

Client

AMP Capital Investors

Project

Marrickville Metro revitalisation project

Date

25 May 2010


Contact

Trish Oakley  
0408 625 539  
trish@elton.com.au



Sydney  
t (02) 9387 2600

PO Box 1488  
Level 6, 332-342 Oxford St  
Bondi Junction NSW 1355  
f (02) 9387 2557  
consulting@elton.com.au  
www.elton.com.au  
ABN 56 003 853 101

Prepared by	Nicole Eastaway
Reviewed by	
	Trish Oakley
Date	25 May 2010
Job number	10/1712
Document name	Marrickville Metro revitalisation project: consultation outcomes report
Version	Final

This document is  
printed on paper produced  
using sustainable forestry  
practices and chlorine  
free pulp

# Contents

---

<b>1</b>	<b>Introduction</b>	<b>5</b>
1.1	Background	5
1.2	Guiding principles	5
1.3	Objectives	5

---

<b>2</b>	<b>Summary of consultation activities</b>	<b>7</b>
<b>3</b>	<b>Methodology</b>	<b>8</b>
3.1	Community engagement program	8

---

<b>4</b>	<b>Stakeholder issues and responses</b>	<b>11</b>
4.1	Issues and response matrix	11

---

<b>5</b>	<b>Next steps</b>	<b>19</b>
<b>6</b>	<b>Appendices</b>	<b>20</b>

Appendix A	Community survey	
Appendix B	Community survey catchment area	
Appendix C	Newsletter catchment area	
Appendix D	Newsletter 1	
Appendix E	Newsletter 2	
Appendix F	Talk Marrickville Metro website data	
Appendix G	Display at community information and feedback session	



# 1 Introduction

## 1.1 Background

AMP Capital Investors is proposing a \$140 million upgrade of the Marrickville Metro shopping centre, to provide a greater range of shops, services and community facilities to benefit people in the local area.

In January 2010, the NSW Minister for Planning declared the proposal a major project under Part 3A of the Environmental, Planning and Assessment Act 1979 (NSW). The project has also been deemed a state significant project by the NSW Department of Planning. This means the project will be determined by the Minister for Planning, and also assessed by the Department of Planning, with input from a number of stakeholders, including Marrickville Council.

In March 2010, AMP Capital engaged independent community consultation specialists, Elton Consulting, to design and facilitate a comprehensive community engagement process to seek community input into its plans.

This report outlines consultation activities and feedback received during these consultations, which took place in the period from 7 April to 18 May 2010. The report is intended to form part of AMP Capital's Master Plan and Project Application, to be submitted to the NSW Department of Planning.

## 1.2 Guiding principles

The following leading practice principles for community engagement have guided consultation for the project:

- Independent, non-political forum where the community can have a say
- Enhance the understanding of all people and groups involved
- As inclusive as possible, in order to ensure they are not subject to manipulation or domination by particular interests
- Participants are made aware of what they can and cannot influence
- Information provided to adequately inform participants' inputs
- Adequate time, staff and funds will be made available to support the participation process
- Thorough and transparent review of the consultation process will occur at critical points throughout the engagement and at its conclusion.

## 1.3 Objectives

The purpose of the independent community engagement was to:

- Actively seek out and listen to local community views regarding the redevelopment, specifically:
  - Current issues or areas for improvement at Marrickville Metro
  - What they would like to see included in an upgrade
  - Layout and appearance from the street
  - Options for open areas
  - Options for community facilities.
- Establish constructive relationships with community leaders and stakeholder groups which are important to the planning process
- Deliver community benefits as part of the proposal.

It is important to note that the feedback contained in this report:

- Cannot be construed as being statistically representative of opinion within the local community
- Was gathered as part of a voluntary period of consultation with the community, not as part of a statutory planning process
- Represents comments on concepts and a draft planning proposal prepared by AMP Capital Investors.

## 2 Summary of consultation activities

### 2.1 Consultation overview

A range of consultation activities were undertaken over a seven-week period between 7 April and 18 May 2010. Activities were designed to provide the local community with information on AMP Capital's draft proposal and to give stakeholders an opportunity to provide feedback. An outline of consultation activities is included below:

- **Project website**, 'Talk Marrickville Metro', launched 7 April 2010 and updated on 4 May and 17 May 2010
- **Community door-knock with survey**, conducted Monday 29 March (5.30-7.30pm), Wednesday 31 March (5.30-7.30pm) and Saturday 10 April (10.30am-3.00pm)
- **Newsletter 1** (distributed 3,000 approx), distributed 10 and 11 April 2010 and uploaded to website 7 April 2010
- **Newsletter 2** (distributed 3,000 approx), distributed 4 and 6 May 2010 and uploaded to website 4 May 2010
- **Community information and feedback session**, held Saturday 15 May, 10am - 2pm, attended by approximately 219 people
- **Anecdotal feedback** provided to Elton Consulting staff and the project team over the phone, email or face-to-face, throughout consultation period
- **Meeting with Marrickville Council** officers to present consultation process and outcomes, on 24 May 2010.

### 2.2 Stakeholder participation and feedback statistics

The consultation catchment area was about 3,000 local residents, as agreed with Marrickville Council, together with the wider potential audience of the website.

A total of 594 stakeholders were directly consulted, which can be broken down into the following participation types:

Participation method	Number of people consulted
Website	256 unique visitors
Community survey	119 (97 face-to-face; 22 post-back)
Community information and feedback session (CIFS)	219
<b>TOTAL</b>	594

Feedback was received from a total of 158 unique stakeholders, which can be broken down into the following feedback mechanisms:

Feedback method	Number of unique stakeholders
Community survey	119
CIFS feedback form	29
Phone calls to Elton Consulting	1
Emails to Elton Consulting	10
<b>TOTAL</b>	158

## 3 Methodology

### 3.1 Community engagement program

AMP Capital adopted an engagement and communications process, to ensure stakeholders were kept well informed and had opportunities to provide input to project plans. The table below provides a timeline of the consultation program. It was designed to satisfy, and exceed, the Director-General's Requirements (DGRs) and the NSW Department of Planning's Guidelines for Major Project Community Consultation.

Technique	Purpose	Stakeholders	Timing
<b>Stakeholder and community engagement plan</b>	<ul style="list-style-type: none"> <li>To guide consultation activities until the lodgement of the Master Plan and Project Application</li> <li>Provides a framework for the project, with underpinning principles to guide consultation activities.</li> </ul>	All	<ul style="list-style-type: none"> <li>Plan completed end March 2010.</li> </ul>
<b>Proactive media engagement</b>	<ul style="list-style-type: none"> <li>To raise awareness of and inform the local community about the Marrickville Metro proposal</li> <li>Develop relationships with local journalists and editors to outreach to the local community.</li> </ul>	All	<ul style="list-style-type: none"> <li>Articles published about the Marrickville Metro upgrade:               <ul style="list-style-type: none"> <li>Thursday 4 February 2010, 'Big plans', Cooks River Valley Times, page 1</li> <li>Tuesday 9 February 2010, 'AMP to expand Metro centre', Inner West Courier, page 3</li> <li>Thursday 4 March 2010, 'Shopping spree', Inner West Courier, page 1</li> <li>Tuesday 23 March 2010, 'Businesses on the move' Inner West Courier, page 3.</li> </ul> </li> </ul>



## Door-knocking with survey

- |   |     |  |
|---|-----|--|
| <ul style="list-style-type: none"><li>• Opportunity to communicate directly with surrounding residents, in one-on-one forum</li><li>• Seek community views in relation to:<ul style="list-style-type: none"><li>– Existing issues and areas for improvement with the centre</li><li>– Preferences around retail and community facilities</li><li>– Preferred engagement techniques to keep stakeholders informed.</li></ul></li></ul> | All | <ul style="list-style-type: none"><li>• Door-knocking conducted:<ul style="list-style-type: none"><li>– Monday 29 March (5.30–7.30pm)</li><li>– Wednesday 31 March (5.30–7.30pm)</li><li>– Saturday 10 April (10.30am–3.00pm).</li></ul></li></ul> |
|---|-----|--|

- For those not available at the designated time, surveys would be left at their mail box with a reply-paid envelope to submit feedback within one week.

- Outcomes would be uploaded to the project website.

## Project website, [www.talkmarrickvillemetro.com.au](http://www.talkmarrickvillemetro.com.au)

- |   |     |  |
|---|-----|--|
| <ul style="list-style-type: none"><li>• Ensure an accessible and inclusive avenue is available for stakeholders to obtain high-quality, detailed information about the project</li><li>• Website updated regularly to coincide with planning milestones and reflect the latest news</li><li>• Provide avenue for notification of consultation events, and to publicise outcomes of the process to date.</li></ul> | All | <ul style="list-style-type: none"><li>• Project website live at 7 April 2010</li><li>• Updated with newsletter 2 and community information session details on 4 May 2010</li><li>• Updated following the community information session on 15 May 2010.</li></ul> |
|---|-----|--|

## Regular project newsletters

- |  |                                   |   |
|--|-----------------------------------|---|
| <ul style="list-style-type: none"><li>• Accessible document (double-sided, A4 format) to keep stakeholders informed of the latest project information</li><li>• Mechanism to notify stakeholders of upcoming consultation events and planning milestones</li><li>• Distributed to nearby residents and uploaded to project</li></ul> | All, particularly local residents | <ul style="list-style-type: none"><li>• Newsletter 1 uploaded to project website on 7 April and distributed to local residents on 10 and 11 April 2010</li><li>• Newsletter 2 uploaded to project website on 4 May and distributed to local residents 4 and 6 May</li></ul> |
|--|-----------------------------------|---|

website.

2010.

