Woollahra
Social & Cultural Plan
2013 to 2023

Working together for a connected, harmonious, supported, creative and vibrant community for all.
Foreword

Woollahra Council’s Social & Cultural Plan 2013 to 2023 (the Plan) is a ten year plan representing Council’s commitment to supporting the Woollahra community to achieve their social and cultural aspirations.

The strategies and priorities identified in the Plan will be included in Council’s other strategic planning documents including the Delivery Program 2013 to 2017 and annual Operational Plans. These documents outline Council’s activities clustered under five main themes of: community well-being; quality places and spaces; a healthy environment; local prosperity; and community leadership and participation. The Social and Cultural Plan explores strategies and priorities that fall under the theme of community well-being, but recognises that work under the other themes also contributes to supporting and improving social and cultural opportunities for the community.

The Woollahra Municipality has a unique and fortunate mix of social, environmental, business and cultural assets. We want to continue to work in partnership with our community to further build local neighbourhoods and family networks, to facilitate access to appropriate facilities and services, and to encourage local participation, creativity and diversity.

Communities where residents feel connected to their local community, that have strong community networks and high levels of social participation are more vibrant and enjoyable places to live, experience fewer social problems and are more resilient in times of difficulty. Community development based on a community’s assets, or strengths and resources, is central to building and sustaining strong local communities.

The Woollahra Social & Cultural Plan 2013 to 2023 provides a framework for Council to encourage local community development and engagement leading to enhanced community well-being. This Plan identifies the strengths and assets of the Woollahra community. It is by harnessing these strengths that Council can assist the community to meet the challenges for Woollahra, such as creating a supportive environment for a predominantly aged population, ensuring support is available for those who may be socially isolated and further building a community that encourages health and well-being for all.

Many organisations and individuals have worked closely with Council to develop this Plan. I would like to thank all of them for their valuable contributions. See Appendix 1: Consultation Summary for a list of who contributed.

Cr Andrew Petrie
Mayor

Introduction

The Woollahra Social & Cultural Plan 2013 to 2023 (the Plan) documents Council’s commitments to supporting and encouraging social and cultural activities in Woollahra that are accessible and appropriate for everyone who lives in, works in or visits Woollahra. The identified priorities indicate how Council might best allocate resources, develop appropriate partnerships and encourage service provision where needed to achieve this aim.
What is the Woollahra Social & Cultural Plan?

The Plan is a ten-year plan for the Woollahra community that:
- describes the Woollahra community;
- identifies local community and cultural abilities and assets;
- describes a future for the Woollahra Local Government Area; and
- recommends key strategies and social and cultural priorities for Council to deliver in partnership with the community.

Whilst the Plan does not include specific activities that Council will undertake in partnership with others (or specific community driven activities that Council will support), details of these can be found in Council’s four-year Delivery Program and annual Operational Plans. This Plan, therefore, identifies the key strategies and associated priorities that fall under the theme of community well-being which has three goals of: a connected and harmonious community; a supported community; and a creative and vibrant community.

This Plan also follows the NSW Cultural Planning Guidelines for local government that encourage Councils to adopt a broad definition of culture that consider:
- our sense of place, our values and our identity;
- the material products of creative processes; and
- our engagement with and participation in creative processes.

With the implementation of the Integrated Planning and Reporting (IP&R) Framework in 2009, the legislative requirement to prepare and adopt social plans became obsolete, with social issues to be integrated into councils’ ten year Community Strategic Plan and four year Delivery Programs. Although no longer a legislative requirement, Woollahra Council has decided to continue to develop a Social & Cultural Plan so as to be better informed for the review of the Community Strategic Plan, the Delivery Program and annual Operational Plans, which are a requirement of the IP&R legislation.

The Plan identifies how Council can support the needs of all Woollahra residents, including children, young people, seniors, people with a disability, culturally and linguistically diverse communities, Aboriginal and Torres Strait Islanders, women and men. This Plan identifies strategies and key priorities for each of these target groups, with a large proportion targeted at the whole community to encourage inclusiveness.

How was it developed?

The Plan is the outcome of an integrated community planning process. Desktop research included the review of:
- Woollahra Community Capacity Survey Report 2012;
- Woollahra Community Profile and Atlas 2001 to 2011;
- Community Satisfaction Survey 2012; and

In addition to the above, Council has surveyed a diverse range of community and cultural service providers, neighbouring Councils, Council staff and consulted with local networks (see Appendix 1: Consultation Summary).

This planning process identified a number of strengths, opportunities and challenges for Woollahra as we work towards a more vibrant place and more connected community to live in. These have set the priorities that will enable Council to support and strengthen community capacity, liveability, vibrancy and creativity for Woollahra.

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1 A community’s assets are its resources and strengths.

