

# Community *Engagement* Strategy

Have  
Your  
Say

**DRAFT**  
FOR PUBLIC EXHIBITION



An orange circle graphic containing the text 'Acknowledgement of Country' in white.

## Acknowledgement of Country

# Acknowledgement of Country

City of Ryde would like to acknowledge the Traditional Custodians of this land, the Wattamattagal (or Wallumedegal) clan of the Darug nation. City of Ryde would also like to pay respect to the Elders, past, present and emerging and extend that respect to all other Aboriginal and Torres Strait Islander peoples.

## Artist Biography

Jakeob Watson, a seasoned artist, mentor and devoted father of seven, hails from Maitland, New South Wales. A proud descendant of the Gomeroi Nation, he boasts a 13-year journey as an exhibiting artist, marked by significant achievements. His artistic expression is a captivating fusion of his Indigenous heritage, seamlessly intertwined with the dynamic cultures of hip-hop and graffiti. Jakeob's creative prowess extends across diverse mediums, from custom sneakers and canvases to awe-inspiring murals. Beyond his studio, he shares his passion by conducting art workshops catering to both adults and children, and contributing to the enrichment of artistic communities.

## Artwork Story

The artwork was designed for City of Ryde's Innovate Reconciliation Action plan and symbolises City of Ryde and its connections to communities and Country and the efforts to continuously grow and connect the area surrounding them. The main circles and connecting lines symbolise the different communities residing in the Ryde Council area and the roads and journeys connecting them. Then surrounding is many different representations of Country and native flora and fauna showing the many diverse cultures and life that are connected and cared for by City of Ryde with a special mention to the Black Snapper to represent the totem of the Traditional Owners.



**Mayor**

## A Message From Our Mayor



City of Ryde's key plans, policies, strategies, programs, projects, initiatives and events make up an ambitious agenda for this new Council term.

Community input and advice is invaluable as we plot the course ahead for the benefit of everyone who calls this vibrant, diverse, and harmonious place home.

Put simply, we can't do it without you.

During 2024, we sought and welcomed community feedback on some key plans and strategies including our Integrated Open Space Plan, the future use of the Denistone Sports Club site, our Economic Development Strategy and Night-Time Economy Strategy and the State Government's proposed Transport Oriented Development rezoning of our Macquarie Park Innovation District.

There will be more important decisions to be made in the years ahead and the actions we take will be guided in no small way by our Community Engagement Strategy.

I look forward to partnering with you on this exciting journey.

A handwritten signature in black ink that reads "Trenton Brown".

**Trenton Brown**  
City of Ryde Mayor

**Chief  
Executive  
Officer**

## A Message From Our CEO



Welcome to City of Ryde's Community Engagement Strategy.

This is an important document explaining the vital role that our community – residents, ratepayers, businesses, and other key stakeholders – plays in 'striking the right balance' with the development and implementation of Council's major strategic planning.

Community feedback is essential as we look to make the City of Ryde 'the place to be for lifestyle and opportunity at your doorstep'.

The City of Ryde and its diverse, vibrant community are close partners. Together, we are preparing an exciting, ambitious and transformative roadmap to the future as outlined by our overarching Community Strategic Plan.

Council is committed to keeping you informed about its crucial plans, policies, programs, projects, planning matters, initiatives and events.

And we are equally committed to creating meaningful engagement opportunities where we seek and consider your input for all of these elements.

Please join us in helping to grow City of Ryde's well-earned reputation as 'the place to be for lifestyle and opportunity at your doorstep'.

A handwritten signature in black ink that reads "Wayne Rylands".

**Wayne Rylands**  
City of Ryde  
Chief Executive Officer

## Introduction

# About the Community Engagement Strategy

The City of Ryde Council (Council) recognises that effective community engagement is vital for successful planning and decision-making.

Underpinning our planning is the vision of the Community Strategic Plan, that the City of Ryde is 'The place to be for lifestyle and opportunity at your doorstep'.

To help deliver this shared vision, Council is committed to engaging with our community on matters that affect their daily lives, now and into the future. This includes plans, strategies, policies, programs, projects, planning matters, events and initiatives that Council delivers in the local government area.