### One-on-one stakeholder meetings

- Inform specific stakeholders about the project and planning process
- Separate forum to capture local knowledge and enable sound understanding of interests in the project.

Marrickville Council  
General Manager and  
relevant council  
officers  
  
State Member for  
Marrickville, the Hon.  
Carmel Tebbutt.

- Meeting with Marrickville Council officers on 24 May 2010
- AMP Capital is preparing to brief Carmel Tebutt's office.

### Community information and feedback session (CIFS)

- To present details of proposal and project plans
- Allow stakeholders to make an informed submission to the Department of Planning during the exhibition period
- Opportunity for project team to interact with local people and answer questions on an informal, one-to-one basis.

Local residents,  
businesses and  
consumers

- Saturday 15 May, 10am – 2pm, held at Marrickville Metro shopping centre.

# 4 Stakeholder issues and responses

## 4.1 Issues and response matrix

Throughout the consultation process, Elton Consulting heard a range of issues and ideas from the local community, which are summarised in the table below. Some of the issues identified by the community had already been addressed in the planning proposal, while others have since been incorporated into AMP Capital's plans.

Issues		AMP Capital Investors' response
<b>1. Availability and design of car parking</b>	<ul style="list-style-type: none"><li>• Currently there is a lot of good parking available which should be maintained as part of any expansion</li><li>• Short-term parking for "quick in and out"</li><li>• Need to limit parking in residential streets, in particular Victoria Street</li><li>• More shaded parking needed</li><li>• Construction of pool at Enmore Park may also increase car park use</li><li>• Centre's current car park design is "odd and difficult"</li><li>• Parent parking is needed</li><li>• More handicapped parking needed.</li></ul>	<p>AMP Capital is providing:</p> <ul style="list-style-type: none"><li>• An additional 715 car parking spaces, with at least half undercover</li><li>• A minimum of 36 disabled car spaces</li><li>• A disabled taxi space</li><li>• Two dedicated car share spaces</li><li>• A system that indicates how many cars are free on each level, making it easier for people to locate a car space.</li></ul> <p>Short term parking areas will be considered during the detailed design process.</p>
<b>2. Traffic management</b>	<ul style="list-style-type: none"><li>• Current traffic management is quite effective</li><li>• Need to ensure the residential area and local streets are not "choked with traffic and parking chaos" if the proposal is approved</li><li>• Need to manage traffic effectively, on Edgeware Road in</li></ul>	<p>Marrickville Metro is proposing a range of measures to improve traffic flow around the centre both during construction and after the upgrade is complete, including:</p> <ul style="list-style-type: none"><li>• An independent traffic management plan for the project, prepared by Halcrow Group, to minimise impacts on neighbouring businesses and residents</li><li>• Moving buses to Edinburgh Road, creating a new bus shelter to cater for community demand</li></ul>

particular	
<ul style="list-style-type: none"> <li>• Turning right out of Smidmore Street is currently difficult</li> <li>• Reduce speed limits around the centre</li> <li>• Problems with pick-ups and traffic jams around the centre need to be addressed.</li> </ul>	<ul style="list-style-type: none"> <li>• Improved accessibility throughout the precinct, including a new pedestrian entry on Smidmore Street and Edinburgh Road and a new car park entry from Edinburgh Road</li> <li>• Rationalising three loading docks on Murray Street into one dock – to improve traffic flow and the appearance of Murray Street</li> <li>• Providing a better car entry into the centre, by extending the existing Smidmore Street ramp and building a new ramp off Edinburgh Road.</li> </ul>
<b>3. Public transport</b>	
<ul style="list-style-type: none"> <li>• Restrict Smidmore Street to buses and taxis</li> <li>• Improved bus shelter/terminal</li> <li>• More bike racks needed</li> <li>• Increase bus services to reduce carbon footprint.</li> </ul>	<ul style="list-style-type: none"> <li>• Moving buses to Edinburgh Road, creating a new bus shelter to meet community demand</li> <li>• Additional, secure bike racks and showers available in the centre – as part of Marrickville Metro's efforts to encourage employees and customers to use sustainable transport.</li> </ul>
<b>4. Current upkeep and maintenance of centre</b>	
<ul style="list-style-type: none"> <li>• Need to maintain the landscape and nature strip outside the centre</li> <li>• Upkeep of the centre is inconsistent</li> <li>• Trolley collection from residential streets around Metro is sporadic</li> <li>• Coin-operated trolleys / trolleys with automatic brakes that prevent them going beyond a certain point would help to address this issue</li> <li>• Toilets need to be cleaned more regularly and repaired</li> <li>• Litter in streets and overflowing bins</li> <li>• Airconditioning in the centre is not effective</li> <li>• Remove all smoking areas from the centre.</li> </ul>	<ul style="list-style-type: none"> <li>• Landscaping around the centre, and particularly along Victoria Road, will be improved by: <ul style="list-style-type: none"> <li>– Removing shrubs along the heritage wall and replacing with mulch, to create a cleaner look with more space</li> <li>– Trees will remain the same</li> <li>– Shrubs surrounding the trees will be removed to reduce litter accumulation</li> <li>– This work commenced <b>11 May 2010</b>.</li> </ul> </li> <li>• More consistent upkeep of the centre will be achieved through: <ul style="list-style-type: none"> <li>– Repainting both the inside and outside of the centre</li> <li>– Refurbishments of some stores, with six completed over the past four months, and an additional five planned.</li> </ul> </li> <li>• Litter on surrounding streets is being addressed by: <ul style="list-style-type: none"> <li>– Discussions with Council to obtain more bins</li> <li>– Hiring an additional cleaner to patrol the area surrounding the centre for one hour each morning and afternoon</li> <li>– The cleaner will also clean additional areas near parks and gutters</li> <li>– This work will commence <b>as soon as possible</b> once negotiations with the cleaning</li> </ul> </li> </ul>

contractor have settled.

- Trolley collection from surrounding streets is being improved by:
  - Trolley management plan
  - Sourcing an additional trolley collector to service the areas where trolleys are left most regularly
  - This work will commence **as soon as possible** once a contractor has been agreed.
- Toilet maintenance is being improved through:
  - Refurbishing the toilets within the existing centre – an **internal AMP Capital expenditure application has been made**
  - An upgraded parents’ room which aims to achieve a 5-star rating from the Breast Feeding Association
  - Male and female toilets will also be improved in both the existing and expanded centre.

---

## 5. Need to improve the atmosphere and aesthetics of the Metro

- Improved aesthetics and modernisation needed
- Create a café culture
- More natural light, trees and open space, including outdoor dining
- Outdoor seating should be available, particularly for elderly and handicapped
- “Shabby” exterior
- The proposal “looks good, looks light and airy”.

## 6. No change is needed to the Metro

- “Keep it small and downmarket”
- “I use it once a week and I am satisfied with service available”
- “Try not to lose the feel of the place” – particularly the

- Landscaping to improve the centre’s surrounds and to highlight heritage features, such as the Mill House
- More natural light and outdoor areas to improve the centre’s ambience.
- Seating will be provided in shade and sun in new and existing “green” spaces.
- More external tenancies will be created to activate Smidmore St and the revitalised Victoria St entry – some cafes are anticipated in north facing tenancies.
- Victoria St and Smidmore St entries will be upgraded and loading docks and car park entry ramps rationalised to improve pedestrian amenity and address the issue of shabbiness.

- AMP Capital is keen to retain the existing character of the Metro, and this will be reflected in its design, which aims to reflect the unique character of the inner west.
- The development across Smidmore Road will create an industrial feel, reflective of the area’s history
- Since the centre opened in 1987, Marrickville and the surrounding area has experienced significant growth and change. With Marrickville Metro approaching its 25th birthday, an

<p>industrial feel across Smidmore Street</p> <ul style="list-style-type: none"> <li>• “No need for more shops, this is a great centre the way it is”.</li> </ul>	<p>upgrade will allow the centre to better deliver the needs of the local community.</p>
<p><b>7. Proposal is a positive development</b></p> <ul style="list-style-type: none"> <li>• “Well-rounded proposal”</li> <li>• The proposal is “overdue”</li> <li>• “(Current) issues have been addressed and should make a good improvement”</li> <li>• “I think this is a great initiative for the area and the community”</li> <li>• “I am a local resident and fully support the development”.</li> </ul>	<ul style="list-style-type: none"> <li>• The upgrade aims to deliver on retail demand and provide benefits for the local community.</li> </ul>
<p><b>8. Variety of shops</b></p> <ul style="list-style-type: none"> <li>• “We are looking forward to a more complete centre, where all our needs are met”</li> <li>• “I live next door to the centre and we need more shops here”</li> <li>• More independent and Australian shops</li> <li>• Include more kids’ shops and women’s boutiques</li> <li>• Empty, boarded up shops “gives the Metro a bad image”</li> <li>• Include Target, Big W or Best and Less in the expanded Metro.</li> </ul>	<ul style="list-style-type: none"> <li>• Greater variety of high-quality shops and services to create a convenient shopping location for the local community</li> <li>• Proposal includes an additional supermarket, a new discount department store and around 90 specialty shops</li> <li>• Extending the centre up one retail level and out across Smidmore Street into the adjacent site at 13-55 Edinburgh Road, to create a total of 44,000 square metres of retail space and a total gross floor area of approximately 58,000 square metres.</li> </ul>
<p><b>9. Boost/protect the local economy</b></p> <ul style="list-style-type: none"> <li>• Impact on / competition with the strips</li> <li>• Ensure the proposal boosts employment, and doesn’t take away jobs</li> <li>• “To boost the local economy, we need more little shops as in Newtown, and less shopping centres”.</li> </ul>	<p>The upgrade will boost Marrickville’s local economy by:</p> <ul style="list-style-type: none"> <li>• Delivering more jobs, approximately 600 during the construction period as well as over 777 long term retail employment jobs</li> <li>• Promoting business investment in the Marrickville area</li> <li>• Providing more variety and choice so residents can do more of their shopping in the local area.</li> </ul> <p>Upgrade plans have been designed to minimise impacts to local business owners along King</p>

Street, Marrickville Road and Illawarra Road. It will offer different types of shops and services to the strips.

