



What do you need to know?

straight Talk



hear every voice, know where you stand

Socio-Cultural Consultation Outcomes Report for Hornsby Council

3 July 2014

Contents

Executive summary

1. Introduction	1
1.1. Report purpose	1
1.2 Report structure	1
2. Background to service review	2
2.1 Review context	2
2.2 Current situation	3
2.3 Population growth and change	3
3 Engagement approach	5
3.1 Engagement purpose	5
3.2 Engagement objectives	5
3.3 Process outline	5
3.4 Activity overview	6
4. Stakeholder views	10
4.1 Opportunities, challenges and priorities	11
4.2 Partnership opportunities	14
5. Community views	15
5.1 Importance of services	15
5.2 Usage of services	16
5.3 Service gaps	17
5.4 Community and cultural strengths and weaknesses	22
5.4.1 Strengths	22
5.4.2 Weaknesses	23
5.5 Service themes	26
5.5.1 Accessibility and transport	26
5.5.2 Information on services	28
5.5.3 Isolation and connectedness	31
5.5.4 Arts and cultural expression	32
5.5.5 Vibrant and distinctive places and spaces	42
5.5.6 Healthy active community	43

5.6 Partnership opportunities	46
6. Conclusion	47
Appendix A - Reference materials	
Appendix B - Workshop agendas	
Appendix C - Stakeholder organisations	
Appendix D - Survey questionnaire	
Appendix E - Survey participant profile	

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Executive summary

In April and May 2014, consultation was undertaken by Straight Talk and Jetty Research to inform a review of social and cultural services being undertaken by Hornsby Council to ensure services are delivered to meet the changing needs of the Hornsby Shire community. Key issues impacting service provision include significant population growth in some areas, gradual decline in other areas, increasing cultural diversity and an ageing community.

All raw data from the consultation process has been provided to Council to support the review process. This outcomes report provides a summary of key opportunities and priorities for service delivery.

The consultation process included workshops with stakeholders and residents and online and telephone surveys. There was a strong level of participation in the consultation process with nearly 1,500 people actively contributing feedback. Participation was from 43 local stakeholders directly involved in community and cultural service provision and programs, plus nearly 1,400 residents who completed a survey either online or over the telephone, including some who also participated in a workshop to provide more in depth feedback about social and cultural needs.

The telephone survey involved a randomly selected sample of respondents and provides statistically significant data on resident views. This data is supported by workshop outcomes that provide more in-depth feedback on specific service issues and needs and by data from a self selected sample of residents with an active interest in social and cultural issues who completed the online survey.

The high level of participation indicates a strong desire from both residents and stakeholders to 'have a say' about issues affecting community wellbeing.

Consultation identified that residents feel the Hornsby Shire has a good range of social and cultural services with a high standard of service delivery. However, the process sought to explore community needs in broad terms and when promoted participants identified a number of opportunities for service improvements. Through the consultation process, issues and priorities for service provision in relation to six key themes were explored. The themes were identified with input from stakeholders as follows:

- Accessibility and transport
- Accessing information about social services
- Isolation and community connectedness
- Arts and cultural expression
- Vibrant and distinctive places and spaces
- Healthy and active communities.

Consultation identified a number of consistent issues related to service delivery that Council can consider through the review process. The most commonly suggested ideas for supporting community and working in partnership with residents, community groups and service providers to improve social outcomes related to:

- Better communication and provision of information about services and opportunities to participate in community activities
- More networking to encourage and promote information sharing
- More local level consultation with communities
- More collaboration with service providers and promotion of partnership opportunities
- More promotion and support for opportunities to volunteer and bring people together
- Reducing barriers and empowering community groups to 'build' community by organising events and activities
- Partnering more with local businesses.

1. Introduction

1.1. Report purpose

This report has been prepared by Straight Talk for Hornsby Shire Council (Council) to document the outcomes of a comprehensive program of community engagement undertaken to inform the review of the social and cultural services and programs in the Hornsby Shire. The review is being undertaken to determine the extent to which service priorities identified in the existing Social Plan 2010-2014 and the Cultural Plan 2008-2010 still align with community needs and demands.

Engagement was undertaken concurrently with two other separate engagement programs: one focused on a review of open space, parks and recreation facilities; and the other of community and cultural facilities. Collectively, the outcomes of these reviews will inform the way in which social and cultural services are delivered.

Straight Talk worked in partnership with Jetty Research to prepare, undertake and report on a stakeholder workshop, a community workshop, a telephone survey, and an online survey as part of the consultation. The results of the above have been jointly analysed to inform the outcomes summarised in this report. Detailed notes from both workshops and data from both surveys have been provided to Council to support the review process.

1.2 Report structure

This report contains a further five sections, as follows:

Section 2 - Provides background to the review of social, arts and cultural services and programs

Section 3 – Outlines the engagement approach and describes the consultation activities undertaken

Section 4 – Summarises the views of stakeholders with an active role in delivery of social and cultural services

Section 5 – Summarises the views of residents about specific social and cultural issues and service needs

Section 6 – Provides an outline of next steps in the review process.

2. Background to service review

This section provides context to the review of social and cultural services, including arts services, in the Hornsby Shire.

2.1 Review context

Hornsby is the northernmost local government area (LGA) in Sydney Metropolitan Area. It has a population of 156,000 living across a mix of suburban and semi-rural village areas surrounded by bushland and farmland.

Council manages a number of assets to meet the community's social and cultural needs, including arts and cultural centres and spaces, heritage sites and childcare facilities. In addition, Council both directly delivers and supports the delivery of a number of services and programs to sustain and enhance the wellbeing of the community. To date these activities have been delivered in line with the Council's existing Social Plan and Cultural Plan. Shifting demographic and cultural landscapes have led to the need to review service provision to align with a new four-year Delivery Plan that will be implemented under *Hornsby Shire 2020*, the Community Strategic Plan that provides a long term vision for the Shire.

In accordance with Integrated Planning and Reporting requirements, Council must prepare a new Delivery Plan every four years with annual operational plans and performance reports.

To meet the needs and wants of residents and improve their quality of life, *Hornsby Shire 2020*, outlines a commitment to enhance community wellbeing by addressing community needs and aspirations in a fair, efficient and equitable manner.

To implement *Hornsby Shire 2020*, Council's Delivery Plan sets out the following themes for delivery of social and cultural services:

- **Support a healthy and interactive community** - by supporting healthy community life, including equitable access to services and facilities, a network of public places, recreation and open space, as well as opportunities to creatively participate in and contribute to the local and regional community
- **Create a strong sense of belonging** - by helping develop and maintain places where people feel a sense of belonging, meeting their cultural and social needs through a variety of networks, groups, services and facilities and acknowledging the contribution Indigenous and other cultures have on the area's values and history
- **Meet the diverse needs of the community** - by working in partnership with residents and community groups, agencies and networks to make sure people feel supported, and needs, challenges and opportunities are addressed in a timely and equitable manner.

2.2 Current situation

Council, like other local governments, is financially constrained and faces difficult choices about how to allocate resources in the face of competing service priorities. Currently, approximately 13 percent of Council's total budget (approximately \$13 million) is spent on community and cultural services. The review of social and cultural (including arts) services and programs is being undertaken to ensure Council can allocate available resources in a way that optimises value to the community.

Growth and change across the Hornsby Shire is affecting residents in different ways. It is reducing the demand for services in some areas and increasing the demand for services in others. Council need to understand the specific needs and demand for services from different sectors of the population and in different localities across the Shire in order to effectively plan and resource its social and cultural activities.

As well as this, Council is focussed on building social capital to support more 'bottom-up' approaches to social and cultural service provision in order to build social capital by working in partnership with the community to fulfil its aims of promoting healthy and interactive communities, meeting diverse needs and creating a strong sense of belonging.

2.3 Population growth and change

Analysis of ABS census data from 2006 and 2011, and other policy documents identifies a number of factors about population growth and change within the Hornsby Shire. These policy documents included:

- Council's Housing Strategy (2010)
- Snapshot of the Hornsby Shire Report (2012)
- Needs Assessment Report (2012) prepared by the Northern Sydney Medicare Local (2013).

Table 1 is formulated with data from Council's Housing Strategy and has been adapted to align population projections for 2021 with the existing population profile from the 2011 census. It provides a general indication of the population increase to 2021 based on the breakdown of age groups and specific suburbs that have been rezoned to accommodate new development and population increases.

As detailed in Table 1, projections indicate the population across the Hornsby Shire will continue to slowly increase. However, this growth will not be evenly spread across each suburb. Asquith, Waitara, Carlingford and Beecroft will absorb significant new development and experience the highest level of population growth.

By 2021 it is expected that the largest population groups will be:

- 30-34 years
- 50-64 years
- 75+ years.

Other major demographic shifts by 2021 include:

- A significant reduction in people aged 35-54 years and aged 9-19 years
- An increase in people aged 25-29 years
- A significant increase in older persons aged 55+ years.

While this section of the report is not intended to provide a detailed statistical analysis of demographic data, some general themes that impact provision on social, arts and cultural services are noted:

- Cultural and linguistic diversity within the Hornsby Shire is increasing, creating challenges around the accessibility of services and the ability of residents from different cultural groups to participate in the community and increasing demand for migrant and English language support services
- Some centres will experience higher rates of population growth than others, placing increased demand on existing services. Areas with the most significant pressure will include Asquith, Waitara, Carlingford and Beecroft
- Other areas will experience population decline as household structures change and children become young adults and leave home and their parents become 'empty nesters', which will alter the demand for specific services. Areas expected to have population decline include Cherrybrook, Westleigh and Berowra Heights
- The population within the Hornsby Shire is ageing, creating challenges around accessibility of services and increasing demand for home support and community transport services and opportunities to contribute to the community and partake in social activities as people transition from the workforce to retirement.

Census data also indicates that services must provide for an increasingly diverse community and over a quarter of all residents in the Hornsby Shire now come from countries where English is not their first language. There are growing Chinese, Indian and Korean communities (ABS, 2011).

The community is educated, comfortably well-off and healthy. Residents exercise more frequently, fewer people are overweight or obese and fewer people smoke than average (Northern Sydney Medicare Local, 2013). More residents have tertiary qualifications than average (ABS, 2011). More residents have high gross weekly incomes than average (ABS, 2011).

3 Engagement approach

This section details the purpose and objectives of the engagement process and provides a summary of each engagement activity.

3.1 Engagement purpose

Engagement was undertaken to 'involve' the community, service providers and service users in the review process. It has been a number of years since Council has undertaken engagement on community and cultural issues and even longer since there has been any consultation about arts issues.

Consequently, Council wanted to work directly with the community, service providers and service users to ensure issues and concerns are understood and can be factored into the review process.

Council is committed to providing feedback about how input influences the review outcomes and to undertaking more in-depth consultation about specific issues and in specific areas over the coming years to shape the delivery of priority services.

3.2 Engagement objectives

The objectives of engagement were to:

- Build and develop relationships with existing and future service providers and users
- Understand the level of awareness of existing community, arts and cultural services and programs
- Identify community and cultural issues, needs, aspirations for different sectors of the population
- Identify priorities for community and cultural service delivery.

3.3 Process outline

Straight Talk and Jetty Research devised a comprehensive and cost-effective engagement approach to consult both service providers and users as key stakeholders and the community more broadly.

As shown in Figure 1, the methodology incorporated a mix of qualitative and quantitative consultation methods, including workshops and surveys. The process was designed in conjunction with Council, so that outcomes from each activity informed the next to ensure that outcomes constructively supported the service review process.

Consultation involved:

- **Stakeholder workshop** – for a range of service providers to establish a rich picture of what is currently happening and views on opportunities, constraints and priorities
- **Telephone survey** – to assess and understand the views of a random and general population sample and identify potential participants from the workshop
- **Online survey** – to run concurrently alongside the other survey and identify views from a self selected sample
- **Randomly selected resident workshop** – to delve more deeply into issues and needs of everyday people and opportunities for 'building' community in partnership with Council.

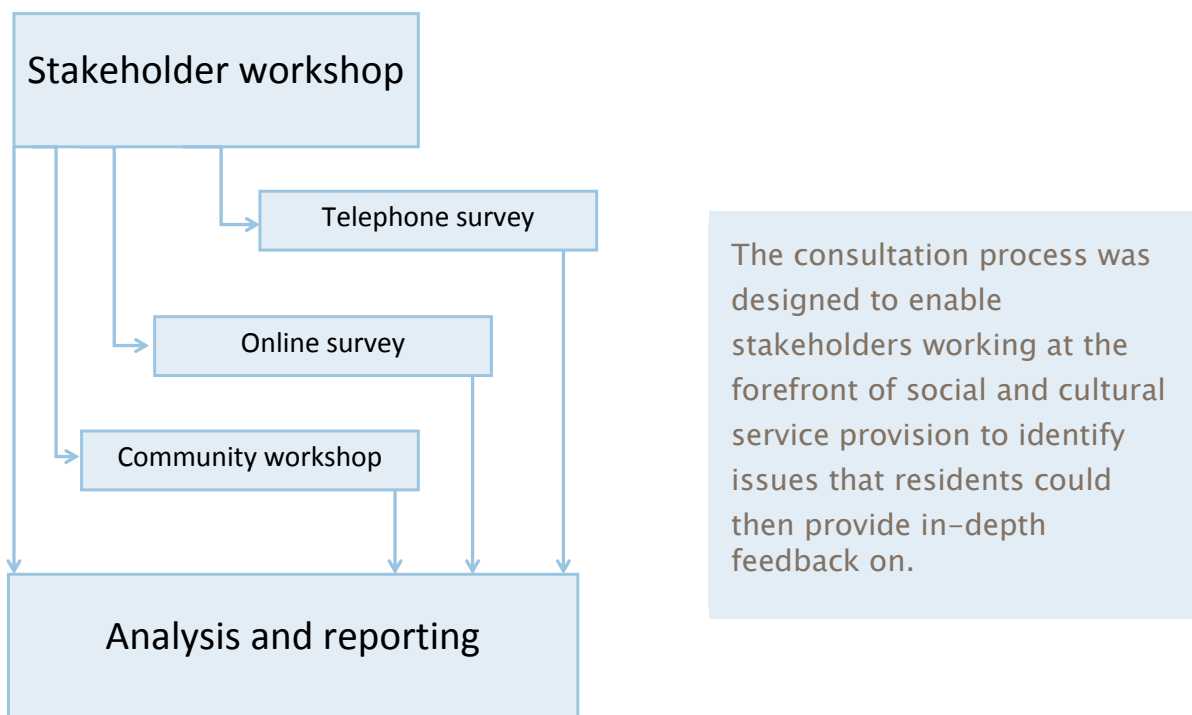


Figure 1 - Consultation process

The process was designed to be as inclusive as possible, inviting feedback from involved, affected, interested and disinterested stakeholders. Workshops were undertaken in favour of focus groups, as a cost effective way of engaging a larger sample of people in both a proactive and interactive manner.

3.4 Activity overview

Stakeholder workshop



Date	10 April 2014
Length	3 hours
Location	Hornsby Leisure and Learning Centre
Promotion	Invitations to attend the workshop were issued by Council via existing community, cultural and arts networks.
Participants	43, including representatives from a range of organisations. Appendix C lists the organisations represented at the workshop.

The workshop provided an opportunity for front line staff working in government agencies, non-government organisations and active members of special interest groups, who advocate for improved community and cultural services, to participate at the beginning of the review process. They were involved early as an acknowledgement that their input is critical as key stakeholders. The workshop created space for stakeholders with different community and cultural interests to understand competing priorities and interests and to recognise that Council is limited in terms of what it can do and the need for trade offs in terms of service priorities. The workshop was designed to maximise participation through small group dialogue.

The workshop included:

- An introduction from the facilitator and a background presentation from Council
- Structured small group discussion to identify views on challenges, opportunities and priorities for service delivery.

A copy of the workshop agenda is included in Appendix B.



Telephone survey

Dates	30 April to 14 May 2014
Approach	The phone survey was a random fixed line CATI (telephone) poll of Hornsby Shire adults residents, with an identical online survey run in parallel. The participation rate (the proportion of eligible residents reached who agreed to participate) was 37%.
Participants	600

The telephone survey was conducted from Jetty Research’s CATI call centre. A team of 12 researchers undertook calls to residents from 3.30-7.30 pm each weekday afternoon/evening. Telephone numbers that were engaged, not answered or diverted to answering machines were called up to five times at different phases of the afternoon and evening. Potential respondents were screened to ensure they were aged 18-plus, and lived within the Hornsby Shire.

The sampling frame for the CATI survey was a database of 9,045 randomised valid residential numbers relating to postcodes in the Hornsby Shire. Numbers were uploaded from Sampleworx, a respected supplier of randomised residential telephone numbers, and from an E-White Pages database. In all, 7,101 calls were made to achieve the desired sample (including call-backs).

Interview time ranged from six to 26 minutes, with an average duration of nearly 12 minutes. To ensure an adequate mix of respondents from across the Hornsby Shire, respondents were screened by suburb to ensure an even sample across the three wards. Older residents were screened out towards the end of the survey process to allow for an adequate mix of younger respondents. Raw data from the telephone survey was post-weighted by age and gender (Based on 2011 ABS census data for the Hornsby LGA) in order to remove any age or gender bias from the results.

ABS data from the 2011 census indicates there are 55,820 households in the Hornsby Shire. Random sampling error for a randomised survey of 600 households is +/- 4.0% at the 95% confidence level. This means that were the same random survey to be conducted 20 times, results should be representative of the overall adult Hornsby Shire population to within +/- 4.0% in 19 of those 20 surveys.



Online survey

Dates	8 May to 30 May 2014
Promotion	<p>Promoted via adverts in the:</p> <ul style="list-style-type: none"> • Hornsby Advocate on 24 April and 15 May 2014 • Bush Telegraph on 15 May 2014. <p>Council also promoted the online survey via its networks and sent an email/s out to all organisations who were invited to send a representative to the stakeholder workshop</p>
Participants	791 valid responses

Online survey duration ranged from four to 29 minutes, with an average of nearly 11 minutes.

The online survey, was self selecting (i.e. 'opt-in') in nature, and therefore is not considered to be a random sample. In a self selecting sample it is difficult to assess the presence of bias (i.e. whether the opinions or characteristics of respondents deviate, in this case from those of the Hornsby Shire population as a whole). Respondents may differ from the rest of the target population: for example, those who take part may have a strong opinion about the subject matter. Hence, the results of the online survey cannot necessarily be used to make reliable inferences about the overall population of the Hornsby Shire. The results, while a useful snapshot of community opinion, can (strictly speaking) only be used to reflect the views of those who chose to respond to the survey.

Appendix D contains a copy of the survey questionnaire. Appendix E contains a snapshot of the profile of survey participants from both the random and self selected sample.



Resident workshop

Date	20 May 2014
Length	3 hours
Location	Hornsby RSL
Promotion	Over 70 people were recruited to attend a three hour workshop via the random telephone survey. In addition, 15 people from culturally and linguistically diverse backgrounds who spoke Chinese and Farsi were identified through Council's networks and attended the workshop with support from translators.
Participants	80

The workshop created space for everyday residents to provide feedback about community and cultural needs and service priorities. The workshop enabled participants to explore and identify opportunities for the community to work in partnership with Council to deliver social and cultural (including arts) services and programs to better meet the needs of the community now and in the future. Furthermore, it helped Council to reinforce its commitment to meet the diverse needs of our community to ensure everyone has a strong sense of belonging and can be part of a healthy and interactive community.

