



Central  
Coast  
Council

**DRAFT**

Safer Cities: Her Way  
Gosford

**CONSULTATION REPORT**

Central Coast Council

August 2023

# Executive Summary

Citizen-led engagement is at the heart of the Transport for NSW (TfNSW) approach to creating great places in NSW. Their aim is to ensure its cities and neighbourhoods are integrated with a range of modes of transport, helping to make our places and public spaces inclusive, walkable and feel safe for all to enjoy.

TfNSW is investing \$30 million over two years through the [Safer Cities program](#) to help improve perceptions of safety in its cities and towns, particularly for women, girls and gender diverse people as they walk or cycle to, through and within public spaces. This includes parks, streets and laneways, as well as public transport hubs such as bus stops and train stations.

As part of planning and research to support the Safer Cities program, TfNSW developed the Safer Cities Survey, which was open to all NSW residents over the age of 16 between 13 December 2022 and 8 February 2023. Read more about the program and view the survey outcomes in the [Safer Cities Survey Report](#).

Central Coast Council was selected to participate in the Safer Cities: Her Way program and received a \$1 million grant to deliver demonstration projects aimed at improving the perception of safety for women, girls and gender diverse people in Gosford.

This report provides an overview of the engagement activities undertaken for the Safer Cities: Her Way project which was carried out by Central Coast Council from 1 May to 30 June 2023.

Council engaged with the Central Coast community to seek feedback on their perceptions of safety in Gosford and ideas on what could improve this.

Council asked the community to join a unique Human Centred Co-Design process, which championed community voice to articulate and define problems and suggest projects that can test how Council might make public spaces feel safer.

The community not only shared their thoughts and experiences via a community survey and interactive map, but also joined a range of in-person Walkshops through Gosford and a Co-Design Workshop with key stakeholders and Council staff.

Once delivered, the projects will be evaluated by the community to determine their effectiveness in improving perceptions of safety and insights will be used to build the case for longer-term change.

This report documents the methods and approach of the engagement undertaken and provides an analysis of and response to community and stakeholder feedback during this phase.

Read more about the consultation on our [Your Voice Our Coast project page](#).

## What we heard

Council received a total of **2981** survey responses and **539** interactive map comments. We invited **20** women to walk with us through Gosford to share their perceptions of safety. We hosted a co-design workshop with **30** community members, key stakeholders and council staff to help us identify temporary public space improvements.

Feedback across the consultation activity revealed the following:

- **65%** changed their route or method of travel due to feeling unsafe.
- **71%** did not participate in an activity that was being held in Gosford due to not feeling safe.
- **43%** feel somewhat safe in Gosford during the day. They feel safest in the Imperial Centre and the most unsafe in laneways.
- **76%** feel unsafe in Gosford during the night-time. They feel safest in the Imperial Centre and the most unsafe in Kibble Park.
- Streetlights (**10%**), people around/passive surveillance (**9%**), CCTV (**8%**) well maintained pathways (**8%**) and security (**8%**) would improve participants sense of safety in Gosford.
- According to participants economic stimulation (**14%**) and activation/activities/events (**12%**) were just as important as lighting (**14%**) and decorative lighting (**12%**) when it came to improving their sense of safety in Gosford.

The following summarises the themes outlined in over 4,000 pieces of data collected:

- **People congregating** can make the community feel unsafe and systemic socioeconomic issues need to be addressed.
- Gosford requires a **more active police presence** at all times.
- **Increased proactive security presence** is required to support those working, staying and playing in Gosford.
- The **current business offerings** open in Gosford are not in line with our community's vision for the area.
- Gosford needs to attract a **higher standard of business** and the businesses need to be incentivised to open earlier and trade later into the evening (including weekends).
- **Restaurants, activations such as night markets** etc are required to generate more foot traffic.
- **There is a lack of things to do** within Gosford - think theatres, bowling alleys, cinemas, live music, art venues etc. There are no current attractor for families, the elderly or youth.
- **More lighting is required** to support improved perceptions of safety, lines of sight and safety on footpaths.
- **The derelict buildings attract unsavoury crowds** and contribute to the poor brand of Gosford.
- **The essential services** located within/near the city centre either need to be adequately resourced to cater to the large clientele base or there needs to be further resources added outside of the city centre to disperse the congregations.
- **Economic stimulation** such as open stores, diversity of stores, night-time economy and hospitality needs to be leveraged to support a revitalised Gosford - the options for the area are endless.

***It's important to note that while Council does its best to develop projects to meet the needs and requests of the community and stakeholders, technical constraints, costs and the overarching project objectives must also be considered to deliver projects that are safe, functional and best balances the competing needs of all those affected including the environment.***

## **Next steps**

The Co-Design workshop utilised insights from all data collected in the survey, interactive map and in-person workshops to identify possible interventions with community, key stakeholders and Council staff.

The project team are now reviewing these outcomes and establishing working groups which will be responsible for the delivery of these interventions. Once delivered, community members will be asked to evaluate the effectiveness of these interventions, to determine if they improve the perceptions of safety.

The findings from this project will form part of TfNSW's case study. They will also be shared with key stakeholders and incorporated into Council plans to ensure the learnings can build the case for longer-term change. A detailed review of all feedback will be undertaken to produce an in-depth consultation report which will be made available on the Your Voice Our Coast project page.

Council will keep the community updated as the project progresses.

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# Introduction

## Background

Central Coast Council is participating in Transport for NSW's \$30 million Safer Cities program, aimed at improving the perception safety of women, girls and gender diverse people in public spaces around transport precincts.

Council has received \$1 million to develop and pilot safety boosting initiatives in public spaces so that women, girls and gender diverse people experience improved perception of safety on our streets, in parklands and at public transport hubs, in partnership with Transport for NSW (TfNSW).

The program will set a best practice framework for public space interventions that help women, girls and gender diverse people feel safe to move around their local areas at any time of day.

Gosford was chosen as the initial location for the Central Coast Safer Cities: Her Way project. Gosford is considered by the Central Coast community as a city that has not advanced and can be perceived as unsafe. Council wants the revitalisation of Gosford to include safer connections and places for people who live, work and play in the area.

As part of planning and research to support the Safer Cities program, TfNSW developed the Safer Cities Survey which was open to all NSW residents over the age of 16 between 13 December 2022 and 8 February 2023. You can read more about the program and view the survey outcomes in the [Safer Cities Survey Report](#).

## The Project

Women, girls and gender diverse people actively use and depend on public transport, public spaces and the streets and paths that connect them, to access essential services and opportunities as part of their everyday lives. Yet, women, girls and gender diverse people face more gender-based harassment and safety issues when using public spaces than men do.

As part of the Safer Cities program, Council is developing demonstration projects in partnership with TfNSW that reflect local place identity, character and needs, to test concepts for improving the perception of safety for women, girls and gender diverse people in public spaces and around transport precincts.

The development of the project will respond to the immediate need and be informed through a unique Human Centred Co-Design process with locals, to understand the lived experience of using public transport around Gosford Station and implement ways to improve feelings of safety when moving through these locations.

# Engagement

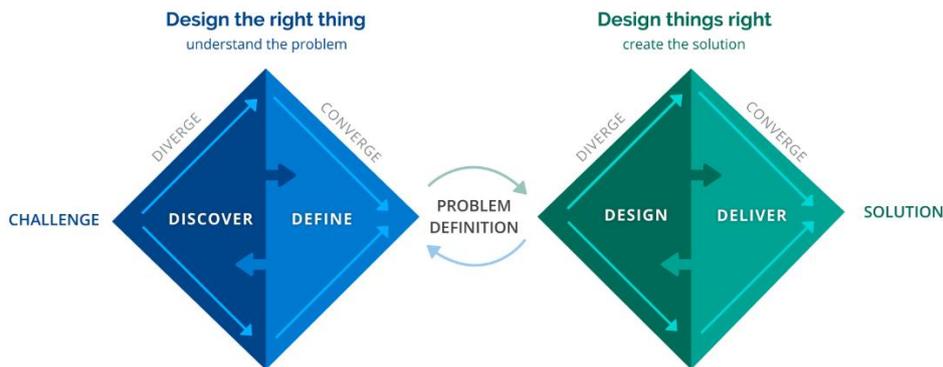
## Purpose

The purpose of the engagement was to:

- Consult with the community and stakeholders, listen to their experiences and understand what is important to them with regards to feeling safe in Gosford
- Use the information collected to inform the safety aspects in design and future planning
- Utilise existing connections and stakeholders to respond to baseline data survey and develop focus groups to share their lived experiences in Gosford
- Provide equitable engagement opportunities
- Understand community preferences for interventions
- Work with stakeholders and the community to identify issues which may affect the perceptions of safety within Gosford

## Approach

The engagement team applied the Double Diamond approach to Human Centred Design in order to *identify the right problems* and co-design *innovative solutions* for our community.



Discover	Define	Design	Deliver
<ol style="list-style-type: none"> <li>1. Community survey</li> <li>2. Stakeholder survey</li> <li>3. Interactive map</li> </ol>	<ol style="list-style-type: none"> <li>4. <i>Walkshops</i></li> <li>5. <i>Workshops</i></li> <li>6. Data insights</li> </ol>	<ol style="list-style-type: none"> <li>7. Loop back</li> <li>8. Working groups</li> <li>9. Ideation testing</li> </ol>	<ol style="list-style-type: none"> <li>10. Internal actions</li> <li>11. Stakeholders</li> <li>12. Partnerships</li> </ol>

## Our engagement framework

Consultation has been designed in accordance with Central Coast Council’s Engagement Framework. This framework is available to view at <https://www.yourvoiceourcoast.com/Central-Coast-CouncilEngagement-Framework>

## How we consulted

### Consultation methods

Survey Responses	<p>A survey was available for all residents and stakeholders at <a href="https://www.yourvoiceourcoast.com">yourvoiceourcoast.com</a>. <b>2981</b> surveys were completed.</p> <p>A copy of the survey can be found in <b>Appendix L</b></p> <p>Detailed survey results are available in the <i>What We Heard</i> section.</p>
Interactive Map	<p>An interactive map was developed for the community to share experiences and information on perceptions of safety geographically.</p> <ul style="list-style-type: none"> <li>• <b>2938</b> visits the interactive map</li> <li>• <b>539</b> comments were placed on the interactive map</li> </ul> <p>You can view the interactive map via this <a href="#">link</a>.</p>
Walkshops	<p>Walkshops were hosted on:</p> <ul style="list-style-type: none"> <li>• 20 June 2023, 9.10am-11.10am with 15 Henry Kendall High School students</li> <li>• 22 June 2023, 3pm-6pm with 21 community members, agencies and internal Council staff</li> <li>• 23 June 2023, 3pm-6pm with 17 community members, agencies and internal Council staff</li> </ul>
Workshops	<p>A workshop was held on:</p> <ul style="list-style-type: none"> <li>• 29 June 2023, 10.30am – 2.30pm, Parkhouse Gosford and attended by <b>30</b> community members, key industry and business stakeholders, agencies and internal Council staff</li> </ul>

## Promotion of activities

Council carried out promotion of the consultation to ensure the community and stakeholders were aware of the opportunity to participate.

Media Release	<ul style="list-style-type: none"> <li>Making Gosford a safer city through her eyes 1 May 2023</li> </ul> <p>A copy of the media release can be found in <b>Appendix A</b></p>
Coast Connect articles	<ul style="list-style-type: none"> <li>What would make Gosford feel safer? 10 May 2023</li> <li>Feeling safe in Gosford 17 May 2023</li> </ul> <p>Copies of the articles can be found in <b>Appendix B</b></p>
Posters	<ul style="list-style-type: none"> <li><b>500</b> posters were distributed across Gosford</li> </ul> <p>A copy of the poster can be found in <b>Appendix C</b></p>
Coasters	<ul style="list-style-type: none"> <li><b>4000</b> drink coasters were distributed across venues in Gosford</li> </ul> <p>A copy of the coaster can be found in <b>Appendix D</b></p>
Footpath decals	<ul style="list-style-type: none"> <li><b>110</b> footpath decals placed throughout Gosford</li> </ul> <p>A copy of the footpath decals can be found in <b>Appendix E</b></p>
Window decals	<ul style="list-style-type: none"> <li><b>30</b> window decals placed throughout Gosford</li> </ul> <p>A copy of the window decals can be found in <b>Appendix F</b></p>
Customer service screensavers	Customer service screensavers displayed across <b>17</b> sites
Your Voice – Our Coast website	<p>Online project page launched 1 May 2023 attracting <b>5340</b> visits during the consultation period.</p> <p><a href="https://www.yourvoiceourcoast.com/herway">https://www.yourvoiceourcoast.com/herway</a></p> <p>A copy of the Your Voice Our Coast project page can be found in <b>Appendix G</b></p>
Emails	<b>3720</b> direct emails sent out to a variety of stakeholders.
Facebook	<ul style="list-style-type: none"> <li>We're proud to be taking part in The Safer Cities: Her Way program!</li> </ul> <p>We are one of ten pilot Councils across NSW selected by Transport for NSW to deliver trial solutions to make public</p>

	<p>spaces feel safer and we want you to get involved. 4 May 2023. <b>2019</b> impressions, <b>1930</b> reached and <b>160</b> likes, comments and shares.</p> <ul style="list-style-type: none"> <li>•  If you're a woman or gender-diverse person aged 15+ now is the time to raise your voice to help improve the perception of safety in Gosford CBD. 17 May 2023. <b>2036</b> impressions, <b>1791</b> reached and <b>306</b> likes, comments and shares.</li> <li>•  How safe do you feel when moving around Gosford? If you're a woman or gender-diverse person aged 15+ now is the time to raise your voice to improve the perception of safety in the Gosford CBD via the Safer Cities: Her Way program. 29 May 2023. <b>1812</b> impressions, <b>1641</b> reached and <b>83</b> likes, comments and shares.</li> <li>•  HELP US CO-DESIGN PUBLIC SPACES IN GOSFORD   Are you a woman, girl or gender diverse person over the age of 15? 8 June 2023. <b>1471</b> impressions, <b>1337</b> reached and <b>51</b> likes, comments and shares.</li> <li>•  Have you completed the Safer Cities: Her Way Program survey? 21 June 2023. <b>1543</b> impressions, <b>1438</b> reached and <b>51</b> likes, comments and shares.</li> </ul> <p>Copies of the posts can be found in <b>Appendix H</b></p>
Instagram	<ul style="list-style-type: none"> <li>• We're proud to be taking part in The Safer Cities: Her Way program! We are one of ten pilot Councils across NSW selected by <a href="https://www.transportforNSW.gov.au/">@transportforNSW</a> to deliver trial solutions to make public spaces feel safer and we want you to get involved. 4 May 2023. <b>6330</b> impressions, <b>797</b> reach and <b>25</b> likes comments and shares.</li> <li>•  If you're a woman or gender-diverse person aged 15+ now is the time to raise your voice to help improve the perception of safety in Gosford CBD. 17 May 2023. <b>6330</b> impressions, <b>6235</b> reach and <b>557</b> likes comments and shares.</li> <li>•  How safe do you feel when moving around Gosford? 29 May 2023. <b>1493</b> impressions, <b>1456</b> reach and <b>86</b> likes comments and shares.</li> </ul>

	Copies of the posts can be found in <b>Appendix I</b>
Linked In	<ul style="list-style-type: none"> <li>• We're proud to be taking part in The Safer Cities: Her Way program! We are one of ten pilot Councils across NSW selected by <b>Transport for NSW</b> to deliver trial solutions to make public spaces feel safer and we want you to get involved. 4 May 2023. <b>996</b> impressions and <b>51</b> clicks, likes and shares.</li> <li>•  HELP US CO-DESIGN PUBLIC SPACES IN GOSFORD   Are you a woman, girl or gender diverse person over the age of 15? 8 June 2023. <b>1164</b> impressions and <b>36</b> clicks, likes and shares.</li> </ul> <p>Copies of the posts can be found in <b>Appendix J</b></p>
Paid social campaign	<p>A paid social media campaign was undertaken from 10 May to 30 June 2023.</p> <p>The paid campaign had a total reach of <b>71,999</b> accounts and achieved <b>300,335</b> impressions.</p> <p>Detailed information on the reach of the paid campaign can be found in <b>Appendix K</b></p>

# What we heard

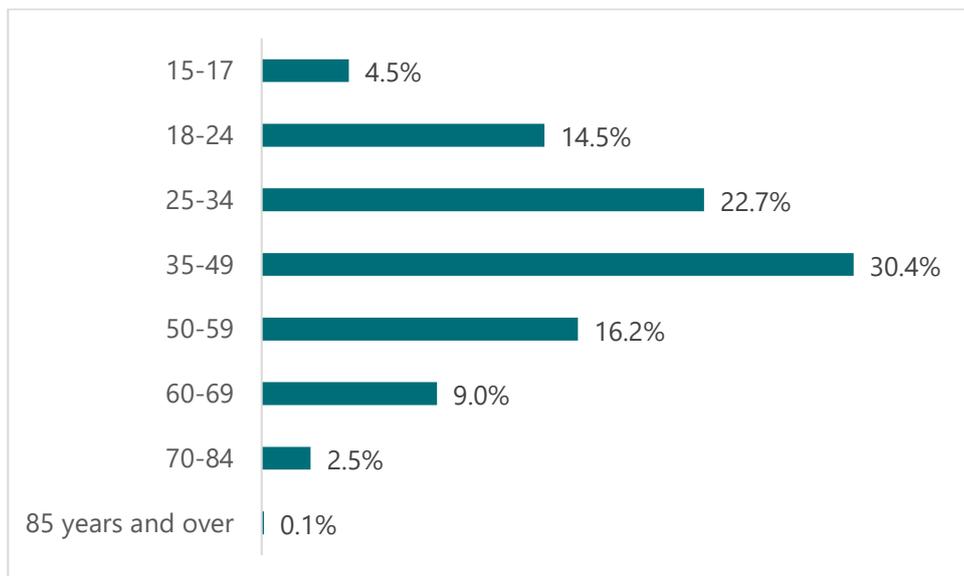
Council sought feedback from the community between 1 May and 30 June 2023.

<b>Method 1 Survey</b>	<b>2981</b> surveys
<b>Method 2 Map</b>	<b>539</b> comments
<b>Method 3 Walkshop</b>	Feedback from <b>36</b> community members
<b>Method 4 Workshop</b>	Feedback from <b>30</b> community, key stakeholders and Council staff

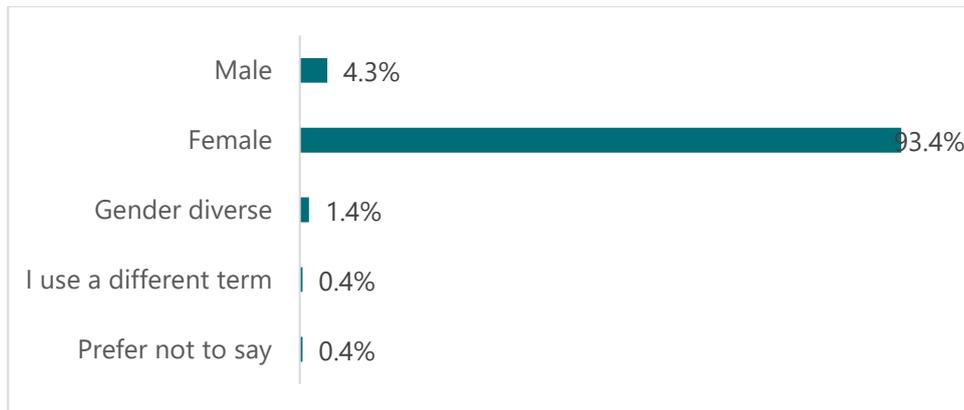
## Method 1 – Survey

Between 1 May and 30 June 2023 an online survey was launched to understand community sentiment and perceptions around Gosford. A total of **2981** survey responses were received during the consultation period.

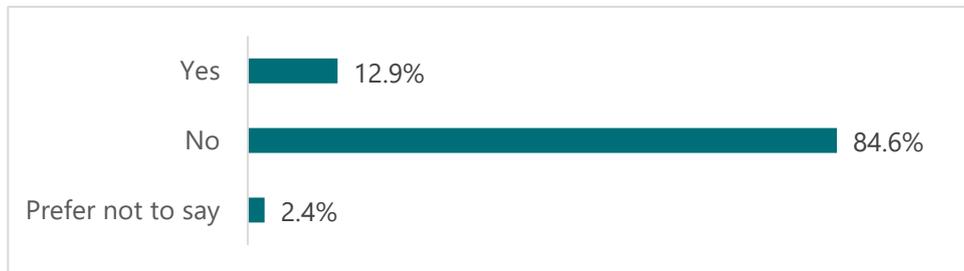
**Figure one:** What is your age?



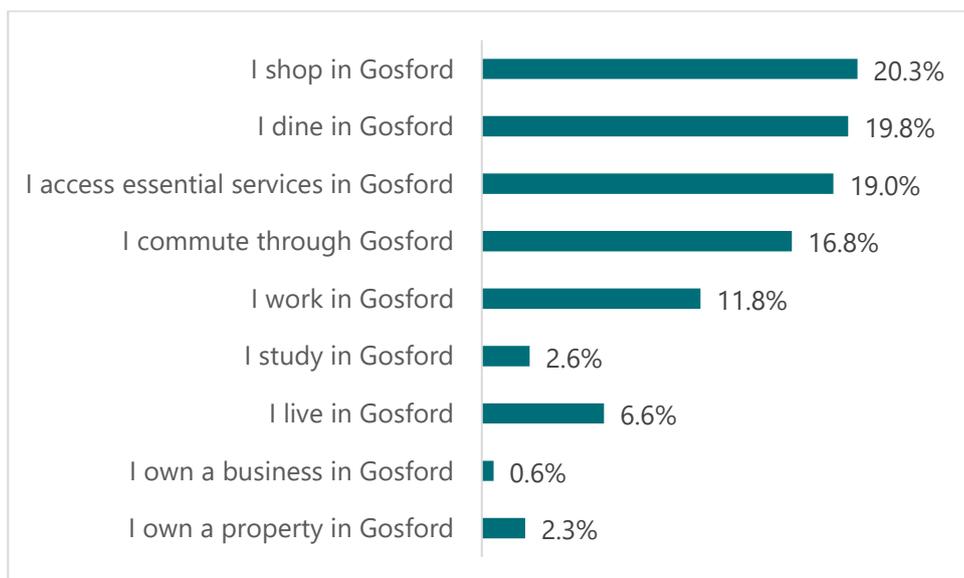
**Figure two:** What is your gender?