The Woollahra Local Government Area (LGA) includes the suburbs of Bellevue Hill, Darling Point, Double Bay, Edgecliff, Paddington (part), Point Piper, Rose Bay (part), Vaucluse (part), Watsons Bay, and Woollahra.

Woollahra LGA is located on the shores of Sydney Harbour, has many foreshore parks and bushland reserves, and is culturally, socially and historically rich.

Demographic information and statistics relating to Woollahra LGA gathered through Censuses of Population and Housing conducted by the Australian Bureau of Statistics have been analysed and are available on the Woollahra Council website (see http://profile.id.com.au/woollahra/home). Some of the key population profile statistics are outlined below.

The estimated resident population of Woollahra LGA has increased over the past few years from 53,317 in 2006 to 56,324 in 2011. There are a higher proportion of females to males, 52.9% compared to 47.1%.

Other population highlights for 2011 include:
- median age of 38 years (36 years for Greater Sydney)
- median weekly household income of $2,398 ($1,447 for Greater Sydney)
- 22% couples with children (35% for Greater Sydney)
- 8% older couples without children (same as for Greater Sydney)
- 77% of dwellings classified as medium or high density living (40% for Greater Sydney)
- 21% of households have a mortgage (33% for Greater Sydney)
- 35% of households are rented (30% for Greater Sydney)
- median weekly rent of $550 ($351 for Greater Sydney).
Figure 1: Woollahra age structure 2011

Figure 2: Change in age structure 2006 – 2011

“[Woollahra provides] a fantastic lifestyle for growing families”

Micromex Community Capacity Study 2012.

Figure 1 shows the age structure of Woollahra residents grouped into life stages. There are fewer people aged 24 years and under as compared to Greater Sydney but more people aged 60 years and over as compared to Greater Sydney. Thus there is a lower proportion of pre-schoolers and higher proportion of people at post-retirement age than Greater Sydney. While the majority of Woollahra residents are aged between 25 and 49 years, Woollahra is increasingly becoming a community of older people.

Figure 2 shows the change in age groups within the LGA between 2006 and 2011.
New residents

The Woollahra LGA estimated resident population grew by 837 people between 2010 and 2011. This includes new births, people moving into the area and people immigrating from overseas. Figure 3 shows that almost as many people moved between the years 2006 and 2011 as did not and, of these, most relocated into Woollahra from elsewhere. For comparison, across Australia in 2011, 51.2% of residents did not move in 5 years, 36.6% moved, while 6.6% were aged under 5, and 5.6% did not state their movement.

Figure 3: Transient population

Indicators of well-being

In 2011, Woollahra residents had significantly higher incomes compared to the Sydney Statistical Division (SSD). 42.7% of households in Woollahra earn a high income (more than $2500 a week), compared with 23.6% for the SSD. At the other end, 11.4% of households were low income households (earning less than $600 a week), compared with 18.3% of the SSD.

Other indicators of well-being in the Woollahra LGA include:

• 23,240 (53.3%) of the people living in Woollahra Municipal Council area have a tertiary qualification, as compared to 33.1% in Greater Sydney.
• 26,289 (96.3%) of those to be employed in Woollahra Municipal Council area are employed, as compared to 94.2% in Greater Sydney. Of those that are employed in Woollahra, 69% are working full-time.

Recently we have seen a decrease in low cost rental housing and the redevelopment of older housing into more expensive housing. This provides a challenge to maintain an economic diversity in the Woollahra community in the long term.

Figure 4: Housing tenure

23,240 people (53.3%) in Woollahra Municipal Council area have a tertiary qualification, as compared to 33.1% in Greater Sydney.
26,289 people (96.3%) of those able to be employed in Woollahra Municipal Council area are employed, as compared to 94.2% in Greater Sydney.

Recently we have seen a decrease in low cost rental housing and the redevelopment of older housing into more expensive housing. This provides a challenge to maintain an economic diversity in the Woollahra community in the long term.
Although Figure 4 indicates an overall high level of well-being, not all of the Woollahra community experiences high incomes, high levels of education or high levels of connectivity with the larger community. However, as many Woollahra residents are skilled and resourced, there are opportunities for Council and the community to draw upon these assets in the coordination of community activities and programs for the broader community.

Medium to high-density living

A high proportion of Woollahra residents live in flats or units. Because of this, residents value their access to, and Council’s management of, open space and natural resources. In 2011 there were 25,875 occupied private dwellings in the Woollahra LGA. Of these:

- 22.5% (5,833) were separate houses;
- 29.4% (7,616) were medium density housing (semi-detached, terraces, or small flats); and
- 47.4% (12,273) were high density (flats or units 3 storeys or higher).

As would be expected with medium to high density living, there are also a high number of lone person households in the Woollahra LGA. This highlights the importance of supporting local neighbourhood networks and community activities to bring residents together, particularly those who may be isolated.