An independent economic impact analysis has indicated a 3% impact on the strips, which will not threaten their viability.

Research conducted by AMP Capital in 2008 indicated that the majority of people like to shop at both strips and shopping centres because of the different offers available. A phone survey of 1,200 people in the local area found:

- One-fifth preferred shopping strips
- One-fifth preferred shopping centres
- 58 per cent of respondents liked to shop in both.

Local businesses may also benefit from increased consumer traffic in Marrickville as a result of the upgrade.

---

#### 10. Improvements to layout of the Metro

- “As long as it is not two concentric circles, I’ll be happy – people are always getting confused in the current layout and we have a high elderly and immigrant population”
- Move smoking area away from the main entrance
- Signage is indirect, more store directories needed
- Should clear shops away from the middle of the centre to create more space, for e.g. food court is “in the wrong place”
- “Fix up access to the centre”
- Provide a lift to help people get their parcels to the car
- Improve pedestrian access across Edgeware Road.

#### 11. More high-quality shops needed

- High-end clothing shops, “not tacky shops”
- Better quality food options.

- The master plan aims to consolidate loading docks and rationalise the centre layout .

- Smoking area will be removed from the Victoria Road entry and the whole area upgraded.

- There will be two sets of customer lifts included in the proposal

- A new entry has been created on Edinburgh Road to increase permeability

- All entries are upgraded as part of the development.

- The proposal includes a greater variety of high-quality shops and services, including a new discount department store, possibly Target or Big W, and around 90 specialty shops
- Quality outdoor dining options as part of the Smidmore Road expansion.

## 12. Size of the proposed expansion

- "Do not want a Westfield"
- "I only shop at Marrickville Metro because it is compact and not a Westfield"
- Ensure the centre remains in-keeping with the local area
- Creating variety doesn't necessarily mean the centre needs to be bigger
- "I don't think people want a bigger shopping centre"
- "The centre should be bigger".

- Extending the centre up one retail level and out across Smidmore Street into the adjacent site at 13-55 Edinburgh Road, to create a total of 44,000 square metres of retail space and a total gross floor area of approximately 58,000 square metres
- This scale is appropriate for the local area, comparable to Broadway Shopping Centre
- Marrickville Metro has been classified as a village in the NSW Department of Planning's Draft South Subregional Strategy. The strategy notes that with increased retail/commercial floor space and higher density housing, it could achieve Town Centre status.

## 13. Community facilities in and around the

### Metro

- "A library is a very good addition"
  - "More family and community oriented"
  - Play area for kids, or similar "to give mums and dads a break"
  - "Keep the place for dogs – people in this area love their dogs"
  - Community notice board
- Homework centre for students.

This planned upgrade to Marrickville Metro will provide a range of benefits to the local community. Key benefits include:

- More open, green space for the community to enjoy
- Community space for facilities such as a library, meeting rooms, child care or pro bono office areas
- Green initiatives, including a scheme to further reduce water usage at the Metro
- Public education display, with information about community and Council initiatives, such as the Cooks River project
- Greater integration with surrounding streets, for example, landscaping to improve the aesthetic of the Victoria Road entry.

Marrickville Metro is also working closely with Marrickville Council to identify opportunities to support community initiatives and programs through the upgrade.

## 14. Security and safety

- Secure areas for dogs and bikes
- Discourage antisocial behaviour around the centre
- Late night law and order issues.

Marrickville Metro takes security very seriously, with 24-hour security introduced four years ago. The centre is currently considering some additional measures including CCTV cameras around the bike racks at the front of the centre.

## 15. Noise impacts

- Construction timeframes and length to create the

- If the expansion is approved, construction works will be managed to minimise impacts on surrounding residents and businesses



<p>expanded centre</p> <ul style="list-style-type: none"> <li>• Current rubbish collection late at night</li> <li>• Current truck loading dock noise, particularly on Edinburgh Road.</li> </ul>	<ul style="list-style-type: none"> <li>• Work would be limited to daylight hours and residents would be given advance notice of any out of hours work</li> <li>• The proposal includes rationalising three loading docks on Murray Street into one dock, which will limit noise impacts on neighbouring residents.</li> </ul>
<p><b>16. Availability of services</b></p> <ul style="list-style-type: none"> <li>• Services suggested during the community consultation process included: <ul style="list-style-type: none"> <li>– MBF</li> <li>– DOCS</li> <li>– Centrelink</li> <li>– Upgraded medical centre</li> <li>– Child care</li> <li>– Another bank.</li> </ul> </li> </ul>	<p>The centre currently has a Medicare, RTA and post office, and the proposal includes space for additional services.</p> <p>These could include additional banks, child care facilities and other services to meet community demand.</p>
<p><b>17. The Metro should be 'greener'</b></p> <ul style="list-style-type: none"> <li>• Green building design and outputs, e.g. recycling, water tanks</li> <li>• Make the centre "more environmentally-friendly"</li> <li>• Power-saving initiatives, e.g. solar panels.</li> </ul>	<ul style="list-style-type: none"> <li>• AMP Capital Investors will set a target of 80% recycling during construction</li> <li>• The Metro will contribute to the Cooks River Project by filtering stormwater before returning it to the system</li> <li>• There are two rainwater tanks proposed as part of the development. Rainwater will be collected, filtered, cleaned and reused within the centre</li> <li>• Marrickville Metro currently participates in a variety of environmental initiatives and will continue its commitment to sustainability with the upgrade project. Some initiatives include: <ul style="list-style-type: none"> <li>– Further reducing water usage by 20%</li> <li>– Reducing number of disposable coffee cups</li> <li>– Providing environmental 'green' bags</li> <li>– Education program on recycling, offered in different languages.</li> </ul> </li> </ul>
<p><b>18. Any expansion needs to be in-keeping with the local area</b></p>	<p>Since the centre opened in 1987, Marrickville and the surrounding area has experienced significant growth and change.</p>

<ul style="list-style-type: none"> <li>• "Let's maintain the peace of Marrickville and not try to make it just another hectic and chaotic place like the city"</li> </ul>	<p>With Marrickville Metro approaching its 25th birthday an upgrade will allow the centre to better deliver the needs of the local community. Measures to showcase the Metro's unique, inner west character include:</p> <ul style="list-style-type: none"> <li>• Landscaping to improve the centre's surrounds and to highlight heritage features, such as the Mill House</li> <li>• Architectural features that celebrate the industrial history of the site and the surrounding area</li> <li>• Civic space, with information about local projects</li> <li>• Monthly, outdoor markets.</li> </ul>
<p><b>19. The Metro is different from other shopping centres and this should be maintained</b></p> <ul style="list-style-type: none"> <li>• The local feel is important, and makes it different from "huge" Westfield.</li> </ul>	<ul style="list-style-type: none"> <li>• AMP Capital understands the inner west has qualities that cannot be found in other parts of Sydney, and has worked closely with local people to ensure the new Marrickville Metro reflects the area's unique character and diversity</li> <li>• The expanded Metro will reflect the site's industrial history</li> <li>• The new Marrickville Metro will reflect the area's distinctive character, through the mix of new shops, open space and community facilities.</li> </ul>
<p><b>20. Protection of heritage</b></p> <ul style="list-style-type: none"> <li>• "Heritage facade of existing centre should be retained without change"</li> </ul>	<ul style="list-style-type: none"> <li>• There will be no detracting to the Mill House or its historic facade as a result of the upgrade</li> <li>• The Victoria Street entrance will be upgraded to better integrate the Mill House into the area</li> <li>• AMP Capital has an ongoing relationship with the Vicars family, the historic owners of Mill House – one of Marrickville's oldest buildings. AMP Capital has upheld the heritage significance of this building and its facade, which now forms a key feature on the Marrickville Metro site.</li> </ul>
<p><b>21. More entertainment options</b></p> <ul style="list-style-type: none"> <li>• "Please put a movie theatre in"</li> <li>• Performance space.</li> </ul>	<p>AMP Capital's proposal provides for the inclusion of entertainment facilities, such as a performance space.</p>
<p><b>22. Longer / later opening hours needed</b></p>	<p>AMP Capital is exploring options for tenants on Smidmore Plaza to have leases to trade into the night, for example, restaurants.</p>

## 5 Next steps

This consultation outcomes report forms part of the Concept Plan, Project Application and Environmental Assessment (EA) to be lodged with the NSW Department of Planning on 26 May 2010. The Department of Planning will then assess the documents to determine whether the Director-General's Requirements have been addressed.

The Department will then advertise and exhibit the project documents, also notifying relevant public authorities, local Councils and residents. The community will have further opportunities to provide feedback on the planning proposal during this period.

AMP Capital will be required to respond to any issues raised in submissions to the Department of Planning, and will consider this together with feedback received during this consultation process.

## 6 Appendices

# Appendix A Community survey

## Community Survey: Marrickville Metro

This survey is part of a community engagement program being undertaken by AMP Capital to understand how community needs can be met through its proposed upgrade of the Marrickville Metro shopping centre. The survey aims to seek community perceptions in relation to:

- Existing issues and areas for improvement within the shopping centre
- Preferences for retail and community facilities
- Preferences for design features
- Preferred ways to keep the community informed about the Marrickville Metro project.