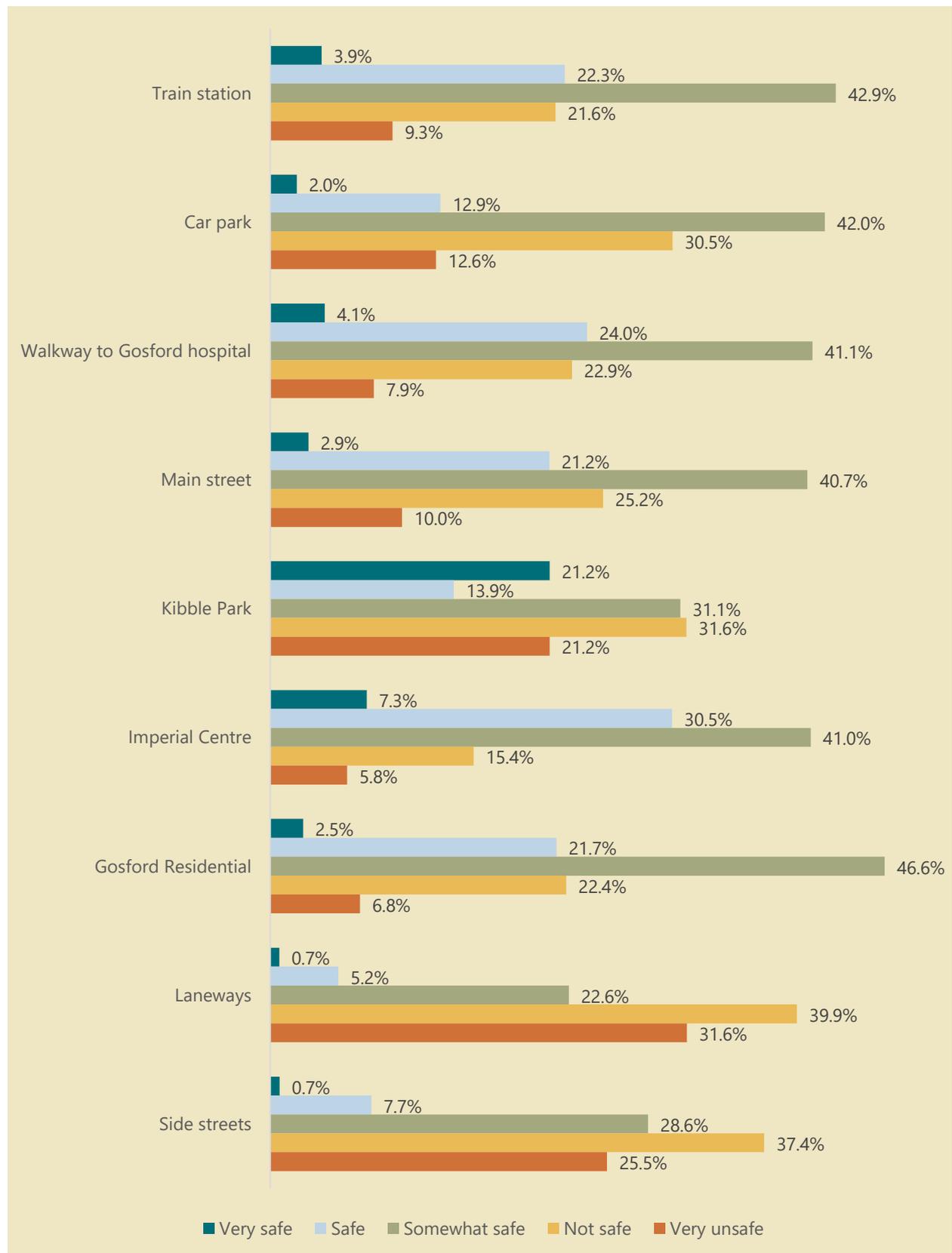
**Figure three:** Do you identify as LGBTIQ?



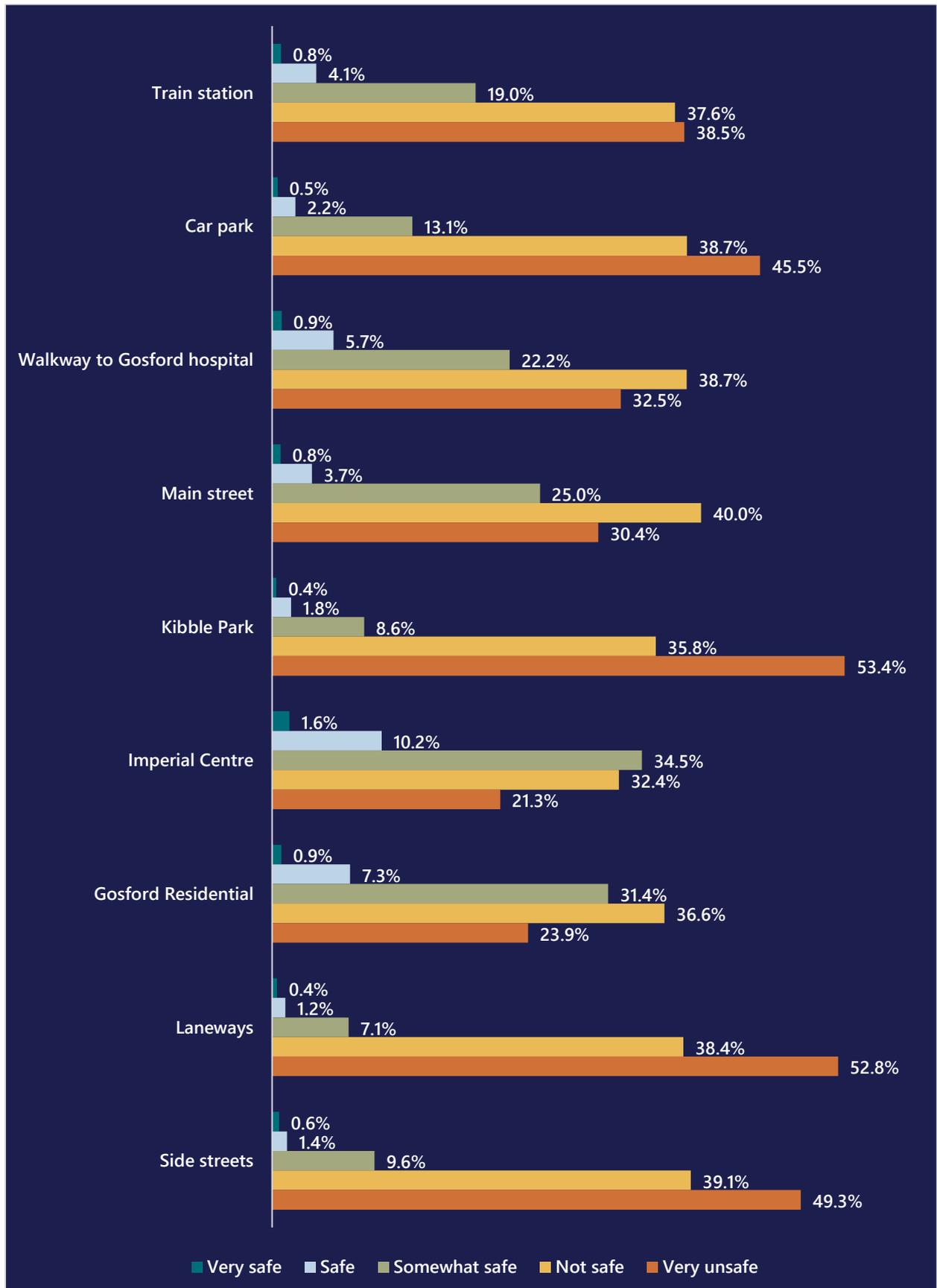
**Figure four:** What is your relationship to Gosford? (please select all that apply)



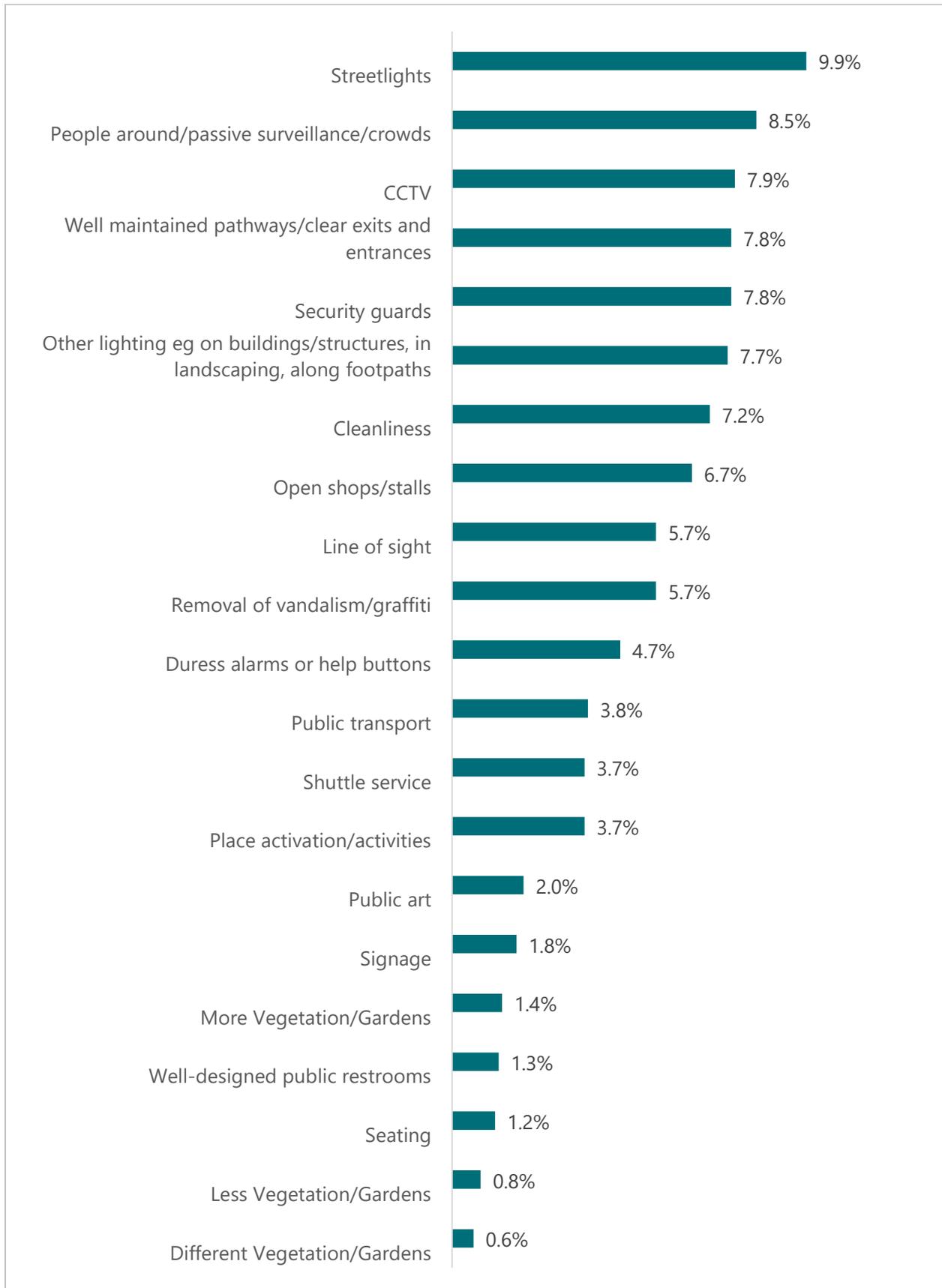
**Figure five:** Please rate your perception of safety when moving around the following areas within Gosford CBD during the *daytime*:



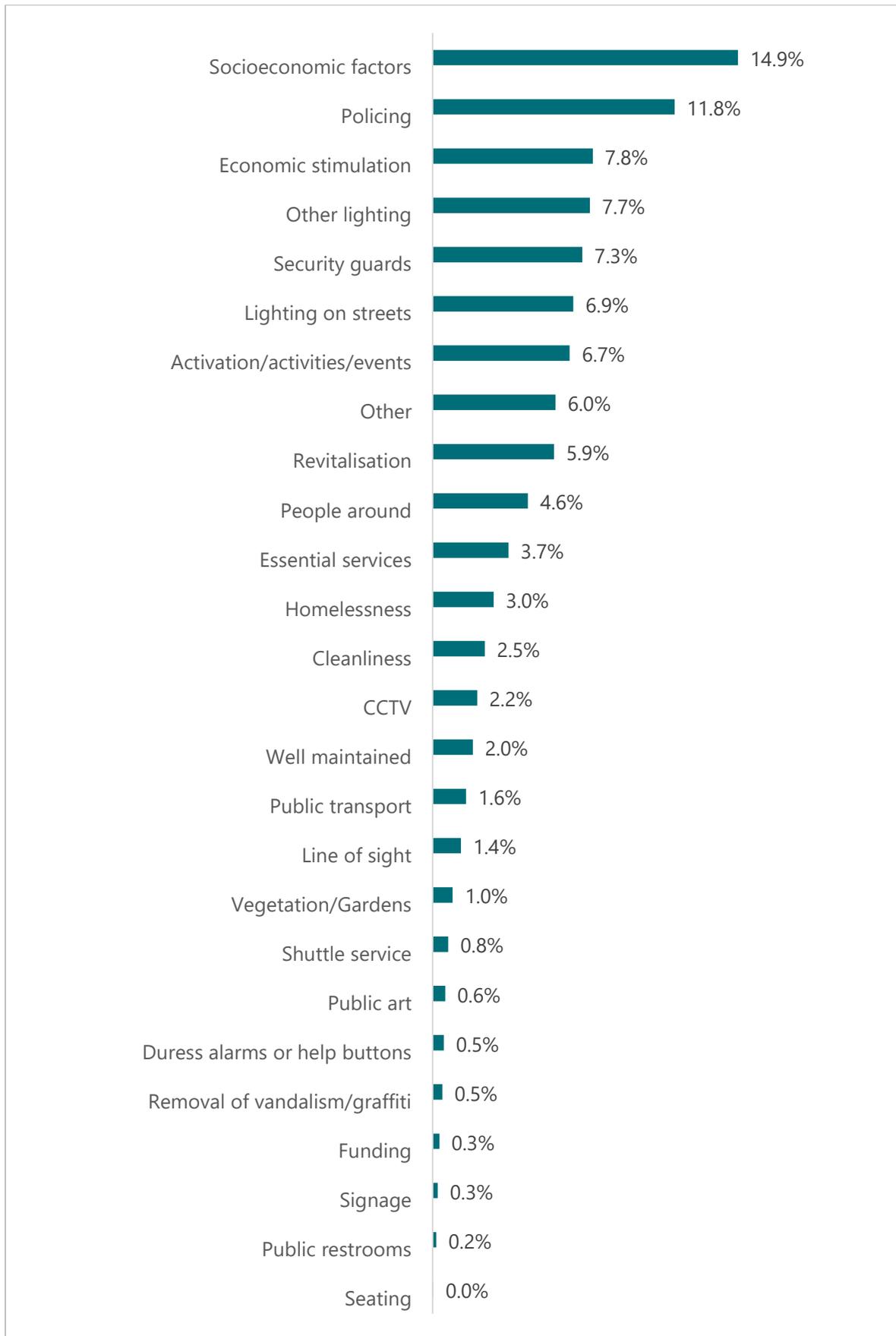
**Figure six:** Please rate your perception of safety when moving around the following areas within Gosford CBD during the *night time*:



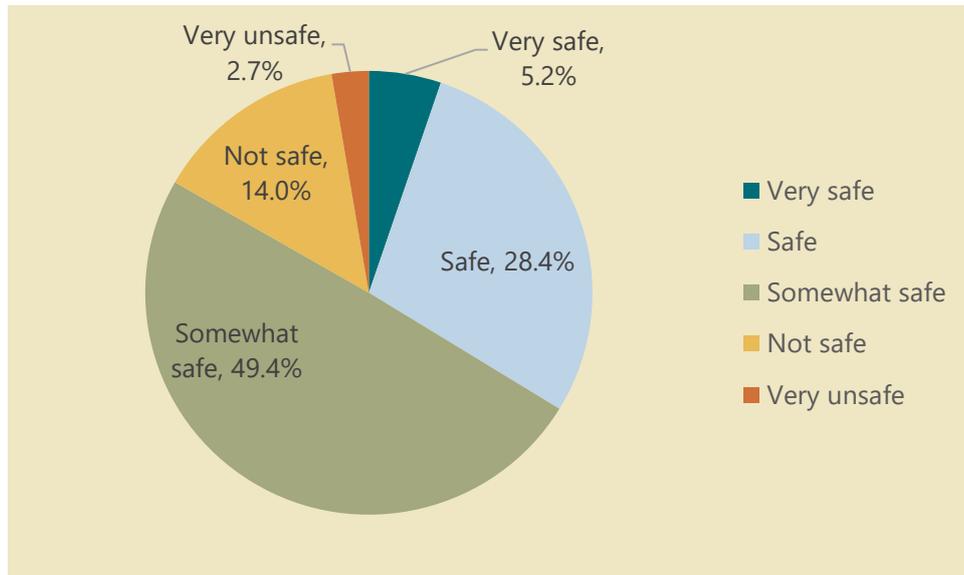
**Figure seven:** Which of the following options improve your sense of safety within the Gosford CBD? (Tick as many as relevant):



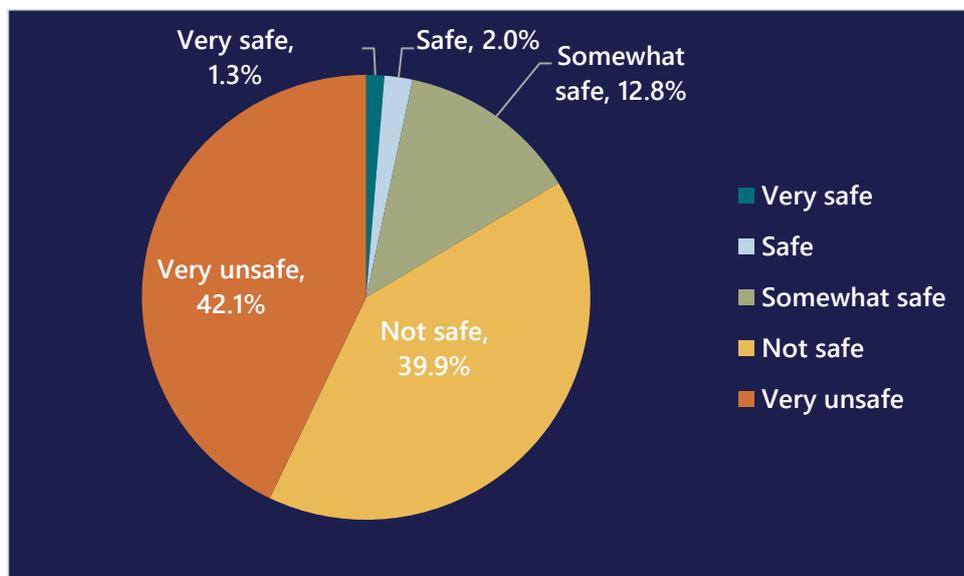
**Figure eight:** Do you have any ideas to make Gosford CBD feel safer? (coded data):



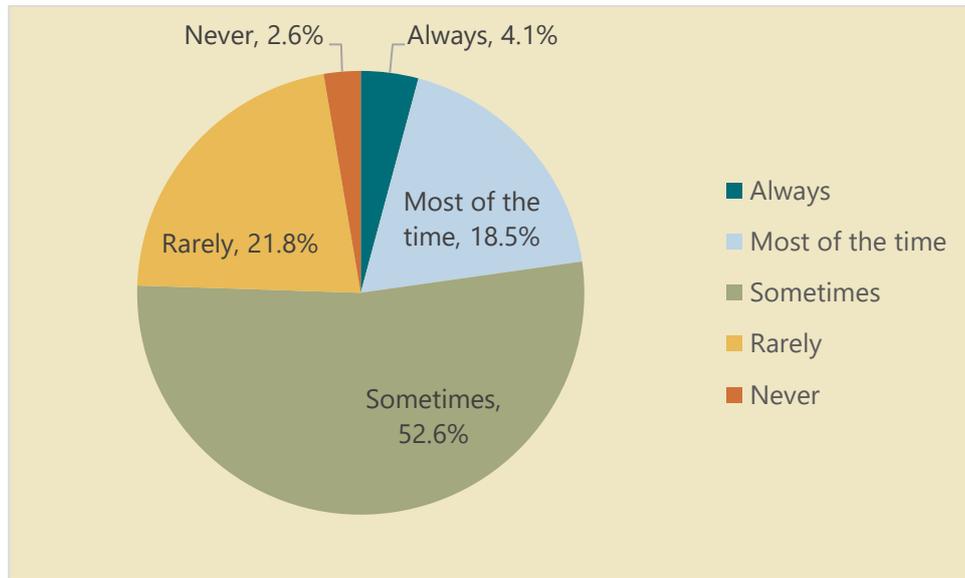
**Figure nine:** How safe do you feel when moving around public spaces in Gosford CBD during the *daytime*:



