



Westwood

Community Development Strategy

April 2006-March 2009

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## **1. Introduction**

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The Westwood Project commenced in 1999 to redevelop the suburbs of: Ferryden Park (Precinct 1 and 2), Angle Park (Precincts 3 and 8), Mansfield Park (Precincts 4 and 5), Athol Park (Precinct 6) and Woodville Gardens (Precinct 7). Since 1999 Westwood has managed the relocation of 1,100 households and the introduction of 1,800 new residents.

A recent review by the project partners (South Australian Housing Trust, Urban Pacific Limited, and the City of Port Adelaide Enfield) identified changes that will result in the completion of the Project three years sooner than originally planned including :

- Significant increase in the rate of SAHT relocations and
- Discontinuation of the practice of re-letting vacant SAHT properties

The suburbs impacted by this change are Mansfield Park, Athol Park and part of Woodville North.

The needs of the community have changed, and will continue to change at a rapid rate and hence the structure and content of previous community development programs needed to be reviewed in order to provide the most effective support for the development of a sustainable community in Westwood.

In developing the new Westwood Community Development Strategy previous documents were given consideration, including:

- Community Development Action Plans, March 2000
- Community Development Strategy and Action Plan 2003-2005
- Westwood Communications Consultation, May 2004
- Westwood Project Development Schedule, November 2005

In addition, consideration was given to the work of both government and non-government agencies in order to avoid duplication and maximize opportunities for interagency synergy.

In particular, the Westwood Community Development Strategy was developed with consideration to the overarching framework of the Parks Community Renewal Plan which is under the auspice of the North West Senior Officers Group. Hence, the Westwood Community Development Strategy reflects the extensive community consultation that was undertaken in the development of the Parks Community Renewal Plan.

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## 2. Goals

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The Westwood Community Development Strategy is underpinned by the following goals:

1. The provision of accurate, timely information in formats and places accessible to all residents.
2. The development of sustainable social networks that generate good information loops, bridge social barriers, strengthen social bonds and develop local leadership.
3. The creation of safe, healthy and attractive community environments that meet the social and recreational needs of residents.
4. Continual improvement in access to education, training, employment and enterprise opportunities.

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## 3. Objectives

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The Westwood Community Development Action Plan (2006-07) utilises the above goals and accompanying strategies to formulate an action plan under the Key Priority Areas for Action identified by local residents and the Parks North West Senior Officers Group Parks Community Renewal Plan.

### 1. A Healthy Place:

Westwood will be a **healthy place** where people enjoy life, work and leisure and where people are healthy and fit.

### 2. A Safe Place:

Westwood will be a **safe place** where people feel safe and secure.

### 3. A Learning and Creative Place:

Westwood will be a **learning and creative place** where people are able to use their talents, be creative and where learning is increased.

### 4. An Economically Prosperous Place

Westwood will be an **economically prosperous place** through better job opportunities for local people and where business and local enterprise are encouraged and supported.

### 5. An Inclusive Place

Westwood will be an **inclusive place** with stronger communities where local people will have better and fairer access to what they need, where diversity is welcomed and encouraged.

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## 4. Strategies

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Each of the four goals will be implemented through a range of strategies. This section outlines the strategies. To help identify the source of the strategies shown below, elements that have appeared in previous documents are acknowledged in brackets showing the date and page of the report.

### Goal 1:

**The provision of accurate, timely information in formats and places accessible to all residents.**

*Preamble: Hassell (2003, p12) found that existing private residents and long term SAHT residents did not always receive information about community events. There was a low level of community awareness (reported by people in community meetings and community leaders) of employment and training actions (p13). Archangel (2004, p7) identified issues requiring better information.*

### Strategies:

- 1.1 Review the structure of the Western Link Newsletter Group to determine need to re-establish a local newsletter with a community editorial team, supported by a paid worker (2004, p4) with sections that appeal to different population groups (Vietnamese, Seniors, SAHT tenants, private tenants/owners, New Arrivals).
- 1.2 Support the establishment of community groups across all precincts and a cross-precinct Community Committee. Westwood will undertake to act swiftly to provide information requested by these groups (which may require working collaboratively with other agencies and organisations).