You can return the completed survey to us in the **Reply Paid** envelope provided. All completed surveys must be returned by **Thursday 15 April 2010**. For more information please contact Nicole at Elton Consulting on 9387 2600.

### 1. Can you identify any issues or areas for improvement at Marrickville Metro?

Please provide details:

---

---

---

### 2. Of the issues you have identified, which three are most important to you? (please rank your top three issues)

1. 

---

2. 

---

3. 

---

### 3. What would you like to see included in a Marrickville Metro upgrade? (tick one or more)

- |   |   |
|---|---|
| <input type="checkbox"/> Additional supermarket                         | <input type="checkbox"/> Additional entertainment facilities                |
| <input type="checkbox"/> More services e.g. Medicare, post office, NRMA | <input type="checkbox"/> More discount department stores e.g. Big W, Target |
| <input type="checkbox"/> Department store                               | <input type="checkbox"/> More specialty stores                              |
| <input type="checkbox"/> More restaurant dining                         | <input type="checkbox"/> More boutique shops                                |
| <input type="checkbox"/> More food court options                        | <input type="checkbox"/> Other <hr/>  |

### 4. Do you have suggestions on the layout of Marrickville Metro or how it should look from the street?

Please provide details:

---

---

---

### 5. What would you like included in the open areas?

Please provide details:

---

---

---

### 6. What community facilities would you like to see as part of the Marrickville Metro upgrade? (tick one or more)

- ☐ Community meeting space
- ☐ Library
- ☐ Childcare

- ☐ Market space
- ☐ Performance and exhibition space
- ☐ Other \_\_\_\_\_

**7. What are the best ways to provide you and with information about the Marrickville Metro upgrade?**

- ☐ Letterbox drop of flyers/newsletters
- ☐ Email (if yes, please provide your email address) \_\_\_\_\_
- ☐ Advertising in local newspapers (if yes, please specify which one/s) \_\_\_\_\_
- ☐ Project website
- ☐ Community information and feedback session
- ☐ Advertising through Council (website, newsletters etc)
- ☐ Other \_\_\_\_\_

**8. Would you like to be kept informed of consultation activities in relation to a potential Marrickville Metro upgrade? If yes, please provide:**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**9. Are there any individuals, groups or organisations in the local area who you think we should consult with as part of the Marrickville Metro upgrade?**

**Please provide details:**

---



---



---

**10. Are there any other comments you would like to make about the Marrickville Metro and/or its potential upgrade?**

---



---



---

**11. About you: (please circle relevant answer)**

**How old are you?**      16-25    26-35    36-45    46-55    56-65    66-75    75+

**Gender**                      M / F

**How long have you lived in the local area?**      < 12 months                      1-2 yrs                      3-5 yrs                      5+yrs

**Are you currently involved in any local groups or organisations?** (eg Parents & Citizens, sporting groups, resident action groups, etc) *Please specify*