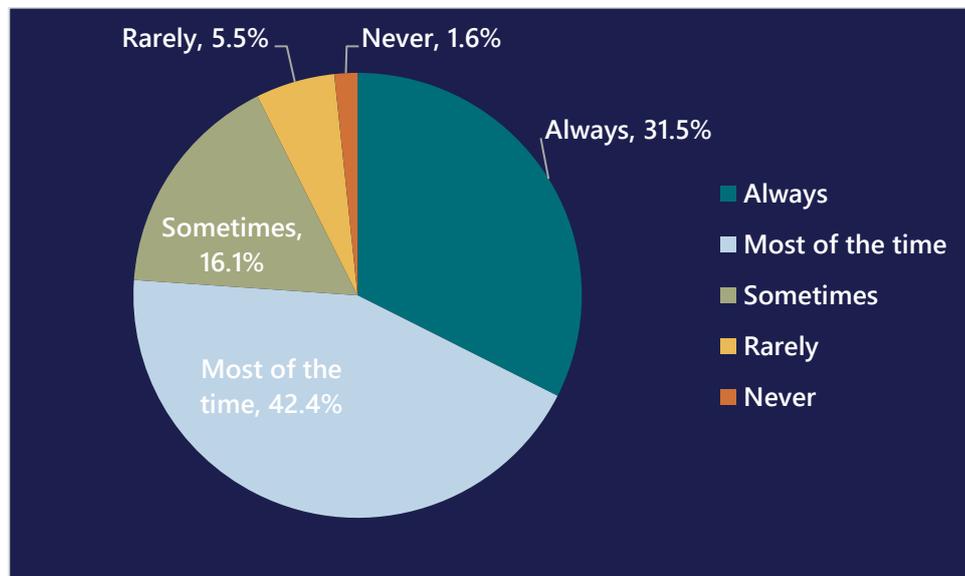
**Figure ten:** How safe do you feel when moving around public spaces in Gosford CBD during the *night time*:



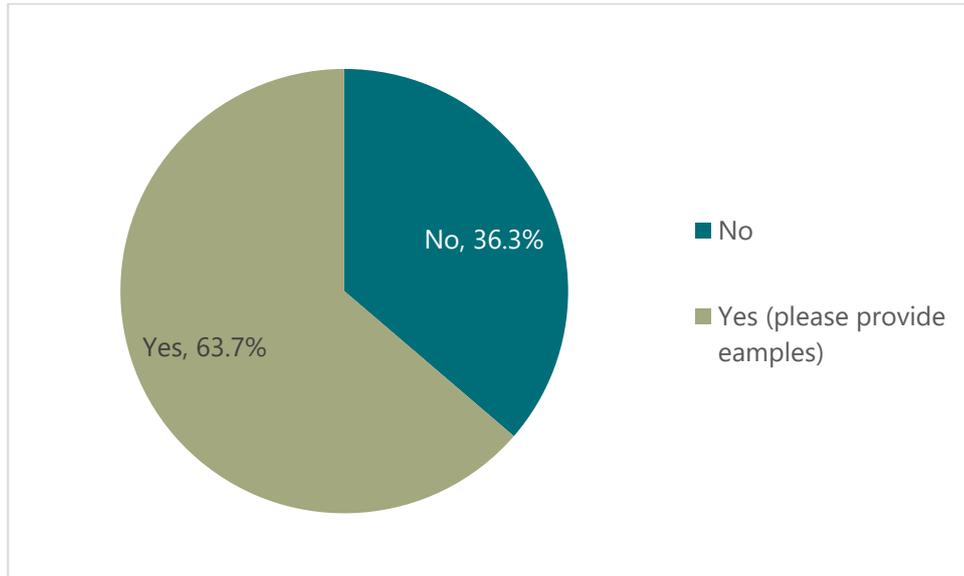
**Figure eleven:** How often do you feel unsafe when moving around public spaces in Gosford CBD during the *daytime*:



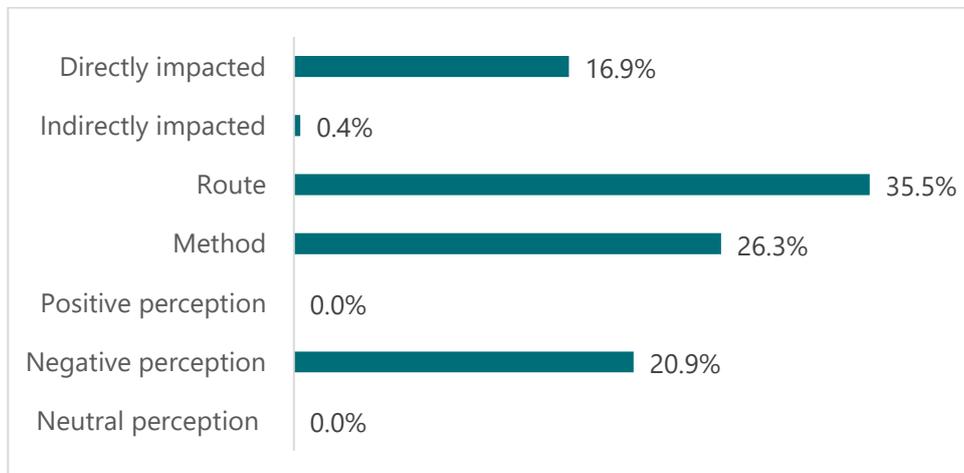
**Figure twelve:** How often do you feel unsafe when moving around public spaces in Gosford CBD during the *night time*:



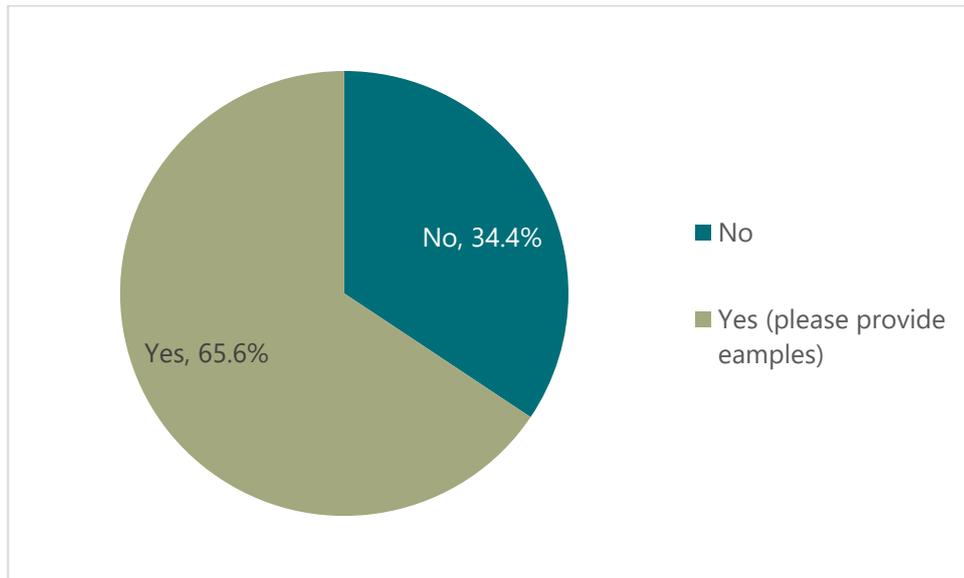
**Figure thirteen:** In the last 12 months, have you ever changed your route or method of travel based on the time of day?:



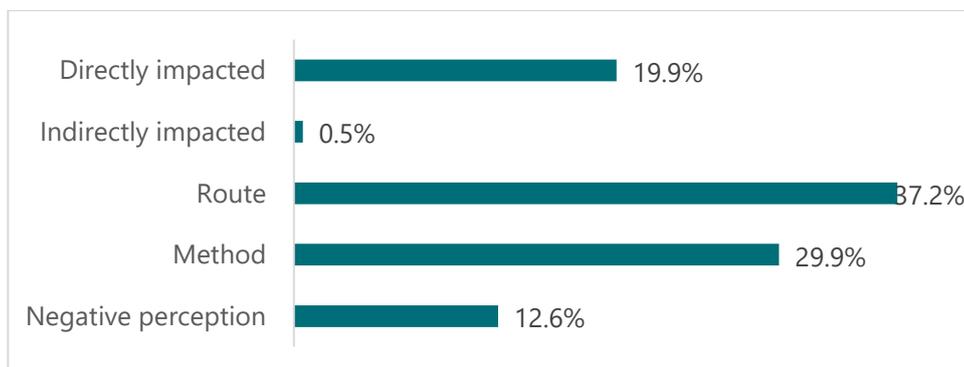
**Figure fourteen:** In the last 12 months, have you ever changed your route or method of travel based on the time of day? (coded themes):



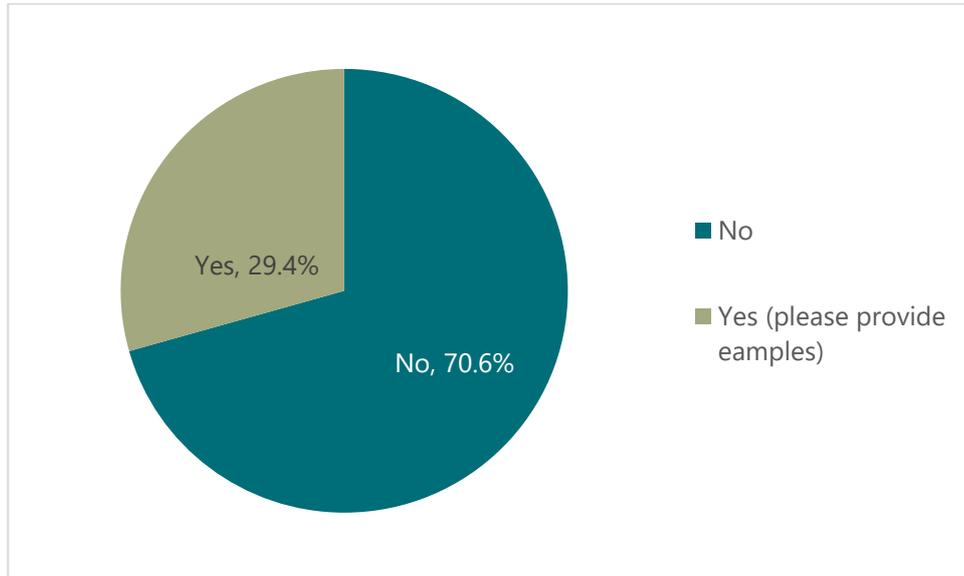
**Figure fifteen:** In the last 12 months, have you ever changed your route or method of travel based on if you've felt unsafe?:



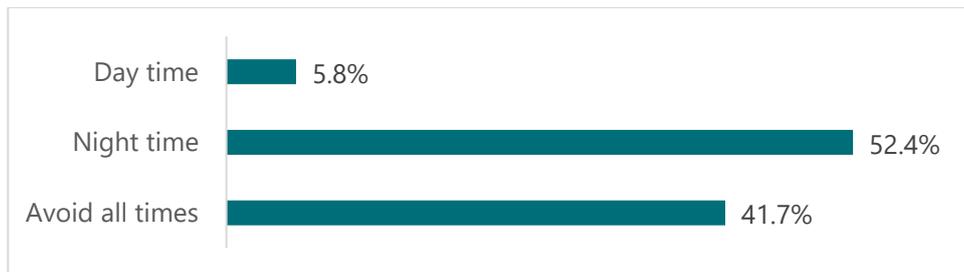
**Figure sixteen:** In the last 12 months, have you ever changed your route or method of travel based on if you've felt unsafe? (coded themes):



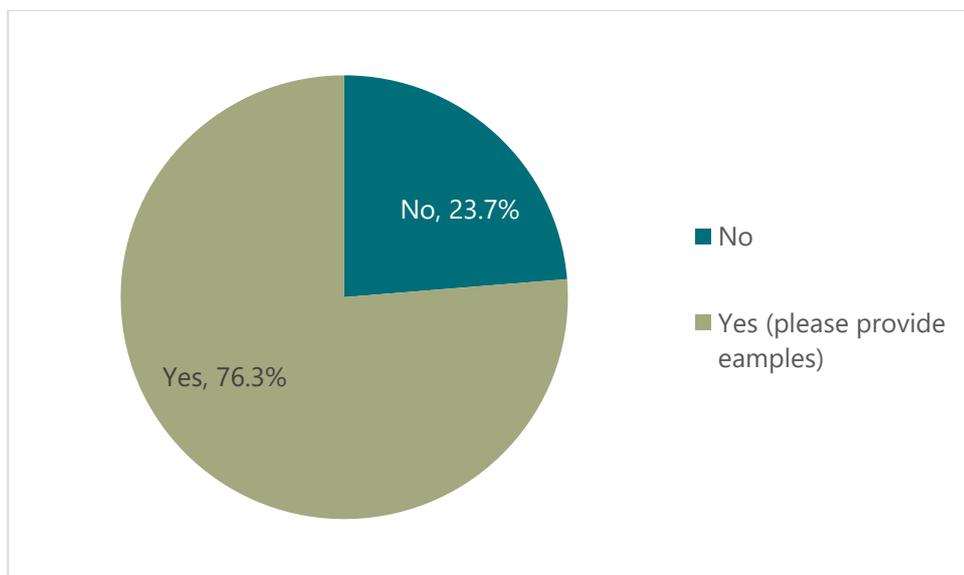
**Figure seventeen:** In the last 12 months have you not participated in an activity that was being held in Gosford due to not feeling safe?:



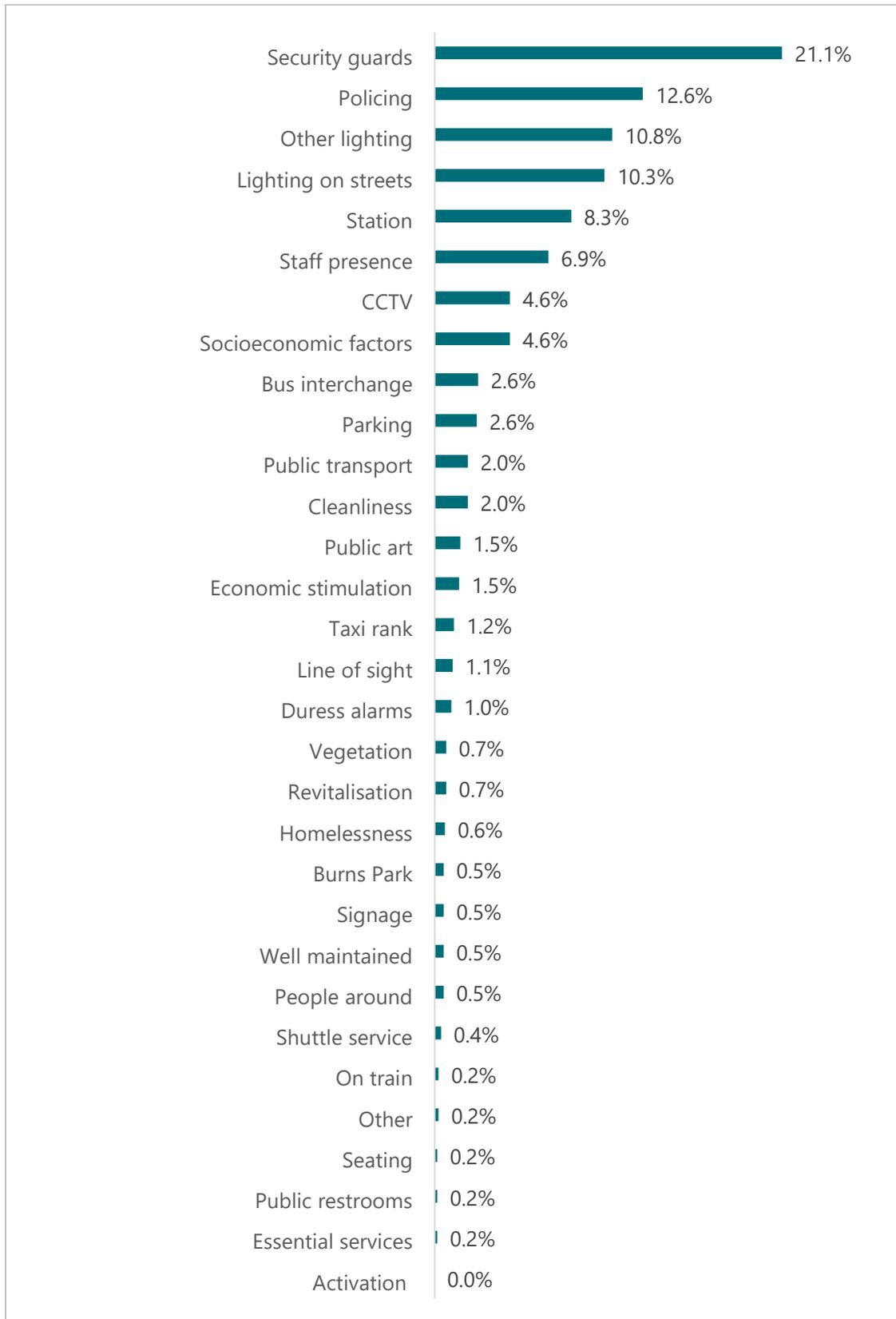
**Figure eighteen:** In the last 12 months have you not participated in an activity that was being held in Gosford due to not feeling safe? (coded themes):



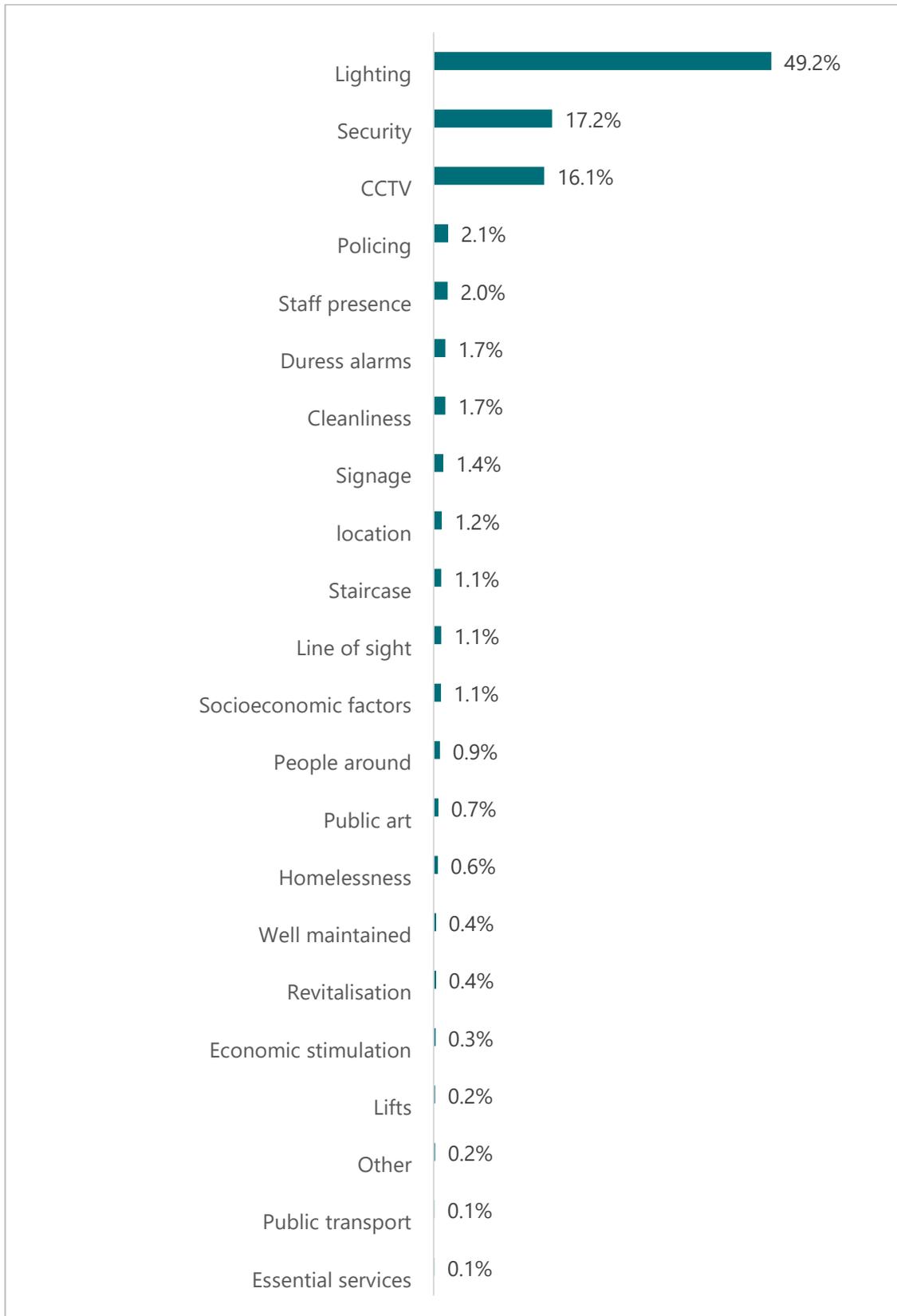
**Figure nineteen:** Have you ever taken actions to make you feel safer when moving around public areas?:



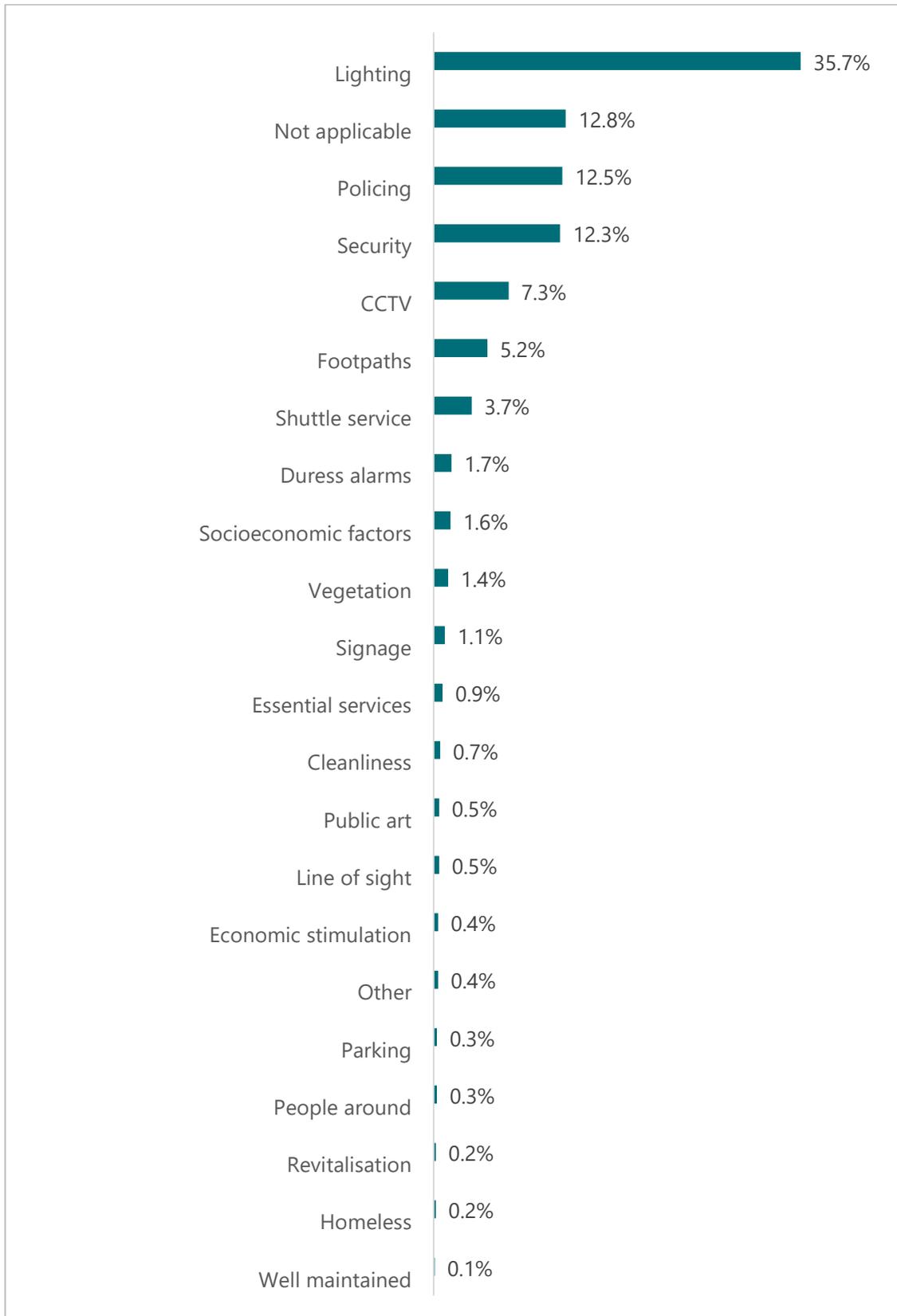
**Figure twenty:** Do you have any ideas to make Gosford Train Station feel safer? (coded themes):



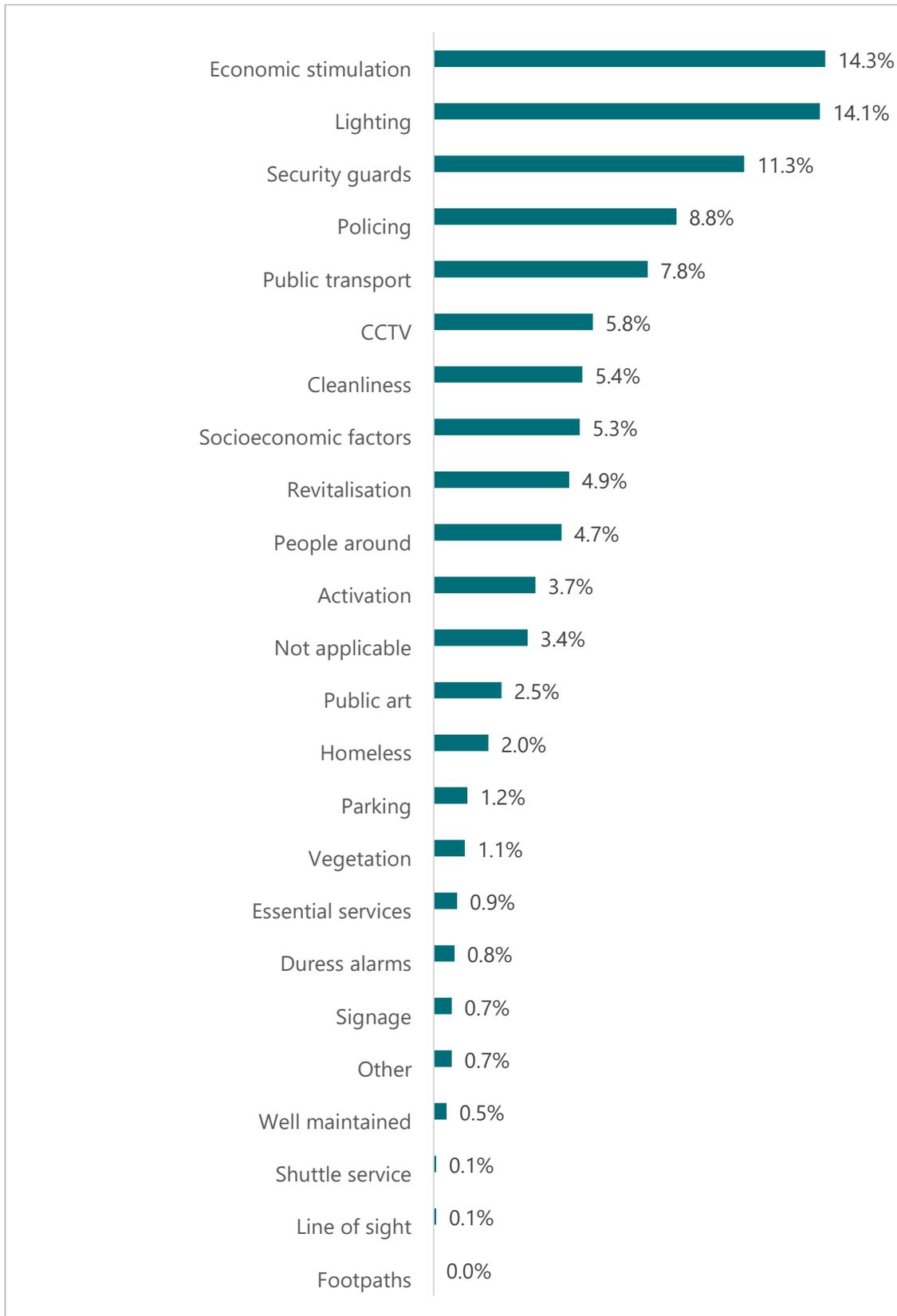
**Figure twenty-one:** Do you have any ideas to make car parks feel safer? (coded themes):



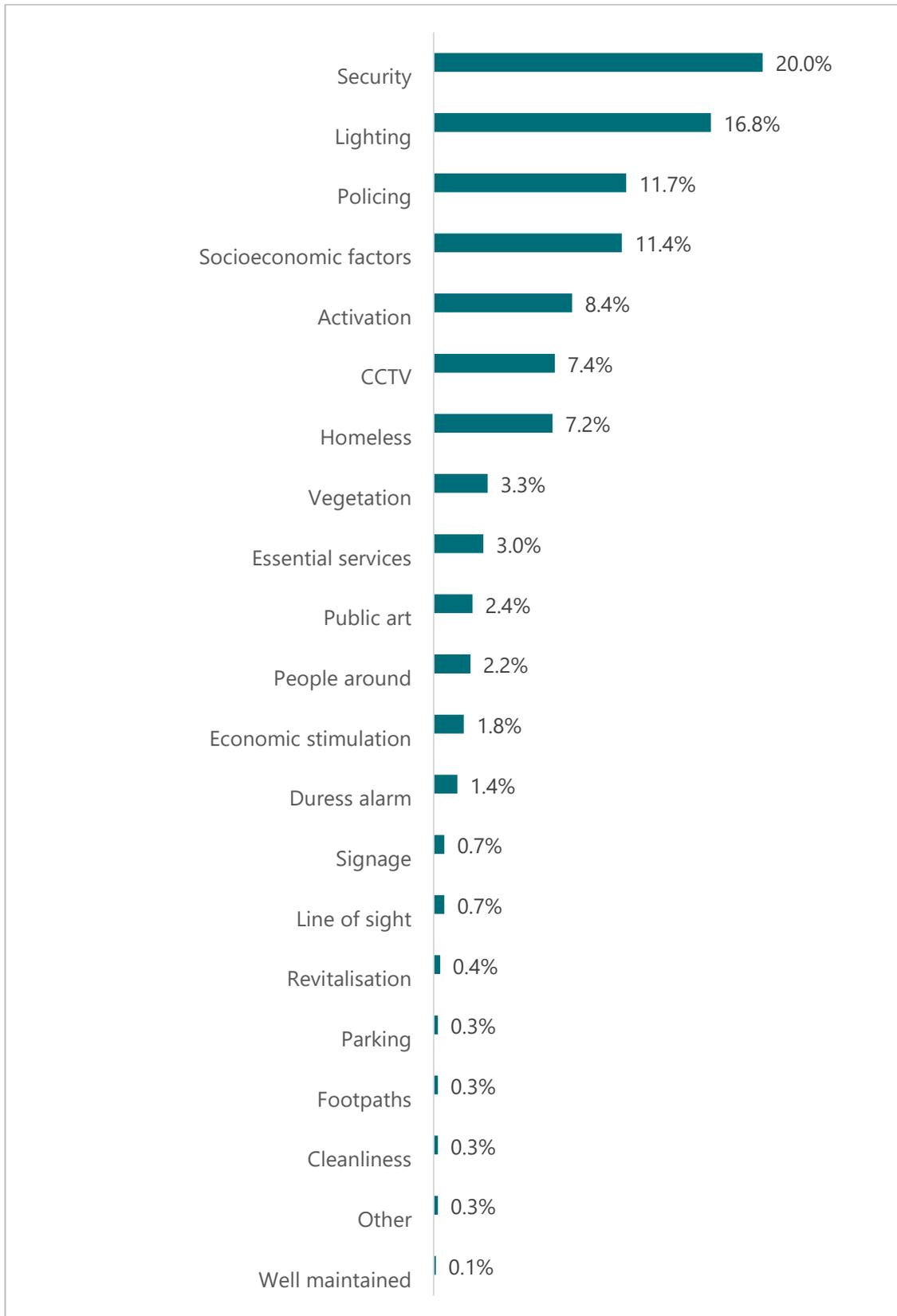
**Figure twenty-two:** Do you have any ideas to make Gosford Hospital feel safer? (coded themes):



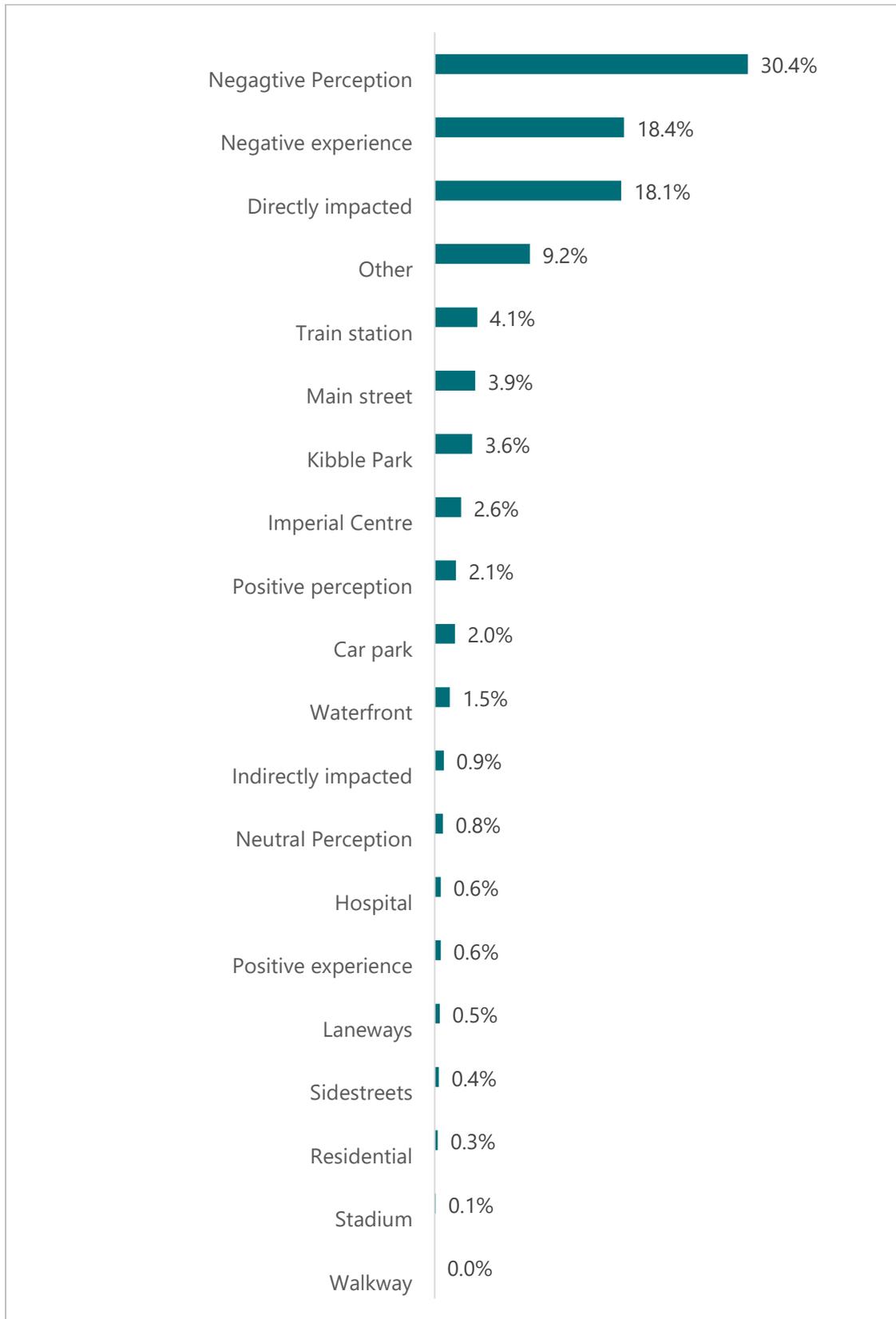
**Figure twenty-three:** Do you have any ideas to make the Main Street in Gosford feel safer? (coded themes):



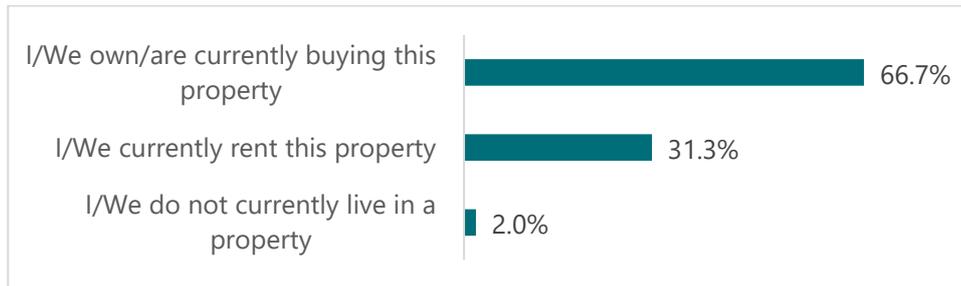
**Figure twenty-four:** Do you have any ideas to make Kibble Park feel safer? (coded themes):



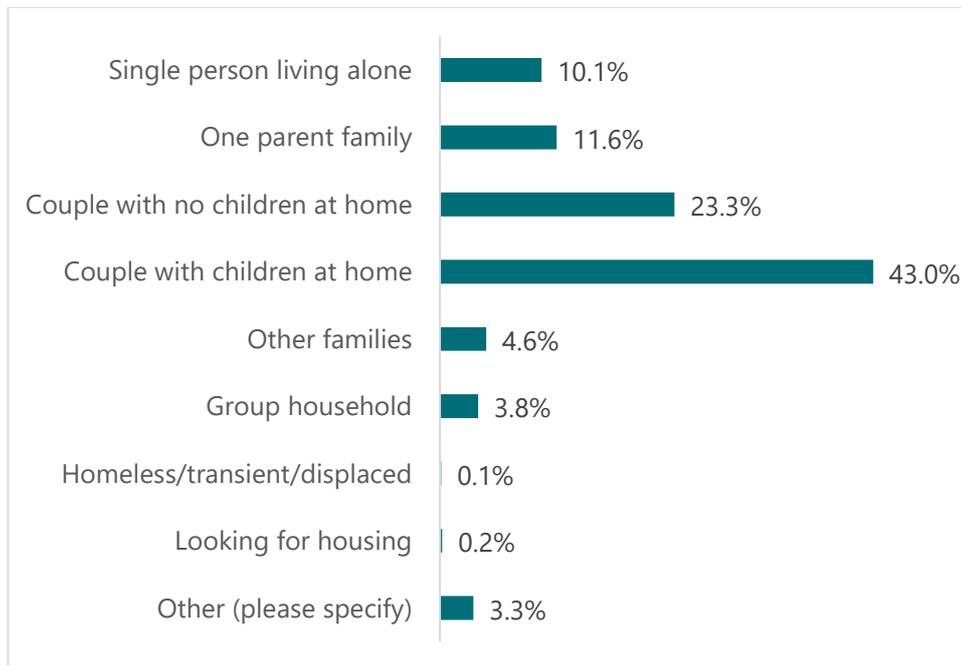
**Figure twenty-five:** Do you have any experiences you would like to share of moving through Gosford City Centre? (coded themes):



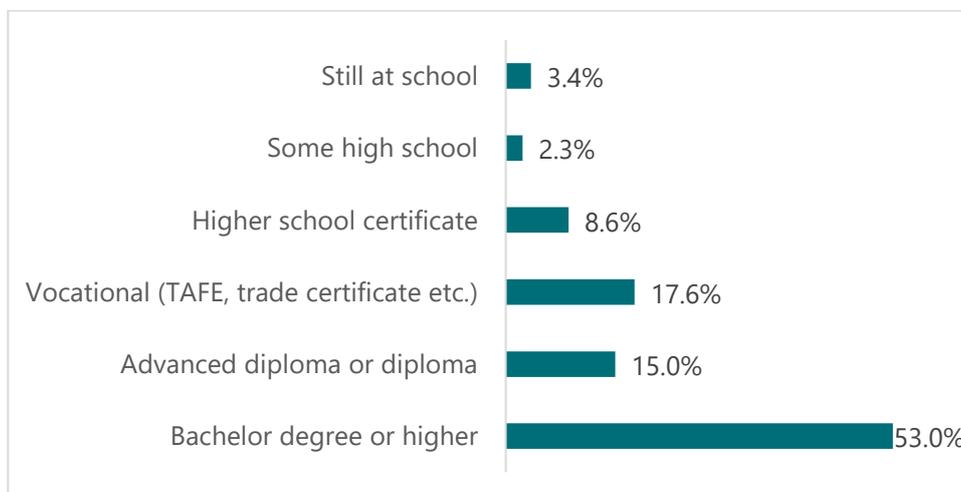
**Figure twenty-six:** Which of the following best describes the dwelling where you are currently living?:



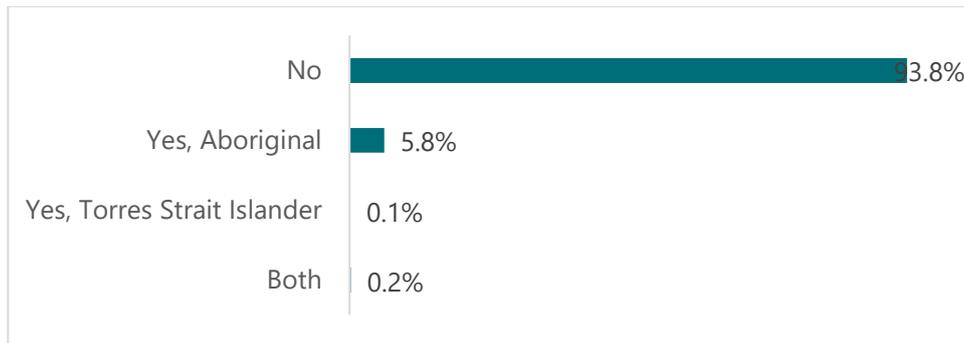
**Figure twenty-seven:** What is your household type?:



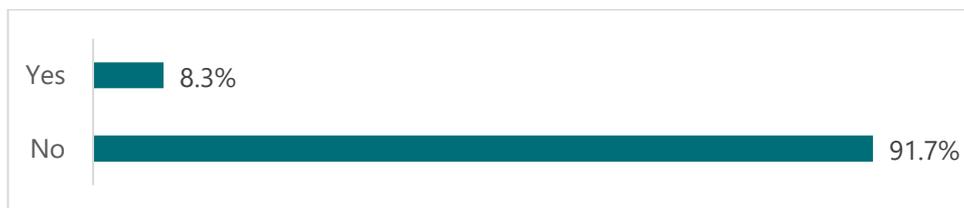
**Figure twenty-eight:** What is your highest level of education?:



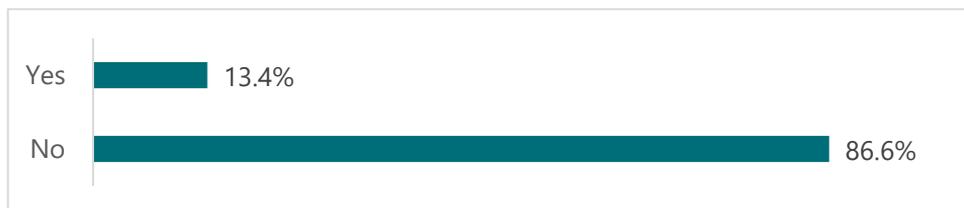
**Figure twenty-nine:** Are you of Aboriginal and/or Torres Strait Islander origin?:



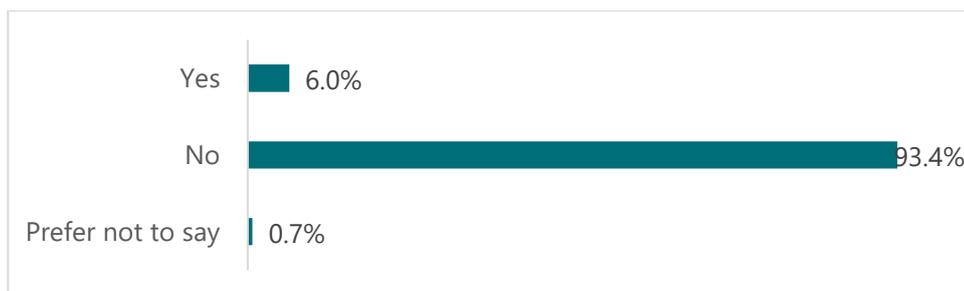
**Figure thirty:** Do you speak a language other than English at home?:



