



Sutherland Shire Housing Strategy 2041

Planning for future housing needs without sparking general community opposition



OVERVIEW

Sutherland Shire, south of central Sydney in Australia, is home to almost a quarter of a million residents. Historically, its residential areas have primarily featured large free-standing homes. Like many parts of Sydney, it is now experiencing an unprecedented housing price boom due to demand.

SITUATION

Sutherland Shire Council is developing a housing strategy to guide planning over the next 10 to 20 years. As a first step in 2021, Council members wanted to explore the community's housing needs, expectations, and preferences. To make community involvement as informed and practical as possible, Council added Balancing Act's new Housing Simulation to its suite of online engagement tools, becoming one of the first three municipalities.

SOLUTION

The customized tool incorporated information about each dwelling type, scale and potential impact on existing neighbourhoods. Participants were able to identify what they felt was an acceptable housing mix and had the opportunity to explain why they had made those choices. Except for a limit on single family dwellings, respondents were able to pick any mix of housing they preferred.

RESULTS

This first stage of the housing strategy engagement attracted 557 participants, with 286 of those submitting a housing plan through the housing simulation tool. Balancing Act's Housing Simulation made it easy for participants to understand the complexity and challenges of the decisions their council needs to make to plan for future housing in the shire. Sutherland Shire Council expects to present its Draft Housing Strategy Stage 2 in July or August 2022 as part of a detailed and public exhibition phase.

MUST HAVE SOLUTION

EngagementHQ

“ A lot of effort went into crafting the instructions and providing enough information on the complexity of each dwelling type. The comments that came back reflected that people had read and understood that information.”

- Jenny Hoff