Figure 5 shows the types of households in the Woollahra LGA compared to Greater Sydney. The most significant differences were:

- a lower percentage of couples with children households;
- a lower percentage of lone parent households;
- a higher percentage of couples without children;
- a higher percentage of group house holds; and
- a higher percentage of sole person households.

Increasing children and families

Whilst there are fewer babies, pre-schoolers and primary schoolers as compared to the Greater Sydney average, the percentage of Woollahra’s population that is composed of children aged 0 to 11 years has increased from 11% in 2001 to 12.5% in 2011. This increase is mostly due to increasing numbers of 0 to 4 year olds. The number of households with children has also increased in the last ten years, with the main change being an increase in households with children under 15 years of age.

The increasing number of young children requires the adequate provision of local children’s and family services such as child-care, family support services, and child health services. Support is needed for working families but also for activities that support ‘stay-at-home’ parents, particularly to prevent social isolation and to encourage community participation.

“Young people in Woollahra would love to participate in more social and cultural activities in the area, and are interested to know more about what’s available to them.”
Access to childcare

In 2009, Woollahra Council commissioned a Woollahra Child Care Study. The analysis concluded that there was at the time no crisis or ‘market failure’ in the children’s services sector. However, results showed that there was a ‘gap’ between the supply of child care and preschool places and the demand for such services. At the time, this gap equated to 150-160 licenced places. Any response from the market place that addresses the provision of children’s services, therefore, is supported by Council and there have been a number of such responses since that time.

A spectrum of ageing

There are increasing numbers of older people in Woollahra LGA, across the spectrum of healthy and active new retirees, to those who are frail aged. People aged 60 years or over make up 22.4% of the Woollahra population – this is significantly higher than the SSD at 17.8%.

The future challenge is to further build a community that is responsive to and inclusive of the invaluable role and contribution by seniors and to plan for the diversity of this older age group. Increasing numbers of healthy seniors offer a great opportunity to realise the benefits of the ageing population and to harness the contribution of seniors in our community. Increasing numbers of older people 85 years and over require strategies and partnerships to support people to stay at home longer and access social support services. An increase in services, especially community transport and support for carers, is essential for this age group.

Council can work in partnership with local older residents, community groups and social groups to facilitate delivery of programs and activities that support the concept of ‘active ageing’. Active ageing involves older people having the opportunity to maintain an active involvement in all aspects of life as they age and to contribute their skills and experience to their community.

Figure 6: Change in number of households with children between 2006 and 2011

<table>
<thead>
<tr>
<th>Household type and life stage of children</th>
<th>Number of Households</th>
</tr>
</thead>
<tbody>
<tr>
<td>Young children</td>
<td>+100</td>
</tr>
<tr>
<td>Mixed-age children</td>
<td>-50</td>
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<tr>
<td>Older children</td>
<td>-20</td>
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<tr>
<td>Young children</td>
<td>+50</td>
</tr>
<tr>
<td>Mixed-age children</td>
<td>-10</td>
</tr>
<tr>
<td>Older children</td>
<td>-10</td>
</tr>
<tr>
<td>Couple households</td>
<td></td>
</tr>
<tr>
<td>Single parent households</td>
<td></td>
</tr>
</tbody>
</table>
The Men’s Chat Group is a group of senior males who meet each month at Vaucluse Bowling Club. Each month, one of the members gives a talk about a topic of interest to them, thereby harnessing their knowledge and skills to share with the group. The group encourages social interaction and participation.

Aboriginal and Torres Strait Islander heritage

Whilst having only a small Aboriginal and Torres Strait Islander population (114 residents in 2011), the responsibility for respecting and supporting the culture of Aboriginal and Torres Strait Islander peoples’ way of life lies with the community as a whole.

The Woollahra area is rich in Aboriginal heritage with over 70 sites of significance. Continued recognition and appreciation of Indigenous culture assists in strengthening reconciliation.

Culturally and Linguistically Diverse

Whilst approximately one third of residents (31.5%) were born overseas, English proficiency is high - only 1.0% spoke English not well or not at all, as compared to 5.8% for Greater Sydney. Of the 31.5% who were born overseas, approximately half (16.9%) were born in English-speaking countries such as United Kingdom (7.3%), South Africa (3.8%), New Zealand (3.0%) and United States of America (1.5%).

In 2011, 76.3% of Woollahra residents speak only English at home as compared to 62.2% SSD. The most common languages other than English spoken at home included: Chinese languages 1.9% (6% SSD); Greek 1.3% (1.8% SSD); French 1.1% (0.4% SSD); and Italian 1% (1.6% SSD).