The workshop included:

- An introduction from the facilitator and a background presentation from Council
- Structured small group discussion to identify:
 - > Views on Hornsby's community and cultural strengths and weaknesses
 - > Reasons why participants agreed to attend the workshop
 - > Views on how Council and the community could work in partnership to 'build' community
 - > Views on issues and service needs relating to:
 - Accessibility and transport

- Accessing information about social services
- Isolation and community connectedness
- Arts and cultural expression
- Vibrant and distinctive places and spaces
- Healthy and active communities.

Appendix B includes a copy of the workshop agenda.

4. Stakeholder views

This section presents the views of participants at the stakeholder workshop. It provides a summary of the key challenges, opportunities and priorities associated with the Delivery Plan themes detailed in Section 2.

Detailed notes from the stakeholder workshop have been provided to Council for future reference and summarised in this section of the consultation outcomes report.

At a glance:

Stakeholders consistently identified a desire and need to work more collaboratively with Council to broaden networks and join up service delivery. They identified the need for a directory of groups and organisations to promote partnering. Stakeholders also identified the following priorities for service delivery, which were explored in more detail through the consultation process:

- **Accessibility and transport** – better transport services to connect to centres and community facilities, better footpaths and bike paths and community transport
- **Information about services** – better communication about social and cultural services and programs
- **Isolation and community connectedness** – more cultural festivals and events to promote inclusiveness, more support for isolated people to participate in their community and promotion of community pride
- **Arts and cultural expression** – more cultural spaces
- **Vibrant and distinctive places and spaces** – promotion and celebration of unique qualities of villages and centres
- **Healthy and active communities** – more community facilities and spaces for indoor and outdoor activity, including community gardens and more support for communities to organise their own events.

4.1 Opportunities, challenges and priorities

Meet our diverse community needs

Challenges	Opportunities	Priorities
<ul style="list-style-type: none"> • Providing affordable housing and accommodation for low income earners • Integrating migrant communities with the wider community • Matching services to the wider community profile • Recognising Aboriginal heritage, history and culture • Providing services for people with mobility limitations or mental health conditions and older people • Communicating with and educating the wider community • Difficulty in engaging youth and provide suitable employment • Managing welfare and unemployment services • Limited accessibility due to transport limitations 	<ul style="list-style-type: none"> • More activities that encourage cultural integration • Provide employment skills initiatives • Communicate through a wide variety of mediums – including print media, newsletters and digital media • Improve public transport accessibility and subsidies to reduce isolation • Connect with local schools and businesses • Create a directory of all groups and organisations • Explore different ways to engage with young people – have work experience programs at Council • Free languages course to encourage mixing of cultures • Be proactive in showcasing existing services and programs • Connect seniors with migrants 	<p>Top three priorities:</p> <ol style="list-style-type: none"> 1 PARTNERSHIPS: Create a directory of groups and organisations to broaden networks, promote sharing and create opportunities for new partnerships 2 TRANSPORT: Transport services that connect to centres and community facilities – community buses, parking, footpaths and bike paths 3 COMMUNICATION: Communication of services and programs across the Shire <p>Other priorities included:</p> <ul style="list-style-type: none"> • Explore opportunities to engage more with younger people • Promote inclusiveness through more cultural festivals • Showcase Council’s work

Create a strong sense of belonging

Challenges	Opportunities	Priorities
<ul style="list-style-type: none"> • Connecting with the geographically diverse and isolated communities across the Hornsby Shire – celebrating both ‘individual villages’ and the ‘broader community’ • Providing services that connect clients with civic activities and create community hubs • Organising and promoting community art events and programs to facilitate the development of a sense of belonging • Creating belonging for the culturally and linguistically diverse community • Providing for marginalised and disengaged communities include young and older people • Accessibility of community meeting places and spaces • Communication of opportunities to meet with other community members including promoting community groups 	<ul style="list-style-type: none"> • Provide more community venues that are available and accessible to across the Hornsby Shire • Services to encourage safe community access to local centres including walking paths and cycle routes • Social inclusion opportunities for more high density housing i.e. parks and gardens • Encourage enterprise to create sense of belonging • Promote programs that encourage community pride • Promote the individual identity of each village • More community events and festivals • Provide more indoor and outdoor meeting spaces • Unlock toilets at weekends • Repurpose buildings for cultural, arts and social initiatives 	<p>Top three priorities:</p> <ol style="list-style-type: none"> 1 CULTURAL SPACES: Create more cultural spaces across the Shire to promote inclusiveness and diversity 2 PROMOTE UNIQUE VILLAGES: Celebrate the diversity of the Hornsby Shire’s villages and centres – like the City of Sydney village programs 3 PARTNERSHIPS: Create a directory of groups and organisations to broaden networks, promote sharing and create opportunities for new partnerships <p>Other priorities included:</p> <ul style="list-style-type: none"> • Plan for more community facilities • More public toilets and increase opening times • Create networking opportunities for community groups • Programs that encourage community pride • Better promotion of cultural and heritage programs

Support healthy interactive communities

Challenges	Opportunities	Priorities
<ul style="list-style-type: none"> • Providing sufficient community open space in a period of urban growth • Improving safety in public places – poor lighting in parks and playgrounds • Poor communication between police, Council rangers and neighbourhood watch • Educating communities about local organisations that can help during emergencies • Supporting health literacy and the promotion of health services 	<ul style="list-style-type: none"> • Health buddying system and volunteering • Create a directory of health services • Create a community garden to bring people together- particularly new residents • Support and promote the variety of indoor and outdoor meeting spaces • Encourage people to get out and expand their social network • Create a ‘must-do’ (bucket list) for Hornsby Shire residents of community and cultural opportunities • Encourage volunteering • Work more closely with the police, Council rangers and neighbourhood watch to create safer communities 	<p>Top three priorities:</p> <ol style="list-style-type: none"> 1 MEETING SPACES: Create a variety of meeting spaces –including community gardens and outdoor spaces 2 COMMUNICATION: Educate people on the services and programs available 3 DISASTER PLANNING: More information at the neighbourhood level on disaster preparation including workshops and booklets <p>Other priorities included:</p> <ul style="list-style-type: none"> • Council develop kits to help the community organise their own event • Activities to encourage isolated people to ‘get out’ more often • Directory of hospital and health services

4.2 Partnership opportunities

Stakeholders identified the following opportunities for working in partnership with Council.

- **Communication** – partner with service providers to distribute information out to the community – online, via Facebook and on noticeboards
- **Networking** – to encourage and promote information sharing and promote joint working opportunities through forums and workshops
- **Partnership promotion** – give service providers more information on ideas for partnering
- **Community volunteering** – create more opportunities for the community to ‘give back’
- **Young people** – have youth representatives, youth work experience opportunities and more youth forums
- **Business partnerships** – partner with local businesses to create work opportunities
- **Training partnerships** – partner with organisations that provide first aid courses, hygiene courses and practice skills to encourage social interaction and build employment skills
- **Consultation and collaboration** – provide more opportunities to engage with and listen to service providers.

5. Community views

This section summarises community views identified through the online and telephone survey and at the resident workshop:

- The survey explored resident views on service importance, usage and gaps (Sections 5.1, 5.2 and 5.3)
- The workshop identified resident views about the community and cultural strengths and weaknesses of the Hornsby Shire (Section 5.4)
- Specific survey questions and workshop topics identified resident views about a number of service delivery themes that were identified based on issues raised by stakeholders. These themes are:
 - > Accessibility and transport (Section 5.5.1)
 - > Accessing information about social services (Section 5.5.2)
 - > Isolation and community connectedness (Section 5.5.3)
 - > Arts and cultural expression (Section 5.5.4)
 - > Vibrant and distinctive places and spaces (Section 5.5.5)
 - > Healthy and active communities (Section 5.5.6)
- The workshop identified resident views on opportunities for the Council to work in partnership with the community (Section 5.6)

Detailed notes from the resident workshop and raw data from both surveys (included cross-tabulated data from the telephone survey) have been provided to Council for future reference and summarised in this section of the consultation outcomes report.

5.1 Importance of services

Survey respondents were asked to rate the importance of a number of social, arts and cultural services to them and their family. As detailed in Figure 2 the services deemed to be most critical were:

- Services for old people
- Community transport
- Services for young people
- Services for families with young children.
- Childcare.

Self selected respondents were more than twice as likely as randomly selected respondents to identify community arts and cultural venues as important, and were more than three times as likely to say community festivals were important. Conversely, randomly selected respondents were almost 25% more likely than online respondents to identify community transport as being important. While level of community awareness and understanding of community transport services was not identified through the consultation process, the outcomes indicate demand for improved transport services whether they are provided by local or state government.

Detailed analysis of the telephone survey data indicates that younger respondents (i.e. those aged between 18 and 39 years), respondents living in Ward B and those with children were most likely to identify community and cultural services as critical.

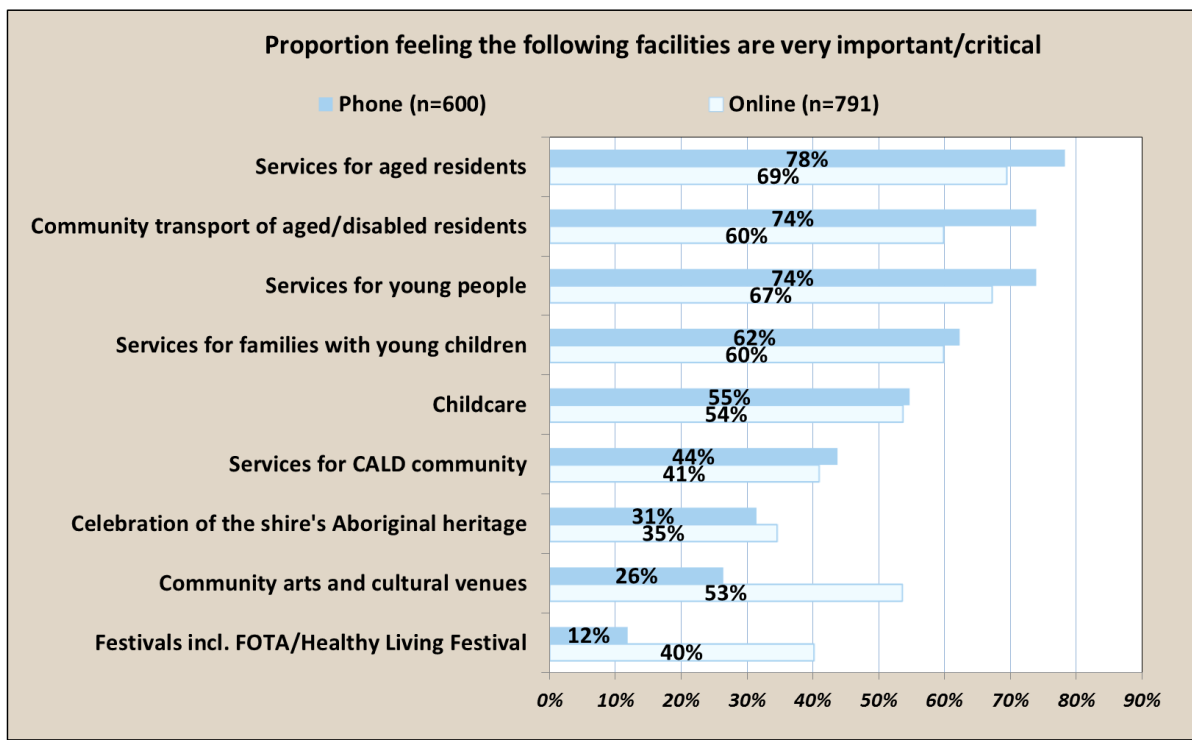


Figure 2 - Rating of importance of specific community, cultural and arts services

5.2 Usage of services

Survey respondents identified whether they, or members of their families, had recently used a range of specific social, arts and cultural services.

As detailed in Figure 3, the most frequently used service was childcare. Interestingly, randomly selected respondents were nearly three times more likely to use community transport than self selected respondents. Not surprisingly, as the majority of the Hornsby community speak English proficiently; migrant and English language services had the lowest level of use.

As would be expected, detailed data analysis from the telephone survey reveals that respondents aged between 18 and 39 years and respondents with children living at home were more likely to have recently used childcare services.

Surprisingly, data analysis indicates that younger respondents and those with children living at home were significantly more likely to identify that they or member of their family have used community transport than respondents aged 40+ years. Similarly, younger respondents and those with children living at home identified that they or members of their family used home and community care services at the same rate as respondents aged 60+ years. These results are surprising and may reflect a statistical anomaly or reflect that respondents in this age group were answering on behalf of aged family members, whereas respondents in the next age bracket may be too old themselves to have aged family members accessing these services.

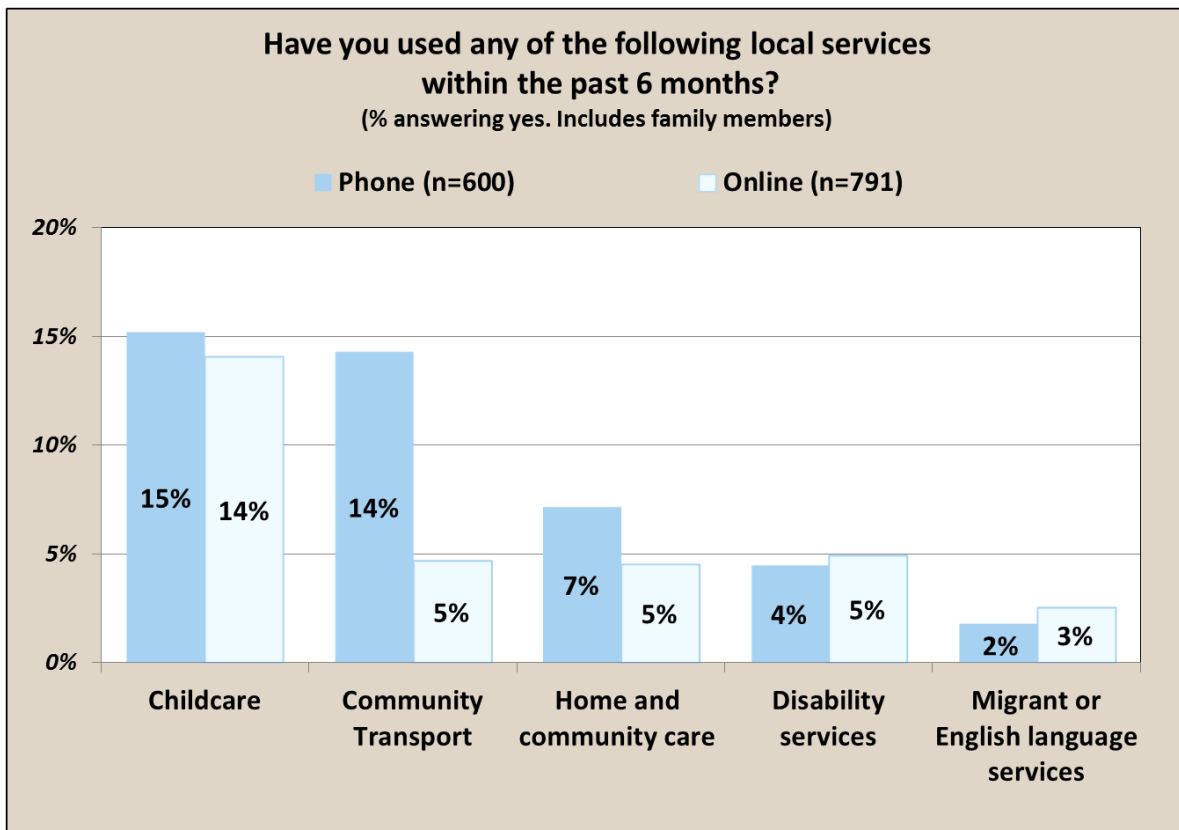


Figure 3 - Recent use of specific community, cultural and arts services

5.3 Service gaps

Survey respondents were asked to identify any additional services, or improvements to existing services they believed were needed in Hornsby Shire. As detailed in Figure 4, the services or facilities that most critically needed to be provided or improved, according to the randomly selected respondents, were:

- Sporting and leisure facilities
- Public transport
- Open spaces and nature protection
- Cultural services.

Self selected respondents identified the following service improvements as a priority:

- Cultural services
- Sporting and leisure facilities
- Footpaths and cycleways
- Public transport.

Randomly selected respondents were more than twice as likely as those surveyed online to identify public transport as needing improvement. Similarly, the protection of open spaces and natural areas was identified as important by nearly twice as many randomly selected respondents as self selected respondents. Conversely, cultural services were identified as in need of improvement by more than twice as many self selected respondents as randomly selected participants.

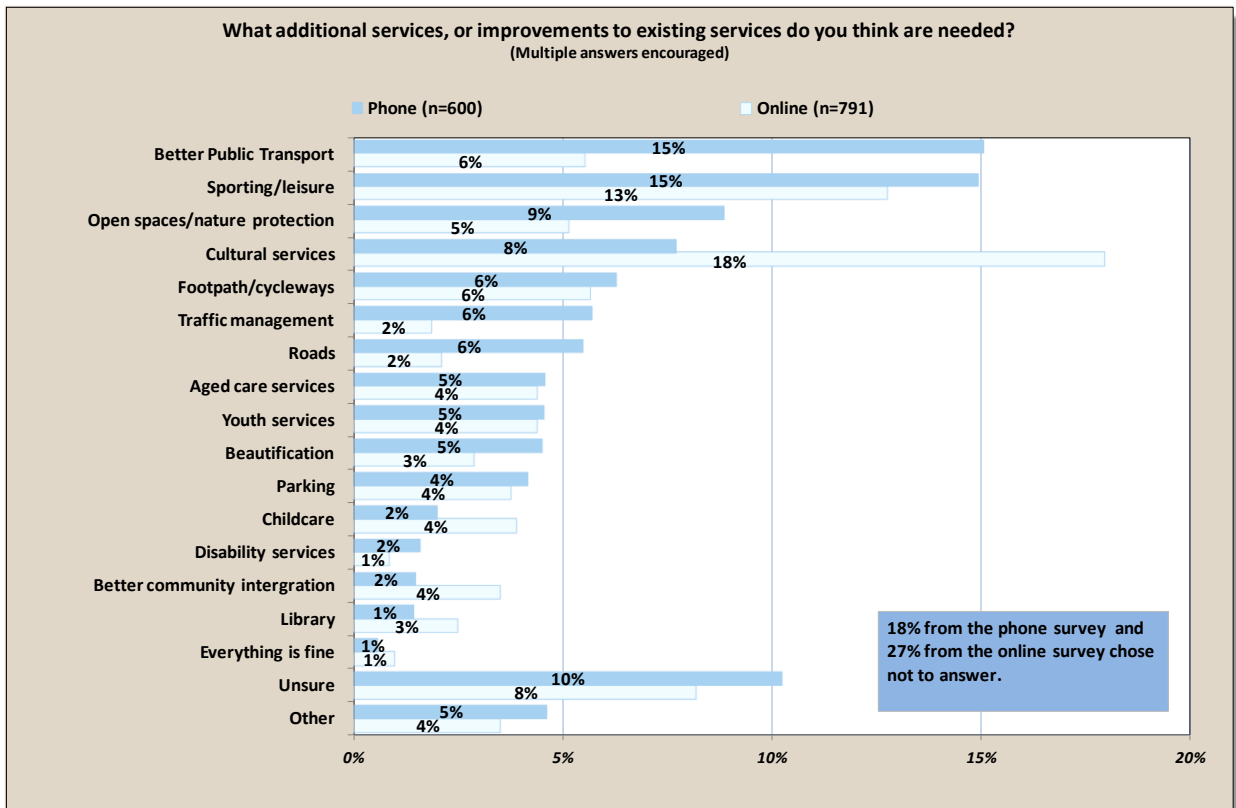


Figure 4- Service gaps

As detailed in Figure 5, within public transport, key priorities were (in declining order of mention):

- More public transport services
- Improved public transport service frequency
- Better access to public transport services.

