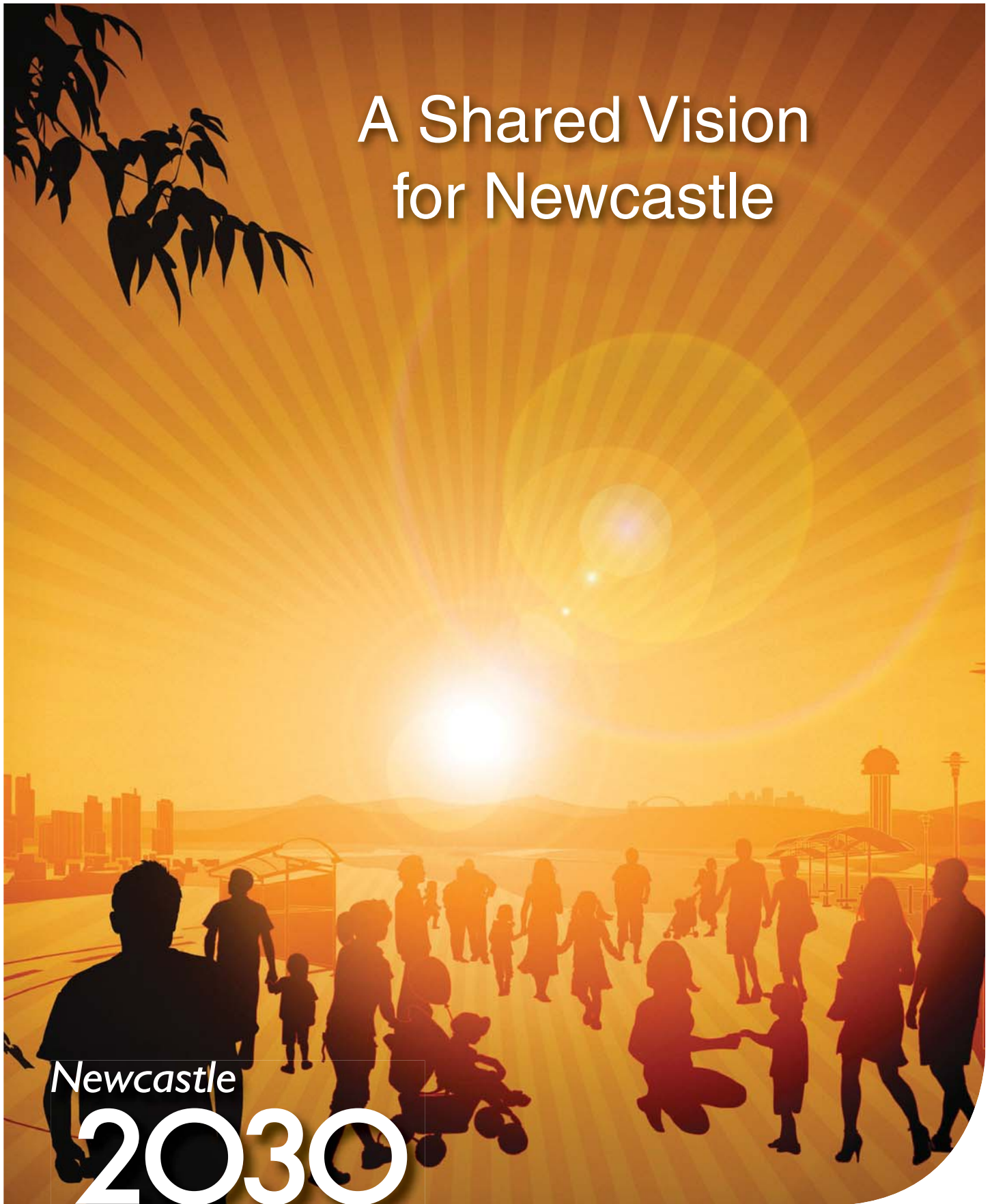


A Shared Vision for Newcastle



Newcastle

2030

Summary of community priorities

May 2010

CONTENTS

A shared vision for Newcastle	1
1.0 Introduction	2
2.0 Key drivers	3
3.0 Our values and guiding principles	3
4.0 Our shared vision	3
5.0 Developing the strategies	5
Appendix A	6
Strategic Direction 1	6
Strategic Direction 2	7
Strategic Direction 3	8
Strategic Direction 4	9
Strategic Direction 5	10
Strategic Direction 6	11
Strategic Direction 7	12
Appendix B	14

