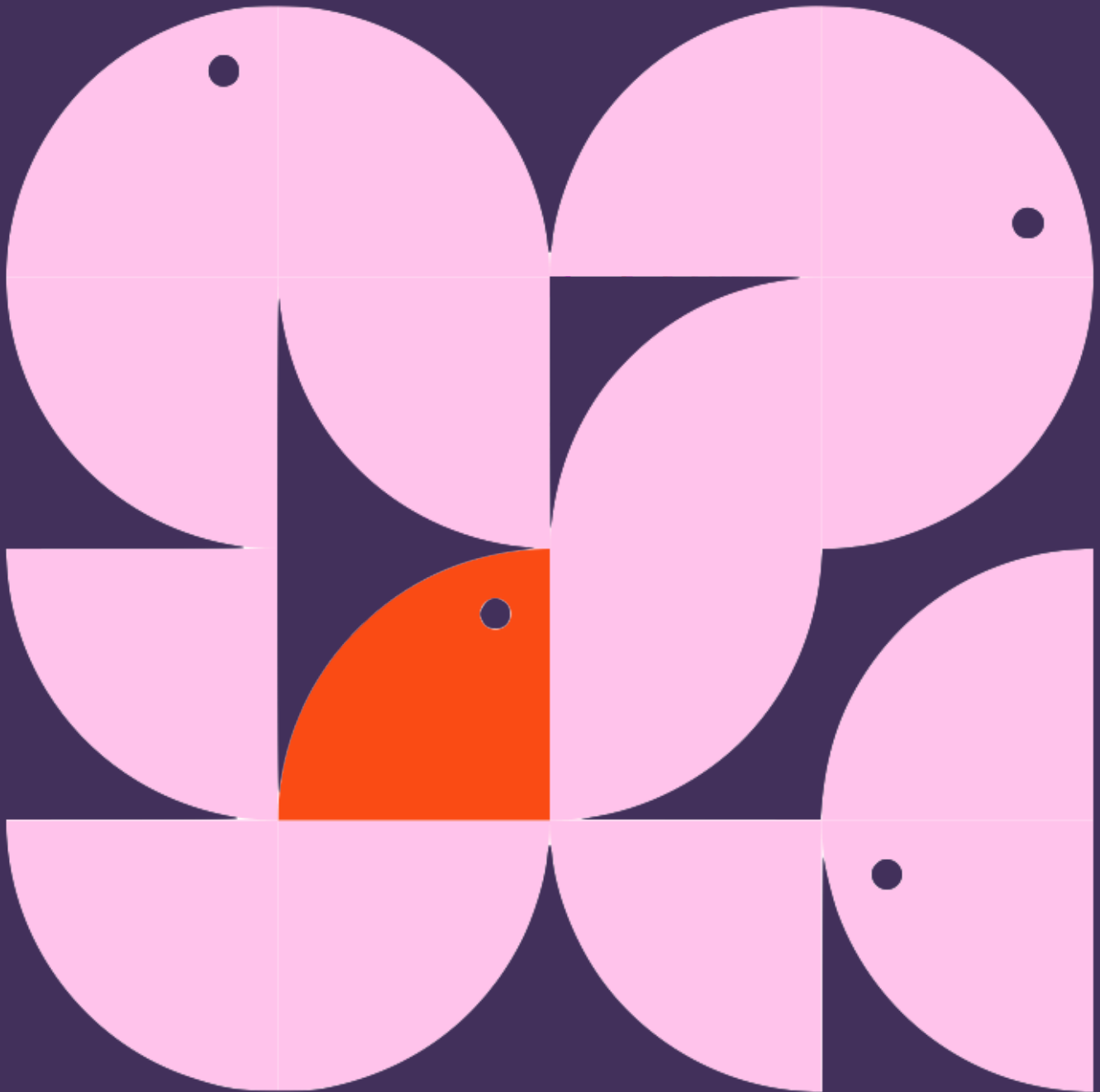


Glenfield

Draft Planning Proposal Engagement Report

June 2025

Landcom



©Kadima, 2025. All care has been taken to prepare this report. If you have any queries regarding this report, please get in touch.

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Executive Summary

Landcom is planning for Glenfield Precinct, a unique, large, undeveloped site west of the Glenfield train station in southwest Sydney.






The Glenfield Precinct has been identified as a suitable location for increased density through the Structure Plan approved by Department of Planning, Housing and Infrastructure (DPHI) in 2021. Since Landcom acquired the western part of the Precinct in 2024, it was further identified this site can deliver greater benefits to the community because of its transport links, its large size and a convenient location midway between Liverpool and Campbelltown in Sydney's growing southwest.

Community engagement is an important part of any project development process for Landcom and early engagement, to test the parameters of the proposed development of housing, a new town centre and delivery of a number of parks and associated supporting infrastructure, was undertaken in April and May 2025.

This report presents the outcomes of that engagement, with local residents and stakeholders in Glenfield, and with an important voice often overlooked in planning, which was that of future residents.



Glenfield has a highly diverse population, younger than the State average and of slightly higher than average incomes. Our engagement with **local residents** reflected this, with a range of different ages and cultures represented. There was strong interest in the project, with over 100 people expressing interest and 65 people attending the Tuesday workshop.

Key Responses

-  **Excitement and support for the new town centre**
-  **Positive response to the plans for parks**
-  **Concern about existing traffic and how this will be impacted**
-  **Questions about timing for the Cambridge Avenue extension**
-  **Observations that the existing commuter parking is at capacity**

Potential purchasers were asked why they were interested in living in southwest Sydney and what they were looking for in the area and suburb they would purchase in.

They were also asked to respond to the plans for Landcom:




-  Initial concerns about the height were largely allayed when it was realised that these were only located in close proximity to the train station.
-  The plans for parks, walkability, the town centre and mixed housing were largely supported.

Most of the features that participants identified have been planned for Glenfield in some way. Future residents were keen for a very vibrant town centre, access to activities and green open space and local services such as schools, health and transport.

Landcom's detailed planning was welcomed and supported, with participants making the observation of how difficult it is to fully understand what is planned this early in the process.

Participants of both workshops appreciated Landcom's interest in testing and understanding their plans prior to Planning Proposal submission.

Feedback from the online survey

-  Participants expressed strong preference for connected footpaths, public toilets, and all-hours services in the future town centre. People are looking for a place that is functional and welcoming, not just a retail destination.
-  Parks were a major focus, with respondents wanting relaxed, useful and inclusive spaces. Shade, toilets and exercise facilities were top requests. Playgrounds were mentioned, but they were not the primary priority.
-  Traffic, parking, and the ability of local road infrastructure to support new growth were recurring concerns in open-ended comments. At the same time, many supported the idea of a mixed, walkable community with housing, green space and amenities that support families.

Feedback from Local Loop




-  The most active conversations focused on neighbourhood character, green space, public squares, and access to transport. Participants described a vision of Glenfield that was walkable, shaded, and community-oriented.
-  Public parks were frequently mentioned as places to gather, relax, and exercise. People valued flexible layouts over fixed structures, with preferences for shady trees, open grass, and accessible walking trails.
-  Safe, sociable streets were a consistent theme, alongside desires for public art, seating, and areas that bring people together. Comments reflected a desire for Glenfield to evolve into a connected, welcoming neighbourhood, not a high-rise centre without soul.

TABLE OF CONTENTS

1.0

Landcom's Glenfield Project6

1.1 The project.....6

1.2 Key features of planning proposal.....7

1.3 Changes from the existing planning scheme.....8

2.0

Engagement Approach.....9

2.1 Engagement overview11

2.1.2 Online engagement.....12

3.0

Community Feedback & Responses.....13

3.1 Local residents & interest groups workshop.....13

3.1.1 Workshop 1 activity overview14

3.2 Future residents workshop.....18

3.2.1 Workshop 2 activity overview18

3.3 Letterbox drop.....23

3.4 Online engagement24

3.4.1 Local Loop data.....24

3.4.2 EDM data.....24

3.4.3 Survey data25

3.4.4 Social media data25

3.5 Key insights.....27

3.5.1 Workshop 1 key insights.....24

3.5.2 Workshop 2 key insights.....24

3.5.3 Survey key insights25

3.5.4 EDM key insights25

3.5.5 Social media key insights.....25

3.5.6 Local Loop key insights.....25

4.0

Participation & Evaluation.....33

4.2 Participation.....33

4.3 Evaluation.....34

5.0

Conclusion & Summary.....38

1

Landcom's Glenfield Project

1.1 THE PROJECT

Glenfield has been identified as a suitable place for urban renewal since 2021, when the Department of Planning, Housing and Infrastructure (DPHI) developed a Structure Plan identifying the suburb for increased housing and density. Glenfield's location in Sydney's southwest, its access to public transport, its opportunities to provide new jobs and its proximity to supporting infrastructure such as major roads and schools, make it an ideal candidate for quality new housing.