While Council has no direct responsibility for provision of public transport services, there is opportunity to continue to advocate for service improvements on behalf of the community.

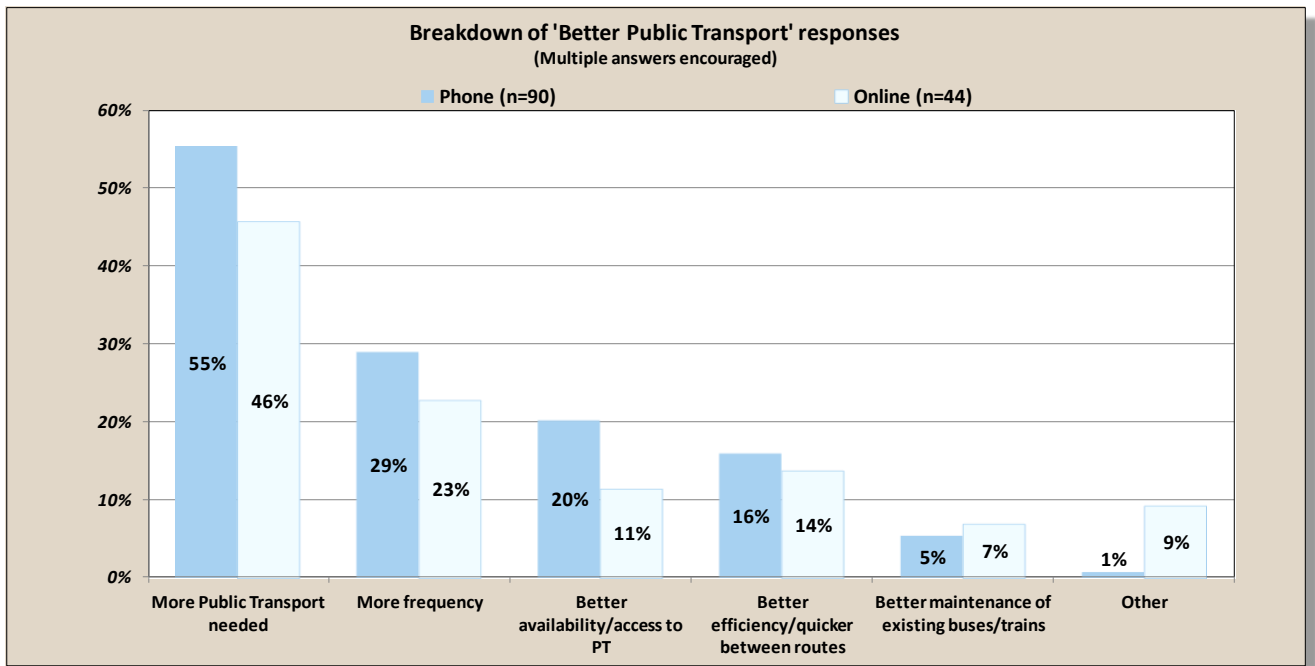


Figure 5 - Public transport service improvement priorities

As detailed in Figure 6, within sporting/leisure facilities, key priorities were (in declining order of mention):

- Complete the swimming pool (particularly in Ward A)
- More sport and recreation venues
- Improvements to existing sport and recreation venues.

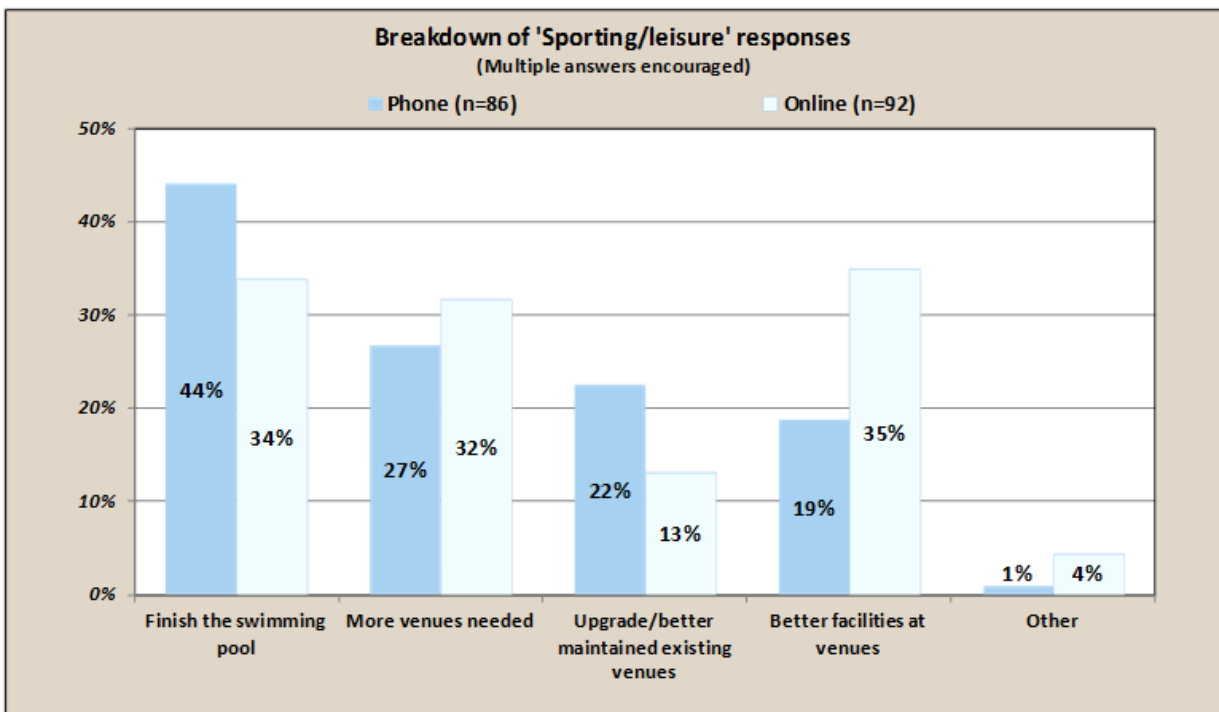


Figure 6 - Sporting and leisure service improvement priorities

As detailed in Figure 7, within open space and nature protection, key priorities (in declining order of mention) were:

- Better maintenance and/or upgrades to parks and bushland areas

- More parks
- More playgrounds.

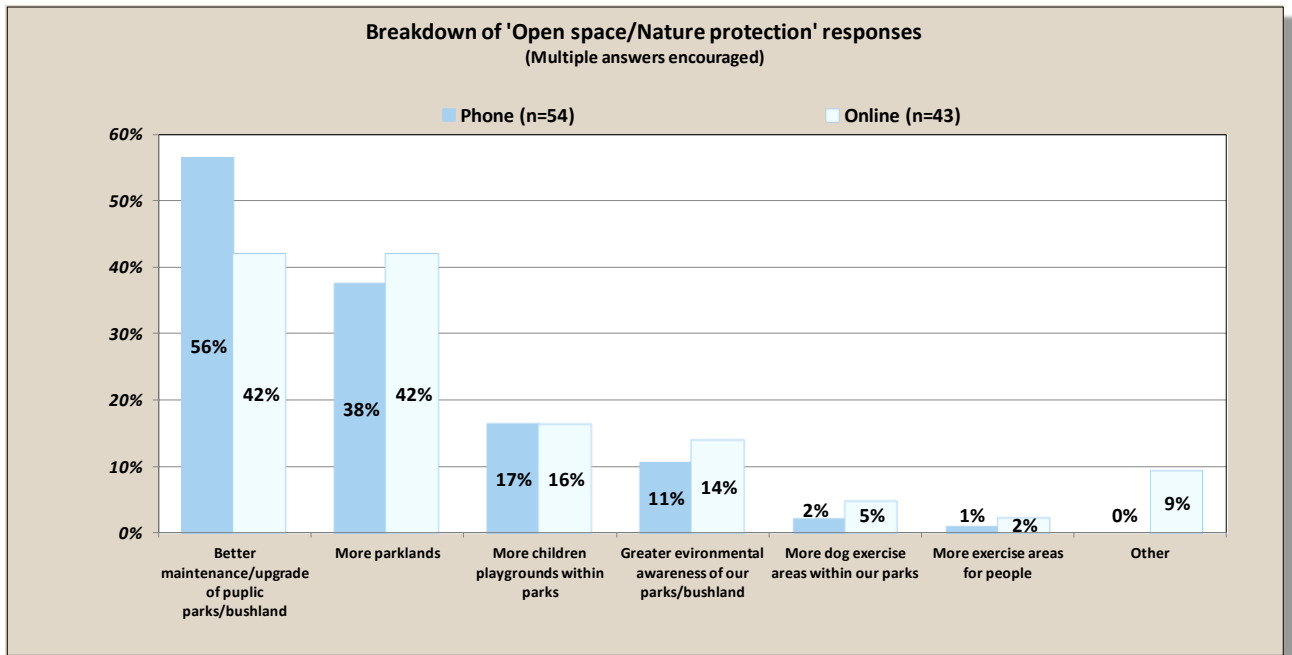


Figure 7 - Open space and nature protection service improvement priorities

As detailed in Figure 8, within cultural services, key priorities (again in declining order of mention) were:

- More cultural venues (particularly in Ward A)
- Better funding and/or promotion of cultural services and programs
- More cultural performances.

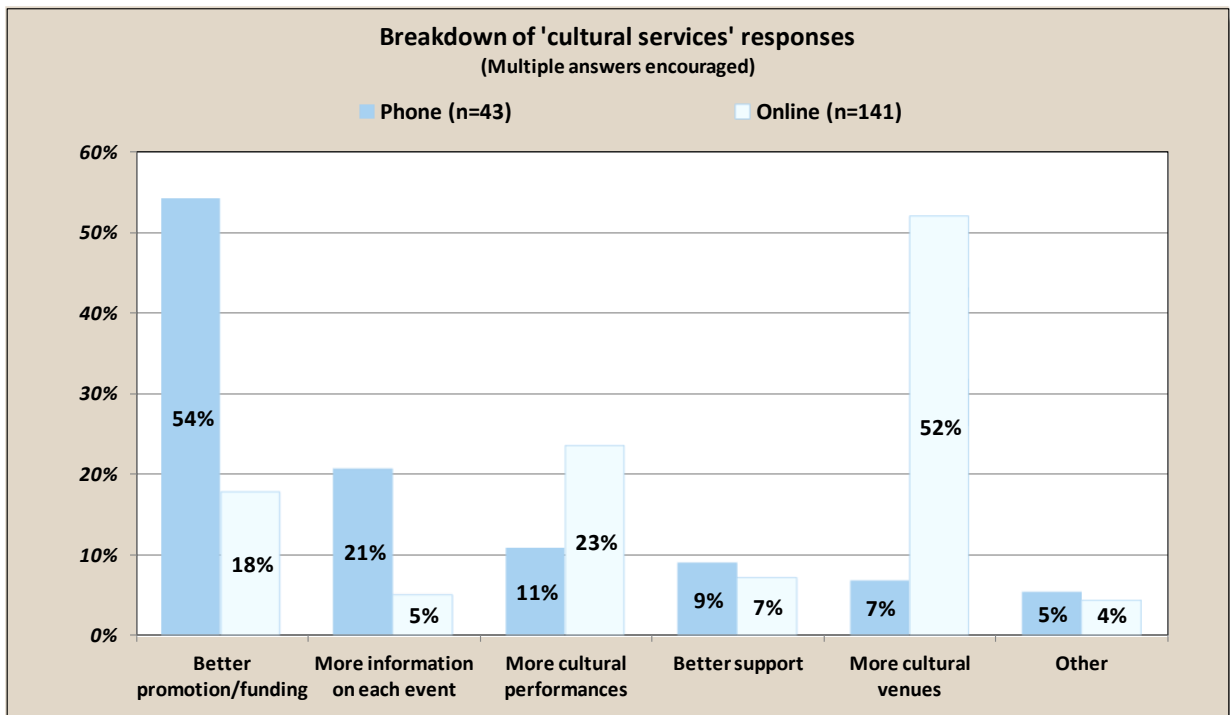


Figure 8 - Cultural service improvement priorities

The majority of respondents merely indicated that they would like to see 'more' of an identified facility or service or 'improved' facilities or services. Some specific items under each category were raised by several respondents. The most commonly raised suggestions for service and or facility improvements are identified below.

Sporting/leisure facilities

- An aquatics centre in Berowra
- A men's shed facility at Wisemans Ferry
- Improvements to other aquatics centres in the Shire
- Community gardens throughout the Shire
- More and improved sporting and leisure facilities – including sports grounds, outdoor gyms
- A need to protect sporting and leisure facilities during infrastructure upgrades, so they are not replaced by new developments.

Improved cultural services

- A new performance and exhibition space which is available to all Shire organisations
- Better communication about events, performances and exhibition
- Dedicated bus services to local festivals
- More local festivals, fetes and markets
- Encourage and provide whole-of-community activities that children, young people, parents and grandparents can all enjoy.

Footpath/cycleways

- Dedicated cycleways rather than shared car/cycle lanes
- More mountain biking trails in bushland spaces
- Footpaths on every street
- More pedestrian crossing and footbridges.

Open spaces/nature protection

- Provide new fenced dog-exercise areas
- Make concentrated effort to eradicate weeds and introduced species, particularly in bushland areas
- Build more parks and include parks in new development areas
- Maintain and upgrade parks with seats, toilets and outdoor equipment.

Aged-care services

- Increase number of care facilities, in-home services and community transport services
- Increase numbers of late-night medical services, including pharmacies
- Encourage exercise and activity classes especially designed for seniors.

Youth services

- Provide more gym-style playgrounds for children and outdoor facilities for teenagers (e.g. skate ramps, basket ball hoops)
- Encourage and provide art and sport based activities, especially during school holidays
- Provide facilities that encourage children to ride bikes to school.

5.4 Community and cultural strengths and weaknesses

Workshop participants identified a number of Hornsby’s community and cultural strengths and weaknesses that are summarised in Table 2. It is important to note that there was positive feedback about current social and cultural services delivered within the Hornsby Shire and recognition that the current provision of services was one of the area’s strengths. However, a number of significant opportunities for improvements to specific social and cultural services were also identified as recognised as weaknesses.

Strengths 😊	Weaknesses ☹️
Environment – bushland and open spaces	Overdevelopment
Strong sense of community	Poor infrastructure and transport
Good spread of services	Geographic size
Diverse and tolerant people	Rundown centres
	Poor promotion of arts and community services
	Poor retail precincts and small business
	Limited cultural interaction between minority groups and wider community

Table 1 - Perceived community and cultural strengths and weaknesses

5.4.1 Strengths

Environment – bushland and open spaces

Participants praised Hornsby Shire’s natural environment and outdoor spaces, in particular the abundant trees and bushland scenery as well as parks. There was specific praise for the balance between the urban and bushland environment and the diversity within the natural environment – parks, gorges, rivers, bushland and open countryside.

Comments included:

- *‘Availability of open space and bushland proximate to residential areas’*
- *‘Natural wonders’*
- *‘Trees and bushland setting – feeling like I live in a rural area – no need to move from so called city’*

Strong sense of community within each suburb

Many participants indicated that up to the suburb level there was a strong sense of community in Hornsby Shire. Participants felt there was a country, village feel to many individual suburbs with a high degree of social cohesion, volunteering and neighbourliness, and that individual suburbs had their own sense of identity.

Comments included:

- *‘Neighbours friendly, strong street community’*
- *‘Suburbs are a community within the Shire’*
- *‘Community bands together to help one another – spirit!’*

Facilities and services

Participants frequently nominated the provision of facilities and services as a 'strength' of the Hornsby Shire. This includes services delivered by both the local and state governments. There was a feeling that there was overall a good spread of services. Specific services praised included community facilities, arts facilities, transport facilities (particularly the two rail lines), schools and health services.

Comments included:

- *'Very good spread of all services in comparison with other councils'*
- *'Good fundamental services existing'*
- *'Easy access to and from Hornsby via trains and roads'*

Diverse and tolerant people

Participants praised Hornsby Shire's diverse and tolerant population. There was a feeling that the Shire contains people from many different backgrounds, ethnicities, nationalities and cultures. Participants specifically mentioned diversity, multiculturalism, cultural acceptance, harmony and tolerance.

Comments included:

- *'Diversity of ethnic origins and influence'*
- *'Passive and tolerant community'*
- *'Very multicultural'*

5.4.2 Weaknesses

Development, infrastructure and transport

The biggest area of concern amongst participants were issues around development, infrastructure and transport. There was concern about infrastructure planning, high rise development and Council's inability to oppose it, road congestion, parking - particularly commuter parking at train stations - buses and bike lanes.

Comments included:

- *'Changing density dynamic – high rise'*
- *'Too much tree felling for development e.g. Epping, Carlingford, Cheltenham'*
- *'Not enough parking at stations'*

Shire as a whole is very large

Participants identified the Hornsby Shire's large overall geographic size as a weakness. In particular, a lack of a community or town with a focus for events was nominated, as was a lack of pride and enthusiasm for the Shire, NSW and Australia.

Comments included:

- *'A very large Council area means a lot of very diverse needs and lots of argument about what Council funds should be spent on (such as the outcry about the money spent at Galston for the equestrian centre)'*
- *'Coping with the many needs of large numbers of people. Different cultures, nationalities, wants/needs, sports activities'*
- *'Big differences in needs and facilities from area to area, Hornsby vs suburbs'*

Rundown centres

Participants also nominated the fact that some areas have been left behind and have become rundown as a weakness. Some particular centres were nominated as being in need of renewal.

Comments included:

- *'A forgotten corner North Rocks and Carlingford, Pennant Hills Road'*
- *'Cheltenham area - no parks and playgrounds'*
- *'Some areas in need of an upgrade and coordination of upgrade e.g. new flats in Asquith/Old Hornsby'*

Council promotion of arts and community activities

There were a number of participants who noted that it was a weakness that arts and community activities were not known about outside of the 'arts community' and that Council could do more to promote these activities.

Representative comments:

- *'Visual arts could be better served/ Wallarobba is not known. It is out of the way and not suited to the activities and exhibitions typical to painting and sculpture. An art gallery similar to Gosford, Windsor etc. is badly required'*
- *'Benefit and features of social community activities not well publicised'*
- *'There is a need for effective promotion of facilities like Wallarobba and what is on within the Shire, say by a Council run booth in shopping centres, fetes, schools'*

Poor retail precincts and small businesses

The poor state of retail and small businesses was another theme that participants identified as a weakness.

Comments included:

- *'Poor main retail area'*
- *'Cafes/business'*
- *'The poor state of the shopping precincts, especially the smaller ones (when compared to say Concord)'*
- *'Council to help small businesses in the area which can maybe employ more kids leaving school'*

Limited cultural interaction

Participants noted the need for more cultural awareness and interaction between different cultural groups as a weakness.

Comment's included:

- *Insular groups not reaching out to other cultures or the greater community*
- *Language limited events not advertised for all*
- *Fostering specific cultures individually not often melding of cultures*

5.5 Service themes

5.5.1 Accessibility and transport

At a glance:

Around one third of residents felt public or community transport limited their ability to move freely around Hornsby.

Priorities for service delivery include:

- Increase parking at train stations
- Better connections for public transport services
- Increase public transport services to local centres
- Improve pedestrian and cyclist access
- Better communicate available transport services.

Participants identified that the majority of people in the Hornsby Shire rely on cars for transport and that if they do not have access to cars that accessibility is restricted because of limited alternative forms of transport. The capacity of the road network and associated congestion was identified as another major issue impacting accessibility.