A Shared Vision for Newcastle

Vision:	Resilient	Connected	Liveable	Vibrant	Culturally rich	Innovative	Balanced
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Strategic Directions:		Outcomes
Connected City	Our transport networks and services are well connected and convenient. Walking, cycling and public transport are viable options for the majority of our trips.	<ul style="list-style-type: none"> • Effective and integrated public transport • A linked network of cycle and pedestrian paths • Transport that meets the needs of users • Safe and accessible transport • Reduction in the number and length of trips taken by private transport
Protected and Enhanced Environment	Our unique environment is understood, maintained and protected.	<ul style="list-style-type: none"> • Vulnerability to climate change is being addressed • Environmental risks and impacts are managed • Minimisation of waste and greater efficiency in the use of resources • Our unique natural environment is maintained, enhanced and connected • Healthy waterways and catchments • Improved access to local food production
Vibrant and Activated Public Places	We are a city of great public places and neighbourhoods that promote people's health, happiness and well being.	<ul style="list-style-type: none"> • Culture, heritage and place are valued and celebrated • Public places that the community feel strongly connected to • Places that meet current and emerging community needs and aspirations • Public places that strengthen our social connections • Places that increase biodiversity and green infrastructure • Safe activated places that are used by people day and night
Caring and Inclusive Community	We are a thriving community where diversity is embraced, everyone is valued and has an opportunity to contribute and belong.	<ul style="list-style-type: none"> • Opportunities for life long learning for everyone • Active and healthy communities physically, mentally and spiritually • A creative and culturally rich community • Socially inclusive community • Integrated services and facilities that promote the wellbeing of individuals and families
Liveable and Distinctive Built Environment	An attractive city that is built around people and reflects our sense of identity.	<ul style="list-style-type: none"> • A built environment that maintains and enhances our sense of identity • Fine grained mixed use 'urban villages' that attract a diversity of activities and people • Buildings and places that are scaled for the pedestrian • Housing options that meet the needs of our current and future community • Energy and water efficient buildings and infrastructure
Smart and Innovative City	A leader in smart innovations with a healthy, diverse, creative and resilient economy.	<ul style="list-style-type: none"> • Transitioning to a vibrant, diverse and resilient 'green' economy which is creative and innovative • Educational excellence and progressive training opportunities extending our community • Attract investment to maximise employment opportunities across diverse sectors • Revitalised and thriving commercial centres supported by well-managed infrastructure • A tourist destination that celebrates our unique heritage, culture and natural environment
Open and Collaborative Leadership	A strong local democracy with an actively engaged community and effective partnerships.	<ul style="list-style-type: none"> • Integrated, sustainable, long-term planning for Newcastle and the Region • Robust decision making based on open, transparent and accountable leadership. • An informed and empowered community participating in a vibrant local democracy • A strong sense of our identity and shared future directions

1.0 Introduction

Over the last ten months, Newcastle City Council has been facilitating active community participation into the development of a long-term community vision and plan for the Newcastle local government area. Newcastle 2030 is setting the strategic direction for Newcastle for the next 20 years, recognising and building on our strengths, realising our opportunities and addressing challenges.

Council is playing a lead role in the initiation, preparation and maintenance of Newcastle 2030. However, Council is not solely responsible for its implementation. The Plan is being developed and delivered as a partnership between Council, State and regional agencies, business, community groups and individuals.

Over one thousand members of the community have had direct input into Newcastle 2030 to date through the following activities:

- A full day forum attended by 106 members of the community
- A workshop with senior students from Callaghan College
- A workshop with local and international students from the University of Newcastle
- Over 600+ postcards completed at community events
- A Newcastle Voice Telephone Survey
- Art workshops with primary aged children
- Youth Council 'Tuck in Program' Survey
- A workshop with members of Newcastle City Council Staff.

We have been asking what you would like Newcastle and its communities to look, feel and be like in 20 years time. In order to realise our vision for the future, we have asked you what areas we would need to focus on over the next 10 years. We have also sought your input on the values and guiding principles that will underpin the development and implementation of Newcastle 2030.

This document draws together the key findings from all of the community engagement to date. The overwhelming priority for Newcastle is improved public transport, including cycle ways. Our other priorities include a revitalised and vibrant city centre and an actively engaged and resilient community.