Where possible and appropriate, Council will create meaningful and ongoing engagement opportunities whereby community input is sought and considered as part of the decision-making process to shape the future of the City of Ryde.

Due to the wide range of Council activities and our diverse communities, the way we engage can vary.

This Strategy is designed to provide our community with an understanding of Council's approach to:

- Keeping our community informed
- Creating engagement opportunities to ensure that our communities have the chance to participate in directions for the City.



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## Guiding Principles

# Community Engagement Principles



Our engagement initiatives are planned, proactive and fit for purpose



Our community interactions are genuine, respectful, inclusive and accessible



Our approach is ongoing, creative and acknowledges existing input/information



Our language is clear, customer friendly and is translated where possible and appropriate



Our process is transparent, accountable and regularly reviewed



We provide updates on how views were considered and/or influenced the outcome



**City of Ryde**  
**Waste, Recycling and Circular Economy**

Have your say on Council's Waste Services and the future of the Circular Economy in Ryde!

City of Ryde is currently reviewing its Waste Management Strategy to move towards a circular economy approach. To help our community achieve this vision, Council is developing a Circular Economy Strategy.

A circular economy involves sharing, reusing, repairing and recycling materials instead of throwing them away. It also means moving away from single-use materials and products which are not sustainable. This approach supports Council's broader vision of creating a smarter, greener and greater City of Ryde.

We want to hear from you!

**What is a Circular Economy?**  
A Circular Economy reduces waste by reusing, repairing and recycling materials instead of following the traditional 'take, make, dispose' model. The City of Ryde is committed to this approach, finding better ways to manage resources, cut waste, and support the community. Working towards a Circular Economy helps to reduce environmental impacts, conserve resources, and provide sustainability.

Scan the QR code and share your thoughts by completing our quick survey. Your feedback matters!

**City of Ryde**

For more information  
Phone: Customer Service on 0852 8022  
Email: [community@ryde.nsw.gov.au](mailto:community@ryde.nsw.gov.au)  
Web: [www.ryde.nsw.gov.au/CircularEconomy](http://www.ryde.nsw.gov.au/CircularEconomy)

**Replace disposable containers with reusable containers.**

**Plastic bags are old news!** Bring your own shopping bag.

**Don't use disposable plastic plates!** Use compostable ones instead.

**Batteries for away and can't be reused.** Reuse with alternatives such as a string and frown.

**Don't make me plastic cutlery!** Bring your own or compostable alternative.

**City of Ryde**  
[www.ryde.nsw.gov.au/before](http://www.ryde.nsw.gov.au/before)

**Household Waste Recycling**  
家居废品及回收

**Community Recycling**  
The right place for your...



## The How

# How Does Council Undertake Community Engagement?

Each engagement opportunity is different, varying by target audience and stakeholders, level of impact and resources required.

Our community engagement approach is based on social justice principles of access, equity, participation and rights. We realise that sometimes, despite our best efforts, people may not be happy with the available options or solutions. However, feedback from all points of view is vital to support objective and well informed decision-making, in producing the best outcomes for our community.

Our community engagement projects are available through the Have Your Say webpage – [www.ryde.nsw.gov.au/HaveYourSay](http://www.ryde.nsw.gov.au/HaveYourSay) – allowing our community to participate at a time, or in a way that suits them best. Each project page hosts feedback opportunities via surveys, forms and/or interactive mapping. We always provide the opportunity to Have Your Say via email and post. In addition, our Customer Service team can help those who need extra assistance over the phone or in person.

Separately, the engagement process for development applications and other land use planning matters (in line with the Division 2.6 of the *Environmental Planning and Assessment Act 1979*) is defined in Council's Community Participation Plan – [www.ryde.nsw.gov.au/CPP](http://www.ryde.nsw.gov.au/CPP)

The Community Participation Plan outlines how and when Council engages with the community on planning matters and reflects the community participation requirements in planning legislation, including mandatory consultation timeframes.

# Have Your Say



9952 8222



cityofryde@ryde.nsw



www.ryde.nsw.gov.au





## The What

# What Does Council Engage With You About?

We invite community feedback on plans, policies, strategies, programs, projects, planning matters, initiatives and events that Council delivers, that have a community impact or could generate community interest in line with the *Local Government Act 1993*.