West of the Glenfield train station and adjacent to the schools of Hurlstone Park Agricultural High School, Glenfield Park School, Campbell House School, and Ajuga School, Landcom's site is 108ha in size.

This provides a unique opportunity for well-planned development to deliver much needed housing, in a variety of configurations, together with new parks and a vibrant town centre.

Landcom has been assessing the site and, working with the local Council (Campbelltown City Council), key agencies and stakeholders, and identified further opportunities to ensure the site is developed to its full potential.

As a result, Landcom has been developing a Draft Planning Proposal which seeks to amend the existing Structure Plan to reconfigure zoning and built form controls including lot sizes and building heights, and identify the key features and infrastructure that will be located on the site. The Draft Planning Proposal seeks to help boost the supply of new and diverse housing in western Sydney and bring added vibrancy into the new neighbourhood.

Development is expected to occur over the next 15 years; however Landcom, with a commitment to working with local communities as it builds new homes, has undertaken **two phases of community engagement** on the project:

1

In 2024, Landcom sought community feedback and identification of what the community valued about Glenfield. This engagement identified that the key issues of traffic, the character of Glenfield and the need for a greater variety of housing choices. Alongside this, the recipients expressed strong enthusiasm for open spaces and a vibrant town centre that would support a connected and liveable neighbourhood.

2

In April and May, 2025, Landcom sought community feedback on the Draft Planning Proposal. This report provides the details of that engagement and its outcomes.

1.2 KEY FEATURES OF PLANNING PROPOSAL



Additional housing

The existing plans envisioned approximately 3,900 homes on the site; Landcom believes the site can accommodate between 4,900 to 5,500 new homes.



An emphasis on affordability

In addition to up to 10% Affordable Housing that will be delivered on the site (for low-income households and key essential workers), a range of smaller lot sizes and apartments will provide a range of more affordable options for new home owners.



Multiple parks and open spaces

Landcom has incorporated parks of different shapes and sizes so that homes will have easy access to green, open space. Landcom will seek feedback from the community and potential future residents on their ideas for these parks as the project progresses.



A vibrant town centre

With services, a community facility, retail and hospitality options, all located close to Glenfield train station. This central activity hub will provide a meeting place, destination and much needed variety in shopping and dining for local residents, both existing and new.



Sustainability






The project will strive to deliver high sustainability outcomes, from design to reducing the urban heat effect of housing, to energy, water and waste.

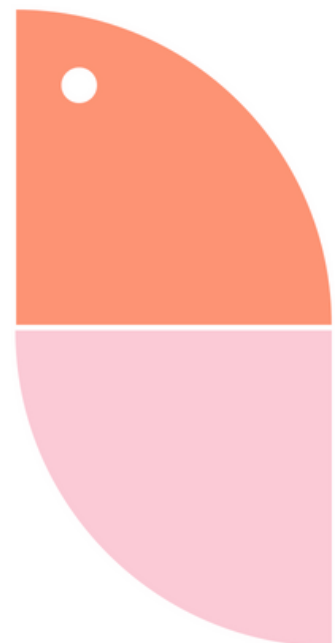
1.3 CHANGES FROM THE EXISTING PLANNING SCHEME

Glenfield was identified as suitable for increased density as early as 2014 and work began on developing appropriate documentation since then. This was formalised in 2021.

Landcom obtained ownership of the site in early 2024 and has identified that, with the current housing crisis and the unique features of the site, additional density and more homes could be delivered and supported.

Key Proposed Changes

-  Increase in housing from 3,900 to between 4,900 and 5,500.
-  A greater mix of housing types – low density, single homes, townhouses, low to medium density apartments (up to 8 storeys) and a few higher density apartment blocks ranging from 16-22 storeys (these will be located adjacent to the train station).
-  Affordable Housing of up to 10% of total homes delivered to be managed by a third party provider for key essential workers and low income earners.
-  Changes in open space configuration – reducing the need for regional sporting facilities and creating more, smaller parks across the site, giving generous access to all residents, and a choice of parks or open spaces within a 2-minute walk.
-  Better connectivity through and across the site to encourage walking and active transport.



2

Engagement Approach

Kadima was engaged by Landcom to develop an engagement approach that was practical, effective and inclusive.

The approach was designed to be consistent with Landcom's engagement principles:



Collaborative

We aim to be:

This means:

Working with stakeholders with an interest in delivering positive project outcomes.



Purposeful

Planning and resourcing engagement to support project delivery.



Proactive

Engaging stakeholders early and throughout project planning and delivery and making it easy for them to participate.



Accountable

Being clear about the purpose of engagement, level of influence and how the influence has shaped recommendations and decisions.



Inclusive

Engaging stakeholders with different needs and interests.

Glenfield has a changing demographic, not unlike much of Western Sydney, with growing numbers of people born overseas, a slightly younger population than the State average and a slightly higher level of education and income.

Previous consultation had yielded engagement but not at high levels - a focus of this round of engagement was to build on that and broaden the awareness of, and interest in, the project by local residents and stakeholders.

Sydney's southwest is busy - young families, workers and more established residents are all involved in a wide range of activities. Sport, religion and interest groups are all active in the region and Landcom was keen to connect with these groups, as well as local residents.

In addition, Landcom is aware that the people who will live in the new homes - future residents - are a group whose voice is often not heard during the planning stages.

The engagement program therefore sought to:

1	Promote awareness of the project
2	Engage with those that had already expressed an interest
3	Encourage and motivate wider interest and participation
4	Reach, if possible, those who may be looking to purchase in the area in the future

Key Stakeholders

Our engagement approach therefore targeted:



Local residents and stakeholders

Local residents, people who participated in previous engagement, and stakeholders such as community and sporting groups, multicultural groups, and organisations representing people with disabilities, young people and special interests such as environment and bushcare.







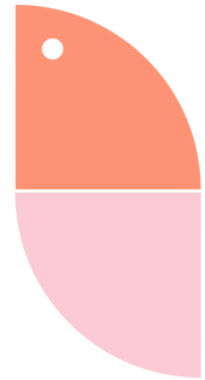
Potential future residents

Through a recruitment process managed at arm's length by a third party, to identify people who are intending to purchase in Western Sydney within the next 5-10 years.

2.1 ENGAGEMENT OVERVIEW

Engagement was focused on:

-  **Workshop with local residents and interest groups**
-  **Workshop with potential future residents**
-  **Engagement survey – online**
-  **Engagement ideas board (using Local Loop) – online**



Engagement activities were promoted through a postcard, distributed to 4,700 local homes, online updates, email invitations and telephone calls by both Campbelltown City Council and Landcom. Social media posts also promoted and invited participation in the engagement process.

2.1.1 OVERVIEW OF WORKSHOPS

The two workshops were designed differently, to reflect both the interests of the participants but also the needs of the project team.

The project team needed to understand the response of participants to the plans for Glenfield that were proposed in the Draft Planning Proposal.

For local residents and interest groups, their familiarity with Glenfield and the area in which they currently live, and the way they use existing facilities, particularly transport, roads, shopping and sporting and community facilities, dominate their interest in the project – and naturally so.

They have chosen to make Glenfield their home and they want to understand what the project will mean for them, their families, their home and the way they live their lives.

The resident and local interest groups workshop (held on Tuesday 6 May 2025) therefore focused on providing information about the context of the project, the plans for Glenfield and understanding participants responses to those plans.

The workshop for potential future owners (held on Thursday 8 May 2025) provided very different opportunities. It could provide Landcom with valuable information about what people were looking for and whether the current plans meet those needs and desires.

This workshop focused on why people were looking in this area, what attracted them to a particular suburb or place and what they were looking for in a new neighbourhood.






Then the plans were presented with a view to understanding how close the plans are to what people were looking for.

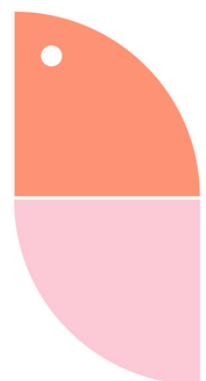
2.1.2 ONLINE ENGAGEMENT

Online engagement is an important extension of engagement activities and provides additional opportunities for people to participate.

The Landcom Glenfield project webpage was updated, and included a link to the Landcom Glenfield JoinIn webpage, where people could participate more actively and register interest in attending a workshop.

The JoinIn page featured:

-  Broad information about the project
-  Frequently Asked Questions
-  A link to register for a workshop
-  The online survey
-  Local Loop, an interactive, graphic based engagement tool that encourages people to engage with the place rather than with plans when thinking about the future.



3

Community Feedback & Responses

3.1 LOCAL RESIDENTS AND INTEREST GROUPS WORKSHOP

TUESDAY 6 MAY 2025

65 people attended a community workshop at Glenfield Community Hall on Tuesday 6 May 2025. The session brought together a broad mix of local residents, including long-time homeowners, young families, and future purchasers, to share their views on the future of Glenfield.