---



---



---

**Thank you for taking the time to complete this survey**



## Appendix B Community survey catchment area



3 METRES

296

73,74 ARE ENLARGED  
SECTIONS OF 296

73 74

500m

Sydney 74

K

L

M

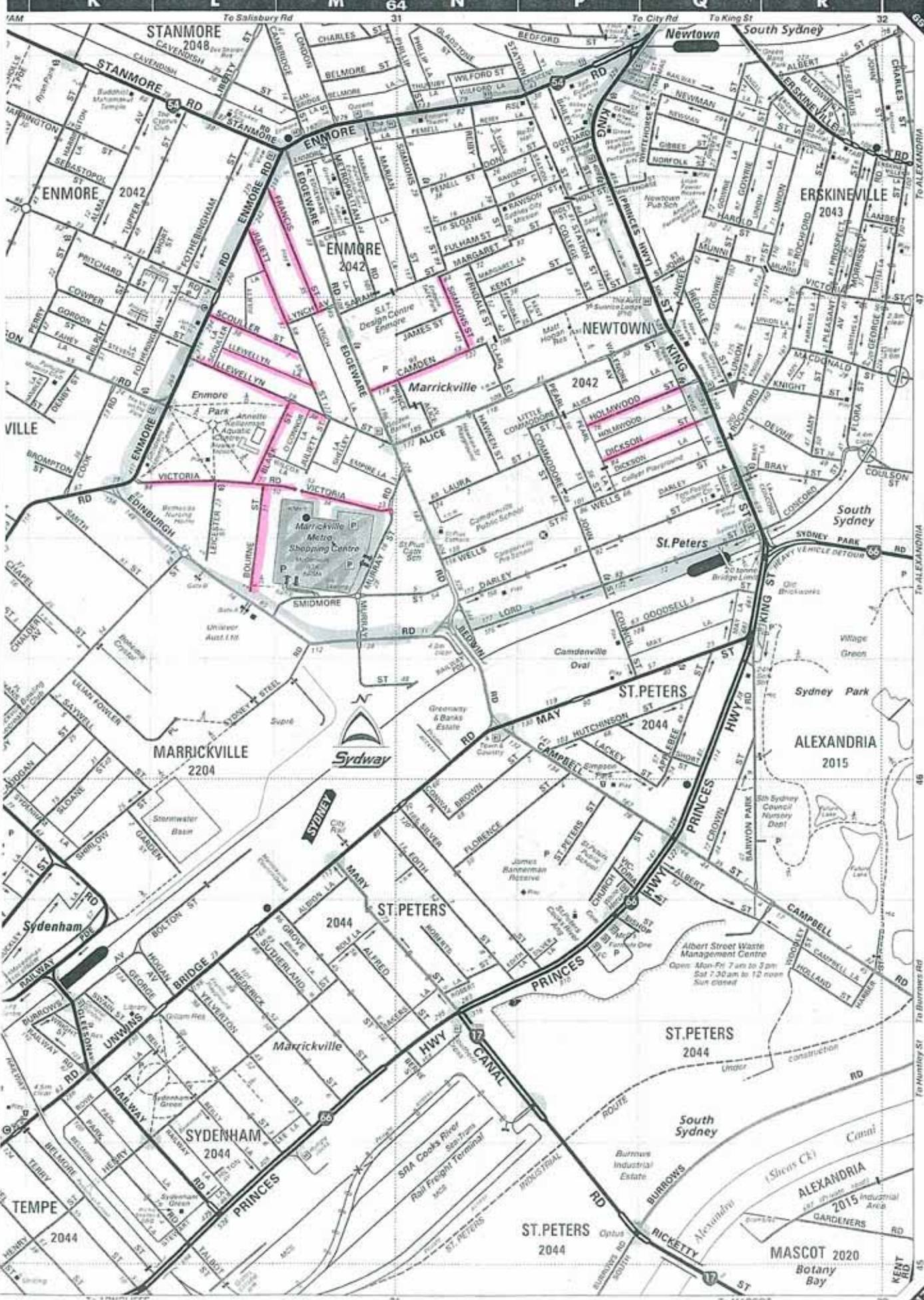
64

N

P

Q

R



11

12

13

14

15

16

17

18

19

20

To Alexandria

To Alexandria

To Alexandria

To Alexandria

To Alexandria

To Alexandria

To Alexandria

To Alexandria



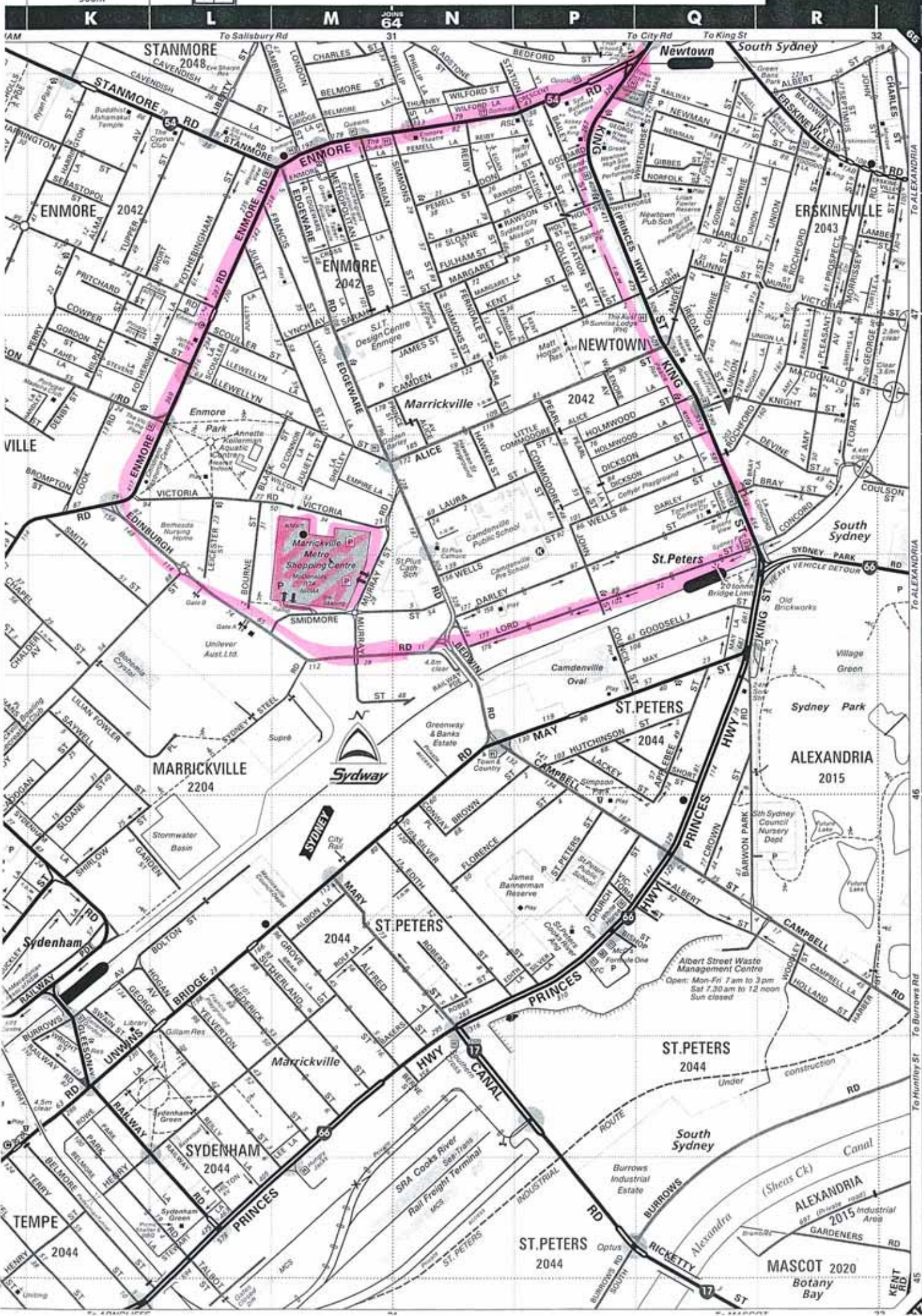
## Appendix C Newsletter catchment area

1 METRES

296

73,74 ARE ENLARGED  
SECTIONS OF 296

**Sydney 74**



# Appendix D Newsletter 1





April 2010

## Dear Resident,

Welcome to our first community newsletter for the Marrickville Metro revitalisation project – designed to provide you with up-to-date information about future upgrades to your local shopping centre.

AMP Capital Investors is proposing to spend \$140million at Marrickville Metro – providing a greater range of shops, services and community facilities to benefit people in the local area.

With the centre approaching its 25th birthday, this upgrade is needed to keep up with changing local community needs.

AMP Capital has been managing Marrickville Metro for five years – and we are aware of the centre's importance to the local community.

*With the centre approaching its 25th birthday, this upgrade is needed to keep up with changing local community needs.*

That is why we want to make sure we listen to your ideas before we finalise the details of our plans.

We want to hear what you think the centre should look like, what are the key issues for you and

ways we can improve your Marrickville Metro.

We will continue to keep you updated on our progress in planning for the revitalisation

of Marrickville Metro – through our project website and regular project newsletters – as well as opportunities to have your say on the upgrade.

I look forward to working closely with you to create



a Marrickville Metro that reflects the inner west's distinctive character and meets community needs.

Yours sincerely

**Sue Wright**  
Centre Manager  
Marrickville Metro  
Shopping Centre  
AMP Capital  
Shopping Centres

For specific project questions, to register your interest, please contact the Marrickville Metro team at [consulting@elton.com.au](mailto:consulting@elton.com.au) or (02) 9387 2600.

# Appendix E Newsletter 2





## Dear Resident,

May 2010

Welcome to the second community newsletters on the Marrickville Metro revitalisation project.

This month we continued our community consultation program, which included listening to your views on our plans to upgrade the centre.

The launch of our dedicated website ([www.talkmarrickvillemetro.com.au](http://www.talkmarrickvillemetro.com.au)) earlier this month gives local residents an opportunity to obtain up-to-date information on the project and to provide feedback to the Marrickville Metro team.

We also recently carried out a community door-knock of residents near the centre. It was great to talk to some of you – thank you for taking the time to tell us what you think about the upgrade.

This month, we will be holding a community information and feedback session at Marrickville

Metro. I encourage you to come along to the session to view our plans and to talk one-on-one with the project team.

Thank you for your interest in the project and I look forward to continuing to hear your feedback on our upgrade plans.

Yours sincerely

**Sue Wright**

*Centre Manager*

Marrickville Metro Shopping Centre  
AMP Capital  
Shopping Centres



## Community Information and Feedback Session

You are invited to participate in a Community Information and Feedback Session, on **Saturday 15 May**.

At this session you will have the opportunity to speak one-on-one with the project team and to view plans for the upgrade.

### LOCATION:

Marrickville Metro –  
outside Kmart

### TIME:

Any time between 10am and 2pm.

Information displayed will also be available at [www.talkmarrickvillemetro.com.au](http://www.talkmarrickvillemetro.com.au) following the session.



## Floor maintenance

Maintenance works to replace the centre's floor tiles will commence soon, and will continue over a few months.

We are very excited about the works, which involve laying lighter-coloured, modern tiles to renew the centre's interior.

We will keep the centre open throughout the duration of the works. The maintenance work will largely be carried out after trading hours to limit inconvenience to our retailers and customers – and we ask for your patience as we work to improve Marrickville Metro.

## Security update

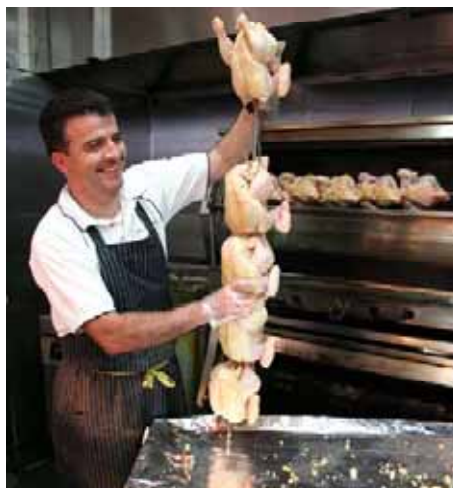
Marrickville Metro is serious about safety and security – and we are committed to keeping the local community safe in and around the centre.

Four years ago, Marrickville Metro introduced 24-hour security, and we are actively involved in regular safety meetings with the local community.

We understand the importance of being vigilant – and we are currently considering some additional security measures.

These include CCTV cameras around the bike racks at the front of the centre. As always, Marrickville Metro is keen to hear your views on security.

Please call 9519 1066 or email [marrickvillemetro@ampcapital.com](mailto:marrickvillemetro@ampcapital.com) if you would like to report a security matter at the centre.



## What we have heard so far

Thank you to all who have contributed feedback about the Marrickville Metro upgrade – through our recent community door-knock, online or over the phone.

The issues and ideas we have heard so far include:

- » A greater range of speciality shops and high-end clothing shops
- » Showcasing the area's heritage features, such as the Mill House
- » A better layout and more natural light inside the centre
- » More regular trolley collection from streets surrounding Marrickville Metro
- » Ensuring the centre's upgrade is in-keeping with the local area
- » Ensuring traffic is managed as part of any future upgrade
- » More parking and bike racks
- » More open space around the centre for children's play areas, seating and grass and trees
- » Inclusion of community facilities, such as a library and market space.

This feedback is part of the community consultation and will form part of the process Marrickville Metro will work through with the Department of Planning and local Council. All feedback will be considered in planning for any future upgrade.

## Contact Us

For more information on the project, please visit:

[www.talkmarrickvillemetro.com.au](http://www.talkmarrickvillemetro.com.au)

For specific project questions, to register your interest, please contact the Marrickville Metro team at [consulting@elton.com.au](mailto:consulting@elton.com.au) or (02) 9387 2600.



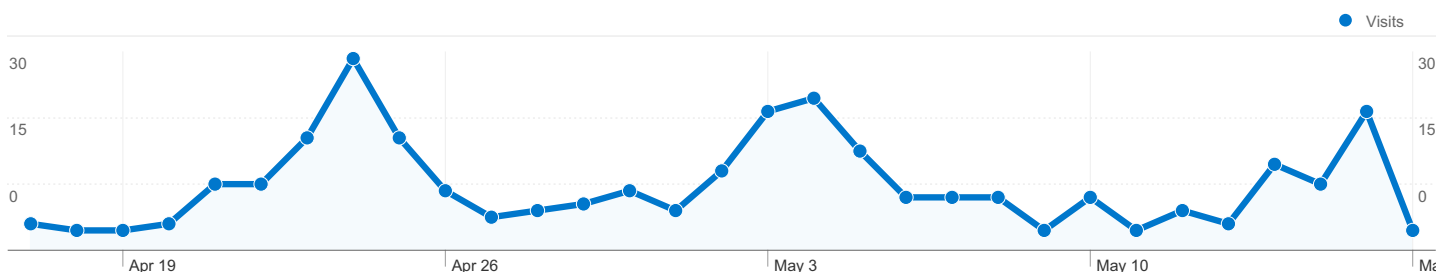
## Appendix F Talk Marrickville Metro website traffic

www.talkmarrickvillemetro.com.au

# Dashboard

Apr 17, 2010 - May 17, 2010

Comparing to: Site



## Site Usage

305 Visits

40.00% Bounce Rate

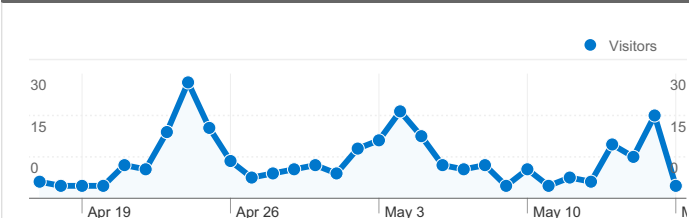
945 Pageviews

00:02:25 Avg. Time on Site

3.10 Pages/Visit

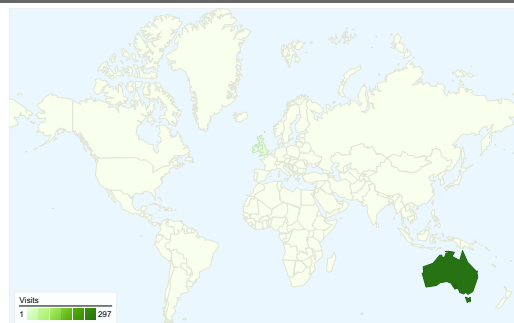
80.66% % New Visits

## Visitors Overview

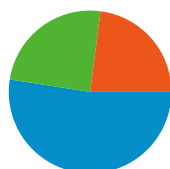


Visitors  
256

## Map Overlay



## Traffic Sources Overview



■ Referring Sites  
160.00 (52.46%)  
■ Search Engines  
75.00 (24.59%)  
■ Direct Traffic  
70.00 (22.95%)