Survey respondents were asked about the impact that limited public and community transport services have on their ability to access places they need to get to. As detailed in Figure 9, nearly two thirds (64%) of all survey respondents indicated that availability of transport services have no impact at all on their ability to move around freely inside and outside the Hornsby Shire.

Detailed analysis of telephone survey data indicates that respondents from Ward B were least likely to have transport issues compared to those from other wards. Specifically, 71% of Ward B respondents identified no impact at all with their ability to move around from transport services, compared to 59% from Ward A and 61% from Ward C.

Respondents aged 40-59 years were least likely to have transport issues with 75% indicating that transport services have no impact on their ability to move around. Only 25% of respondents in this age group identified that lack of transport services impacted their ability to move around to some extent. Conversely, 51% of respondents aged 18-39 years identified that lack of transport services had some impact on their ability to move around.

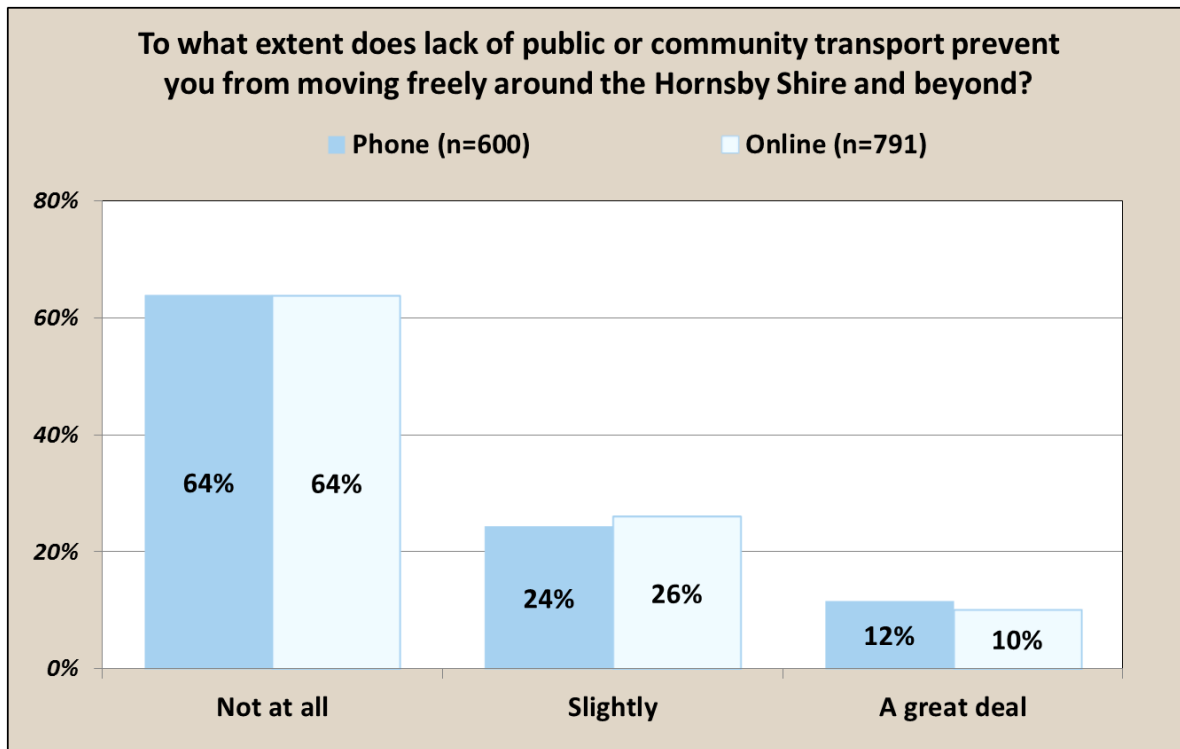


Figure 9 - Accessibility impacts from lack of transport

Participants identified the following transport priorities:

- More parking stations at train stations, particularly Hornsby, Epping, Beecroft, Waitara and Hawkesbury River
- More frequent bus and train services, particularly on weekends and during the evenings
- Lifts and improved access to train stations and to bus and train services for people with mobility impairments and disabilities
- More 'joined up' services so that bus services link better to train and ferry timetables to minimise waiting times and overall travel times and make public transport more practical
- More public transport services connecting centres within Hornsby and to surrounding local government areas
- More local bus services (utilising smaller buses) servicing areas (not serviced by main bus routes) including rural areas
- More safe and separated bike lanes.

Other opportunities relating to transport services included the need for:

- More communication and community education about how to catch public transport and service availability (e.g. timetables in letterboxes)
- No further fare increases – public transport costs are becoming unaffordable
- Improved service reliability, particularly trains
- Better services accessing sports fields and Hornsby Hospital
- Improved pedestrian and cyclist safety and amenity with improved infrastructure to schools and shops and education on pedestrian and cycling safety to encourage more people to walk and cycle
- Establishment of community-based walking groups and bush runners groups
- Promotion of car pooling.

The specific areas most commonly identified by participants as needing improved transport services were:

- Galston (including Galston Gorge)
- Dural
- Brooklyn
- Moonee
- Wisemans Ferry
- Berrowra Waters
- Mt Colah
- Glenorie
- Asquith
- Fiddletown
- Hornsby Valley
- Cherrybrook
- Westleigh.

5.5.2 Information on services

At a glance:

Residents were unaware of Council's existing information tools. Only about half of the participants were aware there was an online community directory. People with children at home were more aware and more likely to use the directory. The website was deemed to be 'hard to navigate'.

Priorities for service delivery include:

- Better communication of available services
- Develop a more 'user friendly' website and smart phone app
- Use of a range of communication mediums
- Develop simple communications that are easily translated
- Ensure a coordinated approach to communication.

Participants agreed that Council needed to communicate better and provide more information about the availability of social and cultural services. There was support for an improved website, but also recognition that communication must meet the needs of everyone not just those with access to the internet and high computer literacy. Participants indicated that multiple communication media should be used to communicate available services and upcoming events, including local newspapers, library calendar, letterbox flyers and the website.

Participants indicated that many of Council's communications are over-politicised and not written in simple language. More communication materials need to be translated.

Participants noted a need for two way information so that people can get information about services and also provide feedback.

There was support for more proactive approaches to information coordination.

Survey respondents were asked whether they were aware that Council has an online community directory with information about a wide range of social, cultural and arts services. Respondents that had used the online directory were also asked to indicate whether it was a useful tool for accessing information about available services.

As detailed in Figure 10 more than half of all respondents were aware of the online directory, but detailed data analysis from the telephone survey indicates that the level of awareness was slightly lower in Ward C (48%) than it was in the other wards (57% in Ward A and 60% in Ward B).

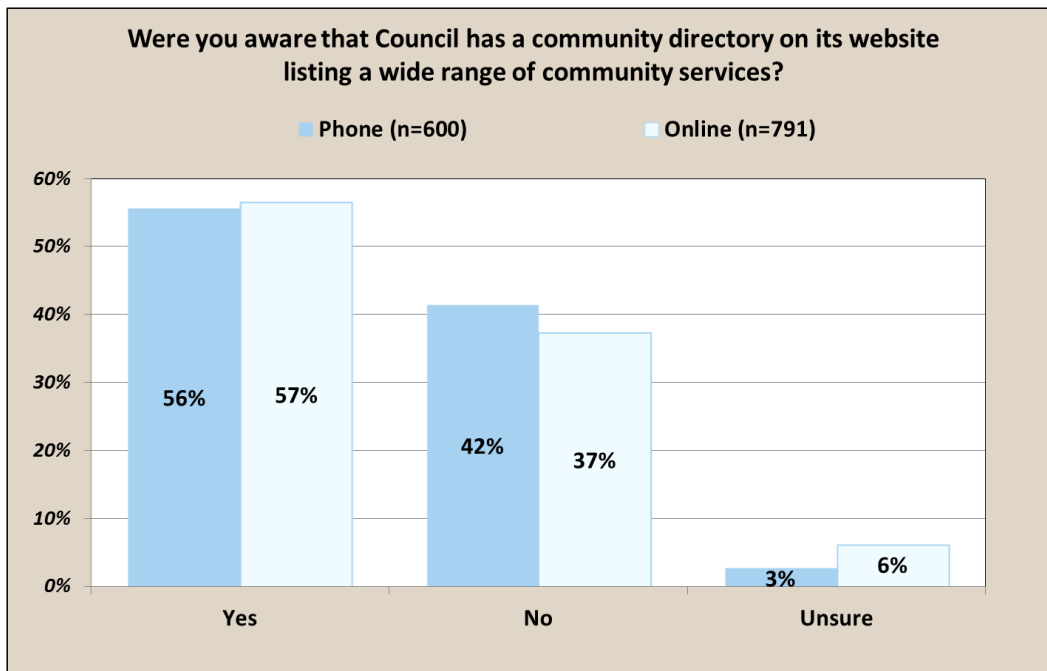


Figure 10 - Level of awareness of community directory

As detailed in Figures 11 and 12 approximately half of all survey respondents had used the online directory. Detailed data analysis from the telephone survey indicates that respondents with children living at home (57%) were significantly more likely to have used the directory than respondents who did not have children living at home (44%).

Of those survey respondents who had used the online directory, the majority believed it was very or quite useful. However, only a quarter (26%) of all survey respondents indicated it was very useful and helped them find information they were looking for. Workshop participants said the website was hard to navigate and not convenient to access 'on the go' and suggested a smartphone app be developed for real time access to information.

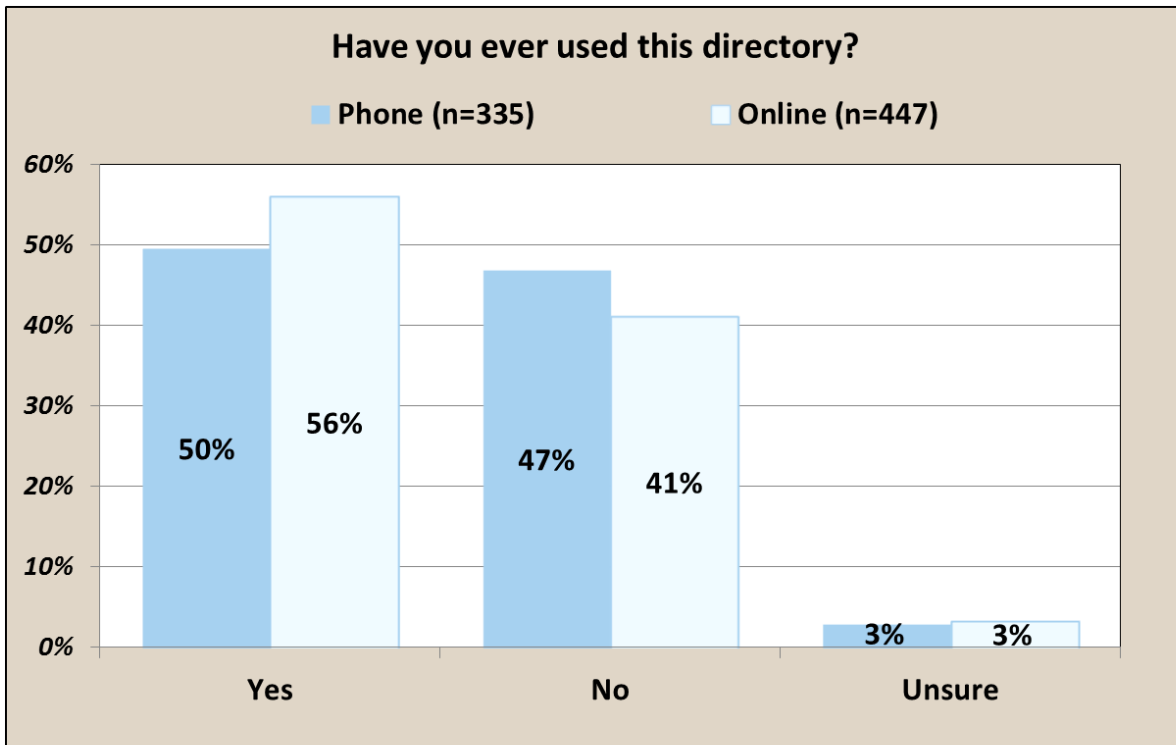


Figure 11 - Use of community directory

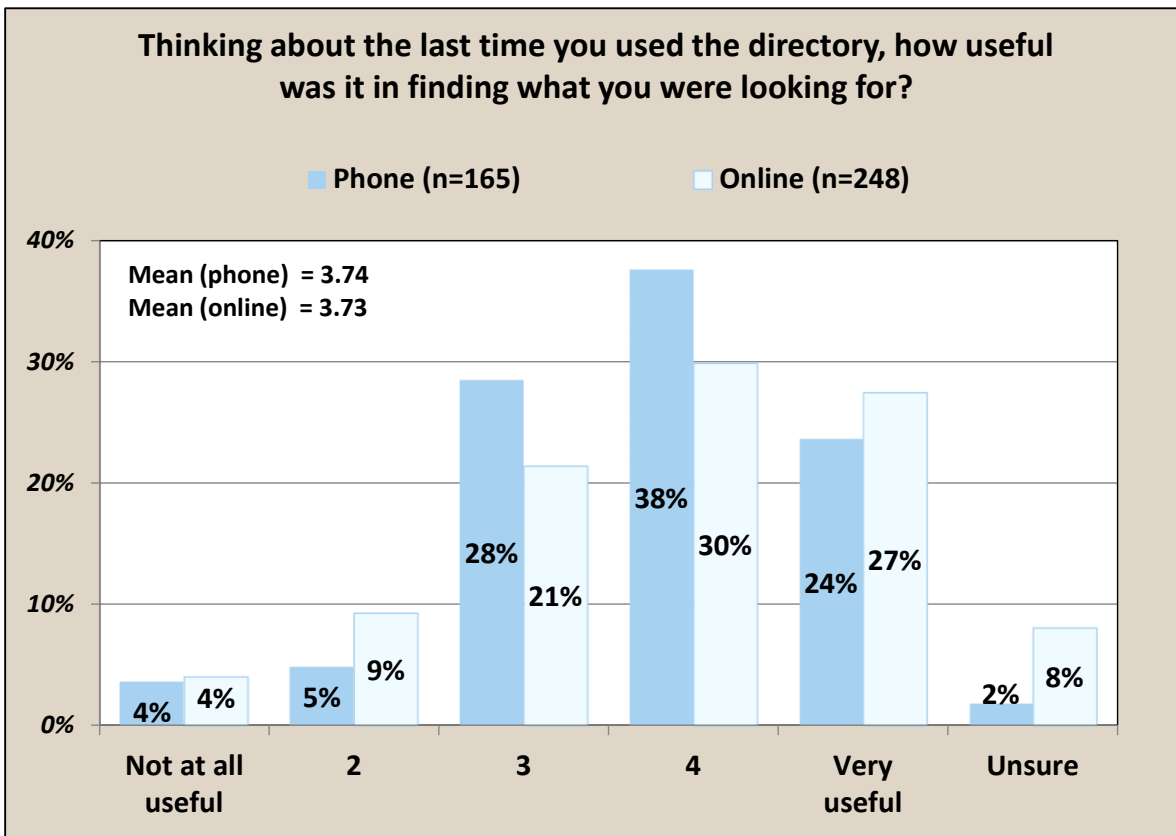


Figure 12 - Usefulness of community directory

5.5.3 Isolation and connectedness

At a glance:

Residents recognised that while Council's festivals and events provided good opportunities to celebrate diversity they do not encourage cultures to mix. In particular, it was felt that rural villages were particularly isolating due to their limited accessibility to networking opportunities.

Priorities for service delivery include:

- Hold localised festivals at a local level to reinforce sense of community
- Support volunteering
- Create new opportunities to share cultural differences including cookery classes
- Provide more information in a range languages, including books in libraries
- Introduce a calendar of community events.

Issues around cultural diversity, geographic diversity and changing cultural norms were explored at the workshop in terms of impacts on community cohesion and people's sense of connectedness.

Opportunities to recognise and celebrate community diversity in the Hornsby Shire were discussed at the resident workshop. Participants acknowledged that residents who are new to Australia and who do not speak English well tend not to connect with others outside their cultural group. There was recognition that festivals like the One World Festival help to recognise and celebrate diversity but do not help communities interact with each other. Consequently, opportunities that enable different cultural groups to connect and interact within the wider community are needed. Participants identified that for people from culturally diverse communities to connect with the wider community they need to know how. More information needs to be translated and Council needs to form stronger links with culturally specific media outlets.

There was strong support for more localised festivals, fairs and events at the suburb level (not LGA level) to create and reinforce a sense of community. The Chinese lantern festival was repeatedly highlighted as a good event for celebrating cultural difference.

Participants recognised that rural areas are more isolated because of their geography and that events are needed to celebrate unique rural village areas and build community in these villages.

Participants also identified that changing cultural patterns are having an impact on community connectedness. Examples given included the trend for children to not walk to school or play outside as much.

Other opportunities to build connectedness across the community:

- Support volunteer 'welcome groups' to welcome new residents
- Support a 'get to know your neighbour' campaign
- Facilitate community based events and fairs by negotiating insurance issues on behalf of the community
- Support and promote community kitchen facilities and programs to bring people together to learn about culture through cooking
- Support community gardens
- Strengthen relationships with schools to share facilities
- Introduce a calendar of community events at suburb level

- Introduce a smartphone app with information about community events (including in different languages)
- More non-English books in libraries to enable people from different cultural groups to visit the library and find books suitable for them (possibly via interlibrary loans)
- Support consultative committees for minority cultural groups.

5.5.4 Arts and cultural expression

At a glance:

There is a low level of awareness of Wallarobba Arts and Cultural Centre across the Hornsby Shire. It was felt that a more prominent frontage and more opportunities to use the facility for pop-up activities would enable better use of the space. The most commonly attended arts and cultural events are the Festival of Arts, Live in the Mall, Arcadian Artist Train and other miscellaneous musical or theatrical performances.

Priorities for service delivery include:

- Better promote and provide in-kind support for local arts
- Continue to organise arts and cultural activities
- Continue to support a mix of local and external artists and performers
- Promote arts and cultural festivals to younger people
- Provide more rehearsal and performance spaces
- Reduce in red tape associated with organising arts and cultural events.

Participants provided feedback on a range of arts and cultural events and facilities and discussed how to promote cultural expression in the Hornsby Shire.

Survey respondents were asked whether they had heard of Wallarobba Arts and Cultural Centre. As detailed in Figure 13 there is a relatively low level of community awareness about the centre. Less than a fifth (18%) of randomly selected respondents and just over two fifths (42%) of self selected respondents had heard of the centre. As such, awareness was significantly higher among online respondents.

Workshop participants reiterated that people do not know about Wallarobba Arts and Cultural Centre. It does not have a strong street frontage or presence and needs a bigger entrance to promote its existence. They indicated that the centre does not work as a multipurpose space and that it needs increased exhibition space and more pop up opportunities. It was recognised that due to the layout of Wallarobba hanging space was only suited to small exhibitions.