The number of people who identify as having no religion increased significantly from 16.8% in 2006 to 21.8% in 2011. Of the 64% who identified themselves as belonging to a religion in 2011:

- the 3 main religions were Catholic (20.2%), Anglican (18%), and Judaism (14.1%).
- Woollahra’s Jewish population is significantly higher than the SSD (0.9%) and as such many Jewish services and facilities operate in the area within a connected and supportive community.

Accessibility in the community

Council embraces a broader definition of access beyond the traditional scope of only focusing on people with disabilities. Council’s definition includes people who are socially isolated or excluded, parents with young children, older people and carers, as well as those with physical or mental disabilities and applies to access to information, support and community engagement as well as physical access.

Woollahra is predominantly an inclusive community and supports those facing access difficulties, for example those with limited mobility, to be involved in local community activities. This presents significant opportunities to ensure that this inclusion is available for all, as there are gaps in service provision for this target group. The facilitation of networks that support those with access limitations is an important focus for the Woollahra area.

Council convenes a twice yearly Access Forum where people with access issues, and their carers, can be informed on local service providers and the many local opportunities, facilities, services and sources of information that are available.
Culturally strong

In the Woollahra LGA, culture plays a significant part in influencing local identity and quality of life. Culture refers to the way of life in a place including arts and creativity, information, learning, multicultural traditions, Aboriginal and Torres Strait Islander culture, youth arts, leisure and entertainment activities, heritage and tourism. All of these things influence the cultural life of the area.

Residents of Woollahra value the arts and culture and many actively attend or participate in the production of theatre, cinema, enjoy visual arts and music and cultural events, utilise Council’s library and information services, and make use of local significant and beautiful natural resources. The Community Capacity Survey 2012 found that participation has increased with arts/music/drama groups by 50% since 2007.

Woollahra is home to an active creative and cultural community and has numerous cultural assets including:

- a large profile of artists who live and work in the area;
- a significant number of residents employed in cultural industries;
- local library and information services;
- the greatest concentration of private galleries and major auction houses in Australia;
- over 70 sites of Aboriginal and Torres Strait Islander significance;
- Heritage conservation areas and over 150 items listed on the Register of the National Estate;
- the whole suburb of Paddington is listed as a heritage conservation area;
- international consulates;
- key tourist and visitor attractions such as Vaucluse House, Hermitage Harbour Walk, Gap Park and cultural precincts such as Queen Street and Oxford Street;
- cultural events and festivals; and
- significant natural sites such as harbour beaches and coastal walks.

The 2007 Library and Information Services Strategy identified that access to cultural activities, information and learning is important to the Woollahra community. An important challenge for Council is to provide cultural development opportunities and appropriate cultural and library facilities and services to meet current and future community needs.

Health and well-being

Council’s Community Capacity Survey 2012 found that, as compared to 2007, there are higher rates of participation in sporting/recreation activities. 50% of residents participate in organised sporting/recreation groups and 96% participate in non-organised sporting/recreation activities (82% on a regular basis). The survey also found that agreement with the statement ‘in the last month I have been physically able to enjoy my usual activities’ has increased, with 80% of residents rating their health as ‘good’ or excellent’. Females residents were statistically significantly more likely than males to rate their health highly.

Other findings include:

- 70% of residents utilise parks daily or weekly, with only 5% never using them;
- 54% of residents utilise the beaches weekly or monthly, with only 13% never using them;
- 9% of residents utilise basketball/netball courts weekly or monthly, with 84% never using them;
- 26% of residents utilise pools weekly or monthly, with 57% never using them;
- 23% of residents utilise playgrounds weekly or monthly, with 57% never using them;
- 18% of residents utilise tennis courts weekly or monthly, with 68% never using them;
- 32% of residents utilise football fields/ovals weekly or monthly, with 58% never using them; and
- 34% of residents utilise walking tracks weekly or monthly, with 38% never using them.

In terms of opportunities for recreation and physical activity, the Woollahra Recreational Needs Assessment and Strategy 2006 identified 9 major active recreation reserves in Woollahra. There are also many venues in the area available for the community to hire or attend for recreation and leisure activities, as well as walking tracks, sports fields and facilities, ocean pools and sports clubs.
3 What’s Important To Us?

The library fulfils a variety of functions such as a place to access information and learning, a meeting place and, most importantly, a cultural centre or community space.

A range of consultations with residents, community groups and local service providers highlighted what is most important to the Woollahra community. For example, the Community Capacity Survey 2012 found that:

- 94% of residents stated that they would recommend the area to friends, with key reasons being: the proximity to the city and beaches; local facilities; safety; and beauty of the area;
- 70% of people use the local parks either daily or weekly;
- since 2007, there have been increases in volunteering within the environmental and recreational (18% vs. 12%), the business, professional and union (15% vs. 10%), arts and culture (14% vs. 10%) and health sectors (14% vs. 10%). In the Woollahra Municipal Council area 21% of the population report doing some form of voluntary work;
- 86% of people agree or strongly agree with the statement ‘I have a supportive network of family and friends’; and
- 81% of people agree or strongly agree with the statement ‘my local community feels like home’.