The Community Engagement Strategy is an integral part of a suite of interconnected plans and strategies. Together, these comprise the City of Ryde's Integrated Planning and Reporting Framework, as illustrated in Figure A.

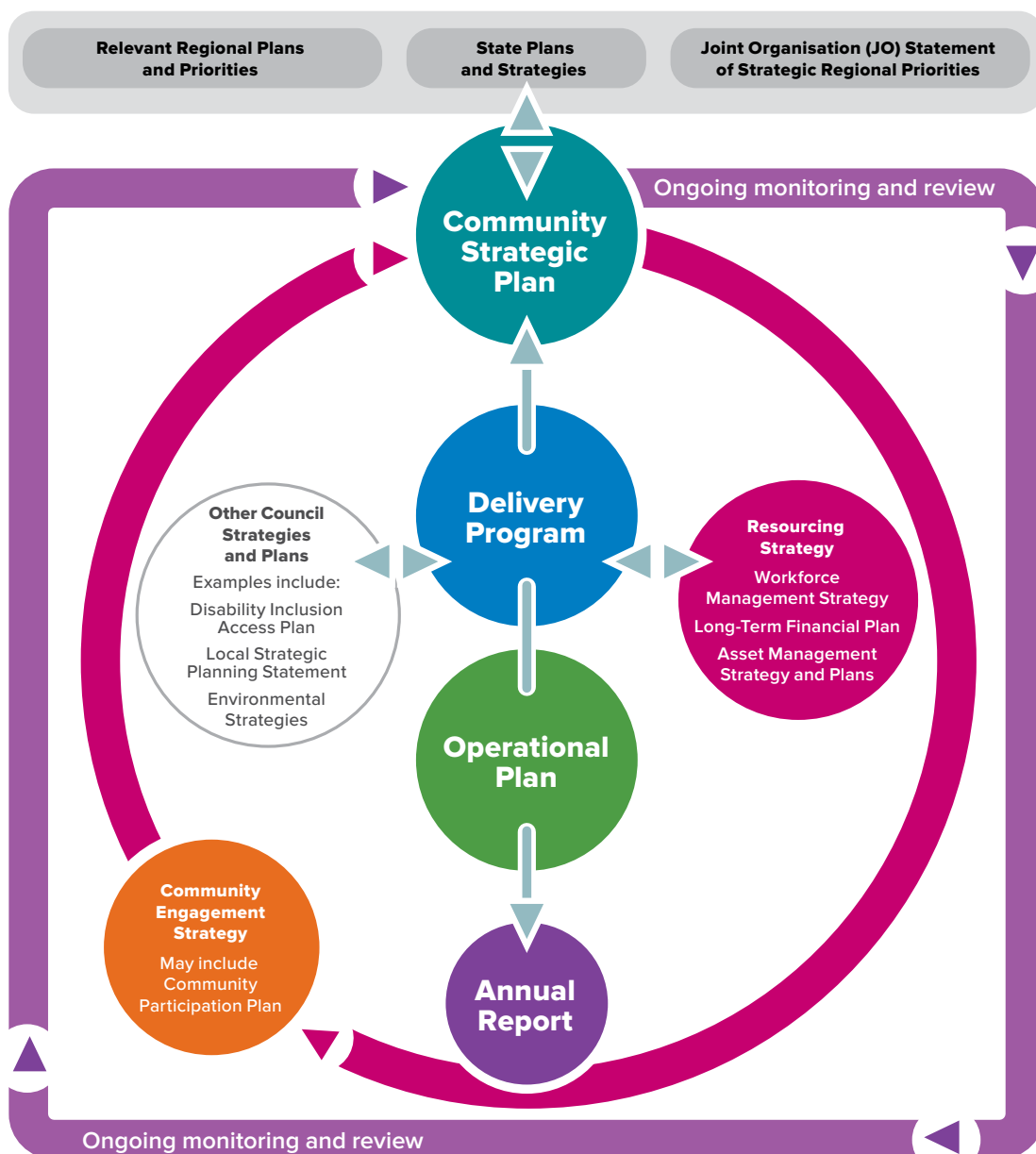
The over-arching Community Strategic Plan (CSP) is Council's highest-level plan outlining our community's vision and aspirations for the next 10+ years. While Council is the custodian of the CSP, it requires partnership with government agencies, the private sector, community groups and other stakeholders to deliver on the future expressed in the outcomes.