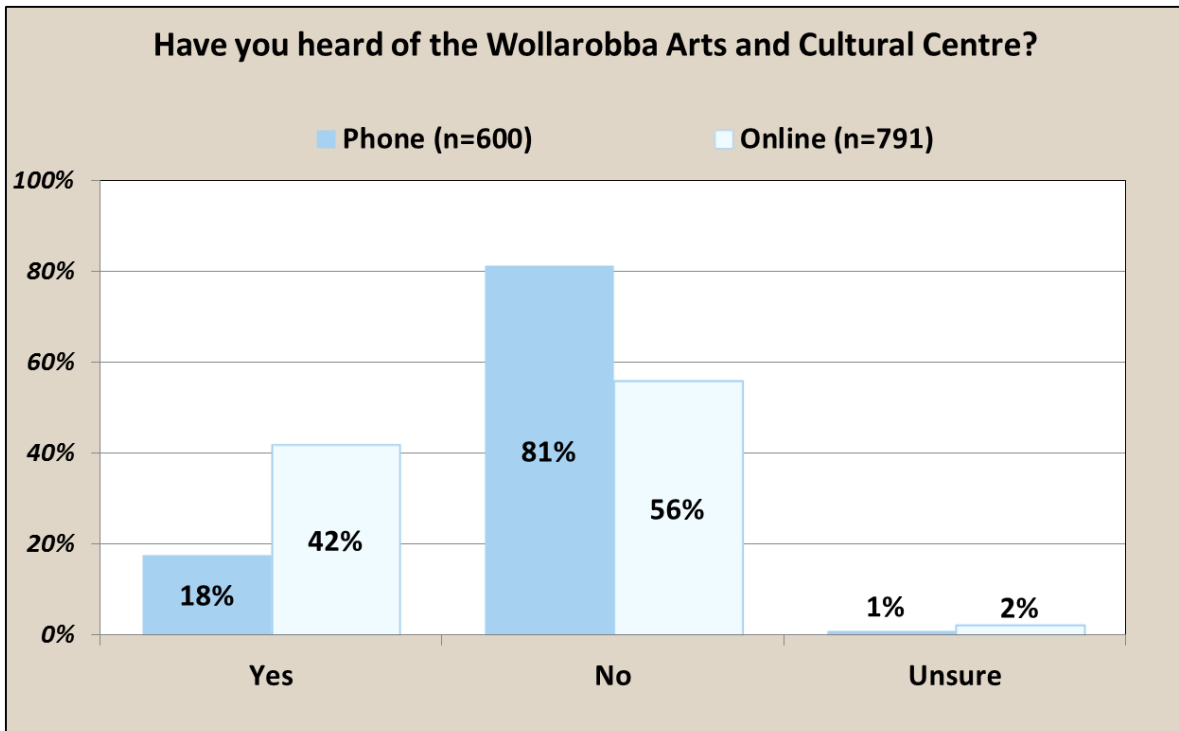


Figure 13 - Awareness of Wallarobba Arts and Cultural Centre

Detailed analysis of data from the telephone survey reveals that awareness of the centre was highest from respondents who live in Ward B (which is where the centre is located). Awareness of the centre from respondents in Ward A (20%) and Ward B (21%) was nearly twice as high as it was from respondents in Ward C (12%). Awareness of the centre was significantly higher amongst respondents who were 60+ years old (24%) compared to residents aged 18-39 years (13%).

As detailed in Figure 14 a minority of survey respondents had visited the centre in the last year. However, a fifth of self selected respondents - more than four times the rate of randomly selected respondents - had recently visited the centre. This perhaps indicates that those respondents who chose to complete the online survey were more interested and/or active in the local arts scene.

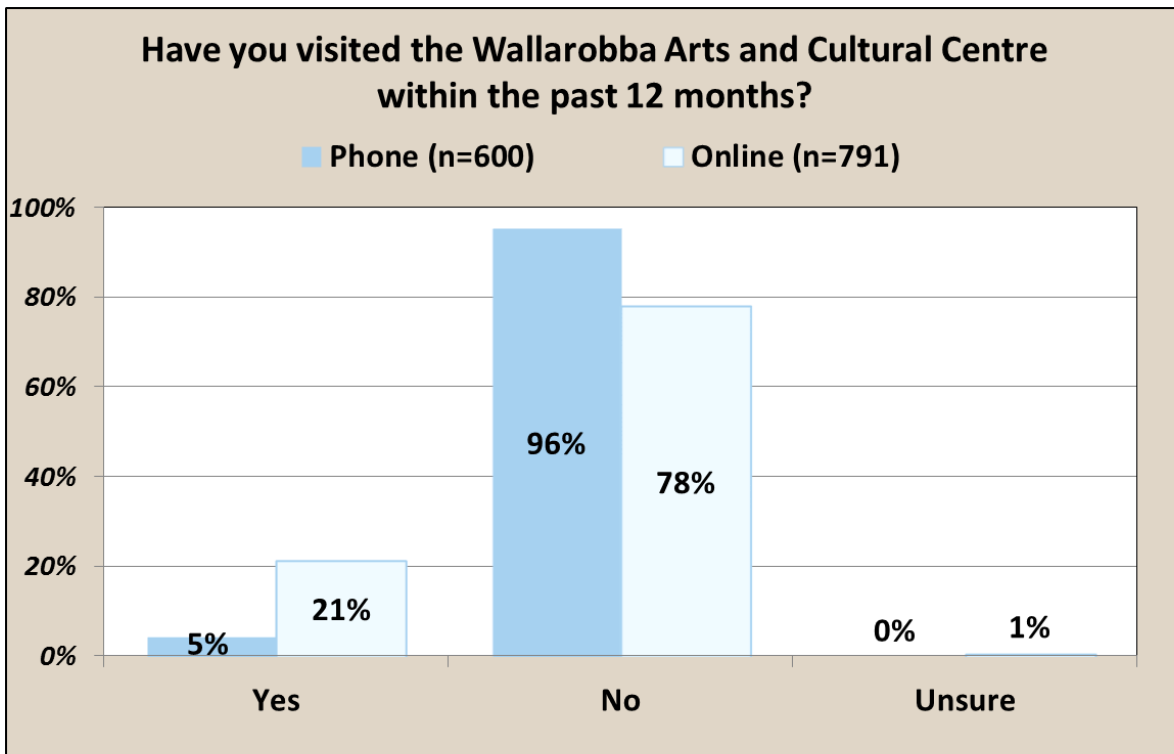


Figure 14 - Visitation to Wallarobba Arts and Cultural Centre

Figure 15 shows that of those who had visited the centre in the past year, over half of self selected survey respondents indicated they had only visited a couple of times, while around a quarter had visited between three and five times and a fifth had visited six or more times. Given the small sample size of randomly selected survey respondents who had visited the centre, visitation level results are not statistically reliable.

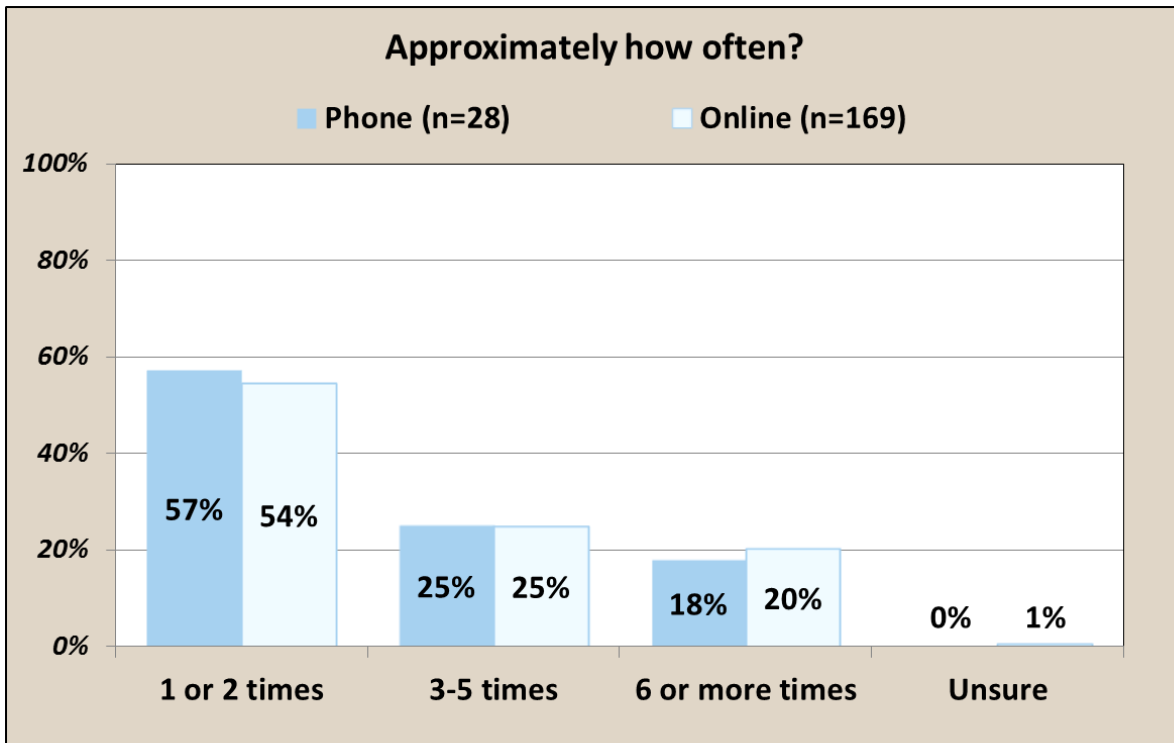


Figure 15 - Frequency of visitation to Wallarobba Arts and Cultural Centre

Survey respondents were asked whether they had attended an arts performance or exhibition within the Hornsby Shire over the past year. As detailed in Figure 16, just under one fifth of randomly selected respondents and nearly two fifths of self selected respondents confirmed they had been to a local art event in the past 12 months. Again this indicates that respondents who chose to complete the online survey were more interested and/or active in the local arts scene.

Detailed data analysis from the telephone survey indicates that respondents from Ward A (26%) were most likely to have attended an event than those from Wards B and C (at 16% each). Respondents with children living at home were more likely to have attended a local event (25%) than those without children at home (15%).

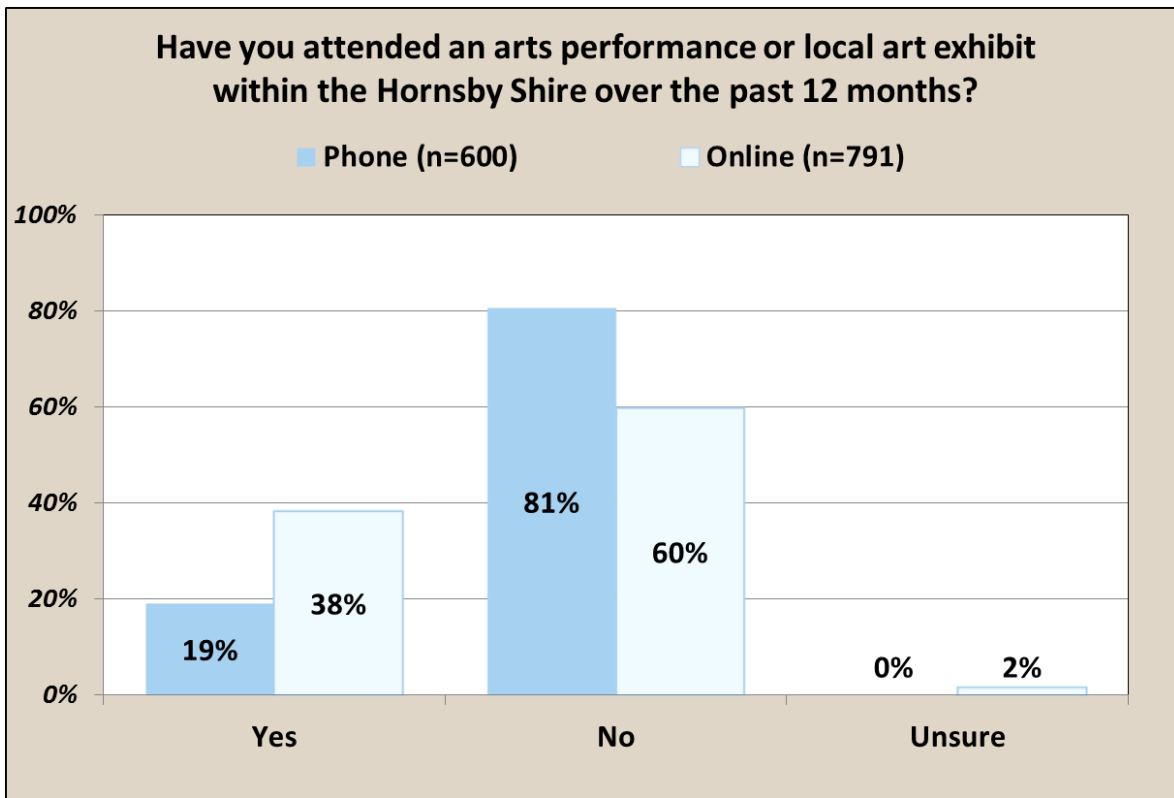


Figure 16 - Attendance at local art events

When those attending art exhibitions or performances were asked which specific arts events they had attended over the past year, a range of events were identified. It should be noted that this question was unprompted for the telephone survey and prompted for the online survey and hence it is difficult to compare the results. (Hence the finding that self selected respondents attended on average double the number of events to randomly selected respondents should be largely disregarded.) Having said this, given that the significantly higher number of self selected respondents who indicated they had attended a local arts event, it is reasonable to accept they may have attended more events on average than randomly selected respondents.

As detailed in Figures 17 and 18, randomly selected respondents most frequently identified they had attended miscellaneous theatrical and musical performances followed by the Arcadian Artist Trail. Whereas, self selected respondents most frequently identified they had attended Festival of the Arts, Live in the Mall, the Hornsby Arts Prize, miscellaneous musical performances and the Arcadian Artist Trail.

From analysis of survey results overall the most commonly attended events were the Festival of the Arts, Live in the Mall, miscellaneous musical performances, the Arcadian Artist Trail and miscellaneous theatrical performances.

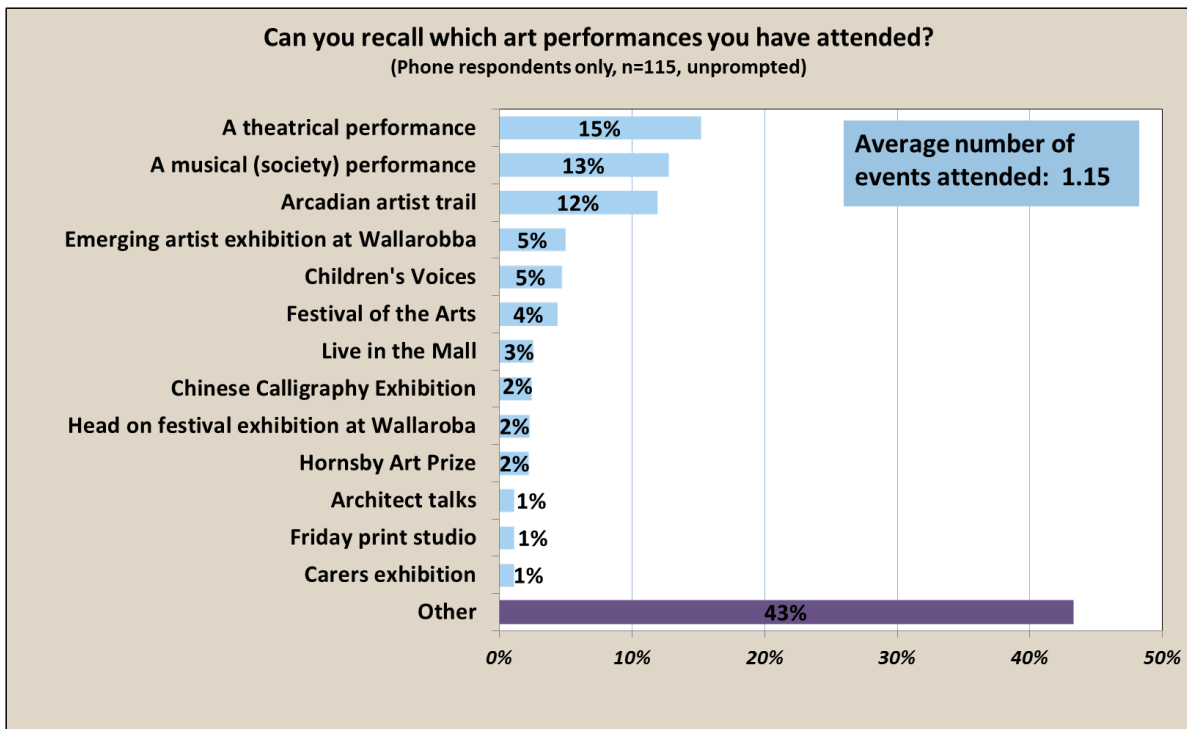


Figure 17 - Specific arts events attended by randomly selected survey respondents

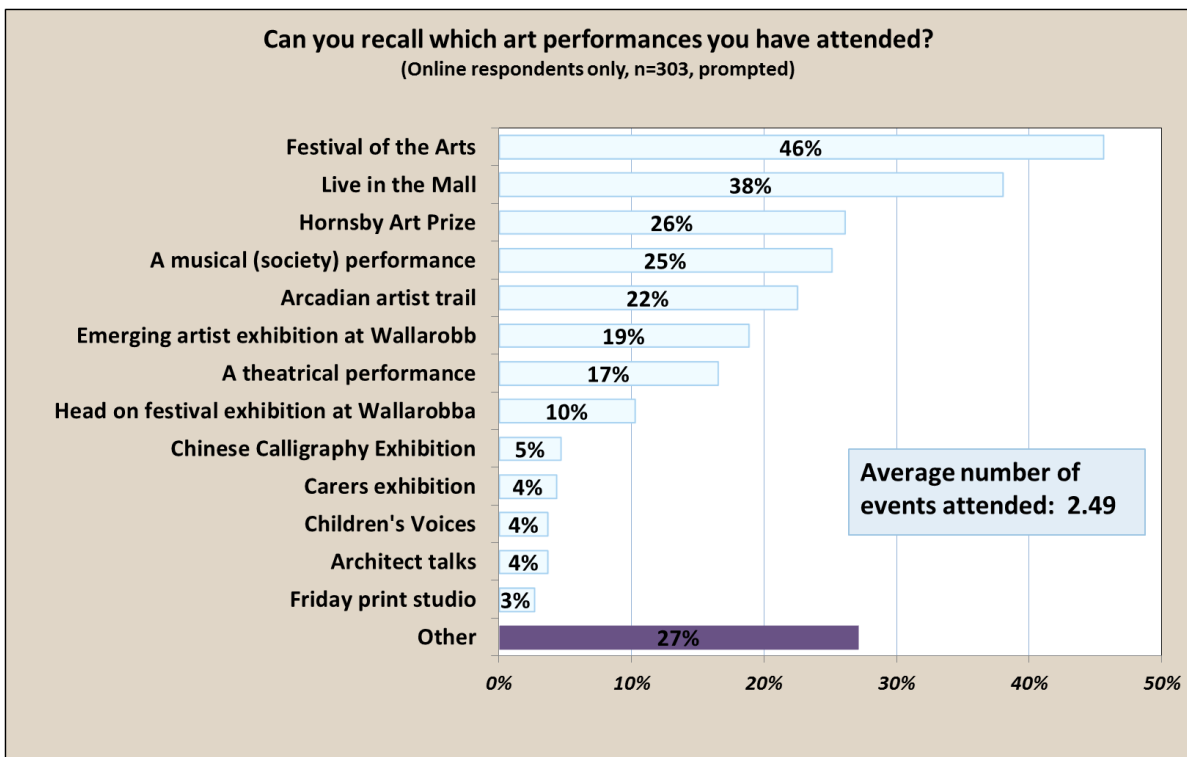


Figure 18 - Specific arts events attended by self selected survey respondents

From analysis of data from both surveys the 'other' events that randomly selected and self selected respondents identified they had attended were non specific and included general art /craft exhibitions, dance performances and festivals. The library talks (by selected authors) and photographic exhibitions at the library were also noted. TAFE and school events were also mentioned. Events at the pop up shop

were mentioned numerous times from self selected respondents but not once by the randomly selected respondents.