Following an update about the project, participants took part in a series of small-group activities to explore their aspirations and concerns for the area.

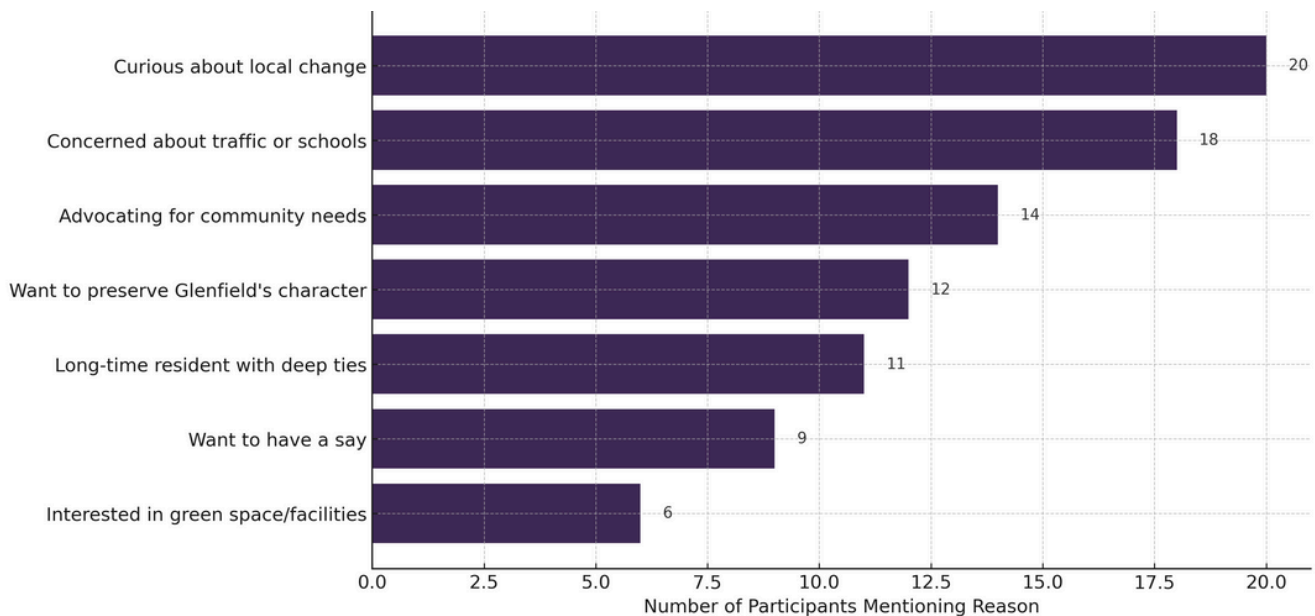
Many attendees expressed interest in new parks, vibrant public spaces, and housing that suits a range of lifestyles, but also raised concerns about traffic, infrastructure and the scale of future development. The workshop created space for open, constructive conversations and allowed participants to reflect on how the project might affect their daily lives.



3.1.1 WORKSHOP 1 ACTIVITY OVERVIEW

ACTIVITY 1

WHY DID YOU COME TONIGHT?



Resident responses to the first activity revealed a mix of emotional connection and practical concern. Most were long-time Glenfield residents (10+ years) curious about how the project would affect their streets, their families, and Glenfield's character.

Others came to advocate for green space, traffic management, or local services. The visual shows the top motivations driving attendance, from curiosity and community identity to frustration with parking and schooling access.

We don't want to lose **what makes Glenfield, Glenfield**



I'm interested in learning more about the area.

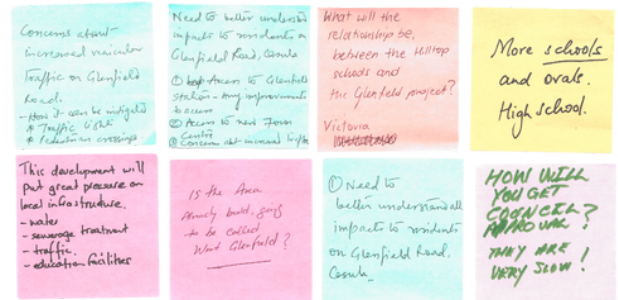
Over half of participants cited concerns about **traffic, parking or school pressures.**

ACTIVITY 2

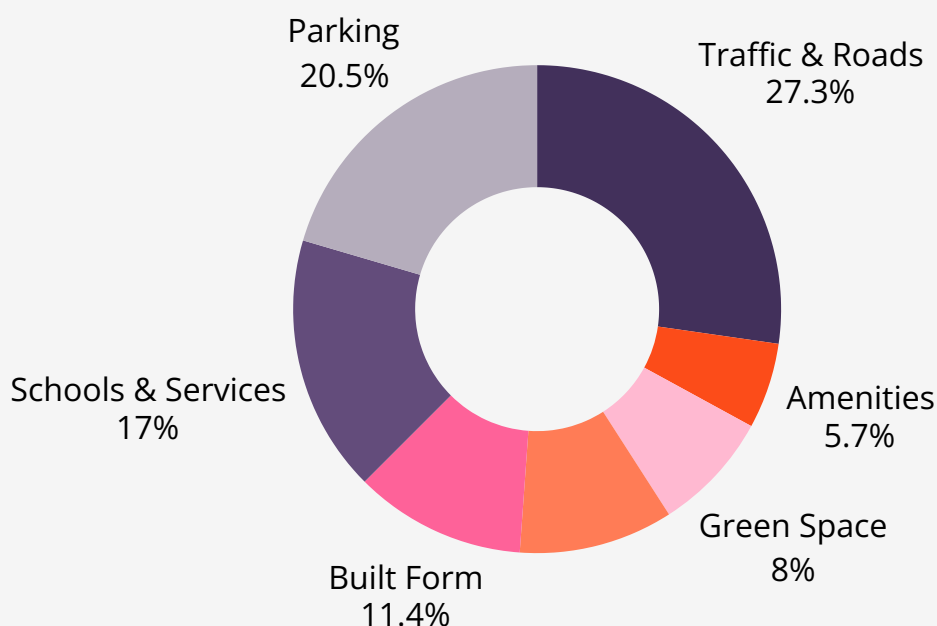
QUESTIONS & COMMENTS ON THE PROPOSAL



Immediately after Landcom's proposal presentation, participants were invited to jot down any thoughts, questions or concerns on post-it notes. This created an honest snapshot of gut-level community responses. Many asked about roads, schools, and parking, while others focused on preserving Glenfield's "village" feel. The visual shows the top themes raised during this open feedback round.