While the CSP sets the strategic direction, Council's Four-Year Delivery Program details the principal activities that will be undertaken by Council to perform its functions (including legislative responsibilities and regulatory functions) and deliver on the priorities of the CSP. It outlines the activities, strategies, projects and services that Council plans to deliver over the four-year Council term. This is further broken down in the One-Year Operational Plan, which identifies the activities, actions and projects Council plans to deliver over each financial year, as well as the funding allocated to their delivery. At the end of the financial year, Council's Annual Report details our progress implementing the Four-Year Delivery Program and One-Year Operational Plan.

We encourage our community to be involved and provide feedback when we are developing these over arching plans, strategies and programs as they as they guide funding and delivery of community priorities. This includes a range of other long-term plans and strategies such as:

- Integrated Open Space Plan
- Social Plan and Creativity Strategy
- Disability Inclusion Action Plan
- Reconciliation Action Plan
- Integrated Transport Strategy
- Masterplans, including for Parks and town centres
- Economic Development Strategy

# The Integrated Planning and Reporting Framework



**Figure A.** Integrated Planning and Reporting (IP&R) Framework

## The Who

# Who does Council Engage With?

### Where possible:



Council will always aim to contact individuals and groups that are directly affected.



Council will at times contact individuals and groups that are in close proximity, or that are indirectly affected.



Where appropriate, we will contact groups that have shown interest in a project/topic and engage with our working groups.

Council may use a range of methods (refer to pages 16-17) to reach audiences that don't fall in the above categories and may have an interest in a project/proposal.

When our communities provide feedback and opt to be kept updated, they are informed as the initiative progresses, how feedback has been considered, when the engagement outcomes are reported to Council, when a decision has been made and/or when a project is being implemented.

### Our communities:

- Residents
- Ratepayers
- Businesses, business groups and workers
- Community organisations, interest and support groups
- Councillors and staff
- Council's working groups
- Developers, including community housing providers
- Media
- Neighbouring councils
- Schools, education providers and students
- State and Federal government agencies
- State and Federal members of parliament
- Various groups such as, children, young people, seniors, People with Disability, LGBTIQA+ communities, emerging cultural groups, Aboriginal and Torres Strait Islander communities
- Visitors and tourism groups
- Volunteers

While the above represents a snapshot of our communities and stakeholders, further sub-groups may be identified as part of planning for specific engagement initiatives.

# Who We Are

**129,123**  
Residents in 2021



**138,720**  
in 2024



**170,465**  
in 2035



REMPPLAN estimate\*



**51%** Female

**49%** Male



**49%**  
Born overseas



**50%**  
Speak another language at home



**19%** 0-17 years



**68%** 18-66 years



**13%** 67+ years



**Longevity**

**331** Residents reached the age of **95** or older



**5%** Need assistance with core activities



**0.5%** Aboriginal and/or Torres Strait Islander



**67%** Tertiary educated^

# How We Live

**49,040**  
Households



**5** Libraries



**4** Train stations



**3** Metro stations

**2.5 persons**  
Average household size



**45%**  
Flat or apartment



**41%**  
Separate house



**14%**  
Semi-detached, townhouse



**56%**  
Owned



**42%**  
Rent

Source: ABS Census 2021 unless otherwise stated  
\*REMPPLAN forecast extracted Nov 2024

^Based on residents 15 years and over

## Levels of Engagement

# How Does the Level of Engagement Vary?

The International Association of Public Participation (IAP2) recognises that the public's role in any community engagement program varies. IAP2 is internationally recognised as the peak organisation for advancing the practice of public participation. It provides the guiding framework for various levels of government and engagement practitioners in Australia.

The IAP2 Public Participation Spectrum (page 17) illustrates that differing levels of participation are required depending on the goals, time frames, resources and levels of concern in the decision to be made. However, and most importantly, the Spectrum sets out the promise being made to the public at each participation level. Council is a member of IAP2 and committed to achieving the 'promise' outlined in the Spectrum.

