative activities within the City of Ryde in the past 12 months were library events and programs, along with performing arts events, such as dance and theatre performances, music concerts, and movies. However, some participants noted that they attended creative activities outside of the Ryde area, particularly events associated with the arts, design and technology, as well as exhibitions in museums and galleries. Challenges preventing participation in local creative activities included a lack of awareness, distance from events and inadequate transport options, such as insufficient parking and accessibility.



Stakeholders emphasised the need for greater, more equitable access to creative spaces and services across the LGA. They called for the better distribution of activities throughout the area, with a particular focus on providing accessible venues for creative production and events. Additionally, they suggested more affordable spaces for creative showcases. Further suggestions from the community included leveraging underutilised facilities and repurposing vacant spaces for creative activities. They believed such improvements would ensure a more inclusive and accessible creative landscape, allowing for a wider range of residents to engage with and benefit from cultural and creative opportunities.

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CITY OF RYDE DRAFT CREATIVITY STRATEGY BACKGROUND REPORT 2025

OUR COMMUNITY VALUES THE CELEBRATION OF CULTURAL DIVERSITY



Stakeholders expressed the belief that inclusivity and diversity could be more effectively highlighted through a broader range of creative events and activities. While many participants recognised that the arts and creative activities in the City of Ryde offer social inclusion, there was a strong desire for events that foster greater intergenerational and cross-cultural engagement. They highlighted the need for activities that bring together different age groups and people from cultural backgrounds, enabling them to interact, share experiences, and celebrate diversity.

"There is a large multicultural group within Ryde that can be represented through the arts. There is plenty of room for new activations and opportunities, especially among younger people."

~ Community survey respondent

"Ryde is a melting pot of multiculturalism."

~ Community workshop participant

To enhance a sense of community and belonging, stakeholders emphasised the importance of designing events and activities that cater to diverse demographics. Ryde could create more cohesive and vibrant spaces for social interaction that offer opportunities for different generations and cultures to collaborate and connect. Such initiatives would not only promote cultural exchange but also contribute to a more inclusive environment, fostering stronger relationships within the community and enriching the cultural fabric of the area.

OUR COMMUNITY WANTS TO LEAD CULTURAL AND CREATIVE ACTIVITIES



Stakeholders emphasised the importance of informal and unstructured events in fostering neighbourly relationships and creating a sense of social connection and belonging. There was a strong desire for more community-led cultural and creative activities, driven by local artists, creative groups, and volunteers.

Participants noted the need for greater awareness among volunteers and artists about how to engage and collaborate on local opportunities and events. Council was seen as playing a key role in facilitating these initiatives by acting as a liaison between creative groups, volunteers, local artists, and businesses.

Providing appropriate facilities for community-led activities and events was identified as a priority. Stakeholders recommended that Council prepare clear guidelines for community-led events to ensure smoother planning and better engagement.

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CREATIVITY PLAYS A CENTRAL ROLE IN BUILDING COMMUNITY CONNECTIONS

"There are two things that bring community together – art and music. They are great ways to connect with each other."

~ Community workshop participant

"Community and creativity are grassroots."

~ Community workshop participant

Stakeholders highlighted the crucial role that creative activities play in connecting the community and fostering social cohesion. They emphasised the need to create more opportunities for collaboration, communication, and cultural exchange through these activities. Feedback suggested that a strong focus should be placed on building partnerships between local government, creative industries, service providers, and community groups to enhance the accessibility and reach of these activities. Participants believed that, by fostering these collaborations, Ryde could cultivate a more inclusive and interconnected community, where diverse groups can come together to share knowledge and celebrate creativity.

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CITY OF RYDE DRAFT CREATIVITY STRATEGY BACKGROUND REPORT 2025

ACCESS TO SUPPORT, SPACES AND NETWORKS HELPS GROW OUR CREATIVE SECTOR



Stakeholders highlighted that, while Ryde's creative sector is diverse, there is a lack of connection and support for local artists. Artists face barriers in engaging with community events and spaces, due to insufficient connections with other artists, service providers, and Council. To build Ryde's identity as a creative hub, stakeholders emphasised the need for greater collaboration and stronger ties to creative opportunities. Stakeholders also suggested linking local artists with creative businesses and organisations in the area, as they often work with creative practitioners from outside of Ryde.

"Collaboration and partnership are key in supporting our services and clients"
~ An agency participated in focus group

"There are some artists at the professional level residing at the City of Ryde, but the LGA has yet to seize the fantastic opportunity to get them involved in art programs and events."
~ Community survey respondent

It was discussed that Council can support local artists by prioritising them in procurement for Council-led events, creating platforms and spaces to showcase local creative work, and offering grants. Improved communication and professional development for local artists were also considered critical to ensuring Ryde's creative sector flourishes.

Stakeholders advocated for greater investment and collaboration within the creative sector to cultivate a self-sustaining artistic community. It was discussed that fostering partnerships with creative businesses, educational institutions, and government agencies would help build a connected and dynamic creative ecosystem.

OUR COMMUNITY WANTS MORE FIRST NATIONS ARTS EXPERIENCES



There was a call for Council to actively support and engage with First Nations artists, creative groups, and businesses when developing the creative sector, organising activities, or advocating for connections to Country through creativity.

CREATIVITY CAN BUILD A UNIFYING LOCAL IDENTITY



Cultural diversity and heritage were recognised as key strengths of the City of Ryde. There was a desire to further embrace and showcase Ryde's cultural and creative diversity, building a unifying identity that reflects its multicultural and artistic community.

"Keen to make Ryde a creative destination"
~ Community workshop participant

According to stakeholders, this would not only foster a sense of identity for residents but also position Ryde as a cultural destination, distinct from the Sydney CBD. With its unique location, between the major cultural hubs of Sydney and Parramatta, stakeholders expressed the need for Ryde to establish a cultural identity that highlights its local potential and stands out in the broader cultural landscape of Greater Sydney.

GLOSSARY

ACRONYM DESCRIPTION

ABS	Australian Bureau of Statistics
CALD	Culturally and Linguistically Diverse
CBD	Central Business District
CSP	Community Strategic Plan
GRP	Gross Regional Product
LGA	Local Government Area
LSPS	Local Strategic Planning Statement
NSW	New South Wales
SDG	Sustainable Development Goal
TAFE	Technical and Further Education

ITEM 7 (continued)

ATTACHMENT 4