A local service providers’ survey (2012) highlighted art, literature and children’s events as being important whilst a local community groups’ survey (2012) cited Woollahra’s location and the affluent, articulate residents as being key assets.

Further, Woollahra Council’s Community Research (January 2013) found that the Woollahra community consider the importance of parks and recreation areas to be extremely high, the importance of maintaining our foreshores and beaches and community safety to be very high, and protecting our heritage values and buildings - as well as information about Council services and activities - to be highly important.

Overall, with regards to community well-being, the Woollahra community consider community safety to be very highly important, library services, services for people with a disability and their carers and older people and their carers to be moderately highly important, with cultural activities and events and support services for parents being considered moderately important. As would be expected, residents aged 55 years and older deemed services for older people and their carers to be more important than those of younger age whilst residents aged 18 to 34 years rated the importance of support services for parents to be higher than did those aged 55 years and above.

It should be noted that whilst any of the many different services, opportunities and facilities provided by Council may only have a ‘moderate’ importance to the broader community, they may be highly important for a particular segment of the community.

Residents were significantly more likely to have attended a Council event or activity in the 12 months prior to January 2013 than they were in 2009.

4 Our Strengths & Challenges

Woollahra LGA is a well-resourced community. It has an educated, creative, giving and connected population. It has a skilled business community, caring families, a wealth of local knowledge and significant natural resources. Residents view Woollahra Municipality as a good place to live, with a large percentage of residents feeling safe, participating in and contributing to community life.

“Residents are fairly community minded; they are engaged and invested in the community.”

“The ability to work in partnership with Council, and good communication with Council - through the Mayoral column in the Wentworth Courier, Council’s website and brochures, are both valued by the community.”

Woollahra Community Safety Committee members, 2012.

The Community Capacity Survey 2012 found that, compared to 2007, there have been further improvements on the already high scores for:

Social participation
- there are higher rates of participation in sporting/recreation activities (96% vs. 89%); and
- there is more regular participation in social activities (84% vs. 74%).

Cultural identity
- participation has increased with arts/music/drama groups (31% vs. 20%); and
- participation in cultural activities is less likely to be described as ‘rarely’ (9% vs. 15%).

Health
- 80% of people rate their own health as either good or excellent;
- 91% of people agree or strongly agree with the statement ‘In the last month I have been physically able to enjoy my usual activities’; and
- 88% of people agree or strongly agree with the statement ‘In the last month I have been emotionally able to enjoy my usual activities’.

Reciprocity
- there are increases in volunteering within the environmental/recreation sector (18% vs. 12%), business/professional/union sector (15% vs. 10%), arts and culture (14% vs. 10%), and health (14% vs. 10%).

Community Networks
- utilisation of mobile phones (96% vs. 87%), email (96% vs. 82%), text message/SMS (91% vs. 73%) and chat/social networking sites (58% vs. 36%) have all increased; and
- 87% of people regularly catch up in person with others.

Trust and Safety
- 87% of people agree or strongly agree with the statement ‘My area has a reputation for being a safe place’;
- 74% of people agree or strongly agree with the statement ‘My area is a friendly place to live’;
- 25% of residents stated that there were places in the Woollahra area they would not go for safety reasons, which is lower than in 2007 (32%); and
- 91% of residents feel very or somewhat safe walking in their area after dark.

Pro-activity
- residents are more likely to have assisted neighbours by lending household equipment (50% vs. 42%) or in an emergency (47% vs. 38%); and
- residents are more likely to ask neighbours for assistance in an emergency (86% vs. 78%), to look after their house whilst they were away (65% vs. 59%) and to borrow household equipment (87% vs. 48%); and
- 82% of people have picked up another person’s rubbish in a public place within the past 12 months.

Acceptance of Diversity and Inclusiveness
- 81% of people agree or strongly agree with the statement ‘I enjoy living amongst people of different lifestyles’.
Council’s Role

The strategies and priorities outlined in the Plan will be undertaken by Council over the next ten years to meet identified goals, be it as a facilitator, advocate or provider of services, activities and events.

Optimism

- more residents think that the local area has become better or stayed about the same since they have lived here (86% vs. 77%) and fewer residents think it has become worse (14% vs. 23%); and
- more residents think that the local area will become better or stay about the same in the next 5 years (85% vs. 75%) and fewer residents think it will become worse (15% vs. 25%).

