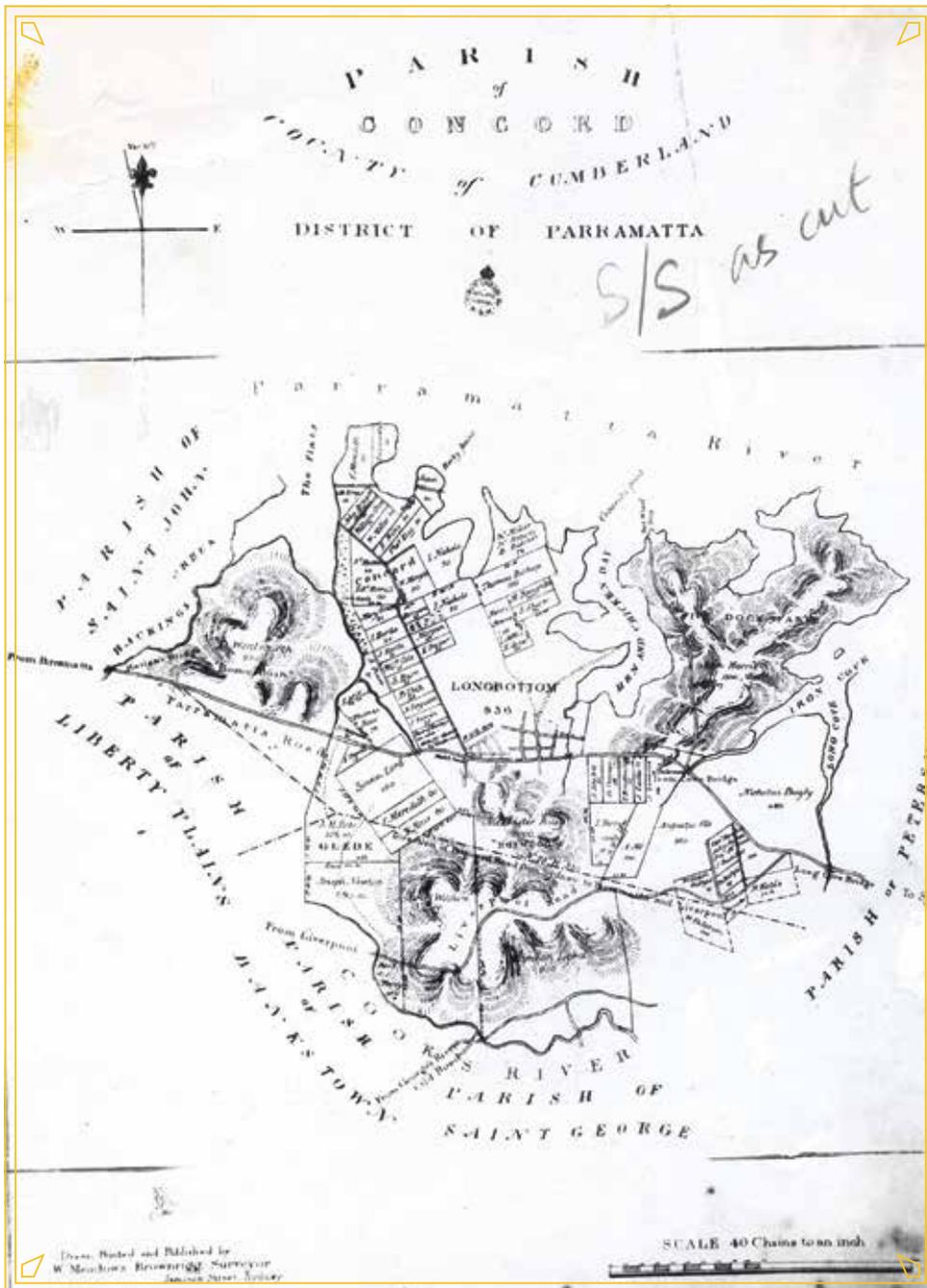


LET'S REFRESH CONCORD WEST





Map of Concord West



MAYOR'S MESSAGE



I am delighted to present Refresh Concord West, an exciting project originating from the business community on Concord Road.

Initially interest was expressed in upgrading the fronts of businesses in the focus area of Concord Road, Concord West bounded by Myall and Nirranda Streets. City of Canada Bay assessed the area and were in agreement. However, after visiting the area and talking to businesses, residents and property owners, the focus was broadened to upgrade the street furniture and assist in capturing a community cultural identity, possibly through artwork.