On the basis of your input, we have identified seven strategic directions that will provide the framework for Newcastle 2030. Under each of the strategic directions, are the outcomes you have identified that we as a community should be striving for.

The following provides a summary of the findings to date: the key drivers for change, our values and guiding principles, the vision elements and the seven strategic directions and outcomes.

2.0 Key drivers

In our conversations about the future priorities for Newcastle, an overarching concept kept emerging. There was a strong desire to build a resilient community, by creating a shared commitment to embrace the lifestyle changes we need to make. These lifestyle changes include a reduction in consumption and waste, increased renewable energies and prioritising the local over the imported.

The key drivers behind this need for resilience include climate change, peak oil, consumption patterns, our growing and ageing population and the risks associated with a global economy.

These key drivers and the concept of resilience cut across all elements of the strategic directions that you identified for the future of Newcastle.

3.0 Our values and guiding principles

Our values describe what is most important to us within our community and the environment we live in. They are the fundamental, moral and ethical beliefs that shape our shared vision.

As a community we value:

- ✓ Resilience
- ✓ Sustainability
- ✓ Active citizenship
- ✓ Respect
- ✓ Community connectedness
- ✓ Social inclusion
- ✓ Creativity
- ✓ Innovation
- ✓ Diversity
- ✓ Transparency

Our guiding principles underpin the Newcastle 2030 process: reflecting our core values and guiding strategic decision making for our local area. The essential elements that you identified as key in the development of our community strategic plan include principles of sustainability, social justice and active citizenship.

The guiding principles are outlined in Appendix B.

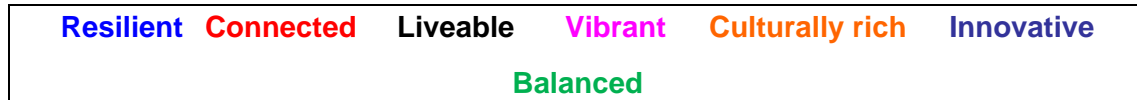
4.0 Our shared vision

We have been asking you to share your images, words and statements that capture your ideal and preferred picture of the City of Newcastle and its communities in 2030.

As Novocastrians, we love the relaxed lifestyle that Newcastle affords, with ease of access to beaches and bushland. We believe that Newcastle has the potential to transform itself into an even better place to live, with improved public transport and greater vibrancy of its public places.

We see however, that there is a need for balance and while we aspire for some of the attributes of a large city such as liveliness and diversity, we also recognise the qualities of a slower pace of life.

Our vision for the future is a city that is:



The seven strategic directions expand our vision for the future and include:

Connected City

Our transport networks and services are well connected and convenient. Walking, cycling and public transport are viable options for the majority of our trips

Protected and Enhanced Environment

Our unique environment is understood, maintained and protected

Vibrant and Activated Public Places

We are a city of great public places and neighbourhoods that promote people’s health, happiness and well being

Caring and Inclusive Community

We are a city of great public places and neighbourhoods that promote people’s health, happiness and well being

Liveable and Distinctive Built Environment

An attractive city that is built around people and reflects our sense of identity

Smart and Innovative City

A leader in smart innovations with a healthy, diverse and resilient economy

Open and Collaborative Leadership

A strong local democracy with an actively engaged community and effective partnerships

These are outlined with your identified outcomes in the summary table on page 1 and further detailed in the Appendix A.

5.0 Developing the strategies

The next stage of the Newcastle 2030 project will be to start identifying the actions we as a community can undertake over the next 10 years to work towards our outcomes.

We will be conducting a series of workshops during June and July, based around each of the strategic directions. This is an opportunity for all key stakeholders including individuals, community groups, Council, business, government and non-government agencies to discuss the identified outcomes and develop the potential strategies for achieving them.

Details regarding these workshops and how you can be involved will be available on Council's website and advertised in the local media. Council's website also has a link to allow you to further explore some of the priorities for Newcastle identified in this document via an on-line discussion forum.

We welcome your comments on this document and participation in the on-line forum and workshops.

Please send your comments to the project team:

newcastle2030@ncc.nsw.gov.au

Newcastle 2030
PO Box 489
Newcastle 2300

Join an on-line discussion:

www.newcastle.nsw.gov.au

Appendix A

The following is a more detailed outline of the seven strategic directions and the outcomes we are seeking.