Key challenges and opportunities for Woollahra are:

- over 30% of residents moved into the local government area between the years of 2006 and 2011, setting significant challenges in relation to effective communication and information provision.
- housing costs are changing the demographic mix in Woollahra and reducing economic diversity in neighbourhoods.
- as a community of increasing older persons, services and opportunities to participate in community life for older people will need to be enhanced so as to support continued independent living within their community.
- 1,243 people (2.4% of the population) report needing help with their day-to-day lives due to disability.
- 10.1% of the population currently provide unpaid care for others due to old age, long-term illness or disability. This increasing proportion of carers may indicate inadequate aged care provision, or the need for in-home support, or support for carers themselves.
- with an increase in young children, the area will require adequate children’s services.
- as those with limited English language skills are in the minority, there may be limited access to social networks for some culturally and linguistically diverse residents.
- due to the age of the built environment, it is a challenge to provide an appropriate mix of accessible community facilities, libraries, public areas and open spaces.
The Future

The vision identified in the Woollahra Community Strategic Plan 2010 to 2025 is that: Woollahra will be a great place to live, work and visit where places and spaces are safe, clean and well maintained; our community will offer a unique mix of urban villages with a good range of shops, services and facilities; and we will make the most of the natural beauty, leafy streetscapes, open spaces, views and proximity to the water and the city.

By working together on our social and cultural aspirations Woollahra will be a connected, harmonious, supported, creative and vibrant community for all.

Goals

Three community goals are identified to assist Council and the community to work towards the vision for Woollahra. The supporting statements describe the way the community will look when the priorities are achieved.

Goal 1: A connected and harmonious community

Woollahra will be a place where people care for each other, have a sense of belonging and can contribute meaningfully to their local community and neighbourhood through participation in community life.

Goal 2: A supported community

Woollahra will be a place where people have access to a range of effective and diverse social services and programs that meet the changing needs of our community.

Goal 3: A creative and vibrant community

Woollahra will be a place where people of all ages and backgrounds have access to lifelong learning opportunities, cultural and community activities. Council supports local creativity, cultural pursuits and creative talents.
Our Strategies & Priorities

The Plan addresses Council’s three social and cultural goals that combined contribute to community well-being. These goals are: a connected and harmonious community; a supported community; and a creative and vibrant community.

Key strategies and priorities are identified within these goals to address local challenges. These were identified through:
- outcomes of strategic and community planning studies;
- consultation with local residents, community groups and community service providers;
- analysis of Woollahra Local Government Area’s past and current community profile; and
- analysis of Woollahra Local Government Area’s community strengths and assets.

Implementation of these strategies and priorities will be in partnership with relevant local agencies, existing community groups and key stakeholders. For specific activities and initiatives, refer to Council’s Delivery Program and Operational Plan (DPOP). DPOP also includes urban planning, transport considerations and other areas of work that impact on the Woollahra community’s social, cultural and recreational aspirations but that are outside the scope of this Plan.

The Plan reflects identified priorities and local community strengths and opportunities. Threaded throughout the priorities are the core principles of participation, access and equity, with an emphasis on inclusion and social cohesion. Our community is comprised of people from many different backgrounds, living under different circumstances and experiencing differing living conditions. The community as a whole is comprised of young and old, male and female, those living as part of a traditional family group and those living alone, different cultures and ethnic backgrounds. Some strategies may have a higher appeal to certain sub-groups – the ‘target groups’ identified below - whilst most strategies will appeal to a range of target groups or even the whole population.

A definition and code for each target group is used as follows:

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>C&amp;F</td>
<td>Children and families</td>
<td>Children aged 0 – 11 years, and their families</td>
</tr>
<tr>
<td>YP</td>
<td>Young people</td>
<td>People aged between 12 and 24 years</td>
</tr>
<tr>
<td>OP</td>
<td>Older people</td>
<td>People aged over 55 years</td>
</tr>
<tr>
<td>PD</td>
<td>People with a disability</td>
<td>People with a physical or intellectual disability, illness or disease.</td>
</tr>
<tr>
<td>CALD</td>
<td>Culturally and Linguistically Diverse</td>
<td>People born in a non-English speaking country or whose parents were born in a non-English speaking country, whose first language is one other than English and who practice diverse religions.</td>
</tr>
<tr>
<td>ATSI</td>
<td>Aboriginal and Torres Strait Islanders</td>
<td>A person that identifies as an Aboriginal person or Torres Strait Islander and is accepted by the respective community.</td>
</tr>
<tr>
<td>W</td>
<td>Women</td>
<td>All women</td>
</tr>
<tr>
<td>M</td>
<td>Men</td>
<td>All men</td>
</tr>
</tbody>
</table>

Measuring success

Council will undertake a number of initiatives to measure the success of the strategies and priorities identified in this Plan. These include:
- development of action plans with specific timeframes to address each priority;
- monitoring the number of collaborative projects that have been achieved both within the local government area and with regional partners.
- measuring the number of new social and community groups that have been supported through community and cultural grants program.
- conducting community satisfaction surveys on a regular basis.
- regularly conducting a Community Capacity Survey.
Goal 1: A connected and harmonious community

Woollahra will be a place where people care for each other, have a sense of belonging and can contribute meaningfully to their local community and neighbourhood through participation in community life.