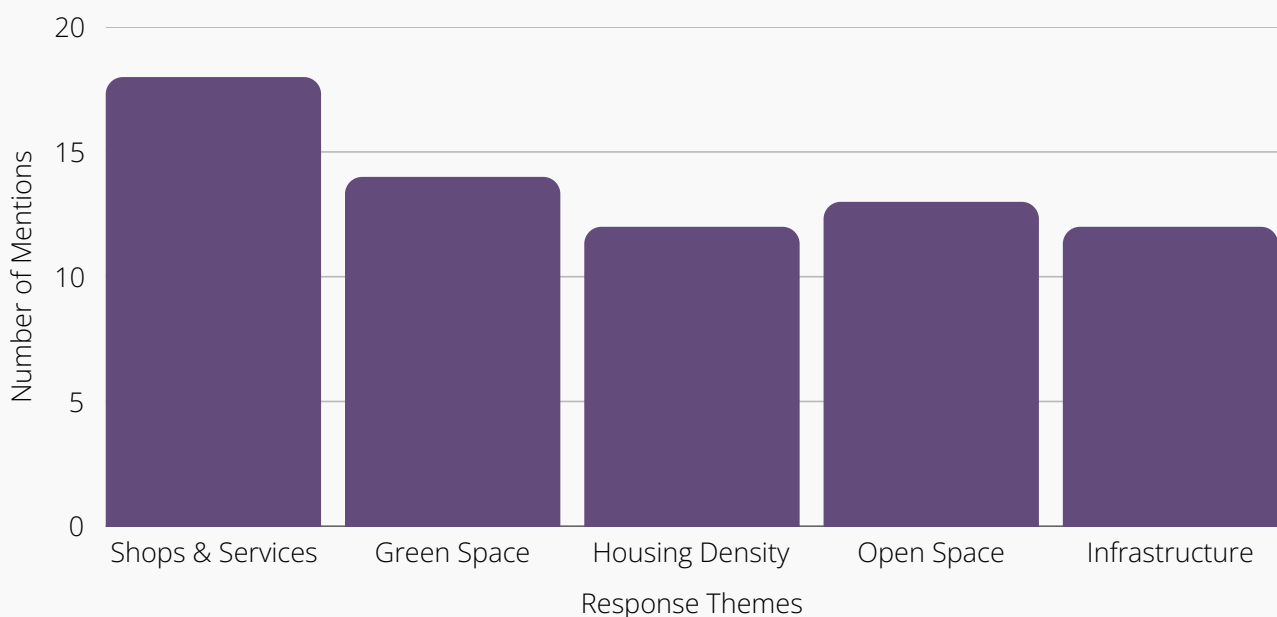
COMMUNITY COMMENTS BY THEME



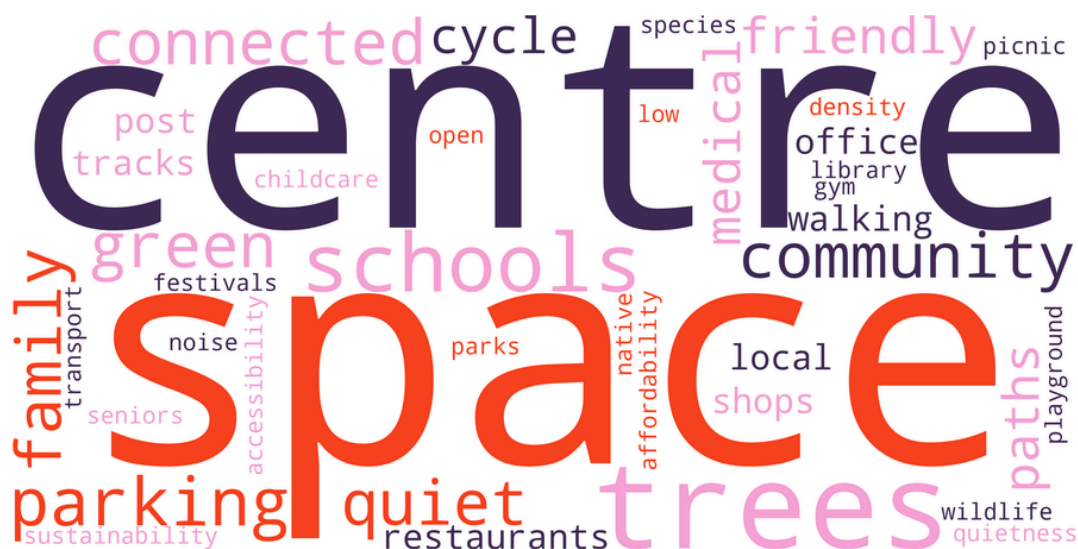
ACTIVITY 3

RESPONSES TO THE PROPOSAL

This interactive station rounds activity gave residents the chance to write why certain elements of the proposal mattered, what ideas could improve them, and what should stay the same. Themes included preserving bushland, ensuring housing design fits Glenfield, and spreading out the town centre. The graph below shows which themes drew the most community response across the five topic areas.



WHAT LOCAL RESIDENTS VALUE MOST

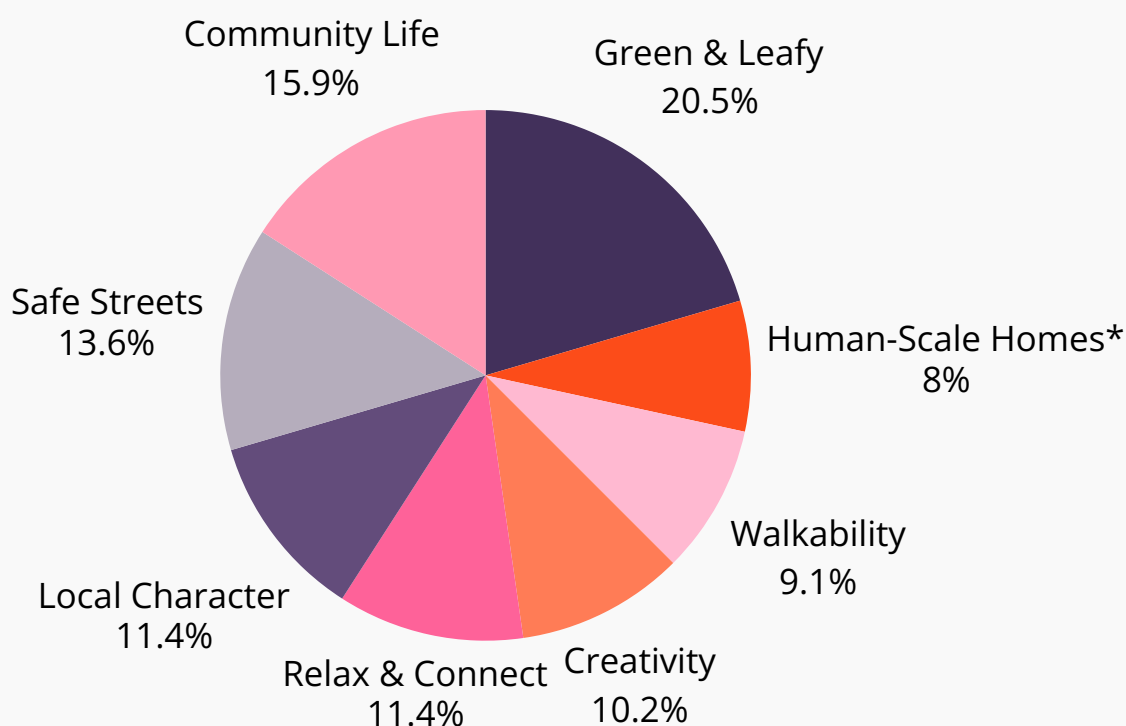


ACTIVITY 4

GLENFIELD IN 15 YEARS

This future-focused activity encouraged participants to imagine Glenfield a decade and a half from now. People envisioned a suburb with a strong social heart: walkable, green, and family-friendly, with space for food trucks, music, festivals, and local sport. Several compared their vision to suburbs like Dulwich Hill or Concord. The upcoming visual reflects the recurring rhythms of daily life and how people want to live, play and connect in future Glenfield.

GLENFIELD IN 15 YEARS - COMMUNITY PRIORITIES



**Human-scale homes refer to low-rise, well-integrated housing that aligns with Glenfield's suburban feel, including townhouses, duplexes, and dwellings that maintain a walkable, neighbourly character.*

3.2 FUTURE RESIDENTS WORKSHOP

THURSDAY 8 MAY 2025

3.1.1 WORKSHOP 2 ACTIVITY OVERVIEW



33 people participated in a targeted workshop for future residents on Thursday 8 May 2025.

The session focused on understanding what potential purchasers value in a new suburb and how well the Glenfield proposal aligns with those expectations.

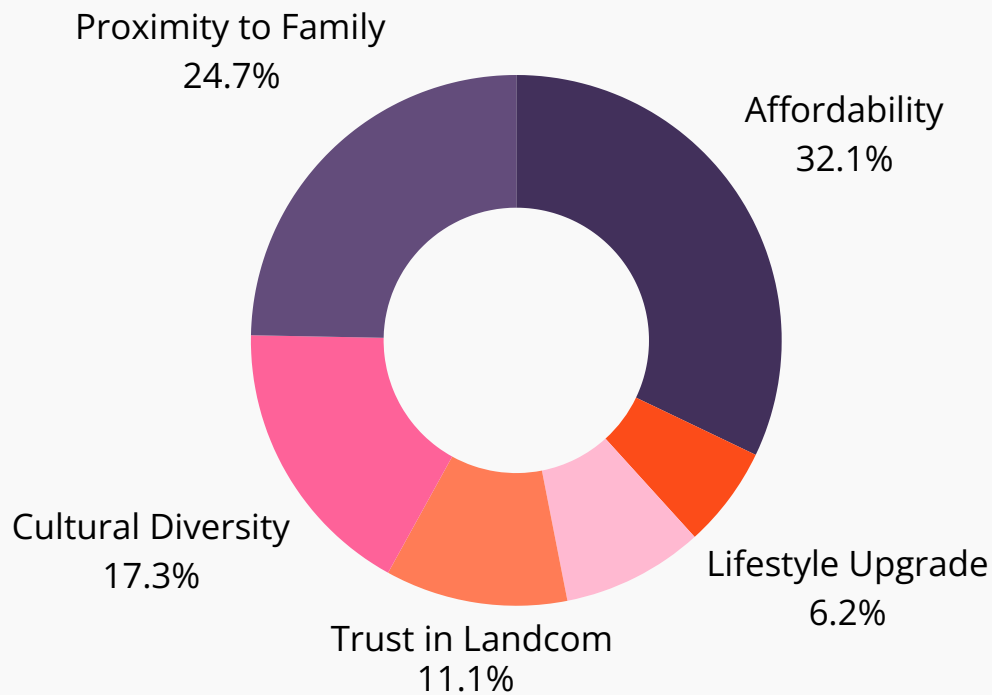


Participants were most often drawn to Glenfield for its affordability, proximity to family, and access to green space. The session helped test how the proposed plans matched their lifestyle goals and housing needs.