Refresh Concord West sets out to:

- Refresh the appearance of this small neighbourhood shopping centre which is part of one of the main transport arteries into and out of our local area
- Support the sustainability of the local business community
- Recognise the role that town centres play in fostering community cultural identity
- Ensure that town centre heritage is articulated in the built environment and community spaces.

It involves everyone working together. **We hope you join us and help to refresh Concord West.**

Mayor Angelo Tsirekas
City of Canada Bay

WHAT PEOPLE SAY

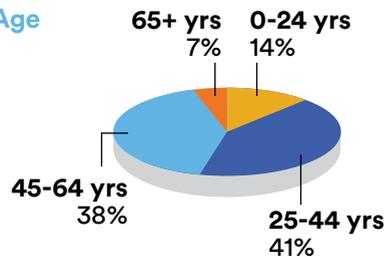
Council engaged Place Score to evaluate Concord West using their diagnostic, engagement, benchmarking and tracking tools.

Data was collected via online and face to face surveys during the period 19th Jan - 9th Feb 2018. Businesses were also surveyed by Council separately in late 2017.

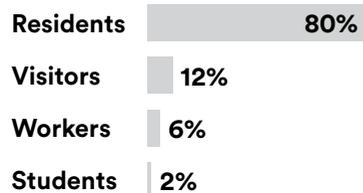
Gender



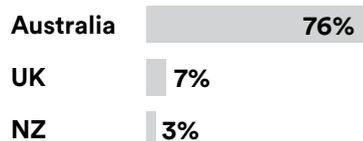
Age



Identity



Top 3 countries of birth



What do you love about Concord West?

- People
- Close links to public transport
- Shops and businesses
- Quiet and wide streets
- Cafes and restaurants
- Village feel of Victoria Avenue and Queen Street

What do you NOT love about Concord West?

“Concord Road itself is very drab i.e. visually very boring.”

“The overall decor of the place, feels a bit old & dated in parts.”

Business and Property Owners survey, 2017

★ Rating of Concord West

61/100

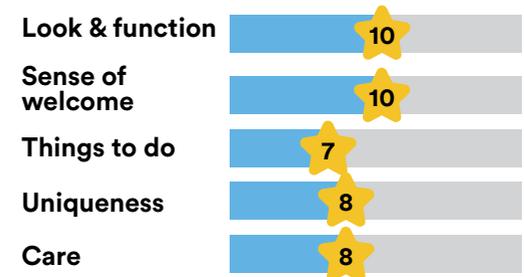
close to Five Dock, Great North Road (70/100)

However, the rating of 61/100 was from surveying people face to face.

When combined with online responses, the ratings dropped to 43, showing that those who are not in the space recall it as a place they are not so keen on.

Breaking down our score

People think Concord Road performs well in terms of its “look and function” and has a “sense of welcome”, but these both were reaching scores of 10 out of 20.



Below we can see the ratings by demographics. These results show a variety in how groups perceive the same place differently.

Rating by age



Rating by identity



WHAT PEOPLE SAY

👍 Highly rated

- Ease of walking around
- Culturally-diverse businesses
- Walking, cycling and transport options

🗨️ The poorest rated

Face-to-face surveys:

- Public art
- Community art
- Water or light feature

Online surveys:

- Amenities and facilities



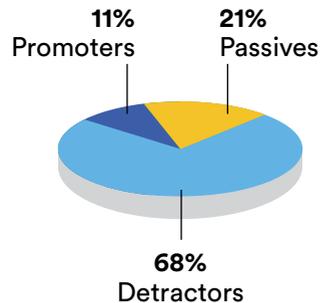
Old King Cole Antiques on Concord Road

People who live in the area value interacting with locals and other people 19 points higher than our visitors.

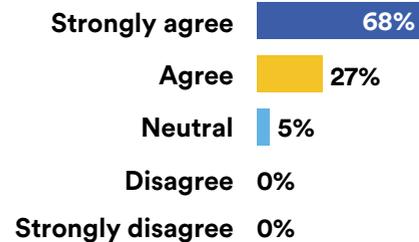


How likely is the community to recommend Concord West?

-57 Net promoter score (NPS)
(NPS -100 to +100)



Your community's response to "I care about this place and its future."



Imagine walking through an inspiring place to work, excited about the prospect of working with your customers knowing they and you, like your part of the world. This, with your help, could be Concord West. We can turn those detractors into promoters.