Current Activities

Many activities that encourage and facilitate a connected community are already occurring throughout the Woollahra area. Council has established partnerships with key non-government organisations such as Holdsworth Community Centre and Services to ensure that appropriate services and opportunities to participate in activities are available to all residents.

Council participates in regular forums that bring together service providers and interest groups to collaborate on work at a regional level. Council’s Community, Cultural and Environmental Grants Program continues to support and encourage local residents to work in partnerships with each other. The Community Creators website ensures that community information is available to assist residents to connect with each other.

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Priorities</th>
<th>Target Group(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Further foster and build community partnerships and networks.</td>
<td>Work collaboratively with other government and non-government local, regional and State organisations.</td>
<td>All</td>
</tr>
<tr>
<td></td>
<td>Promote and facilitate community participation and partnerships.</td>
<td>All</td>
</tr>
<tr>
<td></td>
<td>Continue to work in partnership with Holdsworth Community Centre and Services (HCC&amp;S).</td>
<td>All</td>
</tr>
<tr>
<td>Increase engagement in community activities.</td>
<td>Provide access to multipurpose and flexible meeting places within improved community facilities and libraries.</td>
<td>All</td>
</tr>
<tr>
<td></td>
<td>Develop, support and promote activities that encourage cohesive neighbourhoods.</td>
<td>All</td>
</tr>
<tr>
<td></td>
<td>Provide support for volunteers.</td>
<td>All</td>
</tr>
<tr>
<td>Improve access to information.</td>
<td>Provide high quality information to promote community organisations, events, services and activities.</td>
<td>All</td>
</tr>
<tr>
<td>Encourage respect and support for social and cultural diversity and inclusion.</td>
<td>Encourage and promote inclusive multicultural and cross-cultural events and activities.</td>
<td>All</td>
</tr>
<tr>
<td></td>
<td>Recognise and promote reconciliation.</td>
<td>All</td>
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<td></td>
<td>Encourage good citizenship.</td>
<td>All</td>
</tr>
</tbody>
</table>
Goal 2: A supported community

Woollahra will be a place where people have access to a range of effective and diverse social services and programs that meet the changing needs of our community.

Current Activities

A number of consultative committees are coordinated by Council to work with local Police, residents, community organisations and businesses. For example the Access Forum provides information to carers and those with access issues and the Community Safety Committee which works collaboratively to facilitate crime prevention strategies.

Council provides and maintains a range of safe and accessible community facilities, libraries, services, well-maintained public places and open spaces for the use and enjoyment of individuals, groups and the whole community. Information sessions providing mental health information to parents, seniors' events and children’s services are also available.

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Priorities</th>
<th>Target Group(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase access to services and information to support the community.</td>
<td>Fund Holdsworth Community Centre and Services (HCC&amp;S) to provide appropriate services for the Woollahra community.</td>
<td>All</td>
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<tr>
<td></td>
<td>Encourage and promote the increased provision of children’s services.</td>
<td>C&amp;F</td>
</tr>
<tr>
<td></td>
<td>Provide information and resources to support families.</td>
<td>C&amp;F</td>
</tr>
<tr>
<td>Support opportunities to participate in active and healthy recreational activities.</td>
<td>Promote healthy recreational activities to residents.</td>
<td>All</td>
</tr>
<tr>
<td></td>
<td>Encourage and support increased recreation programs for people with limited mobility.</td>
<td>OP/PWD</td>
</tr>
<tr>
<td>Encourage independent living for older people and people living with special needs.</td>
<td>Encourage increased supported accommodation and community transport to be located in the Woollahra LGA.</td>
<td>OP/PWD</td>
</tr>
<tr>
<td></td>
<td>Encourage services and support for older people and people with special needs to live independently.</td>
<td>OP/PWD</td>
</tr>
<tr>
<td>Protect the health and well-being of residents and visitors to our area.</td>
<td>Promote healthy lifestyles to support good physical and mental health.</td>
<td>All</td>
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<tr>
<td></td>
<td>Work in partnership with groups and organisations to reduce suicide.</td>
<td>All</td>
</tr>
<tr>
<td>Improve community safety and reduce crime in Woollahra.</td>
<td>Work with local communities to promote local community safety.</td>
<td>All</td>
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<tr>
<td>Increase opportunities for young people.</td>
<td>Support youth friendly spaces and youth programs.</td>
<td>YP</td>
</tr>
<tr>
<td></td>
<td>Empower and build resilience for youth to navigate life’s challenges.</td>
<td>YP/C&amp;F</td>
</tr>
</tbody>
</table>
Goal 3: A creative and vibrant community

Woollahra will be a place where people of all ages and backgrounds have access to lifelong learning opportunities, cultural and community activities. Council supports local creativity, cultural pursuits and creative talents.