Survey respondents were asked why they had attended the number of local arts events they had. As detailed on Figure 19, approximately two fifths of randomly selected respondents (43%) indicated that they did not like the arts. The same proportion (43%) indicated they enjoyed local arts but there had been no events that appealed. Of self-selected participants, 56% indicated that while they enjoy the arts that there were no local events that appealed to them.

From detailed analysis of the telephone survey data it is apparent that respondents aged 18-39 (51%) were significantly less likely to find local events appealing than older people aged 40-59 years (41%) and 60+ years (33%).

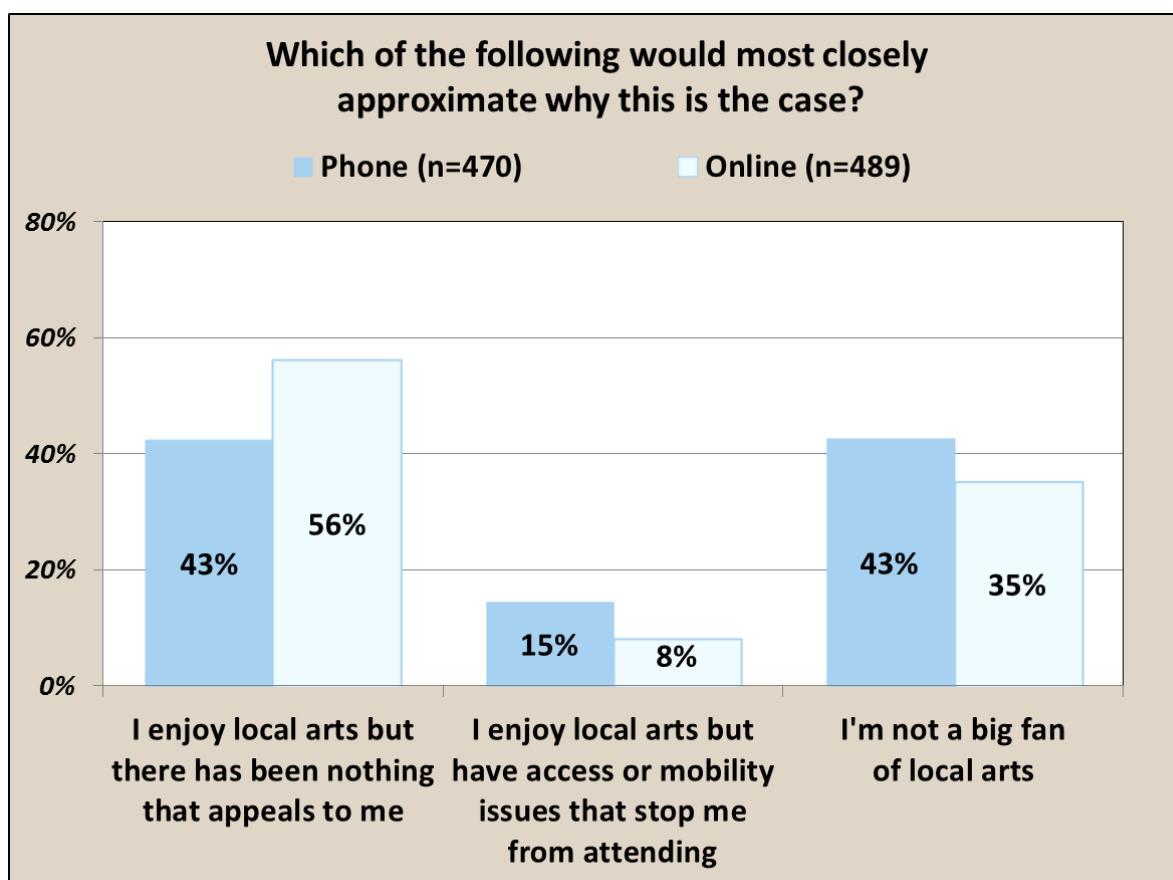


Figure 19 - Reasons for level of attendance at local arts events

Survey respondents were asked about what they saw the main role of Council in encouraging arts and cultural activities within the Hornsby Shire. Figure 20 shows that self selected respondents were the main proponents of having Council organise events, while randomly selected phone respondents favoured Council promoting (as opposed to organising) events. More than half (51%) of randomly selected respondents identified that Council should promote or provide in-kind support for activities while about a fifth (18%) felt Council should directly organise activities. Comparatively nearly a third (32%) of self selected respondents felt that Council should directly organise activities. Significantly, randomly selected respondents were more than twice as likely to think that Council should have no role in organising arts and cultural activities compared to self selected respondents.

Detailed analysis of telephone survey data indicates that significantly more older respondents aged 60+ years (19%) feel that Council should have no role in organising arts and cultural activities as compared to respondents aged 40-59 years (10%) or 18-39 years (7%) who are more supportive of Council promoting and providing in-kind support for activities.

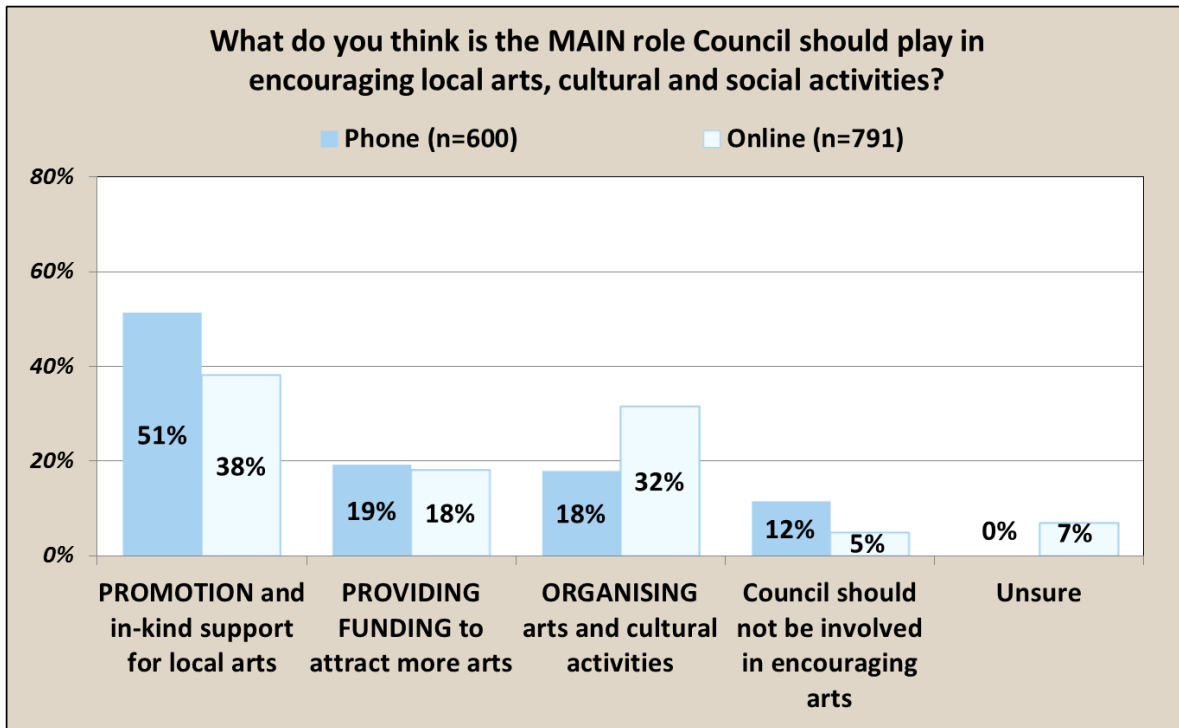


Figure 20 - Views on Council's role in encouraging arts, cultural and social activities

Of all survey respondents that identified a role for Council in encouraging arts and cultural activities, Figure 21 shows that there was strongest support for Council to equally support local artists and performers and bring external performers and artists to the Hornsby Shire.

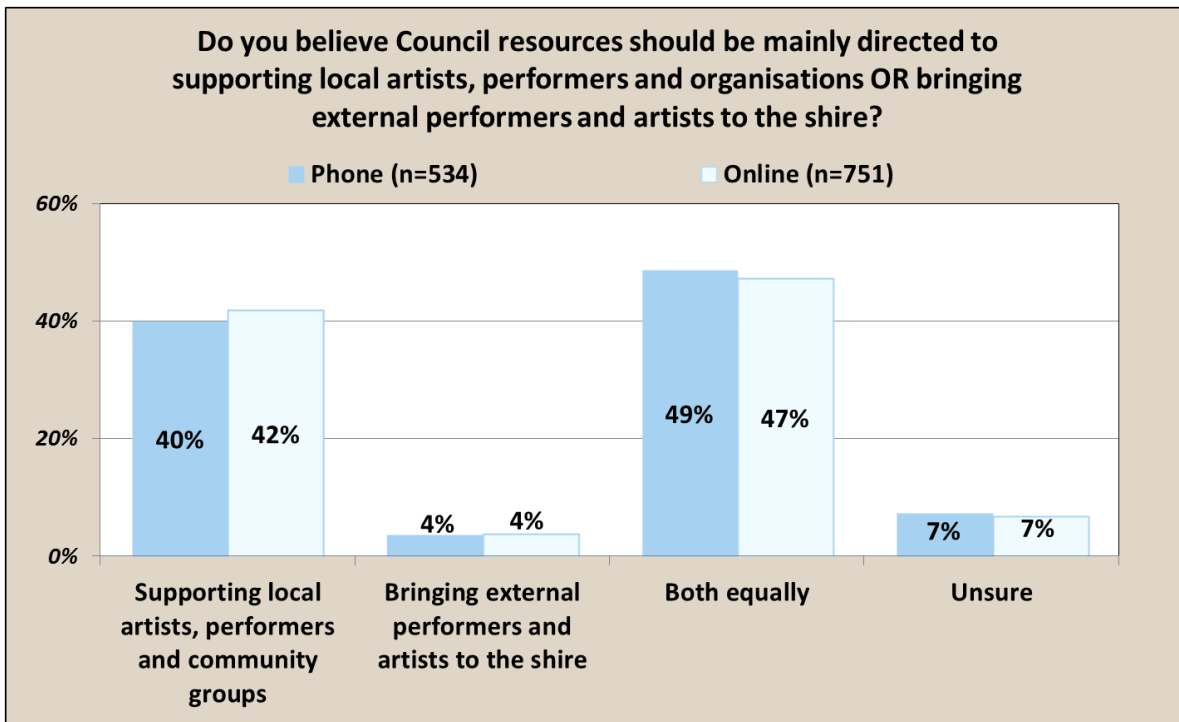


Figure 21 - Role of Council to support local versus external artists and performers

Survey respondents were asked to confirm whether they had heard of and supported a range of local events and festivals. Figure 22 shows that amongst randomly selected respondents there was highest awareness of the Healthy Living Festival followed by the Hornsby Shire Festival of the Arts. However there was a very low level of awareness of the Hornsby Arts Prize. In all instances self selected respondents had a significantly high level of awareness of events and festivals than randomly selected respondents. This again indicates that those who completed the online survey were active in the arts and cultural sector.

Detailed analysis of telephone survey data indicates that respondents aged 60+ years (51%) were twice as likely to have heard of the Hornsby Shire Festival of the Arts than those aged 18-39 years (25%). Similarly, older respondents (35%) were more than twice as likely to have heard about the Arts Prize than younger respondents (15%). Given the higher level of awareness amongst older respondents, they also had significantly higher levels of support for these events than younger respondents.

Similarly, respondents from Ward A were significantly more likely to have heard of the Festival of the Arts compared to respondents from the other wards. Female respondents were more likely to have heard of Festival of the Arts than males, and respondents with children at home had a higher level of awareness than people without children living at home.

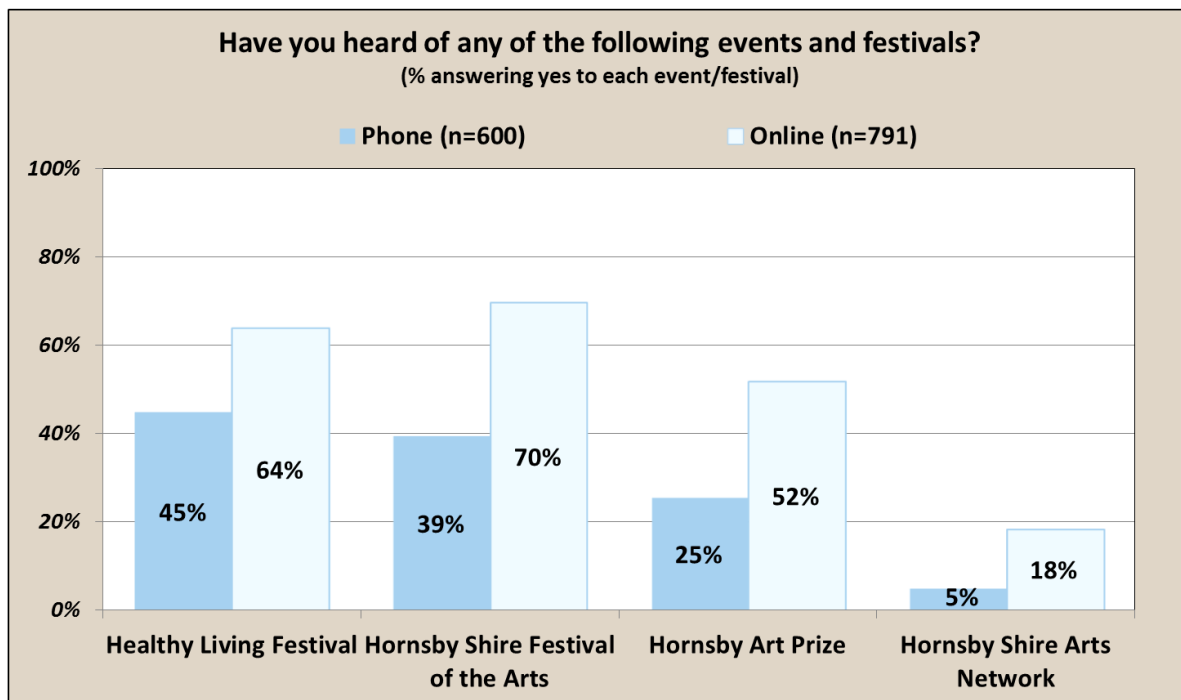


Figure 22 - Level of awareness of events and festivals

While many workshop participants had not heard of the Festival of the Arts, they supported the idea and suggested it needed to be better promoted with:

- Road signage in rural areas
- Advertising in local papers
- Advertising in Westfield
- Advertising on school/community club newsletters.

Workshop participants discussed opportunities to promote arts and cultural activity within the Hornsby Shire and suggested:

- Provision of more performance spaces of varying sizes:
 - > Outdoor spaces (e.g. parks, Hornsby Mall and the Quarry)
 - > Indoor spaces with 600-800 seats, proper stage facilities and flexibility for a variety of uses
- Provision of more rehearsal spaces
- More accessible events at libraries (e.g. author talks and exhibitions) held outside of business hours
- Craft markets to support local artists
- A new jazz festival
- Chinese opera events
- More sculpture in parks – both temporary and permanent
- Support both promotion of local artists and artists from across the metropolitan area
- Support more children’s performance opportunities
- Promotion of local arts opportunities in the village areas
- Decrease red tape and encourage/enable local businesses to support performance opportunities (e.g. musicians at small bars)
- Investment in an art collection sourced from local artists.

5.5.5 Vibrant and distinctive places and spaces

At a glance:

Over three quarters felt the suburb they lived in had characteristics that made it special or unique. Among other things this uniqueness included the hidden enclave feel of areas, connections to history and creativeness of communities.

Priorities for service delivery include:

- Improve signage and signposting for local landmarks
- Prepare place-based plans for centres within the Hornsby Shire to reinforce a village feel and identity.

Residents were asked to identify characteristics of their suburb that they felt were unique or special.

Workshop participants identified opportunities to:

- Improve signage and signposting to reinforce unique aspects of places (e.g. items of historical significance)
- Prepare place-based plans for centres within the Hornsby Shire in consultation with the community to reinforce distinctive village identity of rural areas and to build 'village feel' in suburban areas with street furniture (seating and play equipment) and well designed public spaces that provide for the community to come together.

Survey respondents were asked whether they felt the suburb they lived in had characteristics that made it special or unique. Figure 23 shows that three quarters of all survey respondents agreed that their suburb had unique and/or special qualities.

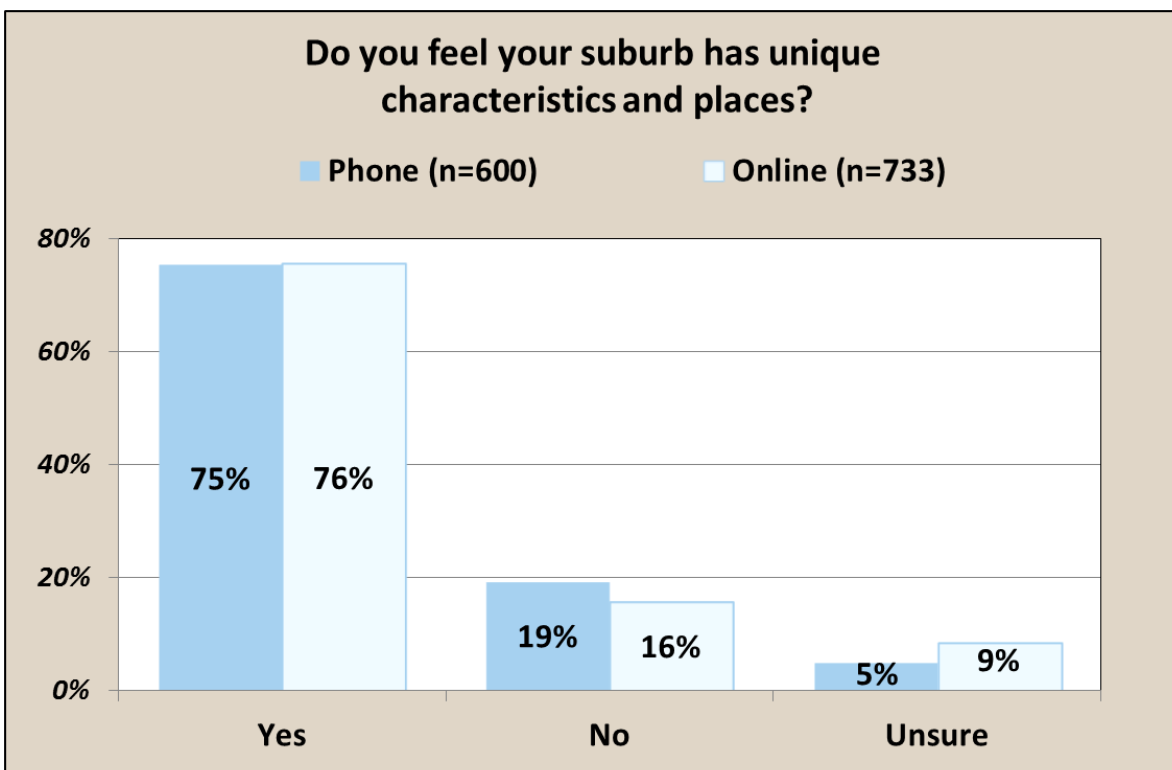


Figure 23 - Views about uniqueness of suburbs

There were a range of distinguishing features identified that respondents felt made their suburb unique and or special. The attributes of areas that respondents identified most frequently included:

- The rural or semi-rural feel of the suburbs, combined with the advantage of being close to the city
- The proximity to bushland and the facilities, like bike trails, that allow more people to explore the bushland
- The village/country town or hidden enclave feel of the residential areas
- The connections to history and heritage in the area
- The connections to Aboriginal history and culture
- The safe, friendly, close-knit, family oriented community
- The creative community and the general support for the arts within the Hornsby Shire
- The transport, healthcare and education services available
- The local landmarks. Some of the particular landmarks mentioned include:
 - > Berowra Waters
 - > Cherrybrook Park
 - > The Old Zig Zag Railway
 - > Galston Gorge
 - > Dangar Island
 - > Bobbin Head National Park.