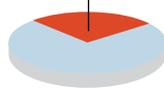
OUR PLACE

Our demographics

Concord West is a slow growing population.

Current population	Between 2006 and 2010 we grew by
5,914	392 people

 We have slightly more women than men.

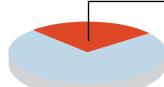
 **40-59 yrs**
nearly 30% of population
Median age **41**

35% of suburb is families

Education

 **21%** have a tertiary education or degree

Work

 High number of professionals at just over **31%** of the population

Full-time workers	61%
Part-time workers	29.2%

Median weekly income **\$2,072**

Travel

 **Over 50%** use the car to travel to work

 **Nearly 20%** use the train

Concord is a main arterial road through Concord West with over

30,000 cars

passing through the space on an average weekday.

 **Foot traffic** is still high with people getting to and from the train so “eye high” visuals are also important.

How to attract local customers?

As most people work full time in the suburb and use their car to travel to work, shop façades need to stand out to attract potential customers.

Data from ABS 2016 Census and studies for WestConnex.

Our businesses

Part of the business community feels a strong connection to Victoria Avenue and Queen Street businesses, as people traverse through Concord Road to use the train station at Concord West.

Our aim is to make our place a nicer place to walk through and possibly linger to see what is on offer, of which there is a great variety.

Once a bustling mix of butchers, grocers, newsagency and haberdashery this convenience strip shopping area has changed dramatically since the interwar years.

Less convenience shopping and more hubs of knowledge:

- | | |
|---|--------------------------|
| 5 Health and fitness | 3 Eateries |
| 2 Finance | 2 Creative |
| 2 Animal health and welfare | 1 Antiques |
| 1 Plumbing services | 1 Education group |
| 1 Industrial and scientific supply | 1 Newsagency |

Overall our businesses are fairly satisfied with their economic returns but feel more could be achieved.

In our business survey 100 per cent of respondents operated businesses that had customers walk in off the street, nearly a quarter provide business to business service and nearly a quarter travel to their customers.

No businesses stated that they service their customers through a website.

Community mix

- | | |
|--|---|
|  Masonic Hall (1) |  Church (1)
Holy Trinity Anglican |
|--|---|

This means our physical place is of great importance to our customers. The village atmosphere is a great drawcard and provides an edge with the nearest main competitor the “big box” shopping centre at Rhodes.

WHERE WE WANT TO HEAD?

We asked business and property owners for ideas to improve their space grouping them into favourite, great and good ideas. We had a 47 per cent response rate to our survey.

The themes that came out of their favourite ideas were to improve the appearance of the street and facades, parking and transport (bike racks, disabled parking, and parking for customers), footpath upgrade and one person was concerned about the entrance to Wilga Street.