Current Activities

The Woollahra Library & Information Service actively promotes diverse cultures and social inclusion through library services and activities for seniors (including a home library service), families, children and interest groups that encourage lifelong learning and participation for all ages.

Cultural activities are produced, encouraged and supported by Council, including the hosting of the internationally renowned Woollahra Small Sculpture Prize, the Youth Photographic Awards, the Public Art Program and the Woollahra Artist in Residence Program. Many cultural events and community celebrations occur in the Woollahra area, with the Woollahra Festival, the Rose Bay Fair, the Double Bay Fair and Queen Street West Woollahra Green Day examples of the coordination of cultural celebrations by local residents. Council also works with Woollahra Library Friends on activities such as the popular Writers & Readers program and Poets’ Picnic.

Council manages a dedicated creative development facility, The Drill Hall in Rushcutters Bay, where individuals and organisations have access to space for rehearsal, research and creative skills development.

Council is a member of the Eastern Region Organisation for Reconciliation (ESORA) that promotes recognition of the extensive Aboriginal natural heritage found in Woollahra, as shown in the popular Bush Tucker Walks that are conducted during the year. The Local History Service also preserves and promotes the unique local history and heritage of the area.

Local cultural partnerships are nurtured and this has resulted in an increase in innovative cultural programs for the local community, including those hosted by Eastside Radio, Woollahra Philharmonic Orchestra and Critical Path.

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Priorities</th>
<th>Target Group(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preserve and promote local history and heritage.</td>
<td>Collect local history and heritage information and improve its accessibility to the public.</td>
<td>All</td>
</tr>
<tr>
<td>Support the celebration of local people, places and cultural heritage.</td>
<td>Provide, support and promote community cultural celebrations, programs and venues.</td>
<td>All</td>
</tr>
<tr>
<td>Provide innovative and enhanced library services that encourage lifelong learning.</td>
<td>Provide a high quality library and information service for the Woollahra community.</td>
<td>All</td>
</tr>
<tr>
<td>Support and promote arts, artists and cultural development within the local community.</td>
<td>Provide support for, and promotion of, local arts and cultural activities.</td>
<td>All</td>
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<tr>
<td>Improve the accessibility of arts to the broader community.</td>
<td>Coordinate public art and public art opportunities across the LGA.</td>
<td>All</td>
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<tr>
<td></td>
<td>Facilitate and encourage inclusive arts activities and programs.</td>
<td>All</td>
</tr>
</tbody>
</table>
Appendix 1: Consultation Summary

Thank you to the following individuals, community groups and service providers that contributed to the development of the Plan:

- Holdsworth Community Centre and Services
- Benevolent Society
- Sydney Multicultural Community Services
- Jewish Care
- Jewish House
- Black Dog Institute
- WAYS Youth Services
- Miroma Rudolf Steiner Centre for Adults with Disabilities
- Junction House
- Bondi Beach Cottage
- Urban Arts Base
- Bondi Community Mental Health Centre
- Bondi Outreach Project
- Come in Youth Resource Centre
- Department of Juvenile Justice
- Eastern Suburbs Mental Health Services, South Eastern Sydney Local Health District
- Woollahra Library Friends
- ESORA (Eastern Suburbs Organisation for Reconciling Australia)
- Waverley Woollahra Arts Centre
- Woollahra Philharmonic Orchestra
- Eastside Radio
- Critical Path
- Hughenden Hotel Literary Coordinator
- Woollahra Festival
- Historic Houses Trust
- Woollahra Community Safety Committee
- Eastern Sydney Suicide Prevention Network
- Men's Chat Group
- Easy PC students
- Woollahra Council Social and Cultural Plan Advisory Panel

Appendix 2: Literature Review

- Woollahra Child Care Study 2009.
- Woollahra Community Strategic Plan 2010 to 2025.
- The NSW Ageing Strategy 2012 (NSW State Government).
- Fourth Cultural Accord (2011 – 2013) - an agreement between the Local Government and Shires Association (LGSA) and Arts NSW (State Government).
- Arts NSW Strategic documentation (NSW State Government).
- City of Sydney Cultural Planning directions (City of Sydney Council).
- Volunteering Sector Policy Update: January 2012 (Volunteering Australia).
- NSW Volunteering Strategy 2012 (Volunteering NSW).