Those that lived in areas that are more residential than semi-rural also commented that excellent local businesses operated in their areas and great shopping was available.

5.5.6 Healthy active community

At a glance:

There was a strong in-principle support for establishing community gardens. Over three quarters knew what a community garden was and more than 40% of residents claimed they would be very or quite likely to use a community garden if available. Whilst there was a higher level of awareness of the Healthy Living Festival than other major local festivals, less than half of randomly selected respondents said they had heard of it.

Priorities for service delivery include:

- Better promote major events and festivals
- Develop clearer walking maps
- Organise recreational and exercises activities
- Provide open space in areas of high density
- Reduce red tape to make community facilities more accessible
- Construct outdoor exercise stations.

A range of opportunities to encourage a more healthy and active community were discussed at the resident workshop. Survey respondents were specifically asked whether they supported and would get involved in community gardens if they were available and provided an opportunity for healthy community interaction and activity.

Survey respondents were asked whether they knew what community gardens were. As detailed in Figure 24, more than three-quarters of all survey respondents indicated they had an understanding of what community gardens were.

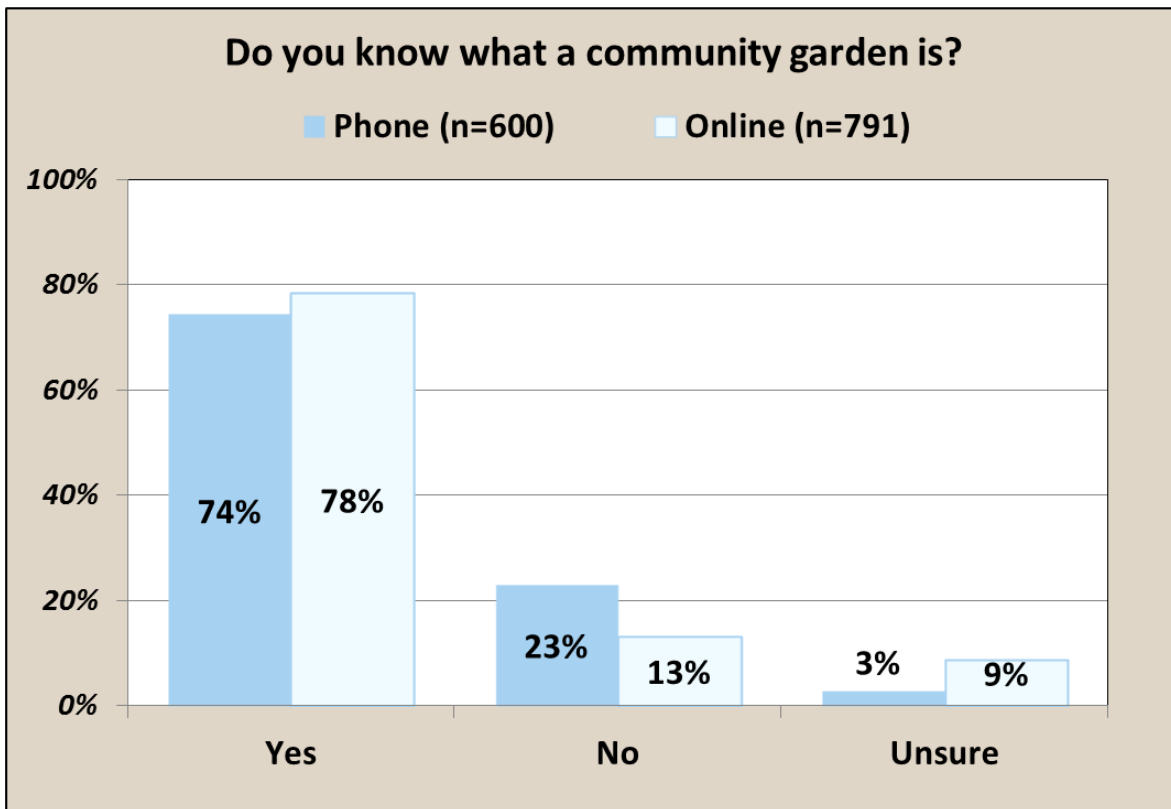


Figure 24 - Understanding of community gardens

As detailed in Figure 25 there is strong in-principle support for establishing community gardens in the Hornsby Shire from all survey respondents. Detailed data analysis indicates that the highest level of support came from respondents living in Ward C and female respondents.

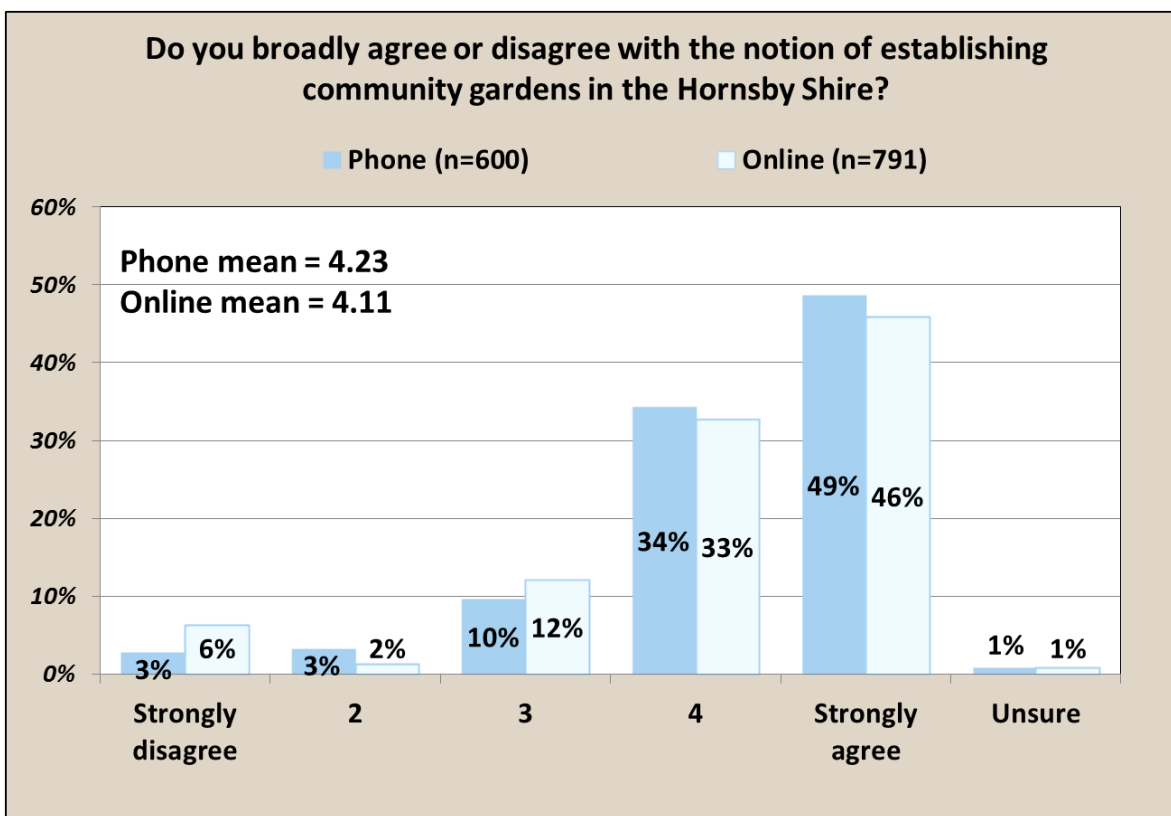


Figure 25 - Level of in-principle support for community gardens

Figure 26 suggests that almost half (49%) of the randomly selected respondents - and over 40% of self selected respondents - would be very or quite likely to use a community garden.

Detailed analysis of telephone survey data reveals that respondents aged 18-39 years were significantly more likely (46%) to get involved in a community garden than respondents aged 40-59 years (25%) or 60+ years (27%). Similarly respondents with children living at home (60%) were significantly more interested in getting involved in a community garden than those without children living at home (42%). Over half of respondents from Wards B and C indicated they would likely get involved in a community garden if there was the opportunity, compared with only two-fifths of residents (40%) from Ward A. The impact of social desirability bias (i.e. respondents answering the question in a way that would be favourably viewed) needs to be considered when evaluating the likelihood of community gardens being actively used.

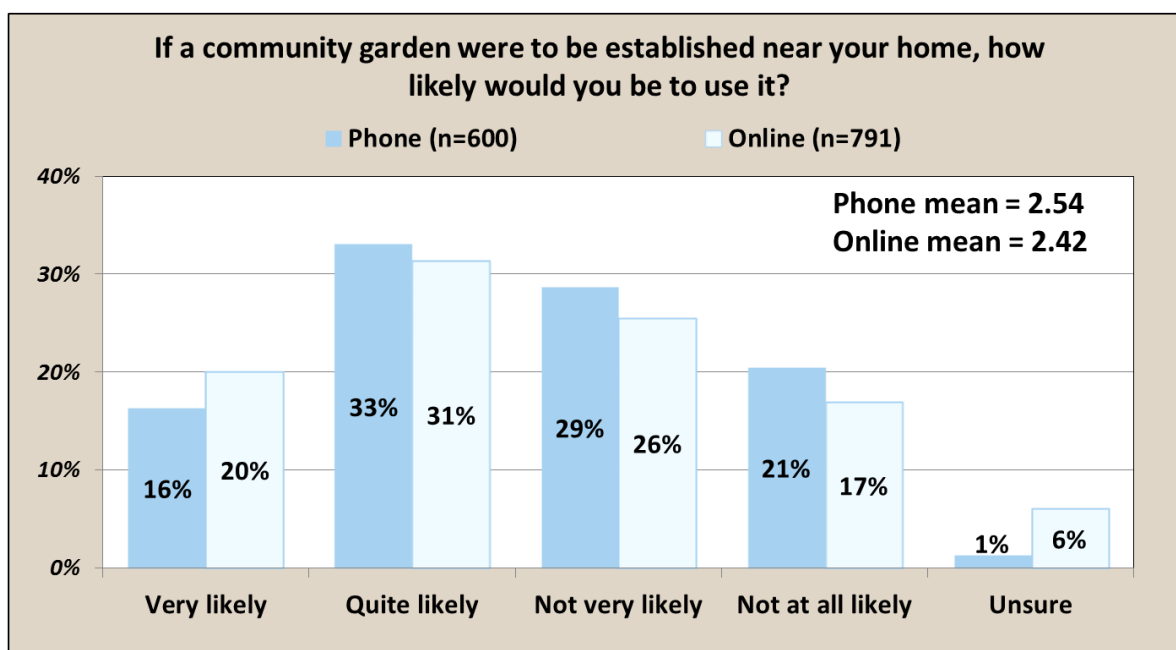


Figure 26 - Level of interest to use community gardens

As detailed in Figure 22 there is a relatively higher level of awareness of the Healthy Living Festival compared to other major local festivals and events. However, still less than half of randomly selected respondents identified that they had heard of the Healthy Living Festival. Similarly, the majority of workshop participants had not heard of the festival either. Suggestions to improve the festival were to change its name, publicise it better using Council's column in the local papers and via stickers distributed at pharmacies.

Opportunities to improve and promote a healthier and active community include:

- Reformatting walking maps so they can be printed more easily
- Organising and supporting more exercise and recreational activity programs:
 - > In Outside areas
 - > For baby boomers
 - > For young people
- Ensuring high density areas have adequate high quality active and passive open space and access to rooms that can be hired for group exercise classes and community activities
- Installing outdoor exercise stations in parks
- Making sporting facilities and programs more accessible to all children – not just elite children
- Negotiating insurance issues to make facilities more accessible for community use.

5.6 Partnership opportunities

Workshop participants struggled to identify focussed opportunities to work in partnership with Council and/or others in the community. Suggestions frequently included improving facilities or services that would benefit the community but would not involve a great deal of community interaction.

Residents identified the following opportunities for working in partnership with Council and to facilitate grass roots community building:

- **Communication and provision of information** – improve communication about services and opportunities to get involved in community activities. Suggestions for improving communication included using simple language (not ‘Council speak’) and using online mediums (such as website and email newsletters, sms notifications with hyperlinks, a smartphone app) and print mediums (such as rates notice inserts, newspaper columns), through advertising and leveraging new networks (such as schools via school newsletters)
- **Local level consultation** - engage in local consultations on a suburb by suburb basis, with existing community organisations as well as the general community. Suggestions were for Council to be more approachable and responsive and for a localised approach to consultation with the general community, community groups, businesses, young people and different cultural groups
- **Community volunteering** – support and facilitate volunteering opportunities, community activity (particularly in public spaces) and community interaction
- **Reducing barriers** – do more to reduce community building barriers by empowering (not stifling) community groups.

It is clear from the suggestions that participants feel that Council could do more to communicate effectively, to listen and act on a local, suburb-by-suburb basis and there is a strong demand for a more active and vibrant ‘neighbourhood community’.

6. Conclusion

Through a robust process of consultation led by Straight Talk and Jetty Research, nearly 1,500 participants provided feedback to input to a review of social, cultural and arts services and programs being undertaken by Council.

Consultation identified current overall satisfaction with social and cultural services in the Hornsby Shire, and participants suggested service provision was a strength of the area. However, the consultation was designed to elicit nuanced feedback from participants about opportunities to further improve service delivery to better meet community needs.

Consultation identified the need to deliver services to improve:

- Accessibility and transport
- Access to information about social services
- Community connectedness
- Arts and cultural expression
- Place identity
- Community interaction.

In the review of services, Council need to recognise that the community has identified services for elderly, young people and families and community transport services as most important. Childcare is currently the most frequently used social service.

Given the ageing population and the significant projected increase in elderly people who will live in the Hornsby Shire the relative importance of services for elderly people, including community transport services will increase. Whereas given there is no projected increase in the number of pre-school aged children and a projected decrease in primary and secondary aged children, services for families and young people will become relatively less important.

Given the growing cultural diversity in the Hornsby Shire, services for culturally and linguistically diverse communities will remain important. Opportunities to promote community interaction between minority cultural groups and the wider community and to translate materials to communicate more effectively with cultural groups should be prioritised to support efforts to build an inclusive and cohesive community.

Given the projected population increases, opportunities for ensuring that areas with high density housing have sufficient space and facilities for community and cultural activity should be prioritised.

While there was a relatively high interest in arts, participation in arts events was relatively low. Wallarobba Arts and Cultural Centre is not well known within the community and its use is seen as limited because of layout constraints. It could be better used if it was more prominent and was used for pop up style events. Similarly, there is relatively low level of community awareness of the large Shire wide festivals that Council currently support. The Hornsby Healthy Living Festival has the highest level of recognition, but opportunities to better promote festivals should be considered.

Identified opportunities for service improvement include:

- Improved public transport services and facilities
- Improved bike infrastructure
- Improved sport and leisure facilities and new facilities to meet community need
- New venues for cultural performance and exhibition
- More effective promotion of cultural programs

- More innovative and proactive communication about social and cultural services and programs
- Improved online community directory to make it more user friendly
- Improved promotion of large Shire wide festivals
- More localised suburb level festivals and events to create and reinforce community
- More effective promotion of arts events
- More support for arts events that appeal to younger residents
- More support for artists and performers from both within and outside the Hornsby Shire for local events
- New performance spaces
- More place making and planning to reinforce village feel and identity in villages and centres

The most commonly suggested ideas for supporting community and working in partnership with residents, community groups and service providers to improve social outcomes related to:

- Better communication and provision of information about services and opportunities to participate in community activities
- More networking to encourage and promote information sharing
- More local level community consultation and service planning
- More collaboration with service providers and to pursue partnership opportunities proactively
- More promotion and support for opportunities to volunteer and bring people together
- Reducing barriers and empowering community groups to build community and organise events and activities
- Partnering more with local businesses.

Council will consider all outcomes from the consultation process before determining what further consultation needs to be undertaken to support service adjustments. Based on the strong desire for local level engagement, it is recommended that Council undertake a series of local level and issue specific consultations over the coming years to support service reform and to build on partnership opportunities.

Appendix A - Reference materials

Straight Talk and Jetty Research reviewed the following reference materials to inform the design and delivery of engagement to support the review of social and cultural services and programs:

- Hornsby Shire Council (2008) *2008-2010 Cultural plan for Hornsby Shire Council*
- Hornsby Shire Council (2010) *Hornsby Shire Council social plan: Creating a living environment*
- Hornsby Shire Council (2010) *Draft Housing strategy* (publication forthcoming)
- Hornsby Shire Council (2011) *Hornsby Shire community plan: Creating a living environment*
- Hornsby Shire Council (2012) *A snapshot of the Hornsby Shire in 2012*
- Hornsby Shire Council (2012) *Hornsby Shire community development services plan 2012-2013*
- Hornsby Shire Council (2013) *Hornsby Shire Council delivery program 2013-17*
- Hornsby Shire Council (2013) *Your community plan 2013-2023: Hornsby Shire community strategic plan*
- ID (2011) *Social Atlas | Hornsby Shire | atlas.id* (accessed via <http://atlas.id.com.au/hornsby>)
- ID (2013) *Community Profile | Hornsby Shire | profile.id* (accessed via <http://profile.id.com.au/hornsby>)
- Kalman, Eszter (2014) *Needs assessment report: Northern Sydney Medicare Local* (available online as .pdf)

It is also acknowledged that data from the forthcoming *Active Living Hornsby, Draft Issues Paper* was provided by Council to provide information on population growth and change.

Appendix B - Workshop agendas



AGENDA

Hornsby Shire Council's Social, Arts and Cultural Strategy Key Stakeholder workshop

Date: Thursday 10 April 2014

Venue: Hornsby Leisure & Learning Centre, 25 Edgeworth David Avenue

Time: 1.30pm – 4.30pm

Purpose: To bring front line Council staff, non government and government service providers and special interest social and cultural groups together to:

- Confirm and identify issues relevant to social and cultural services in the Hornsby Shire
- Identify opportunities to modify service delivery to better meet the needs of the community now and in the future

Identify priorities for Council to support Social, Arts and Cultural Strategy for the Hornsby Shire.

Time	Item	Speaker
1.30pm	Formal welcome <ul style="list-style-type: none"> • Welcome to Country • Welcome from Council 	Abbie Jeffs, Straight Talk (Facilitator)
1.40pm	Introductions	All
1.55pm	Workshop purpose and outline	Abbie Jeffs, Straight Talk
2.05pm	Service delivery and strategy development context	Lisa Cahill, Hornsby Shire Council (Community and Cultural Development Manager)
2.20pm	Group work – Service delivery challenges and opportunities	All
3.15pm	Break	All
3.25pm	Group work – Service delivery challenges and opportunities continued	All
3.50pm	Individual – Opportunities prioritisation	All
4.05pm	Group work – Service delivery partnerships	All
4.25pm	Next steps and thank you	Abbie Jeffs, Straight Talk



AGENDA

Hornsby Shire Council's Social, Arts and Cultural Strategy Resident workshop

Date: Tuesday 20 May 2014

Venue: Hornsby RSL Club, 4 High Street, Hornsby

Time: 6.00pm – 9.00pm

Purpose: To bring a mixed group of randomly selected residents together from across the Hornsby Shire to:

- Explore and identify opportunities for the community to work in partnership with Council to deliver community, arts and cultural services and programs to better meet the needs of the community now and in the future
- Reinforce Council's commitment to meet the diverse needs of our community to ensure everyone has a strong sense of belonging and can be part of a healthy and interactive community.