Strategic Direction 1

Connected city

Our transport networks and services are well connected and convenient. Walking, cycling and public transport are viable options for the majority of our trips

What you told us:

We believe public transport is one of our biggest priorities for making Newcastle a more liveable, safe and sustainable city. We see a future that is less car dependent, with a city built around people, reducing our reliance on cheap oil and our carbon footprint.

We understand that a good public transport system is essential to supporting Newcastle's network of interrelated and interdependent neighbourhoods.

We want a greater choice of safe and environmentally friendly modes of transport that is integrated, accessible, safe and affordable. Furthermore we want a quality of service that meets the needs of the community in terms of reliability, efficiency, frequency, convenience and destination appropriate.

The ability to walk and cycle safely on a dedicated and integrated network is important in supporting an active and healthy lifestyle. We want a highly inter-connected system of pedestrian and bicycle paths supported by appropriate 'end of trip' facilities and infrastructure on trains and buses for bikes.

Provision of late night transport options is an important element in supporting an active lifestyle and a city that is vibrant and safe.

The outcomes we are seeking:

- Effective and integrated public transport
- A linked network of cycle and pedestrian paths
- Transport that meets the needs of users
- Safe and accessible transport
- Reduction in the number and length of trips taken by private transport.

Strategic Direction 2

Protected and enhanced environment

Our unique environment is understood, maintained and protected

What you told us:

We seek a sustainable natural environment, where the use of the community's resources improve the quality of life both now and in the future, in a way that maintains the ecological processes on which life depends.

We value the biodiversity and ecosystems of our city and want to preserve and enhance the natural attributes and the species that live in them.

We acknowledge and believe it imperative that we address our vulnerability to climate change by building our resilience. We seek to reduce our carbon footprint and move towards renewable energy options including wind, solar and harnessing landfill gas.

We recognise the need to understand and proactively address environmental risk such as flooding and coastal erosion.

We would like better access to local produce, with improved connections to the 'Hunter Valley food bowl'. We would like community gardens in our neighbourhoods and produce-producing plants and trees in our parks and along our streets.

We want more connection with nature, with a greener more enriching environment, where natural areas are preserved and enhanced and bushland and our urban forest are maintained, enhanced and connected.

We want greater efficiencies in the use of our valuable energy and water resources and a reduction in waste.

We want a clean and healthy environment, with clean air and access to nature, clean water and fresh food.

The outcomes we are seeking:

- Vulnerability to climate change is being addressed
- Environmental risks and impacts are managed
- Minimisation of waste and greater efficiency in the use of resources
- Our unique natural environment including our coast, estuary, creeks, wetlands, bushland and urban forest is maintained, enhanced and connected
- Healthy waterways and catchments
- Improved access to local food production.

Strategic Direction 3

Vibrant and activated public places

We are a city of great public places and neighbourhoods that promotes people's health, happiness and well being

What you told us:

We believe that our neighbourhoods and city should foster community inclusion through the creation and enhancement of attractive hubs where people want to meet.

We appreciate our beautiful parks and want to further enhance these assets, with improved amenities that invite activity and interaction. In pursuit of an active and healthy lifestyle we want maintained and enhanced green spaces linked by accessible cycle and walkways.

We value the places around our foreshore and coastline and want to access and enjoy these amenities in ways that do not damage or detract from its natural beauty.

We want a city centre that feels safe, exciting, vibrant and attractive to visitors. Our public places should cater for a diversity of use and be activated by intergenerational activities at all times of the day. Younger members of the community in particular seek a city with a focus on 'socialising' as opposed to 'drinking' with a much greater choice of activities. We believe local events and festivals will encourage community interaction in public places and create vibrancy.

We recognise and value the historic and cultural aesthetics of our city and wish to maintain and enhance these qualities as a reflection of our civic pride and creative expression.

The outcomes we are seeking:

- Culture, heritage and place are valued and celebrated
- Public places that the community feel strongly connected to
- Public places that meet current and emerging community needs and aspirations
- Public places that strengthen our social connections
- Places that increase biodiversity and green infrastructure
- Safe activated places that are used by people day and night.

Strategic Direction 4

Caring and inclusive community

We are a thriving community where diversity is embraced, everyone is valued and has an opportunity to contribute and belong

What you told us:

We aspire to be a caring and connected community, where we get to know our neighbours and support each other. We want to build a stronger sense of belonging to our community, through a range of opportunities for social interaction.