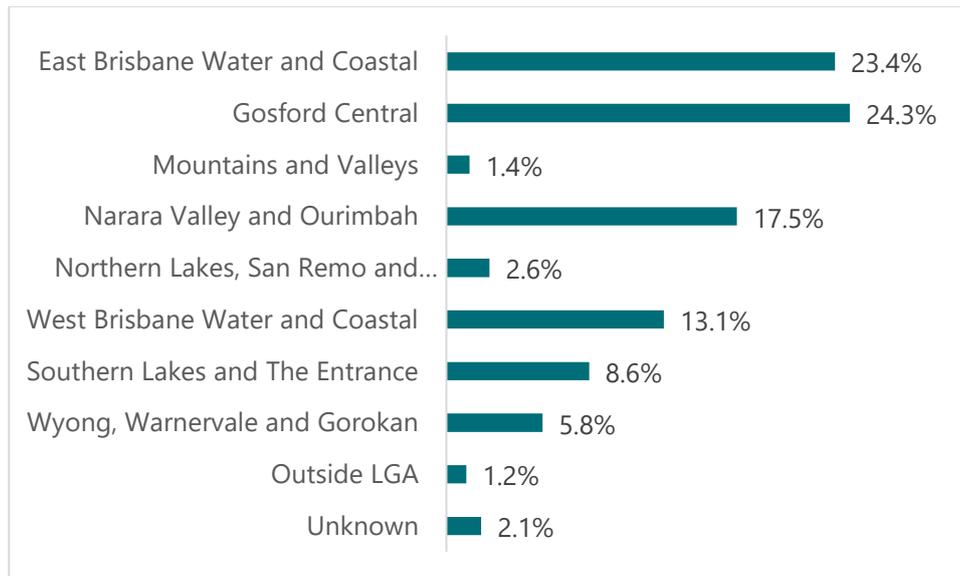
**Figure thirty one:** Do you have a disability?:



**Figure thirty two:** Do you have a mobility impairment?:



**Figure thirty three:** Respondents per Council Planning Area:

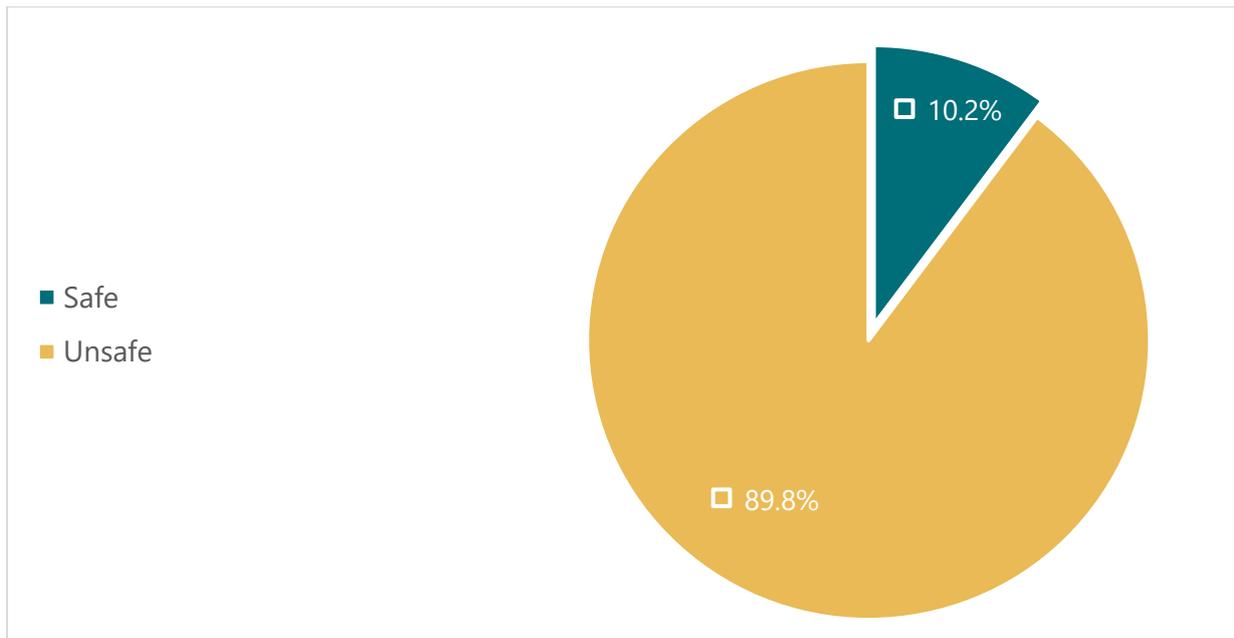


**A note about sampling bias:** The online surveys was 'opt-in', which means participants proactively sought to complete the surveys, as opposed to a sample of respondents being selected to reflect and represent the population makeup of the Central Coast community more accurately.

## Method 2 – Interactive map

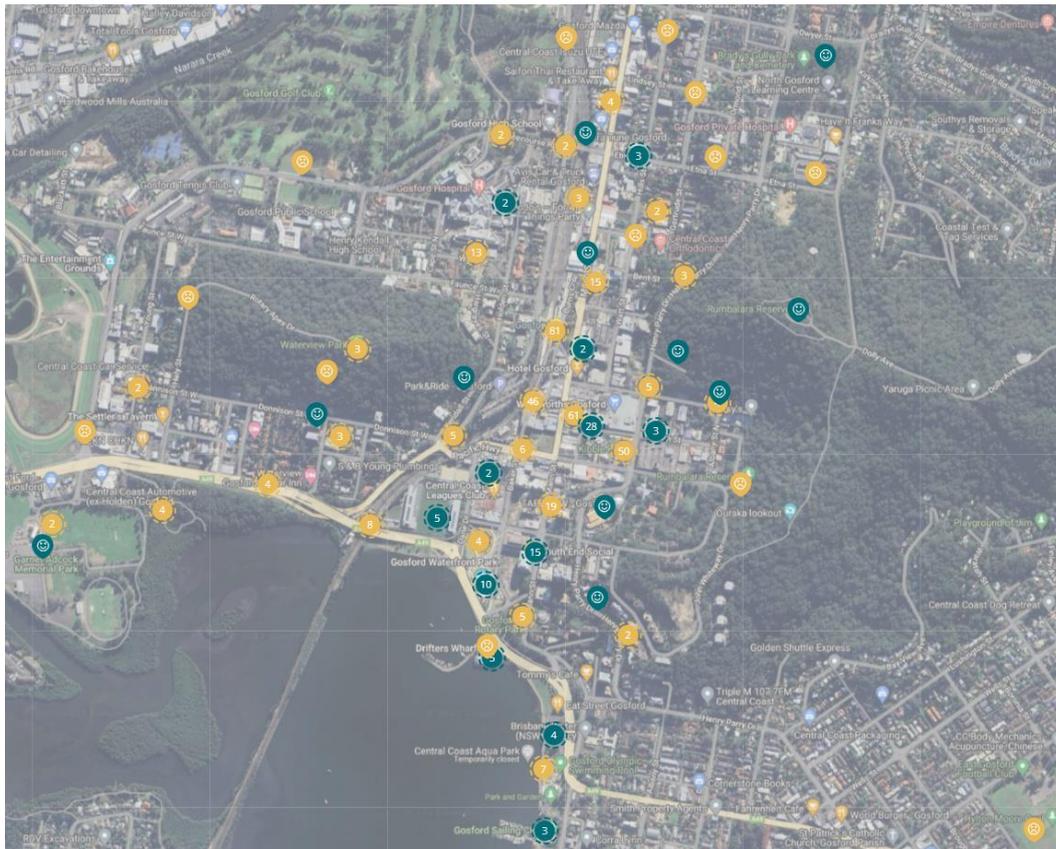
Between 1 May and 30 June 2023 an interactive map was launched for the community to share experiences and information on perceptions of safety geographically. A total of **539** comments were placed on the [interactive map](#).

**Figure thirty four:** Show us the places you felt safe or unsafe around Gosford and why (pie graph)

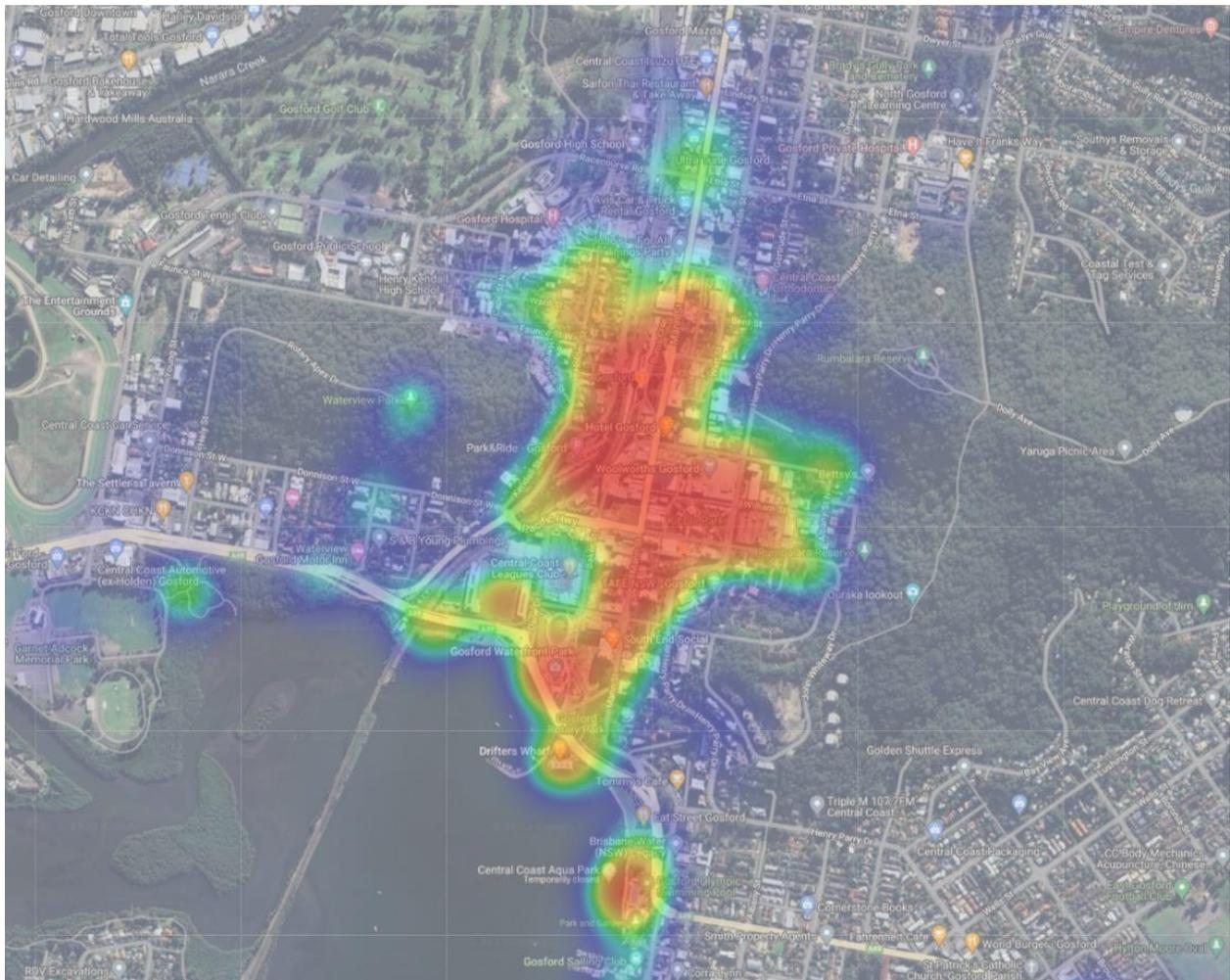




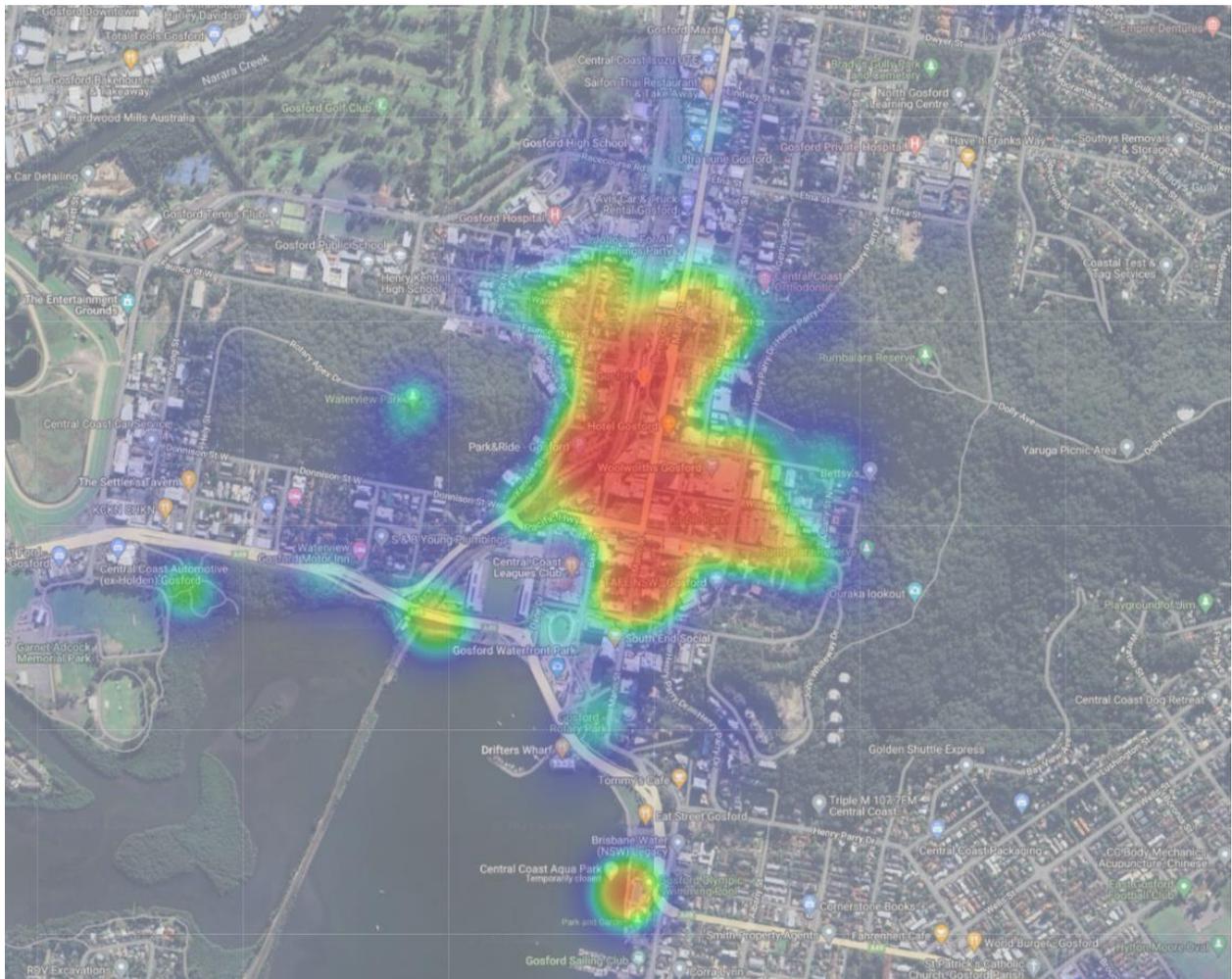
**Figure thirty six:** Show us the places you felt safe or unsafe around Gosford and why (pin map)



**Figure thirty seven:** Show us the places you felt safe or unsafe around Gosford and why (heat map) *all* responses



**Figure thirty eight:** Show us the places you felt safe or unsafe around Gosford and why (heat map) *I feel unsafe here*



I feel unsafe here

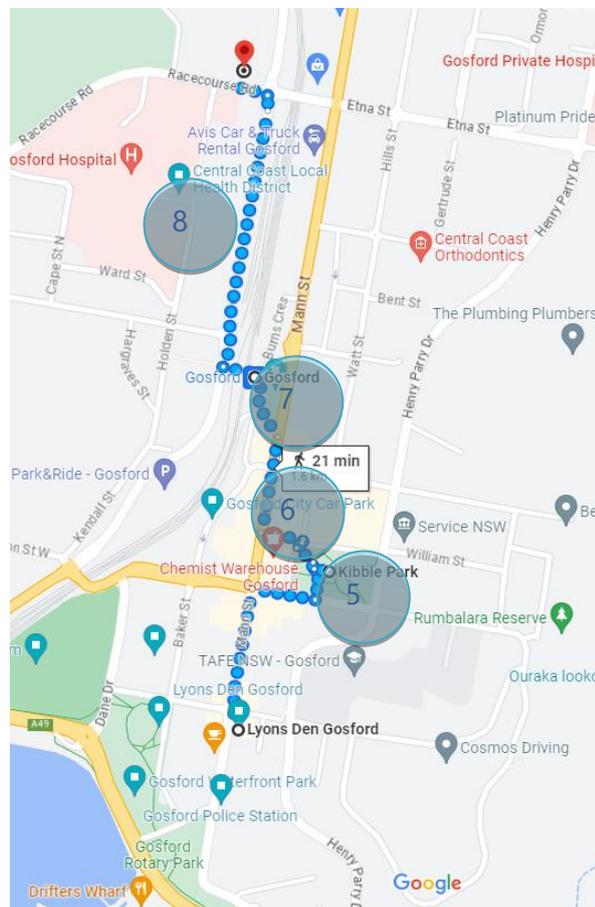
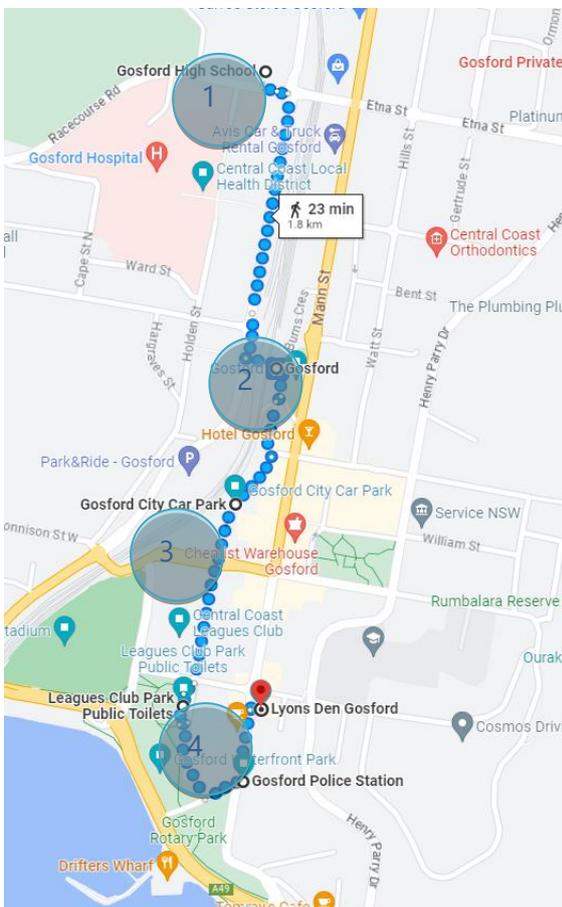
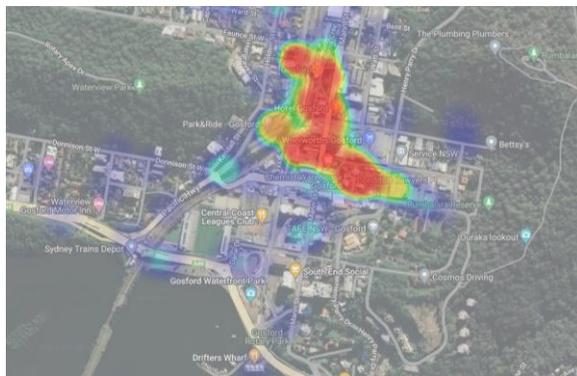
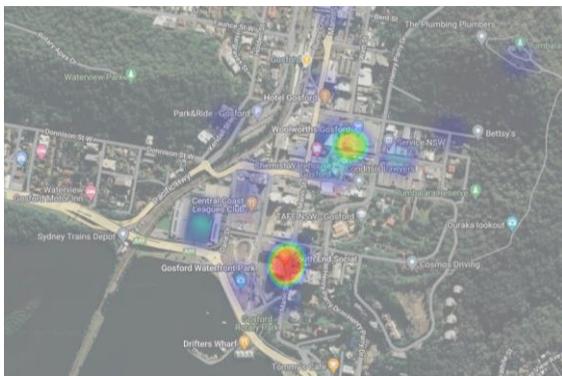
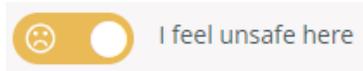
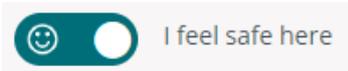
**Figure thirty nine:** Show us the places you felt safe or unsafe around Gosford and why (heat map) *I feel safe here*



I feel safe here

## Method 3 – Walkshop

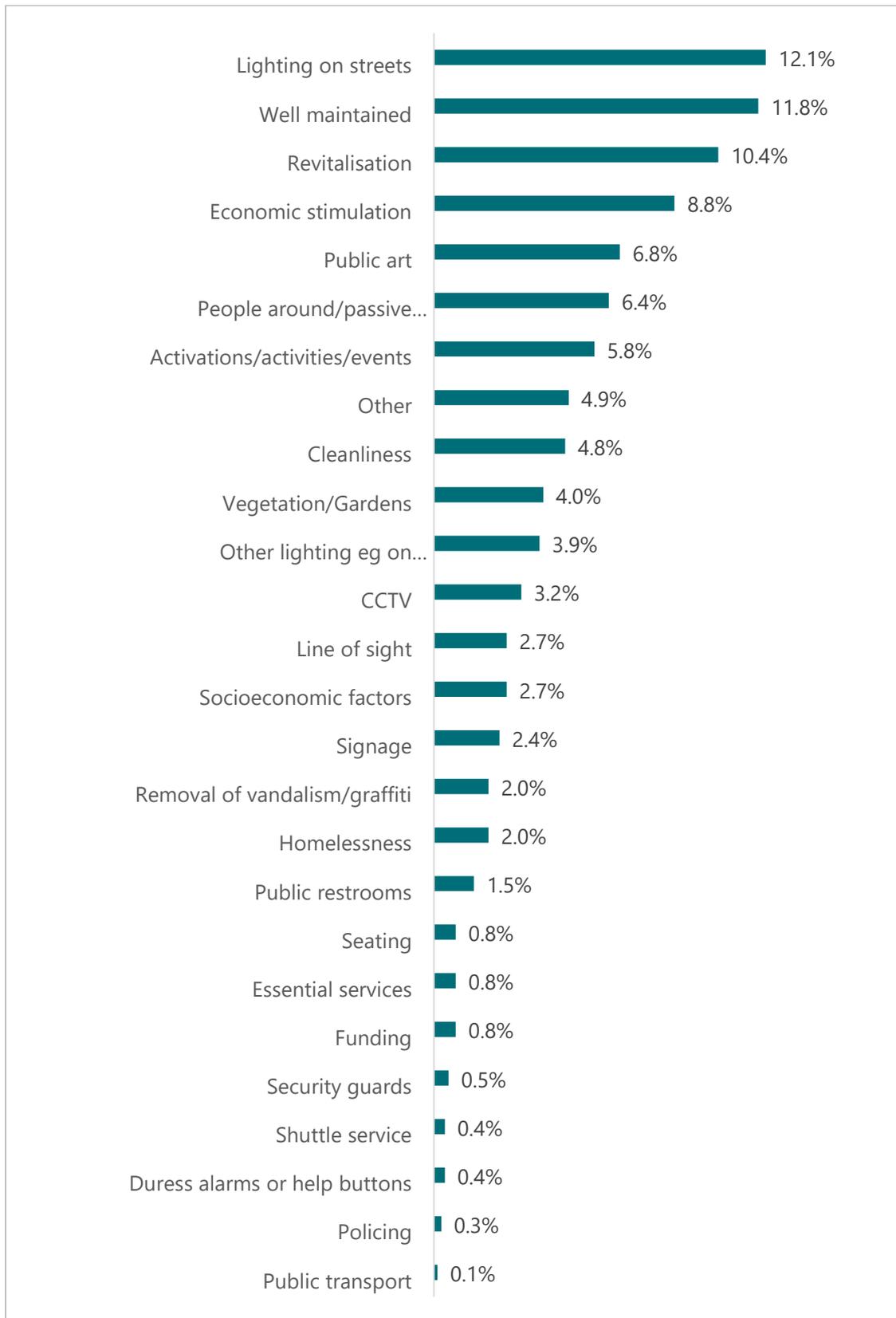
Council ran four small group walk throughs during the day (light) and night (dark) throughout Gosford with 20 women from the Central Coast community, as well as a walkshop with 15 school students who walked from their school to the train station and back. The purpose of the walkshops was to introduce the initiative and gather situational data from community members on their perceptions of safety within Gosford. The routes for the walkshops were developed based on the heatmaps generated from the interactive maps and places where people didn't feel safe.