ACTIVITY 1

WHY I WANT TO BUY IN SOUTHWEST SYDNEY

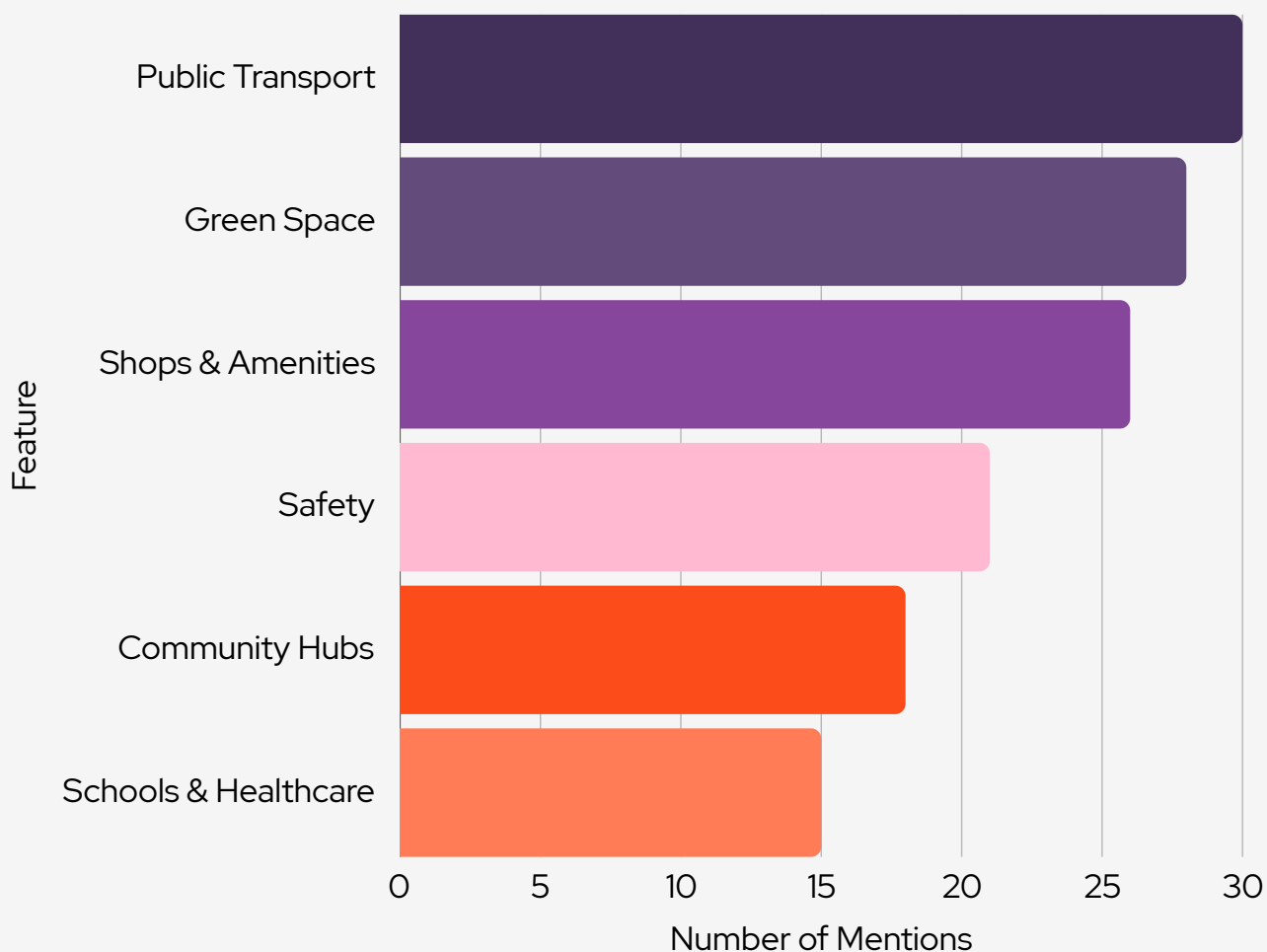


Participants shared personal reasons for buying in southwest Sydney. Responses revealed a deep sense of belonging, from affordability and family proximity to cultural pride and lifestyle appeal. Many expressed strong connections to Glenfield, Liverpool, or Campbelltown, while others were drawn by trust in Landcom, transport access, and future growth. The upcoming visual will highlight these motivations using quotes and key terms.



ACTIVITY 2

FEATURES GLENFIELD SHOULD HAVE



In this fast-paced, sticky-note-based activity, participants listed the features they believe Glenfield needs, from safety and open space to nightlife and child-friendly infrastructure. Responses were clustered into themes like walkability, healthcare, parks, community hubs, and affordable shopping. The visual shows the most requested features based on frequency across all tables.

ACTIVITY 3

A DAY IN THE LIFE

Participants were asked to map either their ideal weekday or ideal weekend routine, living in Glenfield in the future. Patterns showed early commutes, school drop-offs, walks, local dining, and time with family and pets. Participants from other tables then added sticky notes in response. The visual below captures typical routines and key amenity needs through a split day timeline. There was a chance to review daily activities from 5am through to midnight, but the group focused more on the waking hours between 6am and 9pm, as shown below in a snapshot summary:

Weekday - Typical Responses	Weekend - Typical Responses
6am-9am: Gym, school drop-offs, commute	6am-9am: Sleep in, walk dog, make breakfast
9am-12pm: Work, WFH, errands, coffee	9am-12pm: Markets, sport, café catch-ups
12pm-3pm: Lunch, walks, childcare pickup	12pm-3pm: Picnic, park, family outings
3pm-6pm: Homework, groceries, family time	3pm-6pm: Live music, church, shopping
6pm-9pm: Dinner, TV, community events	6pm-9pm: Family dinner, movies, relaxing

ACTIVITY 4

REFLECTIONS ON THE PLAN

After seeing Landcom's draft proposal, participants reflected on what they liked and what worried them. Praise focused on green space, the town centre, and community infrastructure. Concerns centred around density, high-rise development, and traffic. Below captures the balance between support and scepticism, showing what landed well, and where trust and clarity are still needed.

Green space preserved

Walkable design & parks

Health hub & new school

Town centre & local shops

Community centre for events

Too much high-rise density

Traffic & road congestion

Not enough parking

Unclear staging

Social impacts of density

3.3 LETTERBOX DROP

In the lead-up to the workshop, Landcom and Kadima coordinated a targeted letterbox drop to inform local residents about the upcoming session on Tuesday 6 May, distributing the flyer below to 4,700 homes. This proactive approach proved highly effective, with a strong turnout of 65 attendees, demonstrating that the local community were both aware of and engaged in the opportunity to have their say.



West Glenfield is a unique opportunity to develop a vibrant neighbourhood.

We are working to create a long-term plan for West Glenfield that provides not just more homes but also open space, parks, paths and playgrounds and a vibrant new town centre where people can shop, access services, dine and meet.

Get involved in the conversation

Participate online or register to attend a workshop.

Attend a workshop

Tuesday 6 May 2025
between 6 – 8.30pm
Local Glenfield venue*

Register www.joinin.landcom.nsw.gov.au/glenfield or scan the QR code

Or go **online** to tell us what you hope Glenfield could be. Let us know your thoughts!