We want to be an inclusive community where everyone has the opportunity to learn, work, have a home and access services. We want to see integrated support services for people facing multiple difficulties and facilities to meet the needs of our ageing population.

We want to be a welcoming community that embraces and celebrates diversity and provides the opportunity for everyone to contribute, shine and belong.

The need for effective communication across the Newcastle community was clearly identified as key to better understanding what was happening across the city. Young people in particular feel a sense of isolation as to what events and opportunities were available.

We perceive Newcastle as a creative and culturally rich community, a strength that we want to further build on. We aspire to be an interesting and vibrant community with creative events and activities, appealing to all generations. We want to excite our imaginations and experience inspirational cultural events. We want to have a greater understanding and respect of the city's indigenous and non-indigenous history.

We believe that inter-cultural events, employment opportunities, affordable housing and community support are important in encouraging greater involvement of permanent and temporary residents from different cultures.

We recognise the importance of mental, physical and spiritual health to our overall wellbeing. We are seeking access to formal and informal recreation, health and wellness opportunities supported by local facilities and services that promote wellbeing.

Younger people are looking for a range of activities in which to engage, with more opportunities in neighbourhoods as well as the city centre.

We want to see continuous learning for all by which everyone has the opportunity to acquire knowledge, skills and values in a range of formal and informal settings, throughout life.

The outcomes we are seeking:

- Opportunities for life long learning for everyone
- Active and healthy communities physically, mentally and spiritually
- A creative and culturally rich community
- Socially inclusive community
- Integrated services and facilities that promote the wellbeing of individuals and families.

Strategic Direction 5

Liveable and distinctive built environment

An attractive city that is built around people and reflects our sense of identity

What you told us:

We want an attractive city that is built around people. We want urban form on a human scale that provides physical and social connections, supports us in living sustainably, encourages safe activity, invites people in and enhances our sense of place.

We believe that we have wonderful assets that we can build on with thought and consideration. We value our heritage places which are integral to the city's unique identity and believe they contribute a rich resource with which to shape the city's future.

We want to build an attractive and productive city centre with an appropriate transport system whilst ensuring that we maintain the beauty and connections of the city, its harbour, foreshore and beaches. We value our harbour and foreshore and want to further enhance our access to this amenity. High-rise development is to be well managed, especially on the waterfront and we want to ensure the city contains good quality development with active publicly accessible frontages and attractive streetscapes.

We want to protect the character and distinctiveness of our neighbourhoods with local hubs containing active community venues and local retail shops. Our neighbourhoods will be linked with an integrated transport network and continue to be sensitively developed in ways that reduce urban sprawl, protect our natural environment and provide active open space.

We believe affordable housing and housing that meets the needs of a changing and ageing population are critical to supporting a reasonable quality of life for all in our community.

All new homes as well as community assets and commercial developments will reflect sound sustainability principles to provide increased energy and water efficiency across all built environments.

The outcomes we are seeking:

- A built environment that maintains and enhances our sense of identity by celebrating the city’s heritage and promoting the character of our neighbourhoods
- Fine-grained mixed-use centres, ‘urban villages’ that attract a diversity of activities and people
- Buildings and places that are scaled for the pedestrian
- Housing options that meet the needs of our current and future community which are appropriate, adaptable and affordable
- Energy and water efficient buildings and infrastructure that demonstrate environmentally sustainable design principles.

Strategic Direction 6

Smart and innovative city

A leader in smart innovations with a healthy, diverse, creative and resilient economy

What you told us:

We want to become the leading city in Australia for innovative technology. We want to encourage vibrant and environmentally sustainable enterprises and attract inward investment to further develop the knowledge-based aspect of our economy.

Our vibrant arts and cultural sector further inspires the creative and innovative aspect of our economy, nurturing and celebrating artistic and intellectual risk taking and expression of ideas.

We want an economy that is healthy, productive, diverse and resilient; an environmentally and socially responsible economy. We recognise that in order to build resilience we need to transition from a lifestyle and economy heavily dependent on coal to a more sustainable future by pursuing opportunities in the ‘green economy’.

We strive for an innovative, sustainable and resilient economy by building capacity through training and educational excellence with strong links to the community and business.

Our strong local economy will be further underpinned with improved engagement and meaningful partnerships between community, local businesses, corporations and government.

We want thriving commercial and retail centres with ‘quirky’ and distinctive offerings emphasising regional food, arts and fashion.