## Content Overview

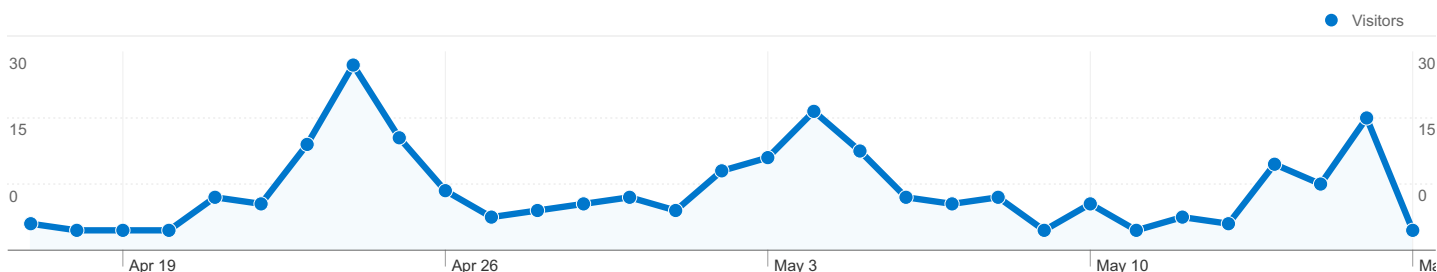
Pages	Pageviews	% Pageviews
/	356	37.67%
/pro.html	205	21.69%
/lat.html	140	14.81%
/loc.html	116	12.28%
/index.html	51	5.40%

www.talkmarrickvillemetro.com.au

## Visitors Overview

Apr 17, 2010 - May 17, 2010

Comparing to: Site




**256 people visited this site**

 **305 Visits**

 **256 Absolute Unique Visitors**

 **945 Pageviews**

 **3.10 Average Pageviews**

 **00:02:25 Time on Site**

 **40.00% Bounce Rate**

 **80.66% New Visits**

## Technical Profile

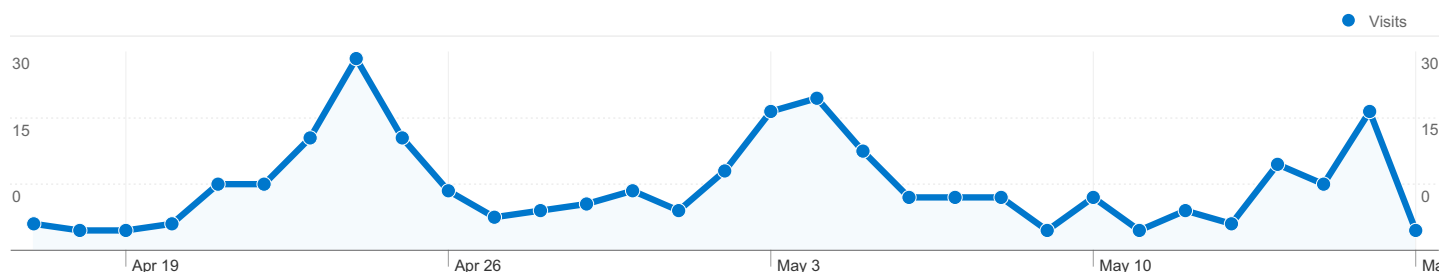
Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	188	61.64%	DSL	108	35.41%
Firefox	63	20.66%	Unknown	82	26.89%
Safari	37	12.13%	Cable	63	20.66%
Chrome	14	4.59%	T1	50	16.39%
Mozilla Compatible Agent	2	0.66%	ISDN	1	0.33%

www.talkmarrickvillemetro.com.au

## Traffic Sources Overview

Apr 17, 2010 - May 17, 2010

Comparing to: Site

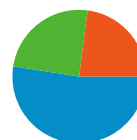


All traffic sources sent a total of 305 visits

22.95% Direct Traffic

52.46% Referring Sites

24.59% Search Engines

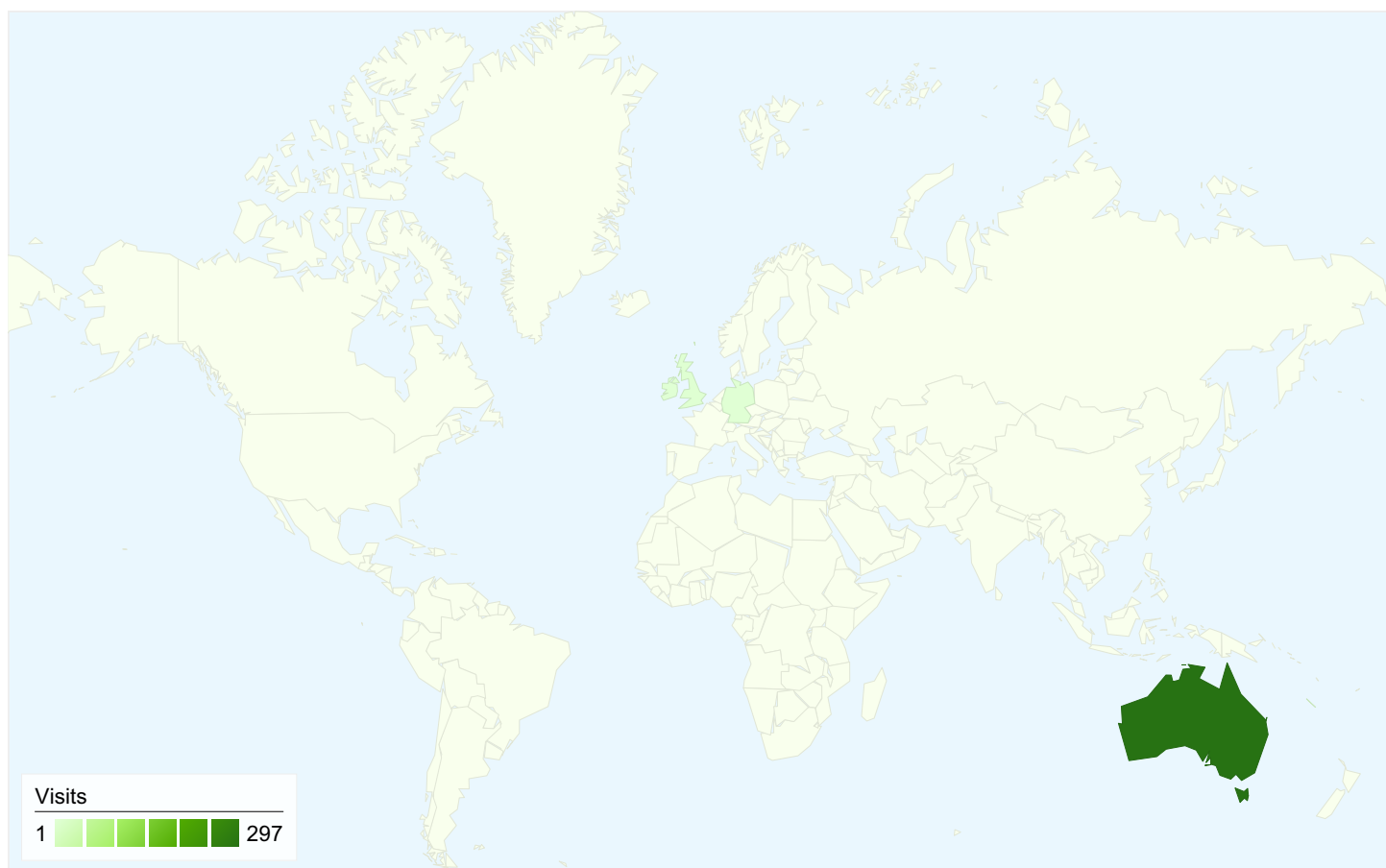


■ Referring Sites  
160.00 (52.46%)  
■ Search Engines  
75.00 (24.59%)  
■ Direct Traffic  
70.00 (22.95%)

### Top Traffic Sources

Sources	Visits	% visits
marrickvillemetroshopping.com	109	35.74%
(direct) ((none))	70	22.95%
google (organic)	51	16.72%
ask (organic)	17	5.57%
elton.com.au (referral)	15	4.92%

Keywords	Visits	% visits
marrickville metro	26	34.67%
news	8	10.67%
weather:	3	4.00%
marrickville shopping	2	2.67%
shop direct	2	2.67%



## 305 visits came from 7 countries/territories

### Site Usage

Site Usage

<b>Visits</b> <b>305</b> % of Site Total: <b>100.00%</b>	<b>Pages/Visit</b> <b>3.10</b> Site Avg: <b>3.10 (0.00%)</b>	<b>Avg. Time on Site</b> <b>00:02:25</b> Site Avg: <b>00:02:25 (0.00%)</b>	<b>% New Visits</b> <b>80.66%</b> Site Avg: <b>80.66% (0.00%)</b>	<b>Bounce Rate</b> <b>40.00%</b> Site Avg: <b>40.00% (0.00%)</b>	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Australia	297	3.11	00:02:27	80.47%	39.73%
United Kingdom	3	2.33	00:01:27	66.67%	33.33%
Ireland	1	5.00	00:00:26	100.00%	0.00%
Singapore	1	6.00	00:02:15	100.00%	0.00%
New Caledonia	1	1.00	00:00:00	100.00%	100.00%
Germany	1	1.00	00:00:00	100.00%	100.00%
(not set)	1	1.00	00:00:00	100.00%	100.00%

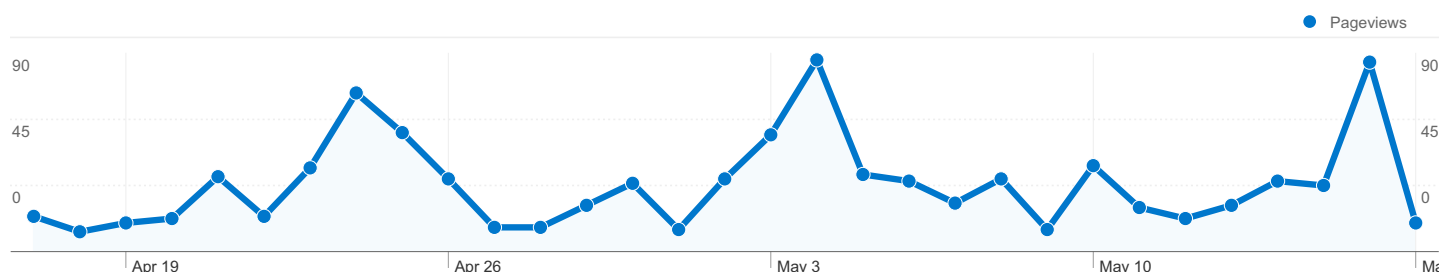
1 - 7 of 7

www.talkmarrickvillemetro.com.au

## Content Overview


Apr 17, 2010 - May 17, 2010

Comparing to: Site



Pages on this site were viewed a total of 945 times

 945 Pageviews

 727 Unique Views

 40.00% Bounce Rate

## Top Content

Pages	Pageviews	% Pageviews
/	356	37.67%
/pro.html	205	21.69%
/lat.html	140	14.81%
/loc.html	116	12.28%
/index.html	51	5.40%

## Appendix G Display at CIFS

Community Information  
and Feedback Session

# Marrickville Metro Revitalisation Project

All Welcome  
10am-2pm





## Welcome

### Welcome to the Marrickville Metro community information and feedback session.

Since the centre opened in 1987, Marrickville and the surrounding area has experienced significant growth and change.

With Marrickville Metro approaching its 25th birthday an upgrade will allow the centre to better deliver the needs of the local community.

Before we finalise our detailed plans, we would like to give the community the chance to have their say.

We want to hear your ideas on Marrickville Metro. What could be improved, what shops would you like to see, what community facilities could be provided?

Today, we welcome you to look at the plans and read the information provided – and we encourage you to share your thoughts and questions with our team.

Members of the project team here today include:

- » **AMP Capital Investors** – Project manager and owner of Marrickville Metro
- » **Urbis** – Town planning for the proposal
- » **Halcrow Group** – Traffic management
- » **Elton Consulting** – Community consultation specialists.

All feedback we receive from you today will be documented and included in a consultation outcomes report. The report will be submitted to the Department of Planning and Marrickville Council as part of the planning process.

**We appreciate your time and interest in the Marrickville Metro upgrade.**



Indicative artist's rendering of street view from Edinburgh Road

## What is being Proposed?

**AMP Capital Investors is proposing to invest \$140 million at Marrickville Metro to provide variety and choice of shops, services and community facilities.**

This could include:

- » A greater variety of high-quality shops and services to create a convenient shopping location for the local community, including an additional supermarket, a new discount department store and around 90 specialty shops
- » Landscaping to improve the centre's surrounds and to highlight heritage features, such as the Mill House
- » More natural light and outdoor areas to improve the centre's ambience
- » Community space, to cater for facilities such as meeting rooms, child care or a small library
- » Extending the centre up one retail level and out across Smidmore St into the industrial area, to create a total of 44,000 square metres of retail space
- » Open markets and public space as key features of the Metro's current plans.

Indicative plans for the upgrade are provided on the next display board.



Surrounding suburbs



Community facilities close to Marrickville Metro



## What is being Proposed?



Ground level plan



Level 1 plan



## Community Benefits

This planned upgrade to Marrickville Metro will provide a range of benefits to the local community.

Key benefits include:

- » More open, green space for the community to enjoy
- » Community space for facilities such as a library, meeting rooms, child care or pro bono office areas
- » Green initiatives, including a scheme to further reduce water usage at the Metro
- » Public education display, with information about community and Council initiatives, such as the Cooks River project
- » Greater integration with surrounding streets, for example, landscaping to improve the aesthetic of the Victoria Road entry.

Marrickville Metro is also working closely with Marrickville Council to identify opportunities to support community initiatives and programs through the upgrade.

We welcome your feedback and ideas on the facilities you would like to see in plans for the Metro upgrade.



Landscape plan for civic place next to Victoria Road



Indicative artist's rendering of civic place



Indicative artist's rendering of civic place view from Victoria Road



## Artist's Rendering



Indicative  
artist's rendering  
of plaza from  
Smidmore Street



Landscape plan  
for plaza area on  
Smidmore Street



Indicative artist's rendering of outdoor  
performance space



Indicative artist's rendering of plaza area across  
Smidmore Street

## Boosting the Local Economy

The upgrade will boost Marrickville's local economy by:

- » Delivering more jobs – during the construction period as well as long term retail employment opportunities
- » Promoting business investment in the Marrickville area
- » Encouraging local employment – more jobs closer to home
- » Providing more variety and choice so residents can do more of their shopping in the local area.

Upgrade plans have been designed to minimise impacts to local business owners along King Street, Marrickville Road and Illawarra Road. It will offer different types of shops and services to the strips.



Our research has indicated that the majority of people like to shop at both strips and shopping centres because of the different offers available. A phone survey of 1,200 people in the local area found:

- » One-fifth preferred shopping strips
- » One-fifth preferred shopping centres
- » 58 per cent of respondents liked to shop in both.

Local businesses may also benefit from increased consumer traffic in Marrickville as a result of the upgrade.



## Traffic, Parking & Public Transport

Marrickville Metro is proposing a range of measures to improve traffic flow around the centre both during and after the upgrade.

The measures include:

- » An independent **traffic management plan** for the project, prepared by Halcrow Group, to minimise impacts on neighbouring businesses and residents during construction
- » **Moving buses to Edinburgh Road**, to improve traffic along Murray Street and onto Victoria Road
- » **Improved accessibility** throughout the precinct, including a new pedestrian entry on Smidmore Street and Edinburgh Road and a new car park entry from Edinburgh Road
- » **Rationalising three loading docks** on Murray Street into one dock – to improve traffic flow and the appearance of Murray Street
- » **Providing a better car entry into the centre**, by extending the existing Smidmore Street ramp and building a new ramp off Edinburgh Road
- » **Additional bike racks and showers** available in the centre – as part of Marrickville Metro's efforts to encourage its employees and customers to use sustainable transport
- » An **additional 715 car parking spaces**, with at least half undercover.



Carpark level 2



Carpark level 2A

## Planning Process

### STEP 01 Declaration of Major Project

- » January 2010 – NSW Minister for Planning declared the proposed upgrade of Marrickville Metro a major project
- » This means the project application will be determined by the NSW Minister for Planning, under Part 3A of the Environmental Planning and Assessment Act 1979 (NSW).

### STEP 02 Initial Application

- » AMP Capital Investors has lodged an initial application and preliminary Environmental Assessment (EA)

### STEP 03 Environmental Assessment (EA) requirements

- » The Director-General of the Department of Planning consulted relevant public authorities and established the key issues that must be addressed in the EA
- » These are referred to as the Director-General's Requirements.

### STEP 04 Preparation of EA document

**WE ARE HERE**

- » AMP Capital prepares and submits the EA, together with its Concept Plan and Project Application
- » The Director-General determines whether or not the EA has addressed the Director-General's Requirements.

### STEP 05 Notification and exhibition

- » The Department of Planning advertises and exhibits the EA for at least 30 days, and notifies relevant public authorities, local Councils and residents
- » Any one can make a written submission to the Department of Planning during the exhibition period.

### STEP 06 Consideration of written submissions

- » AMP Capital will be asked to respond to any issues raised in the written submissions
- » If changes are required for the project, AMP Capital will prepare a Preferred Project Report outlining the changes.

### STEP 07 Assessment report

- » The Director-General prepares an Environmental Assessment report to the Minister for Planning
- » If the Director-General recommends approval, draft conditions of approval are also prepared.

### STEP 08 Determination

- » Minister decides whether to approve or reject the project
- » AMP Capital would be notified of the determination, as well as people who lodged written submissions
- » Determination notice would be placed on the Department of Planning website.

## Community Consultation

Marrickville Metro is committed to listening to you and to ensuring the project team hears your views on the major issues.

Independent engagement specialist, Elton Consulting, is carrying out a community consultation process for the Marrickville Metro project.

Today is an opportunity for you to ask questions of the project team on a one-to-one basis, before the Environmental Assessment (EA) is lodged. They are keen to hear your thoughts and ideas about the upgrade.

There are a range of other ways you can provide feedback and be kept up-to-date, including:

- » **Feedback forms** – for you to complete and either place in the designated box provided today, or to post back in a reply paid envelope
- » **The project website** – [www.talkmarrickvillemetro.com.au](http://www.talkmarrickvillemetro.com.au)
- » **Regular project newsletters** – distributed to surrounding residents and businesses and uploaded to the website.

This feedback will be considered in planning for any future upgrade.

