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Appendix A – Consultation Questions

SAFETY IN SOUTH SYDNEY

South Sydney Council is in the process of developing a Community Safety Plan. One of the important steps in the planning process is to talk to local people about ways of making our community a safer place.

People who live, work and visit the area are being asked the questions which follow. There are no right or wrong answers and all information collected will be treated as strictly confidential. Thank you for taking the time to provide us with this important information.

1. What do you like about the South Sydney area?

- i).....
.....
- ii).....
.....
- iii).....
.....

2. What don't you like about the South Sydney area?

- i).....
.....
- ii).....
.....
- iii).....
.....

3. What would make the South Sydney area a better place?

- i).....
.....
- ii).....
.....
- iii).....
.....

4. What is your understanding of the term Community Safety?

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-

5. Do you feel as though you belong in the South Sydney area? (✓)

Yes () No ()

Please explain.....

-
-

Appendix B – List of groups and individuals consulted

11 Department of Housing Precinct Committees in Redfern and Waterloo

International Women's Day – random interviews

Redfern Residents for Reconciliation and residents / visitors to The Block – random interviews

Surry Hills Festival – random interviews

Kidspeak – random interviews

Plus the broad range of service providers and community organisations mentioned within the plan.

Appendix C – Communication Strategy

Preamble

The role of South Sydney Council and the range of partner organisations responsible for the development and production of the Redfern-Waterloo Community Safety Plan are to create a sustainable, integrated local area planning framework to address community safety issues on a whole of community basis by focussing on community strengthening activities and the prevention of community harm. This is in line with the Redfern-Waterloo Community Safety Taskforce's vision where community safety is about creating and maintaining a safe place in which to live, work and visit. This is achieved through a high level of community interaction, a well maintained environment and a strong sense of community for ongoing safety issues.

Communication Objectives

The objectives of the Redfern-Waterloo Community Safety Plan Communication Strategy are to:

- promote the Redfern-Waterloo Community Safety Plan as the basis for a new whole of community approach to developing a safer community for Redfern-Waterloo
- inform the Redfern-Waterloo community about actions they can take to contribute to a safer Redfern-Waterloo, consistent with the Key Result Areas outlined in the plan
- motivate community members to take an ongoing role in developing and implementing the Redfern-Waterloo Community Safety Plan in order to build a stronger community and prevent community harm
- increase knowledge and understanding of Council and partner organisation activities to make Redfern-Waterloo a safer community.

The communication strategy aims to meet these objectives through promoting:

- a partnership approach - developing relationships and co-operative initiatives with key citizens and organisations in the Redfern-Waterloo area to address community safety issues
- a safe environment - where a high standard of public amenity in the Redfern and Waterloo area's streets and public places contributes to a positive perception of the local area and
- safe behaviour - behaviour that supports and encourages people's safety in both public and private spaces.

Key Target Groups

The communications strategy aims to encourage key opinion leaders in the Redfern-Waterloo community to help promote the objectives of the Redfern-Waterloo Community Safety Plan

on behalf of Council and its partners, by acting as ambassadors for the ongoing development of safety in Redfern and Waterloo. These include but are not limited to:

- South Sydney Council Mayor, Councillors, Federal and State Members of Parliament and Community Leaders - who are key representatives of the broader community and are regularly in communication with members of the community.
- The Local Media - specifically editors and journalists of the local newspapers and the Inner City News
- The Department of Health - such as the Minister for Health and the CEO of the Central Sydney Area Health Service as the key agency for implementing the initiatives in the Redfern-Waterloo Community Safety Plan linked to creating healthy communities such as initiatives which aim to address illicit drug use in the South Sydney community.
- The Department of Housing - such as the Minister and the Director General of the Department and the Area Manager as the key conduit to information for public housing tenants.
- The N.S.W. Attorney General, the Director and Management of the Crime Prevention Division - who are responsible for providing advice, support and resources to community safety and crime prevention initiatives being implemented at the local level including administering the Safer Community Compact grant scheme and promoting best practice in community safety and crime prevention on their website.
- The Police - specifically the Minister for Police and the Commissioner of Police as the key office of law enforcement in New South Wales and the South Sydney area and as a key stakeholder in the implementation of community safety initiatives aimed at establishing and building on relationships with members of the community in creating a safer Redfern-Waterloo.
- Local Primary and High Schools - including all principals and parent group organisations that can influence and involve students in school communities.
- Local Businesses - who through Chambers of Commerce are in a position to promote community safety initiatives affecting the local business community.
- Council staff - including Directors, Managers and Officers many of whom have been part of the integrated planning approach to the production and implementation of the plan and who are well placed to assert Council's strong commitment to safety in Redfern and Waterloo and in demonstrating Council's responsiveness to community needs.

Copies of the Redfern-Waterloo Community Safety Plan should be provided to all these key agencies and individuals.

Initiatives for Promotion of the Redfern-Waterloo Community Safety Plan

Redfern-Waterloo Community Safety Plan Launch

Invitations will be extended to representatives from the key target groups listed above to the launch of the Redfern-Waterloo Community Safety Plan.

Briefings to Local Media

Provide media briefings to the local media and develop press releases in relation to ongoing implementation of strategies outlined in the plan.

Articles in Inner City News

Produce feature articles on strategies in the implementation stage on a quarterly basis.

Produce Redfern-Waterloo Community Safety Plan Booklet

Produce a small, four page A4 size booklet which condenses the Redfern-Waterloo Community Safety Plan into reader friendly information and distribute to all members of the community.

Staff Briefings

Provide briefings on the plan to relevant representatives of above listed target groups as well as senior staff and Council officers.

Council Committee Briefings

Provide briefings on the plan and distribute copies of the Redfern-Waterloo Community Safety Plan booklet to all Council committees.

Websites

Submit the plan to the N.S.W. Attorney General's Department for publication on the website. Promote the plan through South Sydney Council and relevant partner organisation websites.

Council Festivals, Events and Activities

Promote issues contained within the plan through Council festivals, activities and events.

Strategies to improve the Communities' perception of Safety

Council has long recognised its role in promoting safety by building community, and reducing threats or barriers to safety, but also by addressing the factors that impact on people's perception of safety. Promotion of the Redfern-Waterloo Community Safety Plan will contribute to these efforts to improve local community perceptions of safety.

The communication strategy focuses on raising awareness, gaining community ownership and involvement and promoting the outcomes of the safety plan.

It will be important to identify and continue to promote a causal link between the Redfern-Waterloo Community Safety Plan and any new safety initiatives or positive outcomes that

result from the strategies in the Plan. It will be particularly important to recognise and celebrate any early 'wins' in the Plan's implementation phase as these will motivate people to continue to support the Plan as an effective framework for making a tangible difference to safety in Redfern and Waterloo.

Conclusion

The meetings of the Redfern-Waterloo Community Safety Taskforce will provide a mechanism for assessing progress in relation to the monitoring, implementation and evaluation of the strategies outlined in the plan. The Communications strategy will be a regular agenda item at these meetings in order to ensure ongoing promotion of the plan.