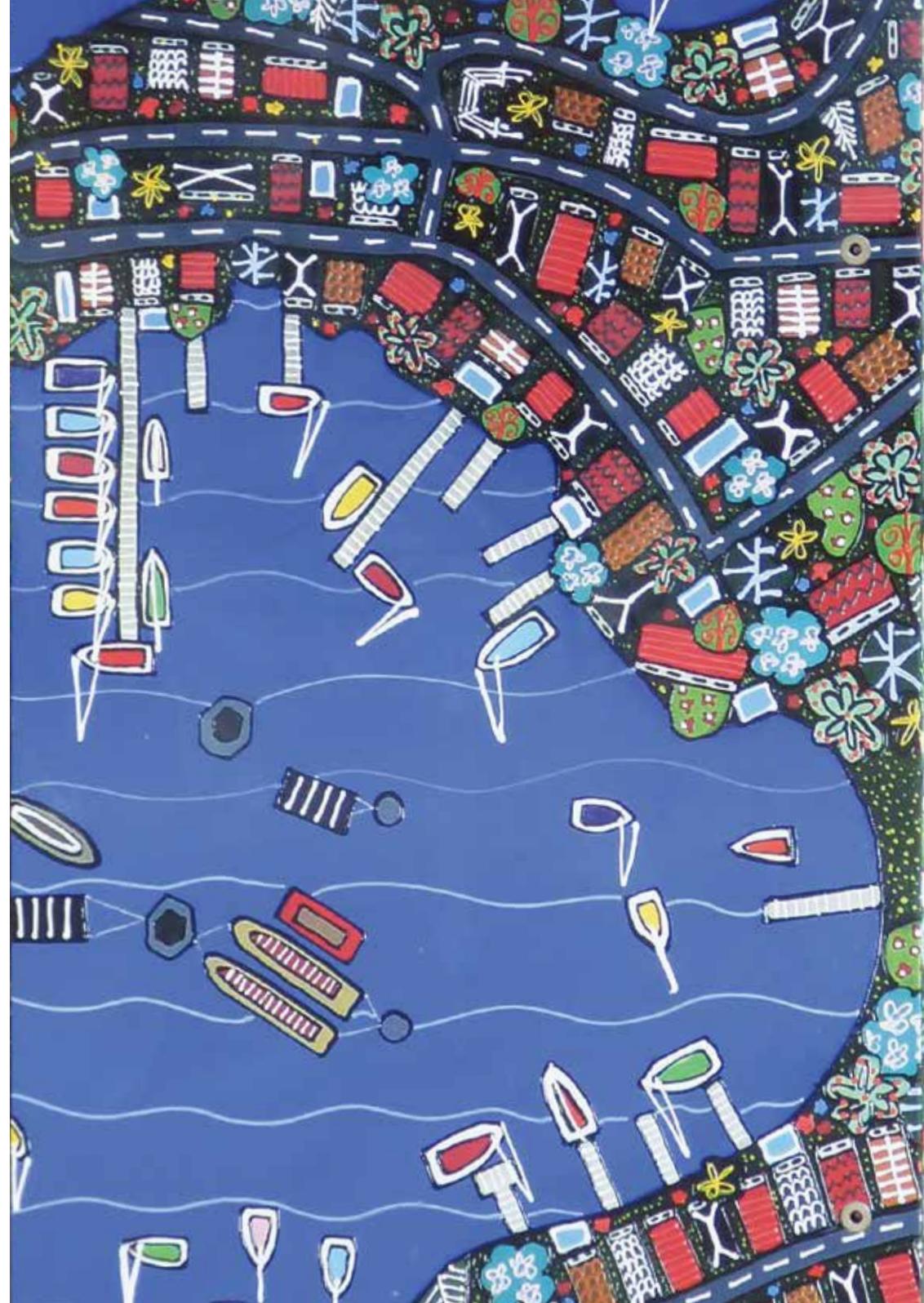
Among the ideas that people ranked as a “great idea” were repaving/improving the footpath, refurbish shop awnings, more bins, trees and better lighting with one person suggesting awnings to be repaired if required.

The most popular changes were to improve the facades of businesses and cleaning (or in some cases suggestions to replace) the footpath. Seats and new bins were also popular. There was a 50/50 split whether a public mural was wanted, and two people had no opinion on this.

In the following pages we detail plans to move forward.

It is not just the physical landscape that could improve, but our virtual world of business with eight in 10 Australians (79 per cent) now on social media (Sensis Social Media Report 2017) and the majority of people using their smart phones to access the Internet.

Image: RTA signal box artwork by Elizabeth Langreiter,
corner Victoria Avenue and Concord Road



REFRESH CONCORD WEST



Image: Wilga Street to Myall Street, Concord Road

Refresh comfort and image

The Concord West village is a beautiful space to spend time, however the Refresh Concord West project results suggest the overall impression is one of drabness and mundanity. It is considered a corridor to pass through rather than stop and linger.

To counteract this, Council is working on improving the streetscape, creating comfort for people with new benches, installing larger more attractive bins in better locations, improving some of the footpath and creating public art to enliven and invigorate the space.

Refresh use and activities

People come to Concord West to eat, improve their health, look after their pets and much more. Some customers never visit preferring to make contact by phone or online.

What could you do to improve these physical and virtual visits?

Council rolled out a Façade improvement scheme in December 2017 to help uplift the front of businesses. A public artist has been engaged to create themes creating a difference between this area and others. Inspiring pride in the space and supporting you in the activities your business performs.

Future collaborations could revolve around growing a social media presence for the area.

Refresh access and linkages

Large numbers of people travel through Concord West in cars, buses, trains and on foot. It is important they can do so easily and safely. The intersection in the Refresh Concord West space works well, however the signage which includes direction to the train station could be improved. Council is investigating options with the potential for a blade sign.

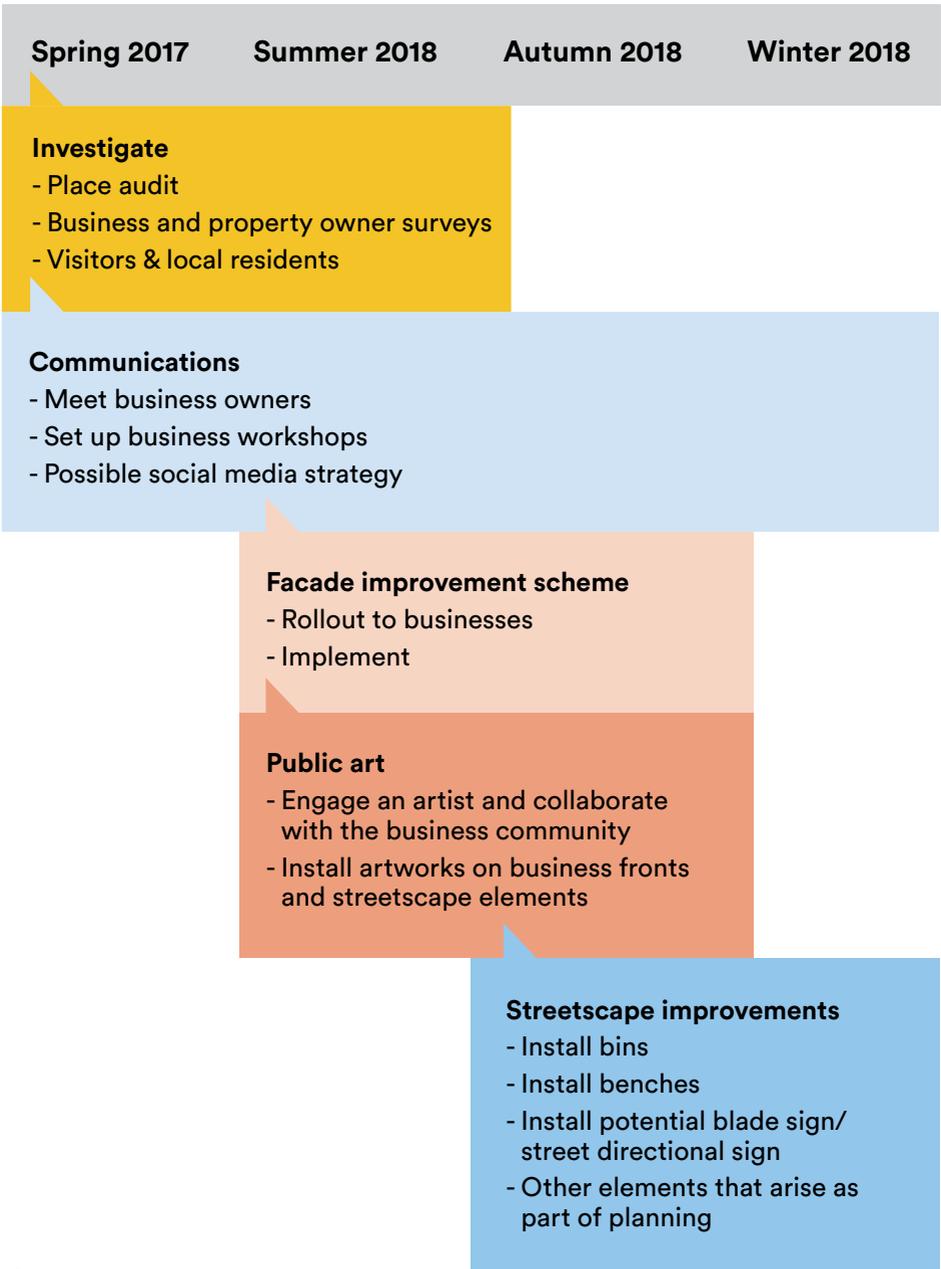
Footpaths will be investigated and where trip hazards present these will be rectified. Council has also been advised that a disabled parking spot may be of benefit, and is investigating this at present.

Refresh history

First industries in the area were rural: wheat and fruit growing and sheep, cattle and pig raising. By the mid-nineteenth century shopkeepers, bakers, blacksmiths and others also lived in Concord.

Created in the 1920's from a subdivision of the Yaralla Park Estate the Refresh Concord West area captures mainly inter-war streetscapes and is currently a heritage conservation area.

Public art will refresh this rich history with a modern take reflected in the artwork in the space.



LET'S WORK TOGETHER

Refresh Concord West is an exciting opportunity to make our area a more dynamic, comfortable and accessible place providing visitors, customers and business people a better place to live, work and play.

To find out more or discuss ideas please contact:

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March 2018