Scan the QR code or visit:
www.joinin.landcom.nsw.gov.au/glenfield

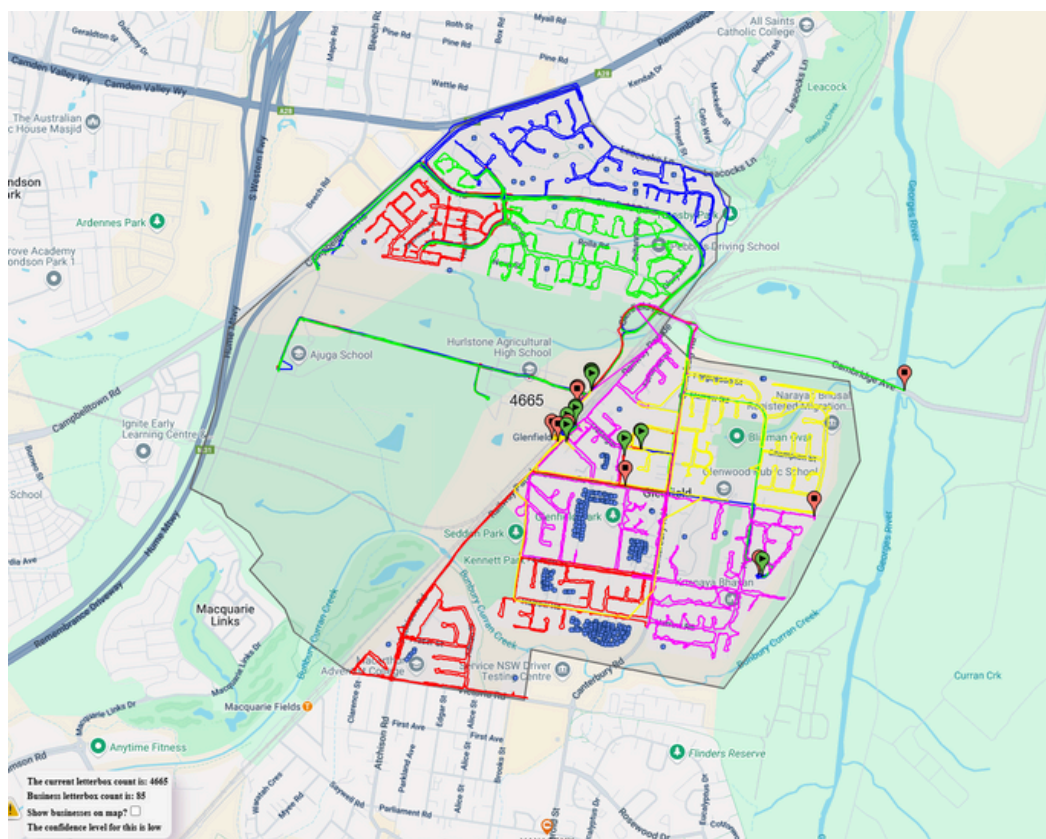


Contact us on 1800 298 609 or glenfield@landcom.nsw.gov.au

*After registering for the workshop, you will receive a confirmation email with venue details

West Glenfield is going to be a great place – be part of the journey!

Distribution Map



3.4 ONLINE ENGAGEMENT

3.4.1 LOCAL LOOP DATA

Local Loop is a new, graphic based online tool that asks participants to engage with place as opposed to plans.

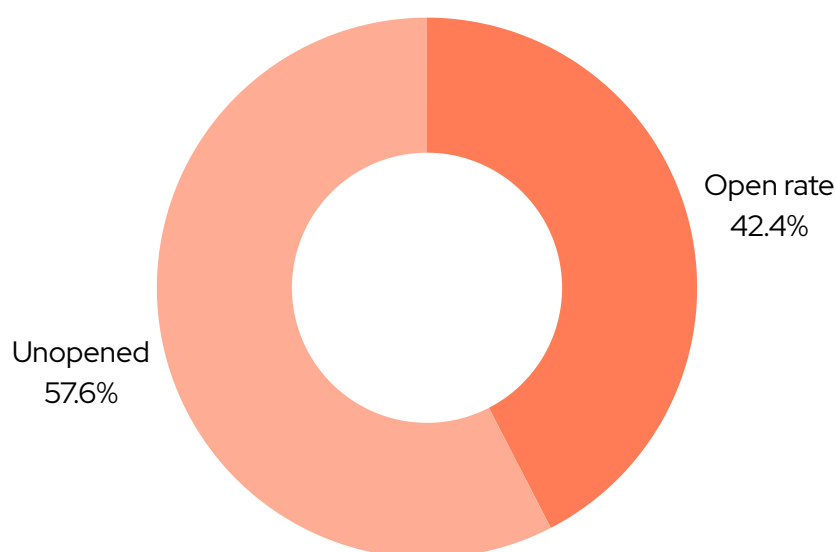
Participants were asked to respond with ideas and suggestions for what they wanted in a range of aspects for the proposed development.

192 total views – on average, people revisited the page just over twice.

Bounce rate: 21.8% – this refers to visitors who opened the page and closed it straight away.

82 unique visits – meaning 82 different people accessed the page.

3.4.2 EDM DATA



Our first EDM (electronic direct mail, or, email newsletter), sent on 24 April, was successfully delivered to 396 recipients to promote the start of the online engagement and to encourage people to have their say through online engagement tools or attend the workshop.

The second EDM, distributed on 13 May, reached a total of 453 recipients as a reminder the online engagement was shortly closing. The online campaign concluded on 14 May.

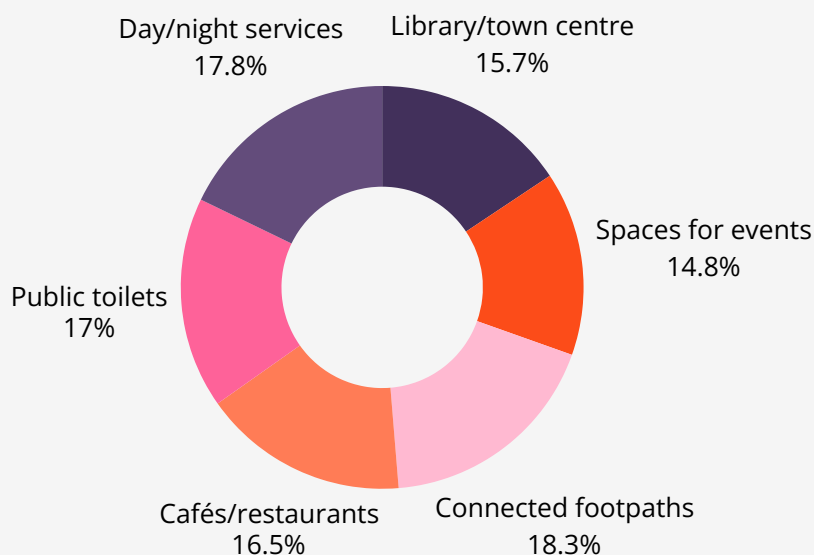
3.4.3 SURVEY DATA

Between 16 April and 15 May 2025, 48 community members* shared their views through our online survey. The results show strong support for a town centre that's practical, welcoming and designed for everyday use, not just shopping. The most requested features were connected footpaths, public toilets, and services that stay open into the evening.

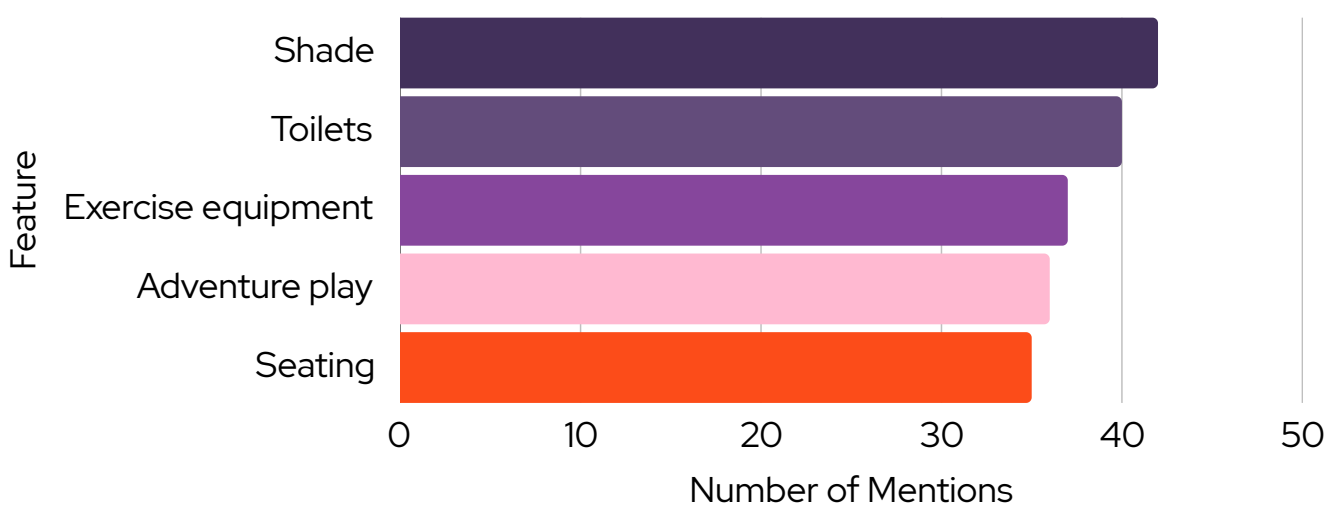
In terms of green space, people told us they want parks that are relaxed, family-friendly and inclusive. Top priorities included shade, toilets, and exercise equipment, showing a clear preference for spaces that support comfort and activity across all ages.

These survey responses help build a fuller picture of what people value in Glenfield and will guide how we shape both the town centre and the surrounding public spaces.

Top-rated town centre features



Most Desired Park Features



**While there were 48 unique participants, a total of 51 survey responses were received, indicating that three individuals felt strongly enough to provide additional feedback after further reflection.*

3.4.4 SOCIAL MEDIA DATA

The social media campaign was a strong success. It achieved impressive reach and engagement, with many users clicking through to learn more, demonstrating excellent value for the spend.

Notably, 88% of views came from non-followers, highlighting strong exposure beyond our existing audience. The campaign achieved 12,174 reach views, 29 post engagements, and drove 534 people to the website from the ad.

The Glenfield page on the corporate website received 681 visits between 17 April and 14 May, with users spending an average of 53 seconds on the page, indicating meaningful engagement.