While Council's engagement level often sits in 'Consult' we aim to move to 'Involve' especially in relation to long term planning.



# IAP2 Public Participation Spectrum

Level of engagement	Inform	Consult	Involve	Collaborate	EMPOWER*
<b>Description</b>	Provide balanced and objective information to help our community understand issues, problems, alternatives (when available), opportunities and/or solutions.	Obtain community feedback on issues, analysis, alternatives and decisions being considered by Council.	Work directly with communities throughout the process to ensure that community aspirations, concerns and issues are consistently understood and considered.	Partner with communities in each aspect of the decision including the development of alternatives and the identification of a preferred solution.	Place final decision making in the hands of communities.
<b>Promise to our community</b>	Council will keep stakeholders informed.	Council will keep stakeholders informed, listen to and acknowledge aspirations, concerns and issues, and provide feedback on how stakeholder input influenced the decision.	Council will work directly with stakeholders to ensure that their aspirations, concerns and issues are directly reflected in the alternatives developed and provide feedback on how stakeholder input influenced the decision.	Council will look to stakeholders for direct advice and innovation in formulating issues, alternatives and solutions and incorporate advice and recommendations into Council decisions to the maximum extent possible.	We will implement what stakeholders decide.

**Figure B:** IAP2 Public Participation Spectrum, adapted by Council

\*Note: within the context of Local Government, the highest level of the Spectrum 'Empower' has very limited opportunity for application as Council is the final decision maker.

## Level of Impact

The level of impact is considered when choosing the type of engagement; impact varies due to factors such as:

- Local, citywide, state and regionally significant projects
- Financial investment from Council
- Lifecycle and stage of project
- Number of stakeholders involved
- Complexity, scale and nature of plan, project or proposal (including length of document for review)
- Length of time e.g. strategic plans; four-year vs ten-year
- Other nearby projects and cumulative impact(s)

## Engagement Methods

# How Does Council Engage With You?

The table below provides further detail of how Council implements the IAP2 Public Participation. As the level of engagement increases, the actions of the base level of engagement 'Inform' will still be carried out i.e. to 'Consult', we will also 'Inform'; to 'Involve', we will also 'Consult and Inform' etc.

Level of engagement	Methods that may be used to deliver this level of engagement	Where this type of engagement may be utilised
<b>Inform</b>	<ul style="list-style-type: none"> <li>• Letters/flyers</li> <li>• Information and project updates published on Council's website</li> <li>• On-site signage (signs, posters, banners)</li> <li>• Door knocks (depending on the level of impact)</li> <li>• eNewsletters</li> <li>• Community magazine</li> <li>• Rates notices</li> <li>• Fact sheets</li> <li>• Media releases</li> <li>• Advertisements</li> <li>• Social media</li> <li>• Legislative reporting</li> </ul>	<ul style="list-style-type: none"> <li>• Remedial and renewal work such as road re-sheeting</li> <li>• Traffic and parking measures to comply with legislative requirements (e.g. installing signage to reinforce road rules)</li> <li>• Work being carried out in the interest of compliance and safety</li> <li>• Providing background information</li> <li>• Presenting engagement outcomes</li> <li>• Major work project updates</li> <li>• Annual report</li> </ul>
<b>Consult</b>	<ul style="list-style-type: none"> <li>• Information published on Council's website – Have Your Say webpage</li> <li>• Online Surveys/feedback forms</li> <li>• Phone surveys</li> <li>• Drop-in community information sessions</li> <li>• 'Dotmocracy'</li> <li>• Interviews</li> <li>• Open feedback e.g. emails, letters</li> </ul>	<ul style="list-style-type: none"> <li>• Implementation of masterplans</li> <li>• Four-Year Delivery Program</li> <li>• One-Year Operational Plan</li> <li>• Plans of Management</li> <li>• Changes to traffic and parking arrangements on local public roads</li> </ul>