To inform the review of social, arts and cultural services and programs for the Hornsby Shire.

Time	Item	Speaker
6.00pm	Formal welcome <ul style="list-style-type: none"> • Acknowledgement of Country • Introductions : <ul style="list-style-type: none"> - Project team - Participants 	Abigail Jeffs – Straight Talk (facilitator)
6.20pm	Workshop purpose and outline	Abbie Jeffs
6.30pm	Presentation – Community, arts and cultural service delivery	Lisa Cahill, Community and Cultural Development Manager , Hornsby Shire Council
6.40pm	Group work – Council and the community working together	All
7.30pm	Break	
7.45pm	Presentation – Service priorities	Lisa Cahill
7.55pm	Group work – Opportunities for service delivery	All
8.55pm	Next steps	Abigail Jeffs

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Appendix C – Stakeholder organisations

The following stakeholder organisations sent a representative to the stakeholder workshop:

- 2Realise
- Achieve Australia
- Arcadian Musical Recitals
- ATASDA
- Beecroft Orchestra
- Breastscreen NSW
- Community Services Northern Sydney District
- Department of Family & Community Services
- Explore & Develop Waitara
- Family & Community Services - Northern Sydney District
- Ferry Artists Gallery
- Hornsby Art Society
- Hornsby Homelessness Task Force
- Hornsby Hub Children & Families
- Hornsby Lions Club
- Hornsby Shire Council
- Hornsby TAFE
- Hornsby Woodworking Mens Shed
- Hornsby/Berowra Men's Shed
- Inala
- Ku-ring-gai Hornsby Volunteer Service
- Mission Australia
- Northern Sydney Local Health
- Northern Sydney Medicare Local Ltd
- Northside Aboriginal Artists
- NSW Department of Education and Communities - Gosford
- Red Fish Café
- Scouts New South Wales
- Sydney Art School
- Waitara Family Centre
- Willow Dance.

Appendix D - Survey questionnaire

Note – the same survey was used (with minor modifications) for both the online and telephone surveys. The survey was developed in close collaboration with Council to test community views on a number of issues that stakeholders had identified as priorities.

Version 1 Hornsby_Shire_Council

Q1. Hi my name is (name), and I'm calling from Jetty Research on behalf of Hornsby Shire Council. Council is conducting a survey of its residents to get their views on a range of local issues, and you have been selected at random to participate. The survey takes around 10 minutes, and all answers are confidential. Would you be willing to assist Council by completing a short research survey this afternoon/evening?

Offer a call back if inconvenient time. OR ask if anyone else in the home would be willing to participate. Lisa Cahill Community and Cultural Development Manager 9847 6779.

Yes	1
No	2

Answer If Attribute "No" from Q1 is SELECTED

Q1

Q2. Thank you for your time. Have a great afternoon/evening.

End

Q3. Great! I just have a few quick qualifying questions. Firstly would your age range be between?

PROMPTED. If under 18 ask is there anyone else home over 18 you can talk to.

18-29	1
30-39	2
40-49	3
50-59	4
60-69	5
70+	6

Q3

Q4. Can I confirm you live in the Hornsby Shire local government area?

Hornsby LGA

Yes	1
No	2

Answer If Attribute "No" from Q4 is SELECTED

Q4

Q5. I'm sorry this survey is only for residents living in the Hornsby Shire LGA. Thank you for your time.

End

Q6. Are you a Councillor or a permanent council employee?

Immediate family can participate

Yes	1
No	2

Answer If Attribute "Yes" from Q6 is SELECTED

Q6

Q7. I'm sorry but Councillors or permanent council employees do not qualify to participate in this survey. Thank you for your time.

End

Q8. And what suburb do you live in?

UNPROMPTED if you can't find suburb and they live in Hornsby Shire ask which suburb their closest to

Arcadia	1
Asquith	2
Berrilee	3
Berowra	4
Brooklyn	5
Beecroft	6
Canoelands	7
Castle Hill	8
Cherrybrook	9
Cowan	10
Dangar Island	11
Carlingford	12
Cheltenham	13
Dural	14
Glenhaven	15
Fiddletown	16
Forest Glen	17
Glenorie	18
Hornsby	19
Hornsby Heights	20
Eastwood	21
Epping	22
Laughtondale	23

Q8

Normanhurst	24	
North Epping	25	
Maroota	26	
Middle Dural	27	
Pennant Hills	28	
Thornleigh	29	
Mt Colah	30	
Mt Kuring-gai	31	
Singletons Mill	32	
Wahroonga	33	
Waitara	34	
Wisemans Ferry	35	
Westleigh	36	
West Pennant Hills	37	
Galston	38	
None of these	39	Go to Q5

Q9. May I have your first name for the survey?

Type NA if not willing to give name

Q9

Q10. Thanks so much [Q9]. To kick off, can you tell me how important the following facilities and services are to you or other members of your family? We will use a 5 point scale, where 1 is not at all important, 4 is very important and 5 is critical?

PROMPTED

	1 Not at all important	2	3	4 Very important	5 Critical	
Festivals such as Festival of the Arts and the Healthy Living Festival	1	2	3	4	5	Q10_1
Community arts and cultural venues	1	2	3	4	5	Q10_2
Celebration of the shire's Aboriginal heritage	1	2	3	4	5	Q10_3
Community transport of aged and disabled residents (i.e NOT public transport)	1	2	3	4	5	Q10_4
Services for young people	1	2	3	4	5	Q10_5
Services for aged residents	1	2	3	4	5	Q10_6
Services for the shire's multicultural and non-English speaking community	1	2	3	4	5	Q10_7
Childcare	1	2	3	4	5	Q10_8
Services for families with young children	1	2	3	4	5	Q10_9

Go to Q12

Q11. (THIS QUESTION WAS SKIPPED) I'm now going to read this list again. Can you please rate your satisfaction with these same Council facilities and services. We'll again use a 5 point scale, where 1 means you are very dissatisfied, 3 is neutral, and 5 means you are very satisfied. If you don't know, just say so and we will move onto the next one.

PROMPTED

	1 Very dissatisfied	2	3 Neutral	4	5 Very satisfied	Don't know	
Festivals such as Festival of the Arts and the Healthy Living Festival	1	2	3	4	5	666	Q11_1
Community arts and cultural venues	1	2	3	4	5	666	Q11_2
Celebration of the shire's Aboriginal heritage	1	2	3	4	5	666	Q11_3
Community transport of aged and disabled residents (i.e NOT public transport)	1	2	3	4	5	666	Q11_4
Services for young people	1	2	3	4	5	666	Q11_5
Services for aged residents	1	2	3	4	5	666	Q11_6
Services for the shire's multicultural and non-English speaking community	1	2	3	4	5	666	Q11_7
Childcare	1	2	3	4	5	666	Q11_8
Services for families with young children	1	2	3	4	5	666	Q11_9

Q12. Have you used any of the following local services within the past 6 months, either for yourself or another member of your family?

PROMPTED

	Yes	No	Unsure	
Community Transport (NOT public transport)	1	2	666	Q12_1
Home and community care (including services such as Meals on Wheels and home modification)	1	2	666	Q12_2
Migrant or English language services	1	2	666	Q12_3
Disability services	1	2	666	Q12_4
Childcare	1	2	666	Q12_5

Q13. [Q9], were you aware that Council has a community directory on its website listing a wide range of community services?

Yes	1			
No	2		Go to Q17	Q13
Unsure	666		Go to Q17	

Q14. Have you ever used this directory?

UNPROMPTED

Yes	1	
No	2	Go to Q17
Unsure	666	Go to Q17

Q14

Q15. Thinking about the last time you used the directory, how useful was it in finding what you were looking for? We'll use a sliding scale of 1-5, where 1 means it was not at all useful and 5 means it was very useful.

Answer If Attribute "Yes" from Q14 is SELECTED

PROMPTED -except for unsure/can't recall

Not at all useful	1
2	2
3	3
4	4
Very useful	5
Unsure/can't recall	6

Q15

Go to Q17

Q16. Please say to what extent you would support in principle the following facilities being created within the Hornsby Shire? We'll use a five point scale, where 1 means you don't support it at all, and 5 means you support in strongly. If you don't know, just say so and we will move onto the next one.

PROMPTED

	1 Don't support it at all	2	3	4	5 Support it strongly	Unsure
A new purpose-built Cultural and Arts Centre	1	2	3	4	5	666
An Aboriginal Arts and Cultural facility	1	2	3	4	5	666
A museum showcasing Hornsby's Aboriginal and post-European history, arts and culture	1	2	3	4	5	666
Studio space for local artists	1	2	3	4	5	666
A business hub for the local creative community	1	2	3	4	5	666

Q16_1

Q16_2

Q16_3

Q16_4

Q16_5

Q17. Onto a slightly different topic, do you feel your suburb has unique characteristics and places?

Special areas other suburbs don't have

Yes	1
No	2
Unsure	666

Q17

Q18. What is it about your suburb that makes it unique or special?

Answer If Attribute "Yes" from Q17 is SELECTED

PROBE for a response

Q18

Q19. Now [Q9]. Do you know what a community garden is?

UNPROMPTED

Yes	1
No	2
Unsure	666

Q19

Q20. Community gardens are areas of public space where community members grow food and other plants. These gardens are generally operated and managed by a community-based volunteer committee. Do you broadly agree or disagree with the notion of establishing community gardens in the Hornsby Shire? We'll use a 5 point scale, where 1 is strongly disagree, 3 is neutral or unsure, and 5 is strongly agree.

PROMPTED except unsure -confirm answer

1 Strongly disagree	1
2	2
3 Neutral/unsure	3
4	4
5 Strongly agree	5
Unsure	666

Q20

Q21. If a community garden were to be established near your home, how likely would you be to use it?

PROMPTED

Very likely	1
Quite likely	2

Not very likely	3	
Not at all likely	4	
Unsure	666	

Q21

Go to Q24

Q22. (THIS QUESTION WAS SKIPPED) Are there any spaces within your local area that you feel would be especially suited to a community garden?

UNPROMPTED

Yes	1	
No	2	
Unsure	666	

Q22

Q23. (THIS QUESTION WAS SKIPPED) Where would these be?

Answer If Attribute "Yes" from Q22 is SELECTED

PROBE for street address with suburb or area in a suburb

Q23

Q24. Now [Q9], have you heard of the Wollarobba Arts and Cultural Centre?

Yes	1	
No	2	
Unsure	666	

Q24

Answer If Attribute "No" from Q24 is SELECTED OR

Answer If Attribute "Unsure" from Q24 is SELECTED

Q25. The Wallarobba Arts and Cultural Centre is located in central Hornsby behind Willow Park Facilities and activities at the centre include a community art studio, a purpose-built printmaking room, art classes, an artists lounge and a gallery space.

Q26. Have you visited the Wallarobba Arts and Cultural Centre within the past 12 months?

Don't offer unsure

Yes	1	
No	2	
Unsure	666	

Q26

Q27. Approximately how often?

Answer If Attribute "Yes" from Q26 is SELECTED

PROMPTED

6 or more times	1
3-5 times	2
1 or 2 times	3
Unsure	666

Q27

Q28. Have you attended an arts performance or local art exhibit within the Hornsby Shire over the past 12 months?

This might include local theatre, dance, opera, art exhibition

Yes	1
No	2
Unsure	666

Q28

Q29. Can you recall which one/s?

Answer If Attribute "Yes" from Q28 is SELECTED

UNPROMPTED - Tick any that apply

Festival of the arts	1	Q29_1
Live in the Mall	2	Q29_2
Head on festival exhibition at Wallarobba	3	Q29_3
Emerging artist exhibition at Wallarobba	4	Q29_4
Hornsby Art Prize	5	Q29_5
Chinese Calligraphy Exhibition	6	Q29_6
Carers exhibition	7	Q29_7
Friday print studio	8	Q29_8
Architect talks	9	Q29_9
Children's Voices	10	Q29_10
Arcadian artist trail	11	Q29_11
A musical (society) performance	12	Q29_12
A theatrical performance	13	Q29_13

Q29_O

Q30. Which of the following would most closely approximate why this is the case?

Answer If Attribute "No" from Q28 is SELECTED OR

Answer If Attribute "Unsure" from Q28 is SELECTED

PROMPTED

I enjoy local arts but there has been nothing that has appealed to me	1
I enjoy local arts but have access or mobility issues that stop me from attending	2
I'm not a big fan of local arts	3

Q30

Q31. To what extent does lack of public transport or community transport prevent you from moving freely around the Hornsby Shire and beyond?

PROMPTED

Not at all	1
Slightly	2
A great deal	3

Q31

Q32. Can you briefly explain what improvements in public or community transport would make a difference to move around the shire and beyond?

Answer If Attribute "A great deal" from Q31 is SELECTED

PROBE - be a specific as possible

Q32

Q33. What do you think is the MAIN role Council should play in encouraging local arts, cultural and social activities?

PROMPTED

ORGANISING arts and cultural activities, events and festivals within the shire	1
PROVIDING FUNDING to attract more arts and cultural activities within the shire	2
PROMOTION and in-kind support for local arts and cultural organisations to arrange community events	3
Council should not be involved in encouraging arts, cultural and social activities	4

Q33

Q34. [Q9], Do you believe Councils resources should be mainly directed to supporting local artists, performers and organisations OR bringing external performers and artists to the shire?

Do not answer If Attribute "Council should not be involved in encouraging arts, cultural and social activities" from Q33 is SELECTED

PROMPT if necessary

Supporting local artists, performers and community groups	1
Bringing external performers and artists to the shire	2
Both equally	3
Unsure	666

Q34

Q35. Have you heard of any of the following events and festivals?

PROMPTED

	Yes	No	Unsure
Hornsby Shire Festival of the Arts	1	2	666
Hornsby Art Prize	1	2	666
Hornsby Shire Arts Network	1	2	666
Healthy Living Festival	1	2	666

Q35_1

Q35_2

Q35_3

Q35_4

Q36. To what extent do you support Council's ongoing support for each of these programs? We'll use a 5 point scale, where 1 means you don't support it at all, and a 5 means you support it strongly.

PROMPTED - If blank skip to next question

	1 Don't support it at all	2	3	4	5 Support strongly
<i>Answer If Attribute "Hornsby Shire Festival of the Arts" from Q35 is Yes</i>					
Hornsby Shire Festival of the Arts	1	2	3	4	5
<i>Answer If Attribute "Hornsby Art Prize" from Q35 is Yes</i>					
Hornsby Art Prize	1	2	3	4	5
<i>Answer If Attribute "Hornsby Shire Arts Network" from Q35 is Yes</i>					
Hornsby Shire Arts Network	1	2	3	4	5
<i>Answer If Attribute "Healthy Living Festival" from Q35 is Yes</i>					
Healthy Living Festival	1	2	3	4	5

Q36_1

Q36_2

Q36_3

Q36_4

Go to Q38

Q37. (THIS QUESTION WAS SKIPPED)Have you attended any festivals or events outside this shire that you think could be adapted locally?

PROBE(include festival name and town its held in) (TYPE NO if not)

Q37

*Q38. And thinking more broadly about the needs of different communities within the Hornsby Shire, what additional services, or improvements to existing services do you think are needed?

PROBE for response(SKIP to next question if DON'T KNOW or NO ANSWER GIVEN)

Q38

Q39. To finish, just a couple of demographic questions to ensure we have a broad range of views. Firstly, do you commonly speak a language other than English in your home?

UNPROMPTED

Yes	1
No	2
Unsure	666

Q39

Q40. Which would best describe your type of dwelling?

PROMPTED

Detached house	1
Semi-detached house, townhouse or villa	2
Apartment or flat	3

Q40

Q41. Gender?

Don't ask

Male	1
Female	2

Q41

Q42. And including yourself, how many people live in your home?

UNPROMPTED

1	1
2	2
3	3
4	4
5	5
6+	6

Q42

Q43. Does this include any children aged 15 or under?

Do not answer If Attribute "1" from Q42 is SELECTED

Yes	1
No	2

Q43

Q44. Finally [Q9], Council will soon be organising a 3-hour community workshop to help plan future services and facilities for the shire. Assuming the time and location were convenient, would you potentially be interested in attending this workshop?

At a later date

Yes	1	
No	2	Go to Q47

Q44

Q45. We will be in contact once workshop details are finalised to establish your availability. At this stage all we need is your

Read back email to verify its correct

Name	1
Surname	2
Email address	3
Best daytime number	4

Q45_1_1

Q45_1_2

Q45_1_3

Q45_1_4

Go to Q47

***Q46.**

Q47. That concludes the survey. Hornsby Shire Council greatly appreciates your time and feedback. Did you have any questions regarding this survey? Thank you for your time.

End

Appendix E - Survey participant profile

There were a total of 1,398 respondents, 600 to the phone survey and 791 to the online survey.

Demographic data was gathered on the age, gender and household size of respondents as well as whether they had children 15 or under living with them. Respondents had to be over 18 years old to participate in the survey.

Age

Comparing the demographic profile of respondents to the 2011 census data for Hornsby Shire, the age group 18-29 years old was underrepresented in both the telephone and online survey, in total only 5.3% of respondents were aged 18-29, compared to 18.8% of over 18s in Hornsby Shire. Other age groups were generally quite accurately represented overall (within 6% for total values), with a notable over-representation for 30-39 year olds in the phone survey and for 60-69 year olds in the online survey.

Age Group	Phone Survey	Online Survey	Total	Hornsby Shire (2011 Census)
18-29	9.0%	2.5%	5.3%	18.8%
30-39	26.3%	15.7%	20.3%	16.5%
40-49	15.8%	24.8%	20.9%	20.4%
50-59	22.8%	19.7%	21.1%	18.2%
60-69	12.5%	23.1%	18.5%	12.6%
70+	13.6%	14.1%	13.9%	13.5%

Gender

Whilst the phone survey was a good match for the profile of the Hornsby Shire overall, the online survey overrepresented women and underrepresented men very significantly.

Gender	Phone Survey	Online Survey	Total	Hornsby Shire (2011 Census)
Female	52.0%	60.5%	56.8%	51.3%
Male	48.0%	39.5%	43.2%	48.7%

Household Size

The surveys underrepresented houses with a single person present. The phone survey, in particular, underrepresented households with fewer occupants and overrepresented households with more occupants. This is likely because households with fewer occupants are less likely to choose to maintain or answer a fixed phone line.

Household Size	Phone Survey	Online Survey	Total	Hornsby Shire (2011 Census)
1	8.2%	10.0%	9.2%	17.7%
2	22.3%	33.8%	28.8%	29.3%

3	16.7%	16.5%	16.6%	18.5%
4	31.3%	23.2%	26.8%	22.0%
5	17.3%	10.5%	13.5%	9.0%
6+	4.2%	6.0%	5.2%	3.4%

Children under 15 present in household

This information is not available for Hornsby Shire via the Community Atlas of demographic data accessed from Council's website. The phone and online surveys showed good agreement with each other on this question.

Children Under 15 Present	Phone Survey	Online Survey	Total
Yes	44.8%	43.1%	43.9%
No	55.2%	56.9%	56.1%

Languages spoken

The surveys underrepresented the number of people of speak another language other than English. This is likely to have occurred as people who do not speak English as a first language would have would have been less inclined to complete the survey without language support.

Language spoken	Phone Survey	Online Survey	Total	Hornsby Shire (2011 Census)
English only	84.3%	77.6%	80.5%	68.9%
Language other than English	15.7%	22.3%	19.4%	28.4%