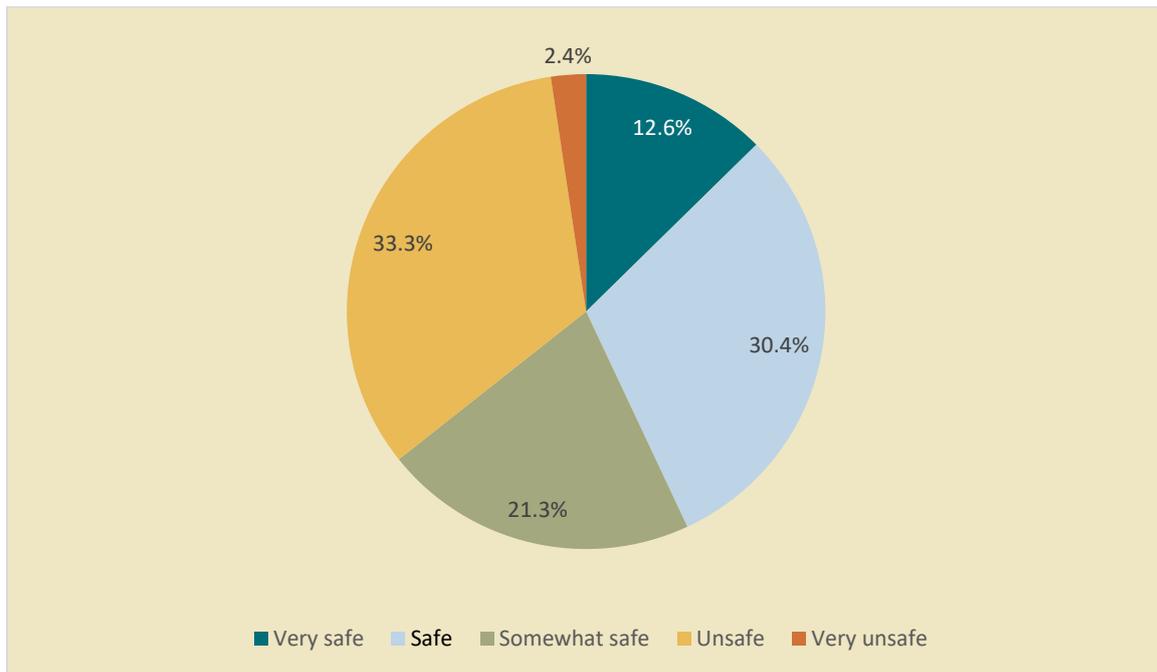
## Key Areas

Key Areas	Stop at	Points of interest (passing by)
Gosford Health and Education Precinct	1. Gosford High School 8. Gosford Hospital	A. Gosford Hospital B. Gosford High School C. University of Newcastle's Central Coast Clinical School D. Affordable Housing
Gosford Transport Precinct	2. Gosford Station 7. Burns Place Park	E. Gosford Station F. Gosford Bus Interchange G. Burns Place Park H. Burns Place Public Toilets
Gosford CBD	3. Baker St Car Park 5. Kibble Park 6. Mann St Shops	I. Baker St Car Park J. Alley way to Mann St K. Mann Street Shops L. William Street Plaza M. Kibble Park N. Gosford Local Court O. Education: ET School, TAFE NSW P. Shopping: Imperial Centre Q. Venues: Railway Hotel, Hotel Gosford, other businesses
Gosford Waterfront	4. Leagues Club Park	R. Police Station S. Waterfront park T. Public Toilets U. Leagues Club V. Industree Stadium W. Venues: Lyons Den, South End Social, Drifters Wharf

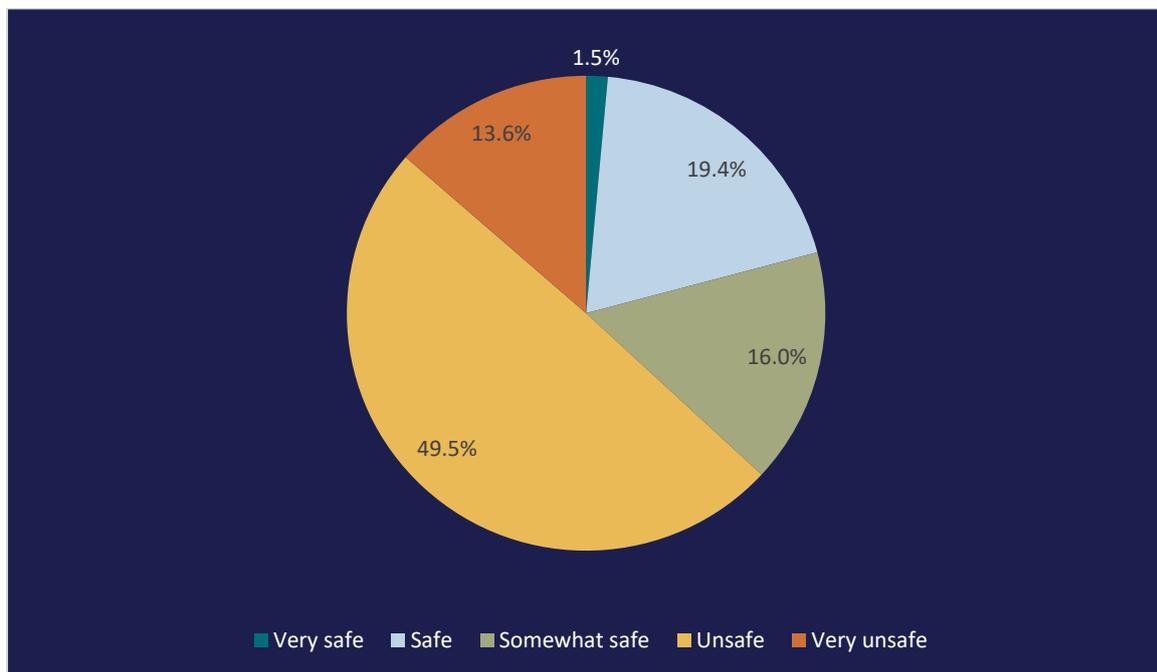
**Figure forty:** Themes raised by walkshop participants



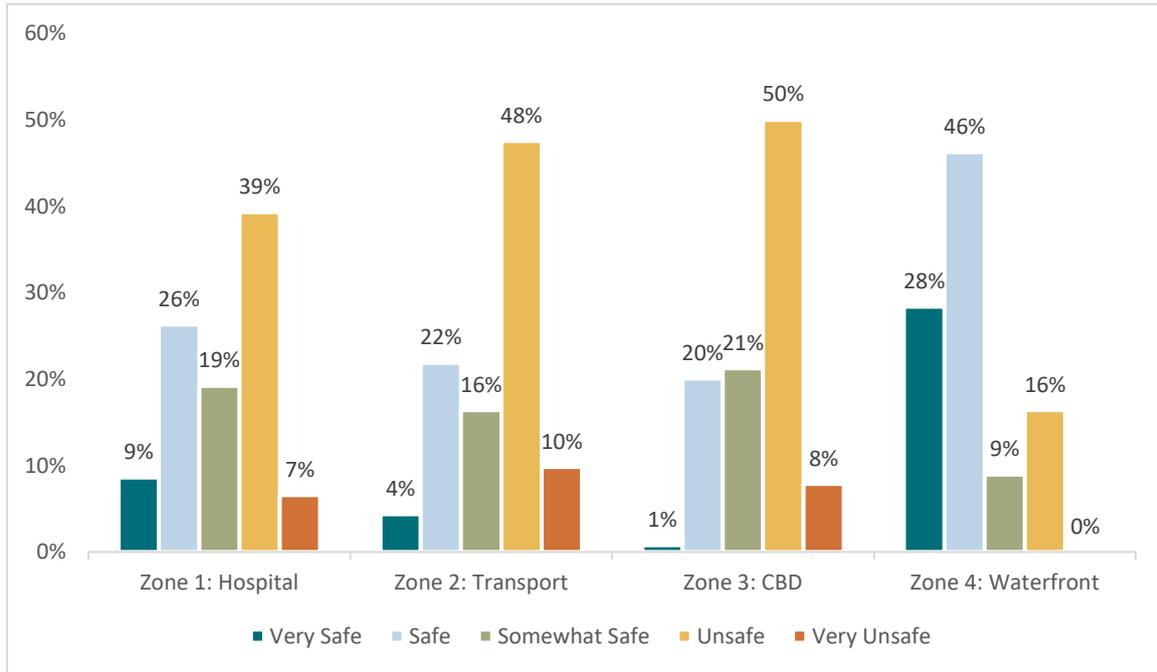
**Figure forty one:** Walkshop participants perception of safety during the day



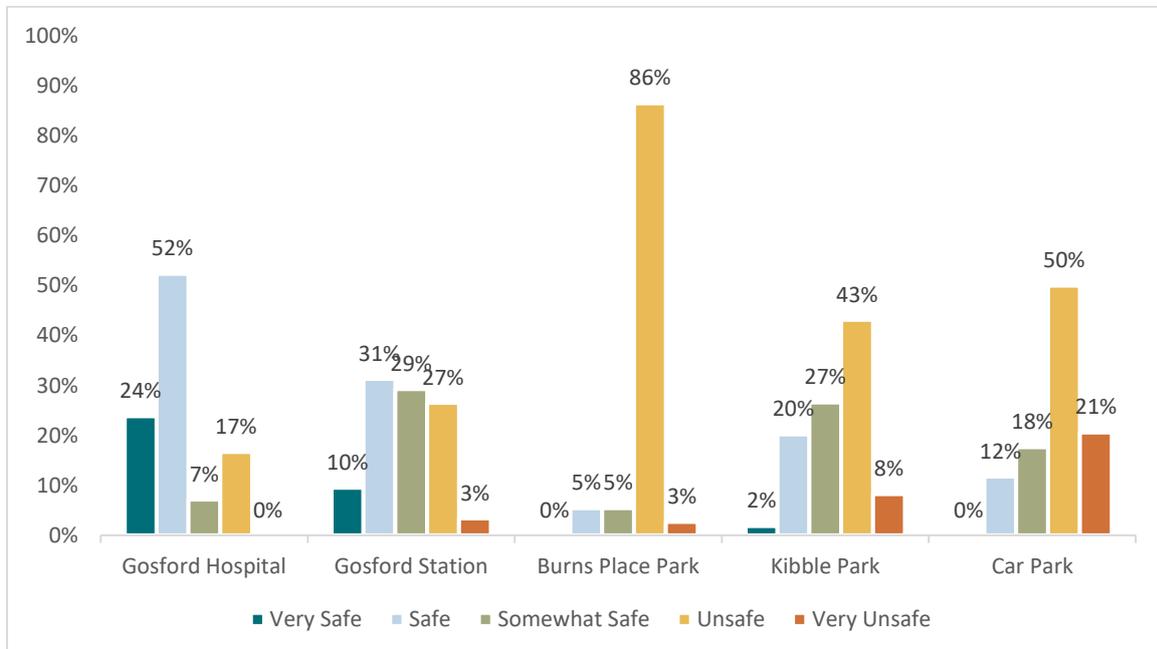
**Figure forty two:** Walkshop participants perception of safety during the day



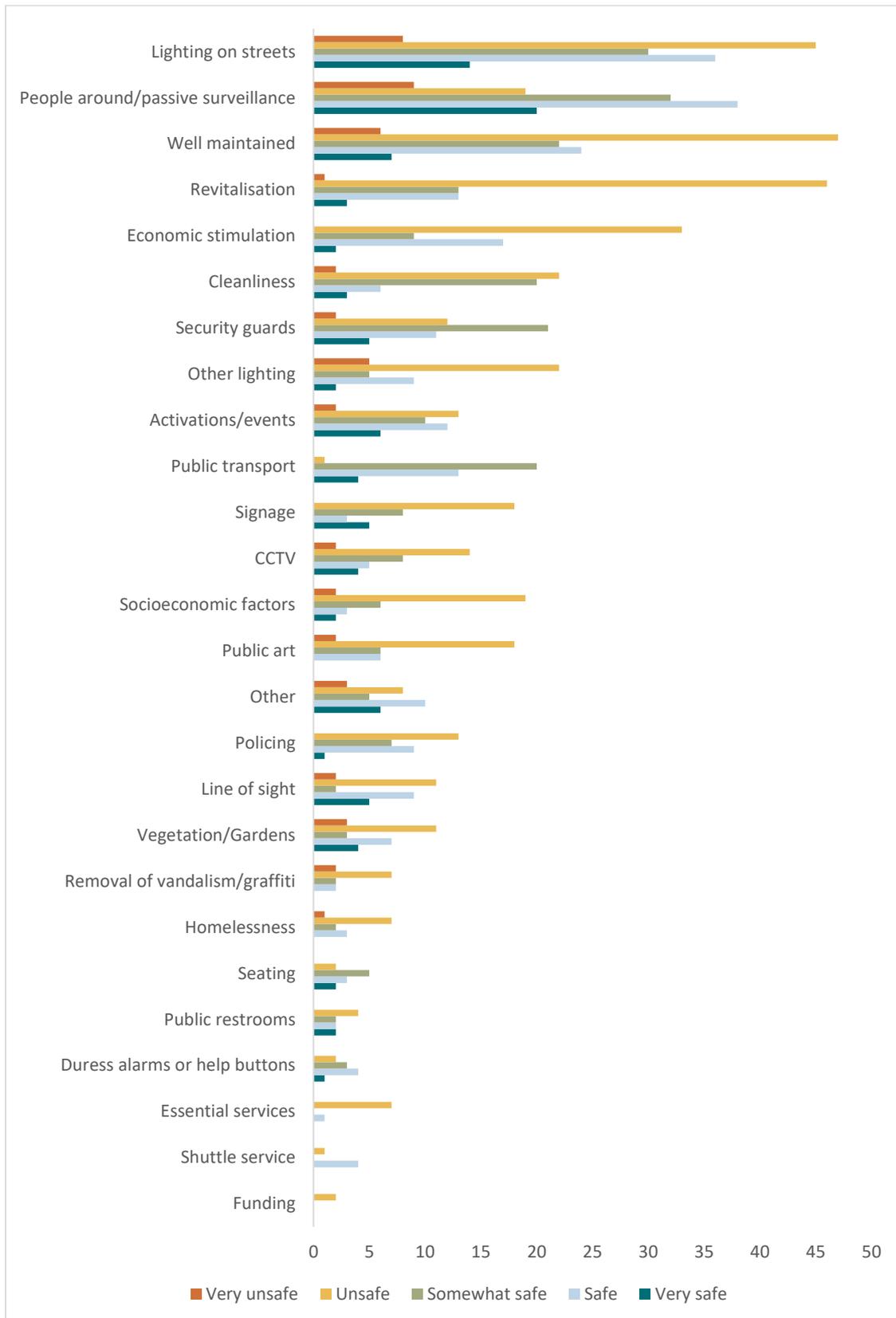
**Figure forty three:** Walkshop participants perceptions of safety across 4 Zones in Gosford



**Figure forty six:** Walkshop participants perceptions of safety at key locations in Gosford



**Figure forty five:** Walkshop participants perceptions of safety vs themes mentioned



## Method 4 – Workshop

Community members from the workshops then participated in a small workshop, joined by representatives from Council (Town Centres, Strategic Planning, Open Space) and key stakeholders (Transport for NSW, NSW Health, NSW Police and local businesses).

The purpose of the workshop was to review survey, map and situational data and engage in an ideation exercise to find insights and identify possible solutions using the following format:

1. Situation: Review the current issues affecting the perceptions of safety in Gosford
2. Ideation: What are the possible solutions that could improve the perception of safety?
3. Implementation: What can we do to make this happen!

The workshop participants then brainstormed ideas to address these identified safety concerns.

The identified reoccurring themes were:

- **Redesign Burns Place Park** with lighting, veg maintenance and activations
- **Events and activations:** activities, eat street, encouraging community events
- **Creative lighting:** up lighting, fairy lights, colourful laneways and underpasses
- **Improved connections:** walk loop (green line) shuttle loop, cycleways, signage
- **Pedestrian safety:** from Waterfront, Station, Hospital underpasses, alleyways
- **More public art:** murals, colour, local and indigenous artists, all over buildings
- **Fill vacant buildings:** 'vacancy makes people feel unsafe' decals, businesses
- **Economic stimulation:** outdoor dining, creative spaces, increased visitation

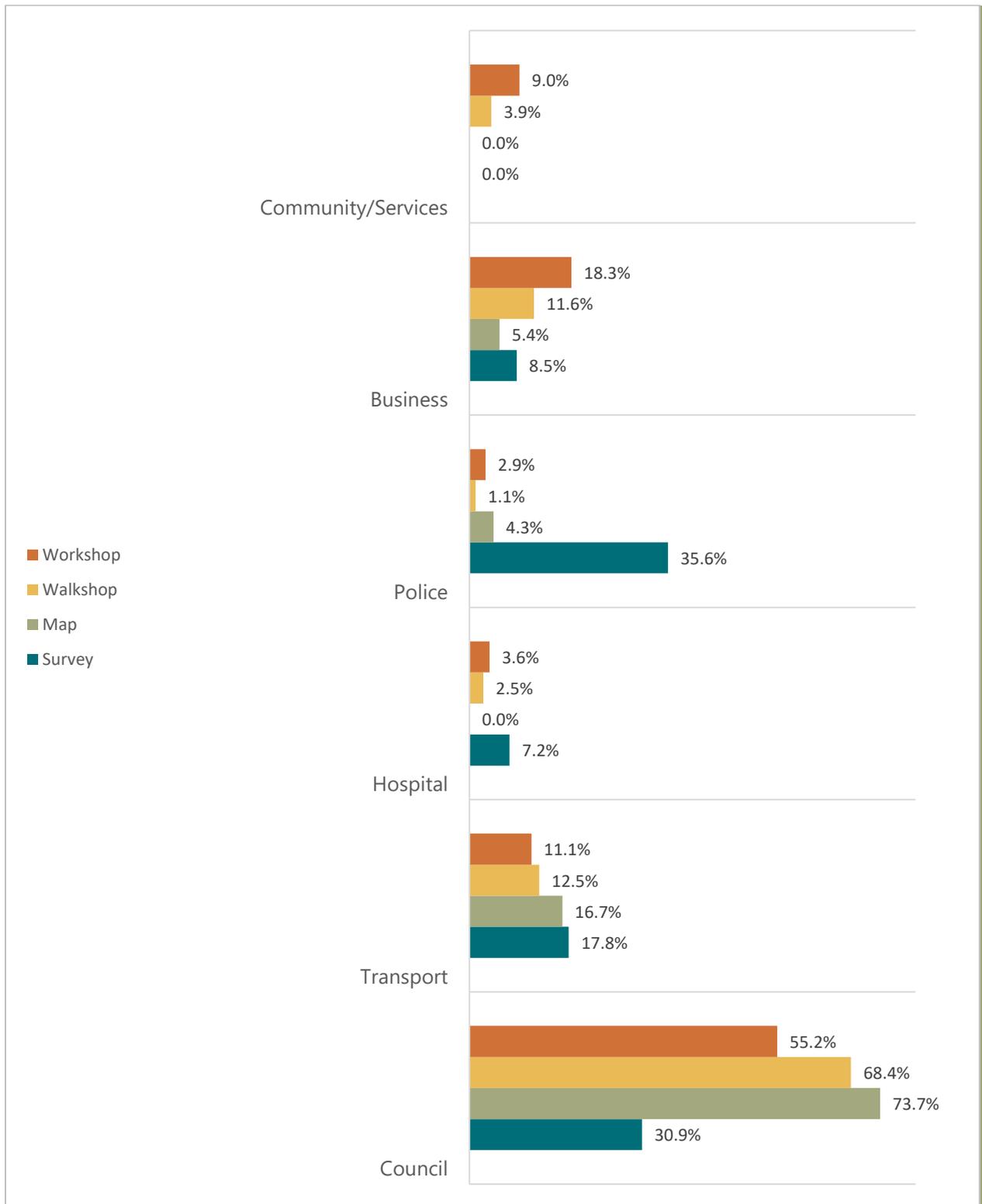
## 1.2 Key findings from consultation

Council asked the community to join a unique Human Centred Co-Design process, which championed community voice to find the right problems to solve and suggest demonstration projects that can test how we might make public spaces feel safer.