### Goal 2:

**The development of social networks that generate good information loops, bridge social barriers, strengthen social bonds and develop local leadership.**

*Preamble: previous community development strategies for Westwood have tended towards a process of 'doing it for them'. This current strategy should focus on capacity building so that the community is self-sustaining beyond the period of intervention by the Community and Economic Development Officers.*

### Strategies:

- 2.1 Existing social and community groups and schools are focal points for communication and community building. Source ideas for activities and programs from these groups and provide support so that the community can gain experience developing and implementing their ideas.
- 2.2 Westwood has previously been a source of funding for a range of external initiatives developed and implemented by local community groups, schools and agencies. Westwood will explore opportunities to improve the processes used to provide support to these groups with consideration to capacity building principles and sustainable outcomes.

- 2.3 The limited public transport system has generated innovative community responses that do not rely on individual motor vehicle ownership. Link with the TravelSmart Households in the West project and Transport SA's Safe Route to School program to identify and replicate community-based transport initiatives.
- 2.4 Continue activities that provide direct contact with the community such as the following programs:
- welcome kit
  - reserves development and community arts projects
  - street gatherings, barbeques and community events
  - welcome nights for each stage of the development
  - open days (2003, p12)

Using these opportunities to celebrate the diverse cultures in the Westwood area, to identify the emerging information needs of the residents and provide accurate information to the community. (A number of residents in the 2004 research reported that they had not heard about these events, so good promotion is needed through both formal and informal networks).

### **Goal 3:**

#### **Creation of safe and attractive environments that meet the social and recreational needs of residents.**

*Preamble: the lack of safety and security in the area continues to be an issue of serious concern for residents. Hassell (2003, p12) reported that 'Actions which had not been undertaken but were still considered relevant, related to community meeting places, recreational facilities and social support networks.' Respondents to Archangel's 2004 consultation echoed similar concerns, particularly in the provision of events, sport and youth infrastructure (2004, p5).*

#### **Strategies:**

- 3.1 Focus on activities that support people getting to know their community, bring old and new residents together to increase their sense of belonging in the area (2003, p15).
- 3.2 Support the establishment of social and recreational activities for children and youth (2000, p17 & p20; 2003, p11) including involving young people in the creation and management of places for informal recreation. Involve the SAPOL Community Section where appropriate to encourage positive interactions between young people and police (2003, p15).
- 3.3 Liaise with the Office for Recreation and Sport to facilitate processes that allow better use of existing sporting facilities and develop new sporting opportunities (2003, p18) by working with groups whose spaces have been traditionally seen as 'members only'. Provide training in succession and change management for existing groups to improve their acceptance of new members and activities.

## **Goal 4:**

### **Continual improvement in access to education, training, employment and enterprise opportunities**

*Preamble: The Parks area has experienced significant disadvantage in access to and take-up of education, training, employment and enterprise development programs. Active intervention will continue to be needed to enable all residents to participate in education, training, employment and enterprise.*

#### **Strategies:**

- 4.1 Work collaboratively with the Communities for Children program to strengthen linkages and partnerships between schools, parents and community (2000, p16; 2003, p11) with the aim of improving child and family development opportunities.
- 4.2 Work with initiatives that reflect the Westwood Economic Development Strategy.
- 4.3 Investigate a strategy to support the development of self-help enterprise skills. Use the Parks IT Group as a model for enterprise skills (2003, p11) and explore the development of this and other models for a workbank or social enterprise hub (2003, pp 16-17) that will be sustainable when Westwood support is no longer available. Tap into the skills of the new residents to provide coaching in business and enterprise development.
- 4.4 Embed information about, and opportunities for lifelong learning (2003, p17) in all programs in which adults are involved. Ensure a range of learning opportunities are included, from adult literacy programs (2000, p18) to enterprise and small business development (aligned to the Westwood Economic Development Strategy and tapping into the resources of the Western Area Business Enterprise Centre).

## **5. Westwood Community Development Action Plan 2006-07**

Listed below is a summary of community development initiatives for the 2006/07 financial year. The relationship between these initiatives and the Westwood Community Development Strategy is demonstrated by stating which objectives each initiative relates to.