VIEWS

23, 244

REACH

12,174

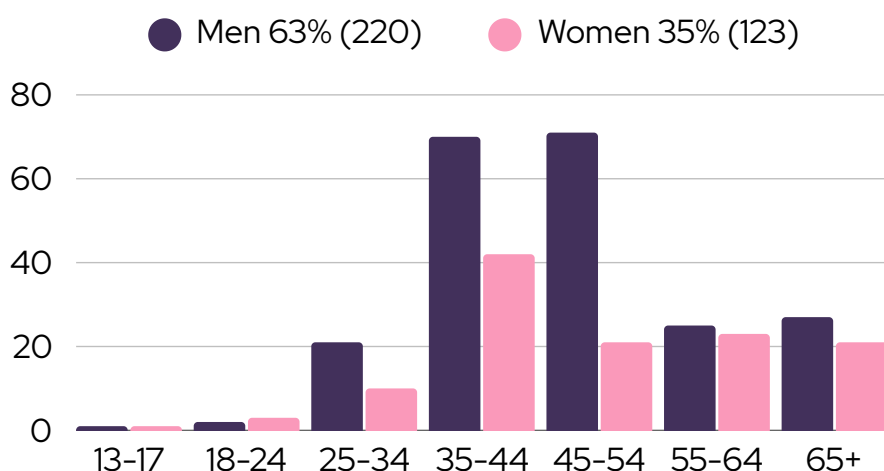
INTERACTIONS

29

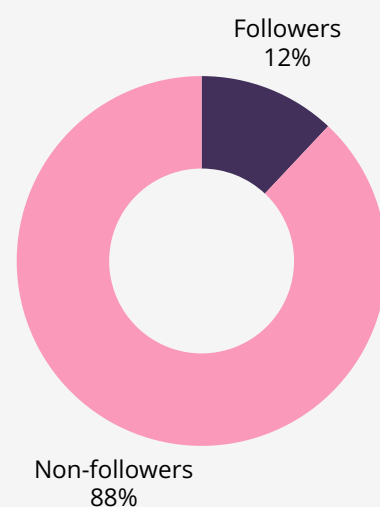
LINK CLICKS

534

Age and Gender Distribution



Campaign Audience



3.5 KEY INSIGHTS

3.5.1 WORKSHOP 1 KEY INSIGHTS

1

Glenfield locals are proud of their suburb but worried it's changing too fast.

Many long-term residents came to the session out of curiosity, concern, or a desire to be heard. The most common questions and comments were about increased traffic, school capacity, high-rise development, and the loss of Glenfield's village-like feel. While people support new amenities and better infrastructure, there's a strong undercurrent of concern that Glenfield is being "over-developed" without enough attention to local character and heritage.

2

Residents want a town centre that's walkable, social and 'feels like Glenfield'.

When asked what they wanted for the future, people consistently described a place that prioritises connection, nature, and family life. There was strong support for a leafy, walkable town centre with small local shops, community hubs, food trucks, open green space, and cultural events. Participants cited suburbs like Dulwich Hill and Concord as inspiration, not high-density commercial zones. A recurring phrase was the desire for something that "screams Glenfield".

3

Green space and good design matters more than density.

Participants were not automatically opposed to more housing, but they were vocal about the importance of quality over quantity. Residents want buildings that are well-designed, integrated with landscape, and don't block sunlight or views. Green space was the most supported feature of the draft plan, with many expressing interest in protecting trees, opening up natural walking trails, and ensuring new development feels breathable and human-scaled.

3.5.2 WORKSHOP 2 KEY INSIGHTS

1

People want to buy in Glenfield because it feels 'connected' – to culture, family and lifestyle.

Participants in this workshop shared deeply personal reasons for buying in southwest Sydney. For many, affordability was important, but just as many were drawn to Glenfield's multicultural feel, public transport access, and proximity to extended family. There was a strong desire for community, not just property. Several noted they felt more "seen" and "comfortable" here than in the northwest. Glenfield's cultural diversity and accessibility are key selling points for future residents.

2

Buyers want walkability, safety and a mix of life-stage amenities.

When asked what Glenfield should have, participants quickly identified the need for well-connected walking and bike paths, shopping and dining options, and safe, accessible public spaces. There was strong support for cafés, child-friendly areas, nightlife zones, and practical features like supermarkets and healthcare. The takeaway is clear: future residents want to age, raise families, and spend weekends in Glenfield, not just sleep there.

3

The current plan inspires hope, but height and infrastructure gaps raise red flags.

Participants liked many aspects of the proposed plan, including green space, the potential health precinct, and the idea of a new town centre. However, most expressed concern about the height of buildings, especially the inclusion of towers. Traffic congestion, staging of infrastructure, and parking were also major issues. While the plan is seen as promising, future buyers want reassurance that community infrastructure will come early, not years after the housing.

3.5.3 SURVEY KEY INSIGHTS

1

People want a town centre that works for everyday life, not just shopping.

The top-rated features weren't big retail anchors or glossy design ideas. What mattered most were practical things: connected footpaths (88%), a mix of day and night services (86%), public toilets (82%), and places to eat like cafés and restaurants (80%). Community spaces also ranked highly, with 76% calling for a library or local centre, and 70% supporting flexible event spaces like markets or performances. The message is clear: people want a place that feels useful, welcoming and easy to spend time in during the week, not just somewhere to visit occasionally.

2

Parks should be relaxed, useful and family-friendly.

When asked what kind of park they'd most like to see, participants leaned toward simple, flexible spaces. Large grassy areas and informal gathering spots came out on top, followed by structured gardens. In terms of park facilities, people prioritised things like shade, toilets, exercise equipment, adventure play and good seating. While playgrounds were still mentioned, they weren't the main focus. People want places to walk, rest, exercise, and spend time with family, not just spots designed only for kids.

3

Infrastructure and density are still major concerns.

In the open-ended responses, three concerns came up repeatedly: traffic and parking, high-rise development, and whether services will keep up with the number of new homes. While most participants were hopeful about Glenfield's long-term future, many stressed the need for good planning to support growth. People asked for better public transport, protected green space, and more clarity on how and when community infrastructure will be delivered. There was also a strong appetite for storytelling that reflects Glenfield's diversity and history, not just its new buildings.

3.5.4 EDM EVALUATION

These insights reflect how the EDM supported community participation during the engagement period and what lessons may inform how future proposals, including the Draft Planning Proposal, are introduced and promoted.

1

Strong open rate shows interest in the project.

The first EDM, sent on 24 April to 396 people, had an impressive open rate of 42.42%, well above industry average. This suggests recipients were curious about the project and willing to learn more. The sharp spike in engagement on the day of the first send indicates that the timing and subject line were effective in grabbing attention.

2

Click-through rate could be improved by motivating engagement with content.

While 416 opens were recorded across both EDMs, the click-through rate was 14.14%, with just 56 unique clicks. This indicates that while people were interested enough to open the email, fewer were motivated to engage with the content or complete the survey. This may suggest a need to revisit placement of links, call-to-action wording, or the way the survey was framed.

3

EDMs helped drive initial traffic, but momentum dropped off.

The engagement peak occurred on 24 April, immediately after the first EDM was sent. After that, daily responses fell sharply, with smaller bumps after the second EDM on 13 May. This shows that EDMs are valuable for launching a campaign, but additional strategies may be needed to maintain momentum across longer consultation periods.

3.5.5 SOCIAL MEDIA EVALUATION

While social media did not collect direct feedback, it helped shape who engaged and when, providing insight into how digital outreach can support early-stage planning communications.

1

High reach and strong value for the media spend.

The paid social campaign reached 12,174 people, delivering over 23,000 views for a media spend of just \$120. With 88% of views from non-followers, the ad successfully reached beyond Landcom's existing audience. The cost-per-result sat at just \$0.24–\$0.25, indicating excellent value for exposure and awareness.

2

Link clicks were strong, with deeper engagement.

While total interactions were modest at 29, link clicks were high, 534 people clicked through to learn more, accounting for nearly all of the 524 total engagements reported. Users spent an average of 53 seconds on the Glenfield project page, suggesting they were reading and exploring rather than bouncing away.

3

Men aged 35–54 were the most active audience.

The campaign audience skewed male, with 63% of engagement from men and strongest performance among men aged 35–54. Women made up 35% of the engaged audience. These insights can inform future targeting to either strengthen this base or better engage underrepresented demographics.

3.5.6 LOCAL LOOP EVALUATION

Local Loop comments highlighted the types of places and features the community values, such as green space, safety, walkability, and opportunities to connect. These themes align closely with the priorities being explored through the Draft Planning Proposal and will help inform its continued refinement.

1

Local Loop encouraged thoughtful idea-sharing over time.

The platform received 192 total views across the campaign period, with users revisiting the page more than once on average. This suggests that people didn't just click in and out, they took time to explore and reflect on the content.

2

Visitor bounce rate was low, showing genuine curiosity.

