

This is your place, too.

Community engagement summary



To help inform development of the City of Newcastle (CN) Local Social Strategy, CN carried out a range of engagement activities from June to September 2021 to better understand community sentiment around social justice (equity, access, participation and rights) and inclusion.



"It's what's inside ... that's Newcastle"
Artists: Tunz1 and Olas One

The engagement activities targeted various key groups in our community who are often less represented, disadvantaged or vulnerable. These groups included people of diverse sexualities and genders, Aboriginal and Torres Strait Islander peoples, people from culturally and linguistically diverse (CALD) communities, people living with disability (PLWD), young people (16 – 29 years) and older people (70+ years).

Social media campaign

To drive participation, social media marketing was used to direct people to a curated microsite with a call to action to complete an online survey. The campaign, Your Place, targeted identified key groups using paid digital profiling to deliver bespoke creative content about them to them. The over-arching message that tied creative together was the tagline; "This is your place, too."



Delivered through:    



Total video views:
183,397



Positive comments:
467



Shares:
625



Positive reactions:
2,872



Web site total visits:
20,465



Unique visitors:
8,013

Engagement activities



286 people attended:

12 workshops and forums
5 community events

2,120

people completed surveys:

1,720 online survey exploring community participation, access to services, wellbeing, safety and social justice issues and matters.

400 short survey exploring social matters and participation in the community.



**City of
Newcastle**

Key groups summary



People of diverse sexualities & genders

Community participation

More likely than other groups to attend a community event, festival, or celebration, or take part in a protest, but less likely to be part of a local sporting team.

Barriers to participation

Tend to report more barriers than other key groups, particularly about feeling unsafe or uncomfortable attending community activities.

Satisfaction with wellbeing

People who identify as non-binary have the lowest levels of satisfaction with their standard of living, mental health, future security, and feeling part of your community. Similar pattern of results for LGBTQIA+, though to a lesser degree.

Access to services and opportunities

Difficulty accessing basic services, particularly meaningful employment, healthcare, and education.

Safety perceptions

People who identified as non-binary feel the least safe overall, particularly in the City Centre and in their own neighbourhoods during the day.

Social justice issues

- Homelessness
- Australia's First Peoples rights
- LGBTQIA+ rights

Other social matters

- Affordable housing
- Mental health
- Employment



People living with disability (PLWD)

Community participation

Less likely than other key groups to visit an art gallery, museum, or library, or be part of a sporting team, but more likely to do volunteer work.

Barriers to participation

Main barriers are own health and wellbeing and difficulty finding information about activities.

Satisfaction with wellbeing

Lower levels of satisfaction, particularly regarding overall wellbeing and physical health.

Access to services and opportunities

Difficulty accessing community opportunities including sports / recreational events and community centres and spaces.

Safety perceptions

Weaker safety perceptions overall than most other groups.

Social justice issues

- Homelessness
- Disability rights
- Care for the aged

Other social matters

- Affordable housing
- Mental health
- Employment

Key groups summary



Aboriginal and Torres Strait Islander people

Community participation

Slightly less likely to participate in the community activities.

Barriers to participation

Slightly more likely than other groups to report costs as a barrier to community participation.

Satisfaction with wellbeing

Less satisfied than other groups with overall standard of living.

Access to services and opportunities

Slightly more satisfied than other key groups with access to affordable housing.

Safety perceptions

Feel safer in the City Centre at night than other key groups.

Social justice issues

- Australia's First Peoples rights
- Women's rights
- Homelessness

Other social matters

- Mental health
- Affordable housing
- Employment



Culturally and linguistically diverse communities (CALD)

Community participation

No notable differences to the total sample.

Barriers to participation

Slightly more likely than other key groups to have difficulty finding information about activities.

Satisfaction with wellbeing

Slightly less satisfied with future security, but more satisfied with physical health.

Access to services and opportunities

Some difficulty accessing meaningful employment compared to other groups.

Safety perceptions

Feel slightly less safe at home than some other groups.

Social justice issues

- Homelessness
- Care for the aged
- Women's rights

Other social matters

- Mental health
- Affordable housing
- Physical health



**City of
Newcastle**

Key groups summary



Young people (16–29 years)

Community participation

Less likely to do volunteer work, but more likely to take part in a protest or demonstration.

Barriers to participation

Tend to report more barriers than other groups, particularly lack of time.

Satisfaction with wellbeing

Low levels of satisfaction about future security and mental health.

Access to services and opportunities

Good access to education.

Safety perceptions

Generally feel safe during the day, average safety perceptions at night.

Social justice issues

- Homelessness
- Australia's First Peoples rights
- Women's rights



Older people (70+ years)

Community participation

Less likely to attend a community event or festival or be part of a sporting team, but more likely to do volunteer work.

Barriers to participation

Fewer barriers than other groups. Main barrier is own health and wellbeing.

Satisfaction with wellbeing

Highest levels of satisfaction and wellbeing across all key groups.

Access to services and opportunities

Highest ratings of all groups for ease of accessing housing. Some difficulty with directional and accessible signs.

Safety perceptions

Don't feel safe in the City Centre at night.

Social justice issues

- Care for the aged
- Homelessness
- Disability rights

Next steps

Thank you to everyone who has contributed their views to help shape this important strategy.

Further community input on priority social needs in Newcastle will be sought from internal and external stakeholders throughout late 2021.

We expect the draft Local Social Strategy will be placed on public exhibition for final community feedback from April 2022, with a view to putting the final Strategy to Council for adoption from mid-2022.

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