Whilst some programs will be funded by the Westwood Urban Renewal Fund (WURF) additional external grants and funding will also be sort.

### **1. A Healthy Place:**

Westwood will be a **healthy place** where people enjoy life, work and leisure and where people are healthy and fit.

#### **1.1 Health Promotion**

Supporting the development of activities that meet the social and recreational needs of local residents is one of the core strategies in Westwood's Community Development Strategy. This will include, but not be limited to, support for the PasSport to Participation program.

The PasSport to Participation program was established in 2004 as a joint venture between three local primary schools and Westwood. The program aims to enhance opportunities for local school children to participate in a range of sports within their school environment, culminating in a interschool sports day at the end of the year.

The Centre for Recreation, Sport and Tourism at TAFE has expressed interest in encouraging their students to be involved in the planning and implementation of the interschool sports day that concludes the PasSport to Participation program.

*Strategy 2.4, 3.1 & 3.2*

## **1.2 Westwood Walking Trails**

The concept of Walking Connections and the idea of creating walking trails and walking circuits has generated a great deal of interest amongst residents in the Westwood community. Fostering enthusiasm for increasing walking as both recreation and part of daily life has numerous beneficial outcomes including environmental and health and increasing perceptions of safety.

In the coming Annual Plan Period Westwood will work collaboratively with a range of stakeholders, including the community and agencies, to implement strategies and programs that encourage walking. This may include working with programs such as Safe Routes to School, TravelSmart Households in the West and walking school buses. In addition, the Westwood Walking Trails will be utilised to enhance people getting to know their community including bringing existing and new residents together.

*Strategy 2.3, 3.1, 3.2*

## **1.3 Sandcastles: Fun, Education and Health for Pre-Schoolers & Parents**

Key objectives of the Sandcastles Program include

- Enhancing children's health, development and learning
- Support and strengthen families and communities
- Fostering creation of linkages especially between first time mums and the wider community

The Sandcastles Program aims to achieve these objectives by value adding to existing programs and resources available to parents and pre-schoolers in the Westwood Project Area and to identify and address gaps in service provision.

The Sandcastles Program seeks to address issues and recommendations made in previous Westwood community development strategies in addition to the 'Building Child Friendly Communities Strategic Framework and Action Plan' (2005) with a focus on families, with multiple and high needs, from the northern precincts.

*Strategy 2.1, 2.3 & 4.4*

## **2. A Safe Place:**

Westwood will be a **safe place** where people feel safe and secure.

### **2.1 The Parks Helix Project: Walking Connections**

The Parks Helix Project is a three year initiative that commenced in May 2004. The project utilises the Arts as a vehicle to engage local residents in expressing the positive aspects of their lives and suggesting positive ways of addressing perceptions of safety in The Parks area.

The Parks Helix Project Partners include Westwood, City of Port Adelaide Enfield, Arts SA, Parenting Network, Ridley Grove School R-7, Parks Community Health Service and Flinders University of Public Health. Project Partners each formulate and implement their own projects under the overarching theme of what makes a safe community.

During the previous year, Westwood undertook work on a walking project, Walking Connections, to connect popular pathways and routes identified by residents and to develop artworks to mark these routes. Stage 1 of this project, which has been completed, involved extensive community consultation, mapping and concept development. Stage 2 of the project will consist of supporting community art projects that aim to improve local amenity, encourage walking and enhance perceptions of safety.

*Strategy 2.3, 2.4, 3.1 & 3.2*

### **2.2 The Victim Support and Community Safety Initiative:**

Jointly funded by the Attorney Generals Department and the Westwood Urban Renewal Fund for a period of 12 months (subject to review at the end of March 2006), Victim Support Service has implemented The Victim Support and Community Safety Initiative in the Westwood project area. The service model is a hybrid of support for victims and community safety. Key objectives include:

- Provide support to victims of crime
- Reduce the effects of trauma and repeat victimisation on victims of crime
- Improve community safety and
- Reduce fear of crime.