The community not only shared their thoughts and experiences via a community survey and interactive map, but also participated in a range of in-person Walkshops through Gosford and a Co-Design Workshop with key stakeholders and Council staff.

- **34% changed their route** or method of travel based on if they felt unsafe
- **29% did not participate in an activity** that was being held in Gosford due to not feeling safe
- **43% feel somewhat safe in Gosford during the daytime** and respondents feel most unsafe in laneways, and feel most safe in the Imperial Centre
- **76% feel either not safe or very unsafe in Gosford during the night-time** and respondents feel most unsafe in Kibble Park and feel most safe in the Imperial Centre.
- Community survey responses revealed that **streetlights** (10%), **people around/passive surveillance** (9%), **CCTV** (8%) **well maintained pathways** (8%) and **security guards** (8%) would improve their sense of safety in Gosford CBD.
- Community comments revealed that **economic stimulation** (14%) and **activation/activities/events** (12%) **were just as important as lighting** (14%) and decorative lighting (12%) in improving their sense of safety in Gosford CBD.

**Figure forty six:** Stakeholders responsible for comments mentioned during consultation



***Below is a sample of comments provided by respondents via the survey, map and walkshops***

"At night I know that I have people looking out for me [but I still] always sit with my back to a wall and close to people. This is always a feeling of not being truly safe."

– *15-year-old student during our School Walkshop*

"Homelessness is an issue and if we keep brightly lighting up spaces, it doesn't solve the issue, it just kicks them further out. It is our safety too, it's a balance."

– *Walkshop participant*

"I pick my son up from the station and often go to meet him at the platform as I am worried about him coming from the train to the car."

– *Walkshop participant*

"I won't walk somewhere without adequate street lighting and a good line of sight at night unless I absolutely have to and there's no other way to get to my destination. This can extend my trip by 15-20 minutes sometimes but it's worth it if I can see and have more time to react if something goes wrong."

– *Survey response*

"I work at the hospital, where parking is a problem, there are definitely streets that I will not walk down anymore due to being yelled at and even chased in the past."

– *Survey response*

"Up lighting on the trees would make the space feel more inviting."

– *Walkshop participant*

"The alleyway is unsafe, [it feels like it is] not anybody's responsibility. Unkept businesses, derelict buildings, blank walls that could have nice artwork on them."

– *Walkshop participant*

"CCTV should make me feel safe, but I feel it's only helpful if reported."

– *Survey response*

"[Kibble Park is a] Rare green area with last trees in the CBD :) Great for a break/play in the sun/shade. Needs new [public toilet] & maintenance. Less skyscrapers & more events and eateries around would bring good people."

– *Interactive map comment*

"I feel safe inside the library, just have to make sure I leave during daylight hours."

– *Interactive map comment*

## 2 Theme coding rationale

When large amounts of feedback are provided, Council uses theming to break down and further analyse data. A copy of the coding rationale for each of the comments is available below.

Perception	Summary of perception	Example Comment
<b>Positive perception</b>	Positive perception / I feel safe here	There are always people around enjoying the walkway along the waterfront or picnicking with families. The pool is excellent and I always feel safe in this area.
<b>Negative Perception</b>	Negative perception / I feel unsafe here	I don't go into Gosford at night because it doesn't have a soul, there's nothing appealing about the city centre. I think if it was buzzing with restaurants, activities and attracted more people it would feel safer.
<b>Neutral Perception</b>	Neither positive or negative perception or second-hand experience	Bring in more business.
Impact	Summary of impact	Example Comment
<b>Directly impacted</b>	Commenter was directly impacted	Feels unsafe for me as a mum with a toddler and pushing baby in a pram. Creepy older men seem to linger around. One time an old man was asking questions about my 2yo son, it was very uncomfortable.
<b>Indirectly impacted</b>	Commenter was not directly impacted	A friend was literally chased by a man on drugs and had to call for help.
Experience	Summary of perception	Example Comment
<b>Positive Experience</b>	Personal experience that was positive in nature	I feel safe at Mariners games, they are well organised and family friendly with good people around.
<b>Negative Experience</b>	Personal experience that was negative in nature	I actually don't feel all that safe in the Imperial Centre and will avoid going here. One time in Woolworths I was followed by a man who set alarm bells off for me. I had to stop shopping and call my husband who was outside to basically come and escort me out. As soon as the man saw my husband he

		took off. Very unsettling.
<b>Theme</b>	<b>Summary of theme</b>	<b>Example Comment</b>
<b>Funding</b>	Comments about project funding or spend (Council or stakeholders)	A lot of the complaints listed on the map area complaints about people accessing public services. I know these services are working at full capacity and need help/funding, they're already working to make Gosford safer but they need more help.
<b>Policing</b>	Comments about Policing services	More police presence around train station, and outside. Police presence in main streets. More police patrols on roads.
<b>Essential services</b>	Comments about accessing essential services	Get rid of methadone clinic. Relocate social housing. Remove Centrelink building. Improve essential services for those that need it. Lots of people are on the streets because they are not being effectively managed through the services present.
<b>Socioeconomic factors</b>	Comments about socioeconomic factors	Lots of mentally unstable people in Gosford who can be a little scary for a woman. I was approached by a man wanting to show me the ants he feeds. At certain times Gosford can be quiet, not a lot of people around in case you needed someone to help. Lots of junkies around. Issues with youth crime.
<b>Homelessness</b>	Comments about homelessness	Bigger police presence along Mann Street at night. As in regular walking the beat. Especially near the train and railway hotel, hotel Gosford and around kibble park. Plus, the old Coles shopping site has lots of homeless people living in it. Can we help them?
<b>Revitalisation</b>	Comments about the revitalisation of Gosford	If we have more foot traffic it helps - but then need reasons to go there! Restaurants, cafes, good events. So easy parking is then needed. Get rid of abandoned buildings.

<b>Other</b>	Other generic comments that do not suit other themes identified	Parking. Gosford's name/reputation.
<b>Intervention types</b>	<b>Summary of intervention types</b>	<b>Example Comment</b>
<b>Streetlights / lighting</b>	Comments about streetlights or how well-lit certain areas are	No streetlights, unkept lawns/sidewalks/ no security cameras, strange individuals.
<b>Other lighting eg on buildings/structures, in landscaping, along footpaths</b>	Comments about other lighting on buildings/structures, in landscaping, along footpaths	
<b>People around/passive surveillance/crowds</b>	Comments about people around/passive surveillance/crowds	Revitalisation of the area will increase passive surveillance and create a more vibrant space that people feel comfortable to go to. Free shuttle bus can also assist in getting patrons or staff safely back to their vehicles or from an event to the station.
<b>CCTV</b>	Comments about surveillance and CCTV	Big open, well-lit busy shopping centres make me feel safe. I'm aware there is CCTV, security and incidental witnesses around.
<b>Well maintained pathways/clear exits and entrances</b>	Comments about well-maintained pathways/clear exits and entrances	Pathways need lighting in this public space for early morning and evening users. I have often been walking along here in the morning and it is dark and exit points are not visible.
<b>Security guards</b>	Comments about security guards	Often people lingering here smoking and not doing much else. Constant security guards are reassuring but also indicate there are things to be feared here. Nice to see a lot of people taking their lunch breaks here during the day though which indicates it could be changing.
<b>Cleanliness</b>	Comments about cleanliness - places being either clean or unclean	The laneways here are dark, dingy and unclean and feel unsafe. Very poorly lit. Cuts behind restaurants and leads straight into car park.
<b>Economic stimulation</b>	Comments about open or closed shops/stalls. Need for night-time economy.	Limited people around. Not a lot of open shops. Diversity of appropriate shops. Need for night-time economy, longer

		trading times (morning and night).
<b>Removal of vandalism/graffiti</b>	Comments about removal of vandalism/graffiti	Lots of vandalism and damage to property around this area -we are talking about slashing tires, multiple bin fires, and other political graffiti up and down the street.
<b>Line of sight</b>	Comments about line of sight	No one can see me, people always sitting on benches.
<b>Duress alarms or help buttons</b>	Comments about duress alarms or help buttons	Feel isolated, very few staff to raise alarm.
<b>Activation/activities/events</b>	Comments about activation/activities	Public place with no legitimate activation after daytime business hours. Attractive place for crime.
<b>Public transport</b>	Comments about public transport	Better lighting, duress alarms, security, shuttle service to carpark.
<b>Shuttle service</b>	Comments about shuttle or bus services	The shuttle bus is the best idea. A covered lit up walkway with CCTV and security monitoring.
<b>Public art</b>	Comments about murals or public art	Overall appearances are unsafe therefore work needs to be put into giving Gosford CBD a facelift. For example: fresh vegetations/gardens, murals, encourage new businesses to open, cleaner spaces
<b>Signage</b>	Comments about signage or direction	Making it clearly for the hospital e.g. Making it undercover. Clear signs. CCTV footage.
<b>Vegetation/Gardens</b>	Comments about vegetation or gardens	The trees, bush on the corner of Holden Street and Faunce street give the impression of an unsafe area, even if they aren't.
<b>Public restrooms</b>	Comments about public restrooms	Main roads, well lit, public view. Stay away from alleys and public toilets.
<b>Seating</b>	Comments about seating	More lights, maybe separated seats and visible cameras.

# 3 Next steps

The Co-Design workshop utilised insights from all data collected in the survey, interactive map and in-person workshops to identify possible interventions with community, key stakeholders and Council staff.

The project team are now reviewing these outcomes and establishing working groups which will be responsible for the delivery of these interventions. Once delivered, community members will be asked to evaluate the effectiveness of these interventions, to determine if they improve the perceptions of safety.

The findings from this project will form part of [TfNSW's case study](#). They will also be shared with key stakeholders and incorporated into Council plans to ensure the learnings can build the case for longer-term change. A detailed review of all feedback will be undertaken to produce an in-depth consultation report which will be made available on the Your Voice Our Coast project page.

Council will keep the community updated as the project progresses.

## Interventions

Key areas identified by the community for attention:

<i>Location</i>	<i>Perception of Safety</i>	<i>Community asked for</i>	<i>Our intervention</i>
Burns Place Park	86% felt unsafe 67% negative perception	lighting (14%) revitalisation (14%) well maintained areas (12%) and cleanliness (12%)	lighting, vegetation management, improved lines of sight, public art, activation
Gosford CBD	50% felt unsafe 61% negative perception	lighting (12%) revitalisation (11%) well maintained spaces (11%) and economic stimulation (10%)	Laneway lighting, public art, community events and activations
Kibble Park	43% felt unsafe 53% negative perception	people around/passive surveillance (14%) lighting (12%) and economic stimulation (8%)	William St. hut removal, lighting, public art, activation

# Appendices

## Appendix A – Media Release

### Central Coast Council Media Release

1 May 2023

#### **Making Gosford a safer city through her eyes**



Central Coast Council is calling on women, girls and gender-diverse people to raise their voices to improve the perception of safety within Gosford CBD. A survey and an interactive map have been specifically designed to capture their thoughts as part of the Safer Cities: Her Way Program, a collaborative partnership program with Transport for NSW.

Under the program, \$1 million in funding has been provided to develop and pilot safety-boosting initiatives for women, girls and gender-diverse people and improve perceptions of safety on our streets, in parklands and at public transport hubs around Gosford.

Council's Director of Community and Recreation Services, Melanie Smith, said it's an important component of this project that the community share their experiences, good or bad when they have travelled to or visited the Gosford CBD.

"The survey and interactive map are just two ways we are engaging women, girls and gender-diverse community members to have their voice and experiences heard," Ms Smith said.

"By understanding areas where they have felt safe or unsafe, we will use a co-design approach to trial solutions to address their concerns. A safer place for women, girls and gender-diverse people is a safer place for the whole community".

The learnings from the survey and interactive map will be reviewed by focus groups to design pilot safety initiatives, which will not only trial ways to make Gosford feel safer through this program, but it will also influence future planning and street designs in other locations across the Central Coast.

Council Administrator Rik Hart said the initiative is crucial to ensure women, girls and gender-diverse community members feel they are not constrained in how they move about Gosford in their day-to-day lives.

"We know women, girls and gender-diverse community members actively use public transport and move through public spaces to access essential services and opportunities as part of their everyday lives. Yet, it's these cohorts who face more gender-based harassment

and safety issues when in public spaces than men do. Ultimately, everyone has a right to feel safe, and this program helps us get one step closer to achieving this.”

“As Gosford CBD and the waterfront precinct expands, it’s imperative now more than ever that women, girls and gender-diverse community members are able to feel safe travelling through Gosford to access future higher order jobs and study opportunities. In doing so we are building Gosford's capacity as a stronger city.”

Visit [yourvoiceourcoast.com/HerWay](https://yourvoiceourcoast.com/HerWay) to take the survey and comment on the interactive map.

**ENDS**

## Appendix B - Coast Connect articles



### **What would make Gosford feel safer?**

We are calling on women, girls and gender-diverse people to raise their voices to improve the perception of safety within Gosford.

A survey and an interactive map have been specifically designed to capture experiences as part of the Safer Cities: Her Way Program, a collaborative partnership program with Transport for NSW. By understanding areas where women, girls and gender-diverse community members have felt safe or unsafe and why, using a co-design approach, we can trial solutions to address concerns.

Making Gosford feel safer for women, girls and gender diverse people is a city that feels safe for the whole community

[Complete the survey](#)



### **We're listening to improve water & sewer services**

This week we'll be meeting with a diverse group of community members as part of our Water and Sewer engagement sessions – building on insights provided during the first round of consultations held in March. Council is listening to our customers to ensure our investment in water and sewer is aligned to the needs and priorities of our community.

**[More about the community forums >](#)**



### **Works to help stormwater flow and limit flood impacts**

A program of maintenance work is underway on a number of urban stormwater channels to ensure the unobstructed flow of stormwater runoff, with crews recently on site at Copacabana. These works help to maintain effective drainage at these creeks and limit the impact of flooding to surrounding properties, and improve water quality.

**[Learn more and view photos >](#)**



### **Chance to win prizes**

Tell us what makes the Coast liveable to you, and help regional planning reflect your values and needs.

[Fill in the survey](#)



## Playtime on the Bay

The playspace at Gurdon Reserve, Woy Woy Bay (Taylor St) has been updated with the top community requested design features - rubber softfall and pathway for improved accessibility and inclusion, nest swing, junior swing, two slides, multi-level play unit, rocker, sensory play equipment, plus new park furniture and landscaping. Playspace renewals are also underway at Budgewoi, Berkeley Vale, Koolewong, Wyongah, Toukley, Tuggerah, Terrigal and Blue Haven.

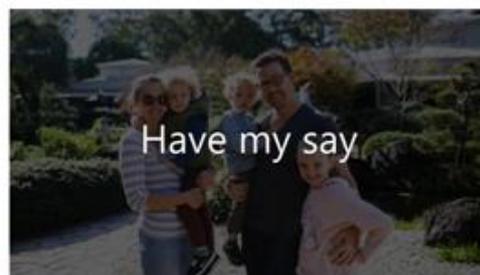
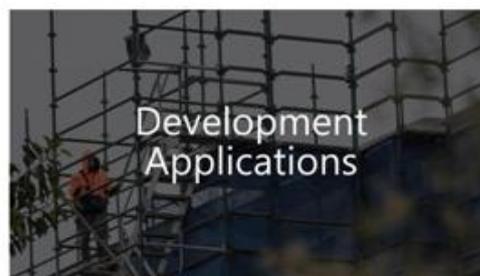
[Central Coast playspace map >](#)

## Vote for Spencer

The riverside town of Spencer, has been selected as a finalist in the Tiny Town category in the NSW Top Tourism Town Awards 2023. While much of the Central Coast has faced major challenges over the last couple of years including the impact of COVID on tourism and multiple extreme weather events, this resilient town worked hard alongside Council's Tourism Team to ensure it bounced back quickly and put this hidden gem back on the map. Cast your vote by this Friday 12 May.

[Rik Hart. Administrator message >](#)

## More across the Coast



## Contact us

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Wyong NSW 2259  
Ph: 02 4306 7900

### Email us

[ask@centralcoast.nsw.gov.au](mailto:ask@centralcoast.nsw.gov.au)

## More news

[Plan your Harvest Festival weekend](#)  
[Socially responsible investors podcast](#)  
[May Library Author Talks](#)  
[Community Grants Program writing workshop](#)  
[Council meetings](#)



## Exciting new volunteer roles

This week is National Volunteers Week, and we recognise and celebrate the massive contribution of those who give back to our community.

We're thankful to all that participate in Council's volunteer programs – whether it's at our gallery, libraries, senior centres, or as part of Environmental volunteer programs.

This week we have launched our [Central Coast Visitor Services Young Ambassador Pilot Program](#), which provides a new opportunity for young people aged 18-25 years that want to create pathways in the tourism industry submit their interest in volunteering. EOI closes 28 May.

This opportunity is additional to the existing [Visitor Service Volunteer Ambassador program](#) for adults of all ages that want to share their passion and love of the Central Coast with others.

Council has a number of ways you can volunteer in your community and benefit by learning new skills, staying active and socialising.

**Volunteer opportunities**

Council crews and machinery will be out on the sand berm at The Entrance channel in the coming weeks, commencing Council's proactive program of works to move sand from the sand spit at The Entrance. The sand will be relocated to the northern foreshores of Karagi Point Reserve to renourish some of the eroded areas there, which puts us in a stronger position if any flood mitigation works are required this winter.

**Rik Hart, Administrator message >**

Help us reduce the number of dogs and cats becoming lost or abandoned and microchip your furry friend for free from 22-26 May at the SoCares Central Coast Animal Shelters, Erina and Charmhaven. Residents can come on a day that suits them throughout the week and microchip their furry friend for free, update their registration details and access responsible pet ownership advice, educational material and products.

**Find out more >**



### Council Public Forum

The Public Forum will be held on Monday evenings prior to a Council meeting on a trial basis.

Request to speak



**Feeling safe in Gosford**

It's time for women, girls and gender-diverse people to share their feelings on safety when travelling around the Gosford CBD! Take part in a survey



**Visitors 'tern' home**

The annual breeding season for the endangered Little Terns has again come to an end as they head back home to South-east Asia. It was another

developed as part of the Safer Cities: Her Way Program and help make Gosford feel safer and influence future planning and street designs in other locations across the Central Coast!

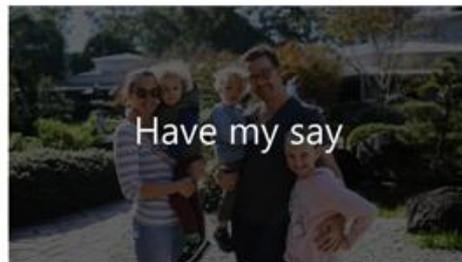
**[Complete the survey >](#)**

successful season, second highest in NSW, with 31 fledglings taking flight. This couldn't have been done without the support from NPWS and the wider community.

**[Read more about the success >](#)**

Due to a technical issue, some recipients of last week's Coast Connect (10 May) were unable to click through to the relevant web pages for each story. This technical issue has since been resolved. However, please advise Council if the issue persists for you. We have duplicated the links to last week's stories under the 'More News' heading in this issue. We apologise for any inconvenience.

## More across the Coast



### Contact us

#### Wyong Office

2 Hely Street  
 Wyong NSW 2259  
 Ph: 02 4306 7900

#### Email us

[ask@centralcoast.nsw.gov.au](mailto:ask@centralcoast.nsw.gov.au)

### More news

Ordinary Council meeting on 23 May

Plan your Harvest Festival weekend

We're listening to improve water and sewer services

Works to help storm water flow and limit flood impacts

Liveability survey – have your say for a chance to win



# Safer Cities: Her Way

## How safe do you feel when moving around Gosford?

If you're a woman, girl or a gender diverse person aged 15+ tell us where you have felt safe or unsafe when moving around Gosford.

Scan the QR code to complete the survey or visit  
[yourvoiceourcoast.com.au/HerWay](https://yourvoiceourcoast.com.au/HerWay)

Gosford, Her Way.



Safer Cities: Her Way Program, a collaborative partnership program with Transport for NSW.

Image credit: Destination NSW



Appendix D – Coaster

How can we make  
**Gosford feel safer?**



Gosford **Her Way**  
**Complete the survey**  
[yourvoiceourcoast.com/herway](https://yourvoiceourcoast.com/herway)

## Appendix E – Footpath decals



## Appendix F – Window decals

**How safe do you feel**  
moving through Gosford?



Gosford **Her Way**

**Complete the survey**

[yourvoiceourcoast.com/herway](https://yourvoiceourcoast.com/herway)

# Appendix G – Your Voice Our Coast

## Safer Cities: Her Way

### This project is currently open for consultation.

The Central Coast is part of the NSW Government's \$30 million Safer Cities program, aims to improve the perceptions of safety for women, girls, and gender diverse people in public spaces around transport precincts.

Working in partnership with Transport for NSW, Central Coast Council will receive \$1 million to develop and pilot safety boosting initiatives for women and girls and gender diverse people to experience improved perception of safety on our streets, in parklands and at public transport hubs.

Gosford has been chosen as the initial location for the Central Coast Safer Cities Her Way project. Gosford is considered by the Central Coast Community as a city that has not advanced and can be perceived as unsafe. We want the revitalisation of Gosford to include safer connections and places for people who live, work and play in the area.

### Have Your Say

We have developed a community survey and an interactive map to seek input up until 30 June 2023 on how we can improve perceptions of safety in Gosford.

Be sure to get involved and be a part of this exciting new project by:

- **Reading the project information** and FAQs on this page
- **Sharing your experience** in our [community survey](#) (by 30 June)
- **Showing us the places** where you feel safe or not safe and tell us why, on our [interactive map](#) (by 30 June)

We will be taking the learnings of the survey and interactive map to inform walking workshops and focus groups. If you are interested in participating in these please complete our [community survey](#) or [contact us](#).

We are committed to creating safe and vibrant communities. If you or someone you know is experiencing abuse or hardship [information on support services can be found here](#).

*Safer Cities: Her Way is a collaborative partnership program with Transport for NSW.*

*(Image credit: Destination NSW)*



#### Links

[Complete the survey](#)

[Interactive map](#)

#### Timeline View

- 1 Phase 1: Discover & Define March – June 2023
- 2 Phase 2: Design & Deliver July – February 2024
- 3 Phase 3: Deliver & Evaluate March 2024 – June 2024

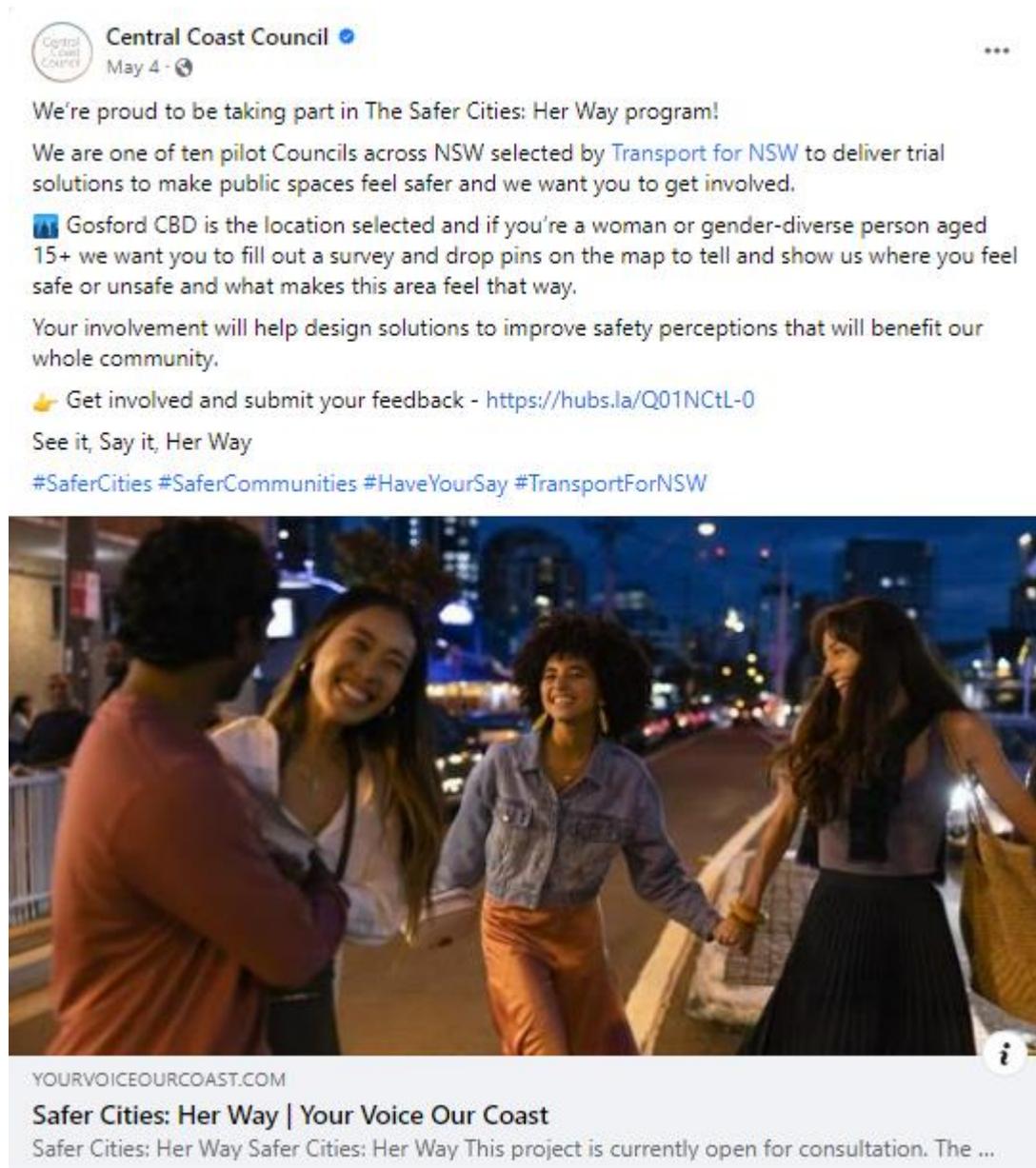
#### Who's listening

**Name:** Engagement Team  
**Email:** [engageme@centralcoast.nsw.gov.au](mailto:engageme@centralcoast.nsw.gov.au)

**Name:** Beth Burgess  
**Email:** [beth.burgess@centralcoast.nsw.gov.au](mailto:beth.burgess@centralcoast.nsw.gov.au)

- What is the Safer Cities: Her Way project?
- Why 'Her Way' for the Safer Cities program?
- Why is Transport for NSW sponsoring the Her Way projects?
- How did Transport for NSW choose councils for the projects?
- Where are the Her Way program projects?
- Why was Gosford chosen as the initial location for the pilot study?
- What is Transport for NSW contributing financially to the Her Way projects?
- When will the Her Way projects start and finish?
- What are the phases for the Gosford Her Way project?
- How can I get involved now?
- What support services are available for community safety?

## Appendix H – Facebook posts



**Central Coast Council**  May 4 · 

We're proud to be taking part in The Safer Cities: Her Way program!

We are one of ten pilot Councils across NSW selected by [Transport for NSW](#) to deliver trial solutions to make public spaces feel safer and we want you to get involved.

 Gosford CBD is the location selected and if you're a woman or gender-diverse person aged 15+ we want you to fill out a survey and drop pins on the map to tell and show us where you feel safe or unsafe and what makes this area feel that way.

Your involvement will help design solutions to improve safety perceptions that will benefit our whole community.

 Get involved and submit your feedback - <https://hubs.la/Q01NCtL-0>

See it, Say it, Her Way

[#SaferCities](#) [#SaferCommunities](#) [#HaveYourSay](#) [#TransportForNSW](#)



YOURVOICEOURCOAST.COM

**Safer Cities: Her Way | Your Voice Our Coast**

Safer Cities: Her Way Safer Cities: Her Way This project is currently open for consultation. The ...



Central Coast Council

May 17 · 🌐



👩🏻👤 If you're a woman or gender-diverse person aged 15+ now is the time to raise your voice to help improve the perception of safety in Gosford CBD.

Be sure to get involved now:

- ✓ Read the project information and FAQs via the link
- ✓ Share your experience in our community survey
- ✓ Show us the places where you feel safe or not safe, and tell us why on our interactive map

<https://hubs.la/Q01NWPJb0>

#SaferCities #SaferCommunities #HaveYourSay #TransportForNSW





Central Coast Council

May 29 · 🌐



📌 How safe do you feel when moving around Gosford?

If you're a woman or gender-diverse person aged 15+ now is the time to raise your voice to improve the perception of safety in the Gosford CBD via the Safer Cities:Her Way program.

Gosford Her Way. Complete our survey - <https://hubs.la/Q01Pgbr60>

#SaferCities #SaferCommunities #HaveYourSay #TransportForNSW





Central Coast Council

June 8 · 🌐



👥 HELP US CO-DESIGN PUBLIC SPACES IN GOSFORD 🗺️

👩 Are you a woman, girl or gender diverse person over the age of 15?

Transport for NSW has partnered with Central Coast Council to test positive long-term change in public spaces through the Safer Cities: Her Way program.

Your involvement will help design solutions to improve the perception of safety for women, girls and gender diverse people when walking or moving to, through and within public spaces and transport hubs, which will benefit our whole community!

Get involved to help develop the future of public spaces in the CBD through a survey and interactive map.

👉 Gosford Her Way - <https://hubs.la/Q01RvVQm0>

#SaferCities #SaferCommunities #HaveYourSay #TransportForNSW





Central Coast Council

June 21 · 🌐



📄 Have you completed the Safer Cities: Her Way Program survey?

Fill out the survey before Friday 30 June to help influence the design of trial solutions to make Gosford feel safer!

👉 Complete the survey – <https://hubs.la/Q01TMpms0>



# Appendix I – Instagram posts



 centralcoastcouncil • Following

 centralcoastcouncil 11 w  
We're proud to be taking part in The Safer Cities: Her Way program!

We are one of ten pilot Councils across NSW selected by @transportforNSW to deliver trial solutions to make public spaces feel safer and we want you to get involved.

 Gosford CBD is the location selected and if you're a woman or gender-diverse person aged 15+ we want you to fill out a survey and drop pins on the map to tell and show us where you feel safe or unsafe and what makes this area feel that way.

Your involvement will help design solutions to improve safety perceptions that will benefit our whole community.

 Get involved and submit your feedback via

     
11 likes  
MAY 4



centralcoastcouncil • Following

centralcoastcouncil 9 w  
👤 If you're a woman or gender-diverse person aged 15+ now is the time to raise your voice to help improve the perception of safety in Gosford CBD.

- Be sure to get involved now:
- ✔ Read the project information and FAQs via the link
  - ✔ Share your experience in our community survey
  - ✔ Show us the places where you feel safe or not safe, and tell us why on our interactive map

Survey link in bio

#SaferCities #SaferCommunities #HaveYourSay #TransportForNSW

**No comments yet.**

👍 🗨️ 📍  
146 likes  
MAY 17



centralcoastcouncil • Following

centralcoastcouncil 8 w  
👤 How safe do you feel when moving around Gosford?

If you're a woman or gender-diverse person aged 15+ now is the time to raise your voice to improve the perception of safety in the Gosford CBD via the Safer Cities:Her Way program.

Survey link in bio.

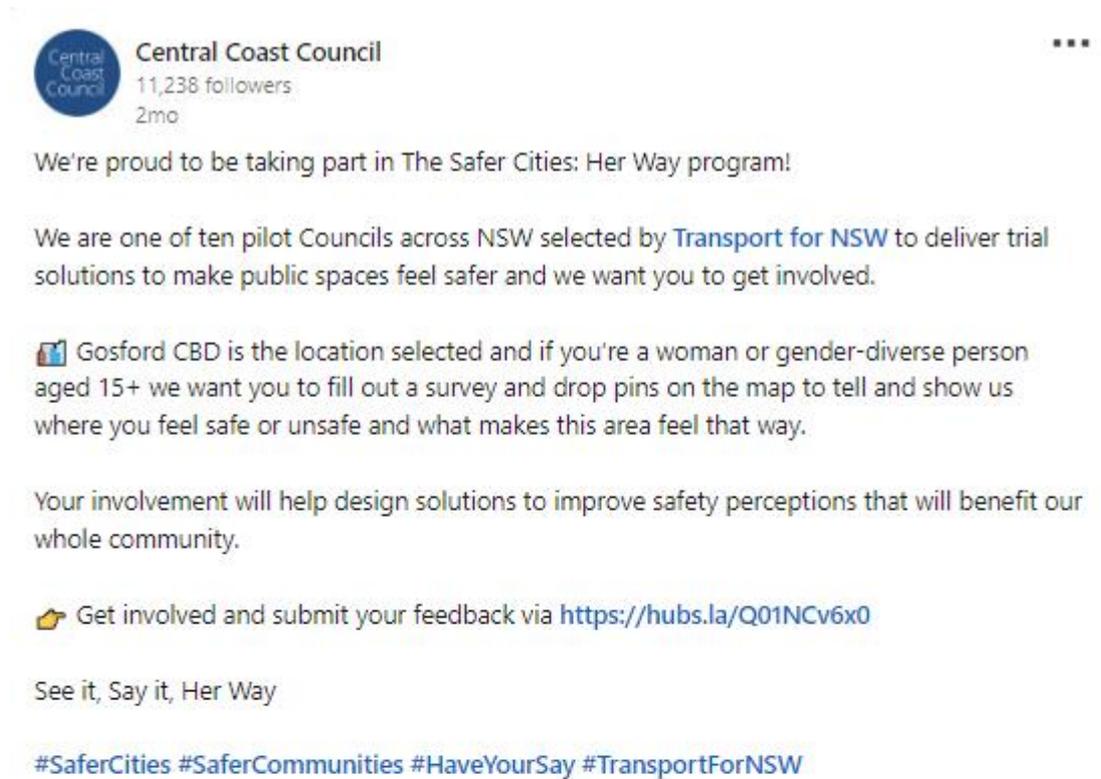
#SaferCities #SaferCommunities #HaveYourSay #TransportForNSW

**No comments yet.**

Start the conversation.

👍 🗨️ 📍  
35 likes  
MAY 29

## Appendix J – Linked In posts



 **Central Coast Council**  
11,238 followers  
2mo

We're proud to be taking part in The Safer Cities: Her Way program!

We are one of ten pilot Councils across NSW selected by [Transport for NSW](#) to deliver trial solutions to make public spaces feel safer and we want you to get involved.

 Gosford CBD is the location selected and if you're a woman or gender-diverse person aged 15+ we want you to fill out a survey and drop pins on the map to tell and show us where you feel safe or unsafe and what makes this area feel that way.

Your involvement will help design solutions to improve safety perceptions that will benefit our whole community.

 Get involved and submit your feedback via <https://hubs.la/Q01NCv6x0>

See it, Say it, Her Way

[#SaferCities](#) [#SaferCommunities](#) [#HaveYourSay](#) [#TransportForNSW](#)





Central Coast Council

11,238 followers

1mo



📣 HELP US CO-DESIGN PUBLIC SPACES IN GOSFORD 📣

👩 Are you a woman, girl or gender diverse person over the age of 15?

Transport for NSW has partnered with Central Coast Council to test positive long-term change in public spaces through the Safer Cities: Her Way program.

Your involvement will help design solutions to improve the perception of safety for women, girls and gender diverse people when walking or moving to, through and within public spaces and transport hubs, which will benefit our whole community!

Get involved to help develop the future of public spaces in the CBD through a survey and interactive map.

👉 Gosford Her Way - <https://hubs.la/Q01RvVkl0>

#SaferCities #SaferCommunities #HaveYourSay #TransportForNSW



# Appendix K – Paid social media campaign insights

[All reports](#) | **Safer Cities Demographics** | [1 Ad account](#) | All changes have been saved | Data refreshed 1 minute ago | [Save](#) | [Refresh](#) | [Share](#) | [Export](#) | ...

Q Had delivery X Campaign name contains safe X Search and filter | [Compare](#) | [Clear](#) | Maximum: Jul 21, 2020 - Aug 21, 2023

[Pivot table](#) | [Group breakdowns](#) | [Reset column widths](#) | [Customize](#)

Age	Gender	Reach	Impressions	Frequency	Results	Cost per result	Amount spent	CPM (cost per 1,000 impressions)	Link clicks	OPC (cost per...	CTR (link click-through...
25-34	Female	19,281	90,787	4.71	1,061 Link clicks	\$0.61 Link Click	\$652.15	\$7.18	1,061	\$0.61	1.17%
18-24	Female	19,201	95,863	4.99	859 Link clicks	\$0.72 Link Click	\$618.62	\$6.45	859	\$0.72	0.90%
35-44	Female	10,025	33,787	3.37	625 Link clicks	\$0.31 Link Click	\$192.64	\$5.70	625	\$0.31	1.85%
65+	Female	7,479	24,546	3.28	545 Link clicks	\$0.34 Link Click	\$187.81	\$7.65	545	\$0.34	2.22%
45-54	Female	8,792	30,327	3.45	621 Link clicks	\$0.29 Link Click	\$181.39	\$5.98	621	\$0.29	2.05%
55-64	Female	7,222	25,025	3.47	525 Link clicks	\$0.32 Link Click	\$167.38	\$6.69	525	\$0.32	2.10%
<b>Total results</b> 6 / 6 rows disp		<b>71,999</b> Accounts Center accounts	<b>300,335</b> Total	<b>4.17</b> Per Accounts Center account	<b>4,236</b> Link clicks	<b>\$0.47</b> Link Click	<b>\$2,000.00</b> Total Spent	<b>\$6.66</b> Per 1,000 Impressions	<b>4,236</b> Total	<b>\$0.47</b> Per Action	<b>1.41%</b> Per Impressions

**Facebook Feeds**

**Central Coast Council** Sponsored

Making Gosford feel safer for women, girls and gender diverse people is a city that feels safe for the whole community.

Complete the survey and drop a pin in the interactive map to have your voice heard.

centralcoastcouncil.syd1.qual...  
**Complete the Survey** [Learn more](#)

[Like](#) [Comment](#) [Share](#)

[See variations](#)

**Facebook Feeds**

**Central Coast Council** Sponsored

Making Gosford feel safer for women, girls and gender diverse people is a city that feels safe for the whole community. [...See more](#)

centralcoastcouncil.syd1.qual...  
**Complete the survey to have your say** [Learn more](#)

[Like](#) [Comment](#) [Share](#)

[See variations](#)

## Appendix L – Survey



### **Safer Cities: Her Way**

Thank you for participating in the survey for the Safer Cities: Her Way project.

The purpose of this survey is to collect some baseline information on the perceptions of safety within the Gosford CBD and to capture expressions of interest for further participation in this program in the future. We invite residents of Central Coast LGA who live, work or visit the Gosford City Centre over the age of 15 to complete this survey.

Your response will assist Council in shaping opportunities for co-design throughout the Safer Cities: Her Way program.

We appreciate your time in contributing to this vital piece of work which will help us improve perceptions of safety in Gosford, particularly for women, girls and gender diverse people.

*Safer Cities: Her Way is a collaborative partnership program with Transport for NSW.*

What is your age?

15-17

18-24

25-34

35-49

50-59

60-69

70-84

85 years and over

What is your gender?

Male

Female

Gender diverse

I use a different term

Prefer not to say

Do you identify as LGBTIQ?

Yes

No

Prefer not to say

What suburb do you live in?

What is your relationship to Gosford? (please select all that apply)

I shop in Gosford

I dine in Gosford

I access essential services in Gosford

I commute through Gosford

I work in Gosford

I study in Gosford

I live in Gosford

I own a business in Gosford

I own a property in Gosford



Which of the following options improve your sense of safety within the Gosford CBD? *(Tick as many as relevant)*

CCTV

Signage

Streetlights

Well maintained pathways/clear exits and entrances

Other lighting eg on buildings/structures, in landscaping, along footpaths

More Vegetation/Gardens

Place activation/activities

Less Vegetation/Gardens

Open shops/stalls

Different Vegetation/Gardens

Cleanliness

Public transport

Removal of vandalism/graffiti

Shuttle service

Line of sight

Public art

Security guards

Seating

People around/passive surveillance/crowds

Well-designed public restrooms

Duress alarms or help buttons



**How often do you feel unsafe** when moving around public spaces in Gosford CBD during the:

	Always	Most of the time	Sometimes	Rarely	Never	N/A I don't go to Gosford
Day time	<input type="radio"/>					
Night time	<input type="radio"/>					

In the last 12 months, have you ever changed your route or method of travel based on the time of day?

No

Yes (please provide examples)

In the last 12 months, have you ever changed your route or method of travel based on if you've felt unsafe?

No

Yes (please provide examples)

In the last 12 months have you not participated in an activity that was being held in Gosford due to not feeling safe?

No

Yes (please provide examples)

Have you ever taken actions to make you feel safer when moving around public areas?

No

Yes (please provide examples)

Do you have any ideas to make Gosford Train Station feel safer?

Do you have any ideas to make car parks feel safer?

Do you have any ideas to make the walkway to Gosford Hospital feel safer?

Do you have any ideas to make the main street in Gosford feel safer?

Do you have any ideas to make Kibble Park feel safer?

Do you have any experiences you would like to share of moving through Gosford City Centre?



The following questions capture demographic information, these are not mandatory however your participation in this section allows us to further analyse these results.

Which of the following best describes the dwelling where you are currently living?

I/We own/are currently buying this property

I/We currently rent this property

I/We do not currently live in a property

What is your household type?

Single person living alone

One parent family

Couple with no children at home

Couple with children at home

Other families

Group household

Homeless/transient/displaced

Looking for housing

Other (please specify)

What is your highest level of education?

- Still at school
- Some high school
- Higher school certificate
- Vocational (TAFE, trade certificate etc.)
- Advanced diploma or diploma
- Bachelor degree or higher

What is your employment type?

- |   |   |
|---|---|
| <input type="radio"/> Full time                 | <input type="radio"/> Not looking for work  |
| <input type="radio"/> Part time                 | <input type="radio"/> Retired               |
| <input type="radio"/> Casual                    | <input type="radio"/> Not able to work      |
| <input type="radio"/> Contract                  | <input type="radio"/> Student (working)     |
| <input type="radio"/> Self-employed             | <input type="radio"/> Student (not working) |
| <input type="radio"/> Actively looking for work | <input type="radio"/> Home duties           |

Do you have a mobility impairment?

- Yes
- No
- Prefer not to say

Are you of Aboriginal and/or Torres Strait Islander origin?

No

Yes, Aboriginal

Yes, Torres Strait Islander

Both

Do you speak a language other than English at home?

No

Yes

Do you have a disability?

No

Yes





Thank you for your participation!

Now, we would love if you could please also [show us the places where you feel safe and unsafe in Gosford.](#)

Your valuable insights will be used to co-design design solutions we can start to implement now.

We are committed to creating safe and vibrant communities. If you or someone you know is experiencing abuse or hardship [information on support services can be found here.](#)