Level of engagement	Methods that may be used to deliver this level of engagement	Where this type of engagement may be utilised
<b>Involve</b>	<ul style="list-style-type: none"> <li>Resident meetings</li> <li>Interactive mapping</li> <li>Workshops (community and specialist stakeholders)</li> <li>Council Working Groups</li> <li>Industry briefings</li> </ul>	<ul style="list-style-type: none"> <li>Master planning</li> <li>Concept designing and upgrades e.g. parks, playgrounds, carparks</li> <li>Certain matters related to community facilities</li> <li>Changes to services</li> </ul>
<b>Collaborate</b>	<ul style="list-style-type: none"> <li>Programs and services</li> <li>Advocating on behalf of community</li> <li>Project specific reference/working group</li> </ul>	<ul style="list-style-type: none"> <li>Projects, programs and services co-delivered with partners</li> <li>Ongoing collaboration with State Government agencies on advocating for greater outcomes for community</li> <li>Long-term plans e.g. Community Strategic Plan</li> </ul>

**Figure C:** How Council implements engagement





## Timeframes

# Engagement Timeframes

We aim to design engagement initiatives to provide the greatest opportunity for input from all stakeholders. Therefore, it's important that sufficient time is allowed to distribute information and to allow our community to make a considered response. This includes consideration of timing when engagement periods fall over the Christmas and Easter periods as well as holiday periods.

We will exhibit the following documents/plans for a minimum of 28 days, in line with the guidelines set out by the Office of Local Government:

- Community Strategic Plan
- Four-Year Delivery Program
- One-Year Operational Plan
- Long-term Financial Plan

We will exhibit the following documents for a minimum of 28 days, with submissions being accepted for a total of 42 days, in line with the *Local Government Act 1993*:

- Plans of Management
- Code of Meeting Practice

When exhibiting policies and strategies, we will follow best practice and exhibit for a minimum of 28 days. In some cases, masterplans and other complex or lengthy strategic documents may be exhibited for up to 42 days.

Note: Timeframes for engagement on development applications and other land use planning matters are defined in Council's Community Participation Plan.

# City of Ryde

Please place a dot on the following future use options according to your first and second preference.

First preference = ●

Second preference = ●

**Registered Club with liquor licence and gaming activities**  
Greens used for recreation activities including bowling. Gaming activities could include poker machines.



## Not-for-Profit Bowling entity

The site (including building) utilised predominantly for bowling activities. With liquor licence, gaming activities and potential food and beverage.

## External Operator



## External Operator (Food and Beverage)

Focus on Food and Beverage offerings and may also include associated or alternate use of the greens.

If you wish to suggest an "Other" future use option for the site, please speak to a staff member. "Other" suggestions should be consistent with those allowed within the current land zoning (e.g. RE2 Private Recreation). Financial constraints (refer to FAQs) should be considered.

## Opportunities and Challenges

# Opportunities and Challenges in Community Engagement



Council acknowledges that stakeholders have differing views which need to be considered. While it may not be possible to satisfy all points of view, we will create a safe space for our community to share opinions.



Engagement methods are assessed for each initiative and prioritised depending on the level of impact. We will always do our best with limited resources when engaging with our community. This may include working with existing networks and organisations to reach underrepresented groups such as young people and people with disability. We will provide the opportunity to subscribe to be kept informed about project progress and new engagement opportunities.



Advances in digital technology provide new opportunities to connect and engage with our communities by fostering inclusive participation. We will continue to explore opportunities to enhance our digital engagement.



Safety is a priority for our community and our staff. If Council is unable to engage with our community on alternatives to rectify a problem relating to safety, we will do our best to inform you when something might impact you.



As part of Council's role in making decisions in the best interests of our community, from time-to-time we need to make difficult decisions that not all community members will agree with. However, our commitment to our community is to provide a consistent and transparent process.



Due to our diverse community, there may be times when it is not possible to provide direct information in a community language. Our website has a 'drop down' function to easily translate the webpage into our most common community languages. Assistance is also available via the Translating and Interpreting Service. Council also has staff trained as Language Aides to assist with interpretation of some languages other than English.



Council is bound by legislative requirements, objectives, strategies and decisions made by other levels of government. In some cases, Council may not be the responsible authority and is unable to change a decision. Where there is community interest, Council may advocate on our community's behalf.



'Engagement fatigue' may be felt when our communities feel that we are asking too much, too frequently, or when they don't feel their input has been considered. To minimise these issues, we take a targeted approach, using existing input where possible and by providing project updates.