The Victim Support and Community Safety Initiative consists of elements of direct service delivery in addition to community development and capacity building through liaison, education and consultancy with other agencies working in the community as well as recruiting, training and employing local volunteers to deliver additional services. Other strategies and resulting outcomes will be developed according to community needs.

Victim Support Service employs two part time staff that are based at the Parks Community Centre, with office space and interview rooms.

*Strategy 2.1*

### **3. A Learning and Creative Place:**

Westwood will be a **learning and creative place** where people are able to use their talents, be creative and where learning is increased.

#### **3.1 Athol Park Community Group**

In 2005 the Athol Park Community Group secured a pair of double units from the Trust, at significantly reduced rent, to establish a neighbourhood house. Renovations were carried out through the Work for the Dole programme and the Athol Park Neighbourhood House was officially opened in February 2006. This group has established several subcommittees including traffic, crime prevention through environmental design (CPTED), child welfare and the neighbourhood house.

Throughout this Annual Plan period, the Community Development Officer will liaise with the Athol Park Community Group.

*Strategy 1.2 & 3.1*

#### **3.2 Community Capacity Building Training**

One of the key principles that underpins Westwood's Community Development Strategy is: 'community development activities in Westwood should focus on building community capacity so that social structures and outcomes are sustainable after the completion of the Westwood Urban Renewal Fund'.

A range of resources are available to support community & sporting groups implement their ideas and goals. Westwood will seek opportunities to facilitate training for interested community & sporting groups in a range of areas such as seeking and securing grants and marketing reflecting the above key principle.

*Strategy 2.1, 2.2, .3.2 & 3.3*

### **4. An Economically Prosperous Place**

Westwood will be an **economically prosperous place** through better job opportunities for local people and where business and local enterprise are encouraged and supported.

#### **4.1 Savvy (social enterprise project)**

The purpose of this program is to provide participants, particularly those with low disposable incomes, with the opportunity to further develop their skills and knowledge about 'living more with less'. The program will be delivered in an interactive and informative manner utilising existing community resources where feasible. Aspects of the program will include:

- Cheap, quick and healthy cooking
- Go-Go Gardening: growing herbs, fruit and vegetables to compliment your diet,
- Getting the best from your garments: second hand cloth shopping, clothing repair and maintenance.

The program will initially be based at the Parks Children's House with a focus on families, with multiple and high needs, from the northern precincts.

*Strategy 2.1, 2.3, .4.3 &.4.4*

## **5. An Inclusive Place**

Westwood will be an **inclusive place** with stronger communities where local people will have better and fairer access to what they need, where diversity is welcomed and encouraged.

### **5.1 Communication Strategies**

One of the key principles that underpins Westwood's Community Development Strategy is: the provision of accurate and timely information in formats and places accessible to all residents is essential to maintaining positive community relations.

Throughout 2006/07 Westwood will continue to explore the most effective ways to implement activities, projects and programs that reflect the above principle. This includes continuing to support the Western Link Newsletter.

The Western Link was established in 2005 as a quarterly newsletter that provided an opportunity for individuals in the community to be involved in the research, design and production of a newsletter aimed at residents within the Westwood project area. Whilst a number of residents are keen to maintain involvement with the Western Link Newsletter it seems timely to review the operation of the newsletter taking into account other newsletters targeted at the local community and models of operation used by other community based newsletter groups.

*Strategy 1.1*

### **5.2 Westwood Welcome Activities**

Activities, programs and events that provide direct contact with the community and are inclusive of pre-existing residents and residents new to the area will continue to be a priority. This may include Welcome Nights, Welcome Kits, street gatherings and open days.

*Strategy 2.4 & 3.1*

### **5.3 The Summer Series Twilight Concerts**

In 2005/06 the Summer Series Twilight Concerns were cut back from four to two with the quality of performers being greatly increased and attendance being improved.

In 2006/07 there will continue to be an emphasis on utilising community development techniques in the planning, implementation and evaluation of the Twilight Concerts. This will include exploring opportunities to work in partnership with Mission Australia's Event Core program which provides young people with Certificate 2 in Music Industry Skills.

*Strategy 2.4 & .3.1*