With a bounce rate of just 21.8%, most visitors stayed long enough to engage meaningfully. This is a strong result for a visual, image-led platform, showing that the interactive format drew people in and encouraged exploration.

3

Feedback covered everyday places people care about.

82 unique people accessed the tool, with many leaving comments across the 10 different topics - from parks and transport to art, seating and sports. Public parks, homes, and public squares attracted the most discussion, showing a strong interest in the everyday experience of Glenfield, not just large-scale planning concepts.

4

Participation & Evaluation

4.1 PARTICIPATION

Participation in the engagement activities varied significantly between the online and face-to-face formats. While individuals were required to register online to attend the in-person workshops, demonstrating a degree of interest, this did not translate into overwhelmingly strong online engagement. A total of **64** people either completed the online survey or engaged with the Local Loop platform.

Over the course of the engagement process, **online participation was as follows:**

- **48** total online survey contributors.
- **51** responses to the open-ended survey, answering questions about what they value in Glenfield and what they would like to see.
- **82** unique visits on Local Loop, meaning 82 different people accessed the page.
- **192** total Local Loop views, meaning people revisited the page just over twice.
- **396** of the first EDMs were delivered, with **168** unique EDM opens.
- **453** of the second EDMs were delivered.

By contrast, the workshop for local residents and interest groups generated considerable interest, demonstrating the value of face-to-face engagement. More than **100** people expressed a desire to attend, with **65** people actually attending. Landcom subsequently contacted all individuals who registered but were unable to attend, thanking them for their interest and inviting them to share their views via the online channels.

Final workshop attendance figures were as follows:

- The workshop for local residents attracted **65** participants.
- The potential future purchaser workshop was attended by **33** participants.

Landcom recognises the long-term nature of the project, with delivery expected to occur over the next 15 years. As such, building and maintaining relationships with local interest groups and stakeholders is a strategic priority and was a key focus of this engagement phase.

To support this, a comprehensive local stakeholder database was developed. In parallel, Landcom worked with Campbelltown City Council to identify and reach relevant local groups and stakeholders. Both Council and the project team issued multiple invitations via email and telephone. Despite these efforts, participation from local groups remained low. Only a few workshop participants identified as being involved in local groups, and no formal representatives attended. During the workshops, attendees were asked to indicate if they were members of local organisations and whether they could support Landcom in developing these connections further.

Landcom remains committed to fostering ongoing relationships with local stakeholders and will continue to pursue opportunities to strengthen these connections throughout the life of the project.

4.2 EVALUATION

WORKSHOP PARTICIPANT EXPERIENCE

The engagement this year saw a total of approximately **250 people** across in-person and online activities share their voice in one way or another. Whether that was expressing an interest in attending a workshop, physically attending a workshop, liking/commenting on/sharing a social media post, interacting with Local Loop, or participating in the online survey.

Participants across both workshops shared overwhelmingly positive feedback about the facilitation, structure and opportunity to contribute. Many described the sessions as well run and said they appreciated being given time to speak and feel heard. Several participants named facilitators they appreciated for being respectful and inclusive.

While the process was generally praised, some attendees expressed concerns about whether their feedback would ultimately be taken on board.

Comments like “the proof will be in the pudding” and “we’ll see if anything changes” reflected a degree of scepticism that should be acknowledged in future engagement.

*“the proof will be in the pudding”
“we’ll see if anything changes”*

A number of people also suggested improvements for next time, including more visual materials to help interpret the planning proposals, better venue acoustics, and clearer updates after the sessions. Many participants indicated they would like to stay involved and receive updates as the draft evolves.

WORKSHOP SENTIMENT

"The facilitators really listened and made sure our points were heard."

"It was noisy at times, but overall I appreciated the chance to be part of it."

"I hope this isn't just a tick-box exercise."

"It was well run. Please keep us in the loop with next steps."

"More visuals would make the ideas easier to grasp."

5

Conclusion & Summary

This engagement process has provided a valuable snapshot of community sentiment toward the future of Glenfield. Across both in-person workshops and online platforms, residents, stakeholders and potential purchasers shared their aspirations, concerns and priorities for the evolving precinct.

The strongest messages from participants were:

- The desire for Glenfield to grow in a way that is practical, inclusive and reflective of its suburban identity.
- They want homes that fit within a walkable, green, and community-focused neighbourhood.
- People want a town centre that supports everyday life, not just shopping.
- Transport access, traffic, and parking were frequently raised as key concerns, as was the scale and staging of future density.
- They want parks that feel relaxed and useable.

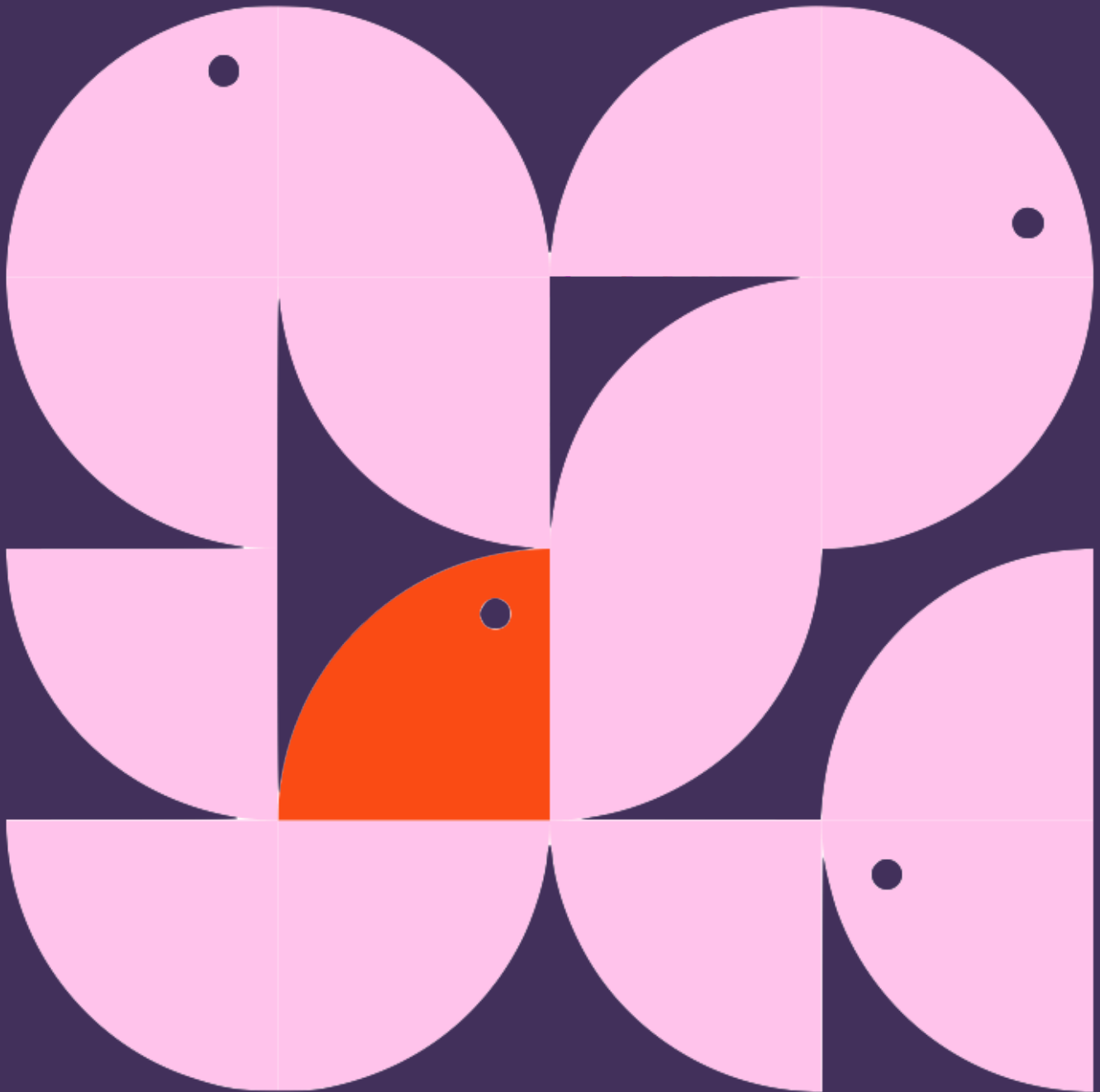
Participants were generous with their time and insights, and while the tone was largely optimistic, many also voiced a hope, and expectation, that their feedback will shape future planning decisions. This report captures those voices and provides a foundation for the next phase of work as Landcom refines the vision for Glenfield in partnership with the people who live in, visit, and care about the place.

What Next?

Landcom will now review all feedback from this engagement to help finalise the plan. A revised version of the plan will be released in the coming months, alongside a clear summary of how community input has shaped the next stage.

Further opportunities to provide feedback will be made available. Landcom is committed to keeping the community informed and involved as Glenfield's future continues to take shape.





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