We will engage with our community the best way we can within our constraints. Our engagement process is regularly reviewed. We seek feedback on our engagement activities via periodic community perceptions research and welcome additional feedback at any time.

## Communicating and Engaging

# How Can You Engage with Council?



**In person** at our Customer Service Centre located at 1 Pope St, Ryde



**Phone** Council on **02 9952 8222**  
Open Monday to Friday,  
8:00am-5:30pm  
(Second Thursday of each month  
hours are 10:00am-5:00pm)



**Email**  
[cityofryde@ryde.nsw.gov.au](mailto:cityofryde@ryde.nsw.gov.au)



**Provide feedback** using  
the form on our website  
[www.ryde.nsw.gov.au/feedback](http://www.ryde.nsw.gov.au/feedback)



**Attend** a community engagement drop-in session, information session, or participate in a survey or workshop on a specific project



**Get social** and connect with us on our social media channels, including Facebook, LinkedIn and Instagram. For details of all channels visit <https://www.ryde.nsw.gov.au/Contact-Us>



### Make submissions

- **Provide a written submission** to a Council meeting on an agenda item
- **Provide feedback** on documents placed on public exhibition by Council as well as other engagement opportunities throughout the year on our Have Your Say webpage at [www.ryde.nsw.gov.au/HaveYourSay](http://www.ryde.nsw.gov.au/HaveYourSay)

*Please note petitions submitted to Council as part of a community engagement are reported, however, are separate to the community engagement results, as this information was not collected by Council.*




**Write to or phone** elected members of the Council



 City of Ryde  
Lifestyle and opportunity at your doorstep

[www.ryde.nsw.gov.au](http://www.ryde.nsw.gov.au)

 City of Ryde  
Lifestyle and opportunity at your doorstep

 City of Ryde  
Lifestyle and opportunity @ your doorstep

**Translation  
Accessibility  
Privacy**

# Translation Information

## English

### Language Assistance

For a free interpreter, call the Translating and Interpreting Service (TIS) on 131 450.

## Arabic

### المساعدة اللغوية

للاستعانة بمترجم شفهي، اتصل بخدمة الترجمة التحريرية والشفهية (TIS) على الرقم 131 450.

## Armenian

### Լեզվական աջակցություն

Թարգմանչի անվճար ծառայության համար զանգահարեք  
Թարգմանության ծառայության (TIS) հեռախոսահամարին՝ 131 450:

## Chinese (Simplified)

### 语言帮助

如需免费口译服务, 请拨打 TIS 笔译和口译服务, 电话 131 450。

## Farsi (Persian)

### کمک زبانی

برای یک مترجم شفاهی رایگان، با خدمات ترجمه کتبی و ترجمه شفاهی (TIS) به شماره  
131 450 تماس بگیرید.

## Hindi

### भाषा संबंधी सहायता

निःशुल्क दुभाषिए के लिए, अनुवाद एवं दुभाषिया सेवा (Translating and Interpreting Service)  
(TIS) को 131 450 पर कॉल करें।

## Italian

### Assistenza linguistica

Per un interprete gratuito, chiamare il Servizio di Traduzione e Interpretariato (TIS) al numero 131 450.

## Korean

### 언어 지원

무료 통역 서비스를 원하시면 통번역 서비스 (TIS)에 131 450으로 전화하세요.

# Accessibility Assistance

Please contact the National Relay Service (NRS) on 1800 555 660 and select the appropriate option.

# Privacy Note

The City of Ryde values personal privacy. When you make a submission or provide feedback you may be asked to provide personal information. Personal information collected from you is held and used by Council under the provisions of the *Privacy and Personal Information Protection Act 1998*. The exchange of information between the public and Council, may be accessed by others and could be made publicly available under the *Government Information Public Access Act 2009* (GIPA Act). Further information is available on our website.

 City of Ryde  
Lifestyle and opportunity  
at your doorstep

# Have Your Say

 City of Ryde

Lifestyle and opportunity  
at your doorstep

**Customer Service Centre**

1 Pope Street,  
Ryde NSW 2112  
(+61 2) 9952 8222  
[www.ryde.nsw.gov.au](http://www.ryde.nsw.gov.au)

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