Feedback will be documented and included in a consultation outcomes report. The report will be submitted to the Department of Planning and local Council as part of the planning process.



## What we have heard so far

Thank you to all who have contributed feedback about the Marrickville Metro revitalisation project to date.

Community feedback has been received in the following ways:

- » Research conducted in 2008 with Marrickville residents through 11 focus groups and 1,200 telephone surveys
- » Community doorknock in the local area
- » Via the project website
- » Over the phone.

A summary of the kinds of things we've heard so far include:

- » A greater range of speciality shops and high-end clothing shops
- » Showcasing the area's heritage features, such as the Mill House
- » A better layout and more natural light inside the centre
- » More regular trolley collection from streets surrounding Marrickville Metro
- » Ensuring the centre's upgrade is in-keeping with the local area
- » Ensuring traffic is managed as part of any future upgrade
- » More parking and bike racks
- » More open space around the centre for children's play areas, seating and grass and trees
- » Inclusion of community facilities, such as a library and market space.

## Thank you

### Thank you for your time today.

To submit your comments or ideas, please fill out a feedback form and return it to us today, or send it via the reply-paid envelope by Tuesday 18 May 2010.

If you wish to register your contact details with us we can notify you of future consultation opportunities and up-to-date project information.

Please email the Marrickville Metro project team at [consulting@elton.com.au](mailto:consulting@elton.com.au) with your name, contact details and email address if you wish to register.

For specific project questions, please contact the Marrickville Metro team at: (02) 9387 2600.

All information you provide will be held in accordance with Elton Consulting's privacy policy. To view this policy, please ask a representative here today.

We encourage you to have your say about the Marrickville Metro upgrade.





# Appendix H CIFS feedback form

## Marrickville Metro revitalisation project – Feedback Form

Thank you for participating in today's community information session. We would appreciate your comments on the material you have viewed as well as any other comments you wish to make. Please place completed forms in the box provided, or if you would like more time to consider your response, please return your feedback to us by **Wednesday 18 May 2010** using the reply paid envelope or by emailing [consulting@elton.com.au](mailto:consulting@elton.com.au). All feedback will be collated by Elton Consulting and included in a report to the Department of Planning. No individual will be identifiable in any reporting associated with this process.

- 1. What are the three most important issues you think should be considered in planning for this project?**  
(please list your top three issues)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

- 2. Based on the plans you have seen today, how well do you think these issues have been addressed?**

**Please provide details:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- 3. What would you like to see included in a Marrickville Metro upgrade? (please tick one or more)**

- |  |   |
|--|---|
| <input type="checkbox"/> Additional supermarket      | <input type="checkbox"/> Additional entertainment facilities                |
| <input type="checkbox"/> More services e.g. Medicare | <input type="checkbox"/> More discount department stores e.g. Big W, Target |
| <input type="checkbox"/> Department store            | <input type="checkbox"/> More specialty stores                              |
| <input type="checkbox"/> More restaurant dining      | <input type="checkbox"/> More boutique shops                                |
| <input type="checkbox"/> More food court options     | <input type="checkbox"/> Other _____  |

**Please provide details:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- 3. Based on the plans you have seen today, do you have any comments on the proposed layout of Marrickville Metro?**

**Please provide details:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- 4. Based on the plans you have seen today, do you have any comments on the appearance of the proposed development from the street? Please provide details:**

- 5. What would you like included in the open areas, for example, around the plaza area on Smidmore Street? Please provide details:**

\_\_\_\_\_



**6. What community facilities would you like to see as part of the Marrickville Metro upgrade? (please tick)**

- |  |   |
|--|---|
| <input type="checkbox"/> Community meeting space | <input type="checkbox"/> Market space                     |
| <input type="checkbox"/> Library                 | <input type="checkbox"/> Performance and exhibition space |
| <input type="checkbox"/> Childcare               | <input type="checkbox"/> Other _____                      |

**Please provide details:**

---

---

---

**7. How did you find out about today's community information session? (Please tick one or more)**

- ☐ Talk Marrickville Metro website ([www.talkmarrickvillemetro.com.au](http://www.talkmarrickvillemetro.com.au))
- ☐ Newsletter
- ☐ Other (please specify) \_\_\_\_\_

**9. Would you like to be kept informed of consultation activities in relation to the planned Marrickville Metro upgrade? If yes, please provide:**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**10. Are there any other comments you would like to make about the Marrickville Metro project?**

---

---

---

**11. Which best describes you? Please tick all that apply**

- ☐ Adjacent resident
- ☐ Non-resident property owner
- ☐ Resident of the local area (please specify suburb) \_\_\_\_\_
- ☐ Business owner/operator
- ☐ Representative of local group (please specify) \_\_\_\_\_
- ☐ Other (please specify) \_\_\_\_\_

Thank you for taking the time to complete this feedback form. Please give your completed form to a representative of Elton Consulting or drop it in the feedback box provided.

If you would like more time to consider your response, please return your completed form to us by **Wednesday 18 May 2010** by:

Posting it to us in the Reply Paid envelope supplied

Emailing it to us at [consulting@elton.com.au](mailto:consulting@elton.com.au)



# Appendix I Elton Consulting Privacy Policy

## Collection, use and storage of personal information

With reference to Commonwealth Consolidated Acts  
Privacy Act 1998 – Schedule 3 National Privacy Principles pages 1-11

An organisation may collect health information about an individual if it is necessary for any of the following purposes:

- Research relevant to public health or public safety
- The compilation or analysis of statistics is relevant to public health or public safety
- The management, funding or monitoring of health service.

Where that purpose cannot be served by:

- The collection of information that does not identify the individual
- From which the individual's identity cannot reasonably be ascertained and/or it is impractical for the organisation to seek the individual's consent to the collection
- It is collected as required by law or in accordance with rules established by competent health or medical bodies, dealing with obligations of professional confidentiality which bind the organisation, or in accordance with guidelines approved by the Commissioner under Section 95A.

***The information collected in accordance with the above requirements must be permanently de-identified before it is disclosed.***

The collection of personal information is lawful and by fair means if it is ***collected in a reasonable and non-intrusive way.***

At or before the time an organisation collects personal information about an individual from the individual, the organisation is obliged to ensure ***the individual is aware of.***

- The organisation's identity and how to contact it
- The purposes for which the information is collected
- His or her ability to gain access to the information
- The organisations or types of organisations to which the information will be disclosed
- Any law that requires the information to be collected
- Any consequences, if any, for the individual if the information is not provided.

Personal information collected, used or disclosed by an organisation must be ***accurate, complete and up-to-date.***

An organisation must set out clearly in a ***document its policies on its management of personal information.*** It must be made available to anyone who asks for it. On request by a person, an organisation must let the person know generally what sort of personal information it holds. (See Elton Consulting's Privacy Statement.)

The personal information about an individual, collected from the individual only, must be used for the primary use unless:

- Secondary use is related to the first
- The individual has consented to this use
- Disclosure of the information is not sensitive

- The secondary use is for direct marketing
- If it is sensitive\* information it should be used for the primary use only.

If an organisation uses the information for a secondary purpose, it must make a written note of the use or disclosure.

***In the case of direct marketing, where the individual has not requested not to receive direct marketing communication, in each communication with the individual, the organisation must prominently display:***

- ***A notice that a wish to not receive any further direct marketing communication can be freely expressed.***
- ***The business address, telephone number and electronic contact details.***
- ***A statement that No fee will be charged to delist an individual.***

#### **\* Sensitive Information:**

An organisation must not collect sensitive information about an individual unless:

- The individual has consented
- It is required by law
- It is necessary to prevent or lessen a serious imminent threat to life or health of the individual.

At the time of collecting information of members of **non-profit** organisations or individuals who have regular contact with it, in connection with its activities, the organisation undertakes to the individual whom the information concerns that the organisation will not disclose the information without the individual's consent. (Non-profit organisation is deemed to mean one that has only racial, ethnic, political, religious, philosophical, trade or trade union aims.)

An organisation that collects personal information must take steps to protect that information and maintain security thereof to prevent misuse, loss, modification or disclosure from unauthorised access. ***Information no longer needed for any purpose which it may be used or disclosed under National Privacy Principle 2, must be destroyed or permanently de-identified.***

#### **Access and correction:**

Access to personal information about an individual must be provided by the organisation except:

- Where it would have an unreasonable impact on the privacy of other individuals
- The request for information is frivolous or vexatious or would pose a serious threat to life or health of an individual
- Where it relates to existing or anticipated legal proceedings between the organisation and the individual
- The information would not be accessible by the process of discovery in those proceedings
- The information would prejudice negotiations with the individual
- The information would prejudice an investigation of possible unlawful activity, and other criminal activity.

***Where access to the information would reveal evaluative information generated within the organisation in connection with a commercially sensitive decision-making process, the organisation may give the individual an explanation for the commercially sensitive decision rather than direct access to the information.***

***Where this does not apply, and an organisation uses it as an explanation for withholding information, the organisation is in breach of this law.***

A mutually agreed intermediary would allow sufficient access to meet the needs of both parties if the organisation is not required to provide the individual with access to the information because of any of the above.

***An organisation must provide reasons for denial of access or a refusal to correct personal information.***

## **Photographs:**

There is no current legislation concerning taking photographs. However, as long as the procedures legislated concerning privacy and sensitive information are followed there should be no problem with taking photographs at events held by the Company.

Below is a statement that can be positioned in a highly visible place which would inform all individuals present of the possibility of a photograph being taken and will give all individuals the right to refuse to have a photograph taken. Both this statement and the Elton Consulting privacy statement should be displayed at events.

**"Photographic record of this event - For the purposes of creating a visual record of this event, a photographer will be taking photographs. If you do not want to be photographed please inform the photographer."**