



CUMBERLAND
COUNCIL

State of Culture in Cumberland 2019

Background Paper: Cumberland Cultural Plan

Acknowledgement of Country

Cumberland Council acknowledges the Darug Nation and People as traditional custodians of the land on which the Cumberland Local Government Area (LGA) is situated and pays respect to Aboriginal Elders both past, present and future.

We acknowledge the Aboriginal and Torres Strait Islander Peoples as the First Peoples of Australia.

Cumberland Council also acknowledges other Aboriginal and Torres Strait Islander Peoples living in the Cumberland Local Government Area.



Cred
CONSULTING

Report Title: State of Culture in Cumberland 2019, Background Paper

Client: Cumberland Council

Version: Draft 3

Date: 25 February 2019

This material is made available by Cred Consulting on the understanding that users exercise their own skill and care with respect to its use. Any representation, statement, opinion or advice expressed or implied in this publication is made in good faith. Cred Consulting is not liable to any person or entity taking or not taking action in respect of any representation, statement, opinion or advice referred to in this document.

CONTENTS

PART A: CONTEXT	5
PART B: WHAT WE HEARD	36
PART C: CULTURAL ASSETS AUDIT AND BENCHMARKING	45
PART D: BEST PRACTICE AND CASE STUDIES	70
PART E: NEIGHBOURHOOD SNAPSHOTS	76

GLOSSARY OF TERMS

Creative industry

Creative industry includes literature and print media, performing arts, design, broadcasting, electronic or digital media, gaming and film, music, visual arts and crafts, museums, and fashion. Generally, creative industries refer to for-profit creative practices. Creative practitioner includes all artists and arts practices such as actors, dancers, directors, musicians, visual artists, craftspeople, photographers and curators. It also refers to the commercial arts including gamers, TV and filmmakers, writers, designers, and architects.

Creative spaces

Creative spaces refers to artist studios, rehearsal and workshop spaces, as well as office and co-work initiatives including spaces suitable for activities not appropriate to residential areas such as larger sculpture work or band rehearsals.

Live music

Live music refers to contemporary bands and groups that predominantly use amplification in rehearsal and performance. Live music venues are defined as a space that presents music at least twice a week. This definition aligns to that used by Music Victoria.

The arts

The arts include the performing and visual arts, craft, design, community art, media, digital, film, television, language, literature, writing, publishing and all forms of creative thinking and expression.

Artist

Artist is used generically and includes all creative practitioners unless otherwise qualified, for example "visual artist."

Arts hub

Arts hub is a collection of co-located spaces specifically for artists and creative practitioners to create, perform, exhibit and engage with community.

Artist's studios

Subsidised rental space for artists to create including visual arts, music and writing.

Cultural infrastructure

Cultural infrastructure is a building, place or virtual space, the primary purpose of which is to house or support the making and/or presentation of a cultural or creative product and as such includes, for example, theatres, concert halls, galleries, and groups of artist studios. It includes co-working spaces and office space where the specific tenancy mix is creative industry practitioners such as writers, publishers, and designers.

It also refers to public art and the infrastructure to support arts activities in the public realm (parks, streets and civic spaces) such as digital technology and screens or lighting and provision of power for outdoor performance spaces.

Heritage

Heritage is something that we have inherited from the past and something that is valued enough today to leave for future generations. Heritage can incorporate both the tangible and intangible and is present in many forms.

Public art

Public art refers to art that is in the public realm, regardless of whether it is situated on public or private property or whether it has been purchased with public or private funds.

Maker spaces

Maker spaces are creative, DIY spaces where people can gather to create, invent, and learn. They provide the community with access to equipment that may otherwise be inaccessible or unaffordable such as 3D printers, software, electronics, craft and hardware supplies and tools, sewing machines, creative print machines, and more.

Art gallery/exhibition space

Art Galleries provide exhibition spaces, and may offer educational programs, as well as meeting and workshop space for artists. Galleries are often co-located with Libraries, Civic facilities and Museums.



Great places embody seven elements. They are places of anchorage, they feel like home, there is a sense of stability, tradition and distinctiveness. They are places of possibility, 'can do', stimulation and buzz. They are places of communication and networking, where it is easy to connect, interact and move around, the outside world is accessible, and you feel you are part of a bigger, extensive web. They are places to self-improve, learn and reflect. They are places of inspiration. Culture is alive and, finally, a great city is well put together through design.

- Charles Landry, Making Great Cities

PART A CONTEXT



PART A: CONTEXT

1. Introduction
2. Executive Summary - Overall Key Findings
3. Population Analysis
4. Forecast Population and Change
5. Strategic Context

1. INTRODUCTION

This Study “The State of Culture in Cumberland 2019” provides the background data and an evidence base to inform the development of Cumberland Council’s first Cultural Plan, providing guidance for planning of events, programs and infrastructure in arts and culture over the next 10 years.

1.1 BACKGROUND

Cumberland Council was formed through the amalgamation of part Holroyd, part Auburn and part Parramatta Councils on 12 May, 2016.

Both the former Auburn and Holroyd Councils had Arts and/or Cultural plans in varying lifecycle stages. Auburn Council’s Cultural Plan was a 10 year plan which ran from 2007 to 2017. A *draft Cultural Plan for Holroyd City 2016 – 2026* was developed but not adopted by Council at the time of amalgamation.

The future Cumberland Cultural Plan will set the long term vision for culture in Cumberland and will help guide Council’s decisions and work over the next ten years.

The Plan will set a roadmap for how cultural outcomes can be achieved collectively by Council, other levels of government and community partners. The Plan will identify a suite of priorities and actions that aim to increase opportunities for creative and cultural expression, improve access to the arts and strengthen Cumberland’s unique identity.

The Cultural Plan will provide a strategic framework to inform the planning of events, programs and infrastructure in arts and culture. As of 2019 this includes for example:

- An Events Program of over 30 events per annum ranging from major community events such as Australia Day celebrations, regional destination events such as Sydney Cherry Blossom Festival, and local cultural based events such as Diwali and Lunar New Year celebrations.
- Arts programs and facilities including the Peacock Gallery and Arts Studio in Auburn, and from 2020 The Granville Centre featuring a major gallery space, workshop spaces and performance and rehearsal spaces.
- Place-based initiatives and projects that engage, activate and deliver outcomes for local town centres and neighbourhoods across Cumberland (including public art and business engagement programs).
- A network of one-stop shop community centres connecting local communities with a range of Council and community delivered social and cultural programs and services.

1.2 METHODOLOGY

The methodology used to inform this Study includes:

- Analysis of Cumberland community profile
- Audit and mapping of existing cultural assets across Cumberland and by neighbourhood
- Review and analysis of global, national, state, regional and local strategic context
- Community and stakeholder engagement, including two community workshops, 23 stakeholder interviews, workshops with Council committees, workshops with Council staff, online cultural asset mapping tool, and artist/arts organisation survey
- Review and summary of Place Score research across Cumberland's town centres (Place Partners, 2018)
- Cultural facilities auditing and benchmarking, and
- Review and analysis of domestic and international leading practice approaches to strategic cultural planning.

Figure 1 illustrates the project process.

Disclaimer: The information in this report is based on data available at the time of production and may change as new data emerges to inform the Plan.