Our city centre will foster business vitality, community well being and promote a safe, diverse nightlife.

We want to encourage tourism as part of our diverse economy with a focus on our unique heritage, culture and natural environment while balancing the economic benefit with the impact on local resources and the community.

The outcomes we are seeking:

- Transitioning to a vibrant, diverse and resilient ‘green’ economy which is creative and innovative
- Educational excellence and progressive training opportunities meeting and extending our community
- Attract investment to maximise employment opportunities across diverse sectors
- Revitalised and thriving commercial centres supported by well-managed infrastructure
- A tourist destination that celebrates our unique heritage, culture and natural environment and provides high quality experiences for visitors.

Strategic Direction 7

Open and collaborative leadership

A strong local democracy with an actively engaged community and effective partnerships

What you told us:

We believe integrated long-term regional planning is crucial to the future growth of Newcastle as a city, a regional hub and within the global context.

Leadership for our city must be transparent, open, inclusive, accountable, fair and democratic leading to ethical and robust decision making.

We want to be an informed and empowered community, able to make both individual and broader choices towards being a resilient, adaptable and civil society.

We want to be a proactive and engaged community where our participation is encouraged by leaders and underpinned by the values of active citizenship and local democracy. We want to find creative ways of communication and better involvement in decision making for young people in our community.

As a proactive community, we will move towards our shared vision by building on our city's strengths, looking for opportunities to collaborate and supporting each other in really making change happen.

The outcomes we are seeking:

- Integrated, sustainable, long-term planning for the city and the region that is supported by effective interaction between all levels of Government
- Robust decision making based on open, transparent and accountable leadership
- An informed and empowered community participating in a vibrant local democracy
- A strong sense of our identity and shared future directions with the understanding that we are all responsible for achieving our vision for Newcastle.

Appendix B

Our community values

Our values describe what is most important to us within our community and the environment we live in. They are the fundamental, moral and ethical beliefs that shape our shared vision, describe how we aspire to live and foster trust, teamwork and unity based on shared understanding.

You told us that as a community we value:

- ✓ Resilience
- ✓ Sustainability
- ✓ Active citizenship
- ✓ Respect
- ✓ Community connectedness
- ✓ Social inclusion
- ✓ Creativity
- ✓ Innovation
- ✓ Diversity
- ✓ Transparency

Newcastle 2030 guiding principles

Our guiding principles underpin the Newcastle 2030 process: reflecting our core values and guiding strategic decision making for our local area. The essential elements that you identified as key in the development of our Community Strategic Plan include principles of sustainability, social justice and active citizenship.

Ecologically Sustainable Development Principles¹

1. **The Precautionary Principle:** Action to prevent environmental damage should not be postponed through lack of scientific certainty.
2. **Inter-generational equity:** We need to consider both present and future generations in decisions we make about resource use, the environment and our management of other crucial sustainability values.
3. **Conservation of Biological Diversity and Ecological Integrity:** We need to respect and co-exist with the biodiversity of our local area, and use natural resources carefully. The conservation of biological diversity and ecological integrity should be a fundamental consideration.
4. **Improved valuation, pricing and incentive mechanisms:** When we assess the costs and benefits of our actions, we need to include costs to the environment.

Social Justice²

5. **Equity:** There should be fairness in decision making, prioritising and allocation of resources, particularly for those in need. Everyone should have a fair

¹ Guided by the Principles of Ecologically Sustainable Development, the NSW Local Government Act (1993)

² Based on the NSW Government Social Justice Directions Statement and reflected in the NSW Local Government Charter.

opportunity to participate in the future of the community. The planning process should take particular care to involve and protect the interests of people in vulnerable circumstances.

6. **Access:** All people should have fair access to services, resources and opportunities to improve their quality of life.
7. **Participation:** Everyone should have the maximum opportunity to genuinely participate in decisions which affect their lives.
8. **Rights:** Equal rights should be established and promoted, with opportunities provided for people with diverse linguistic, cultural and religious backgrounds to participate in community life.

Local democracy

9. **Transparency:** People have access to the information they need to be able to understand government planning and decision-making processes and participate in an informed way.
10. **Active citizenship:** People exercise their rights and responsibilities in a balanced way within our democratic society. Individuals and groups are encouraged to take a role in the community and are empowered with the skills, support and the opportunity to shape and influence the decisions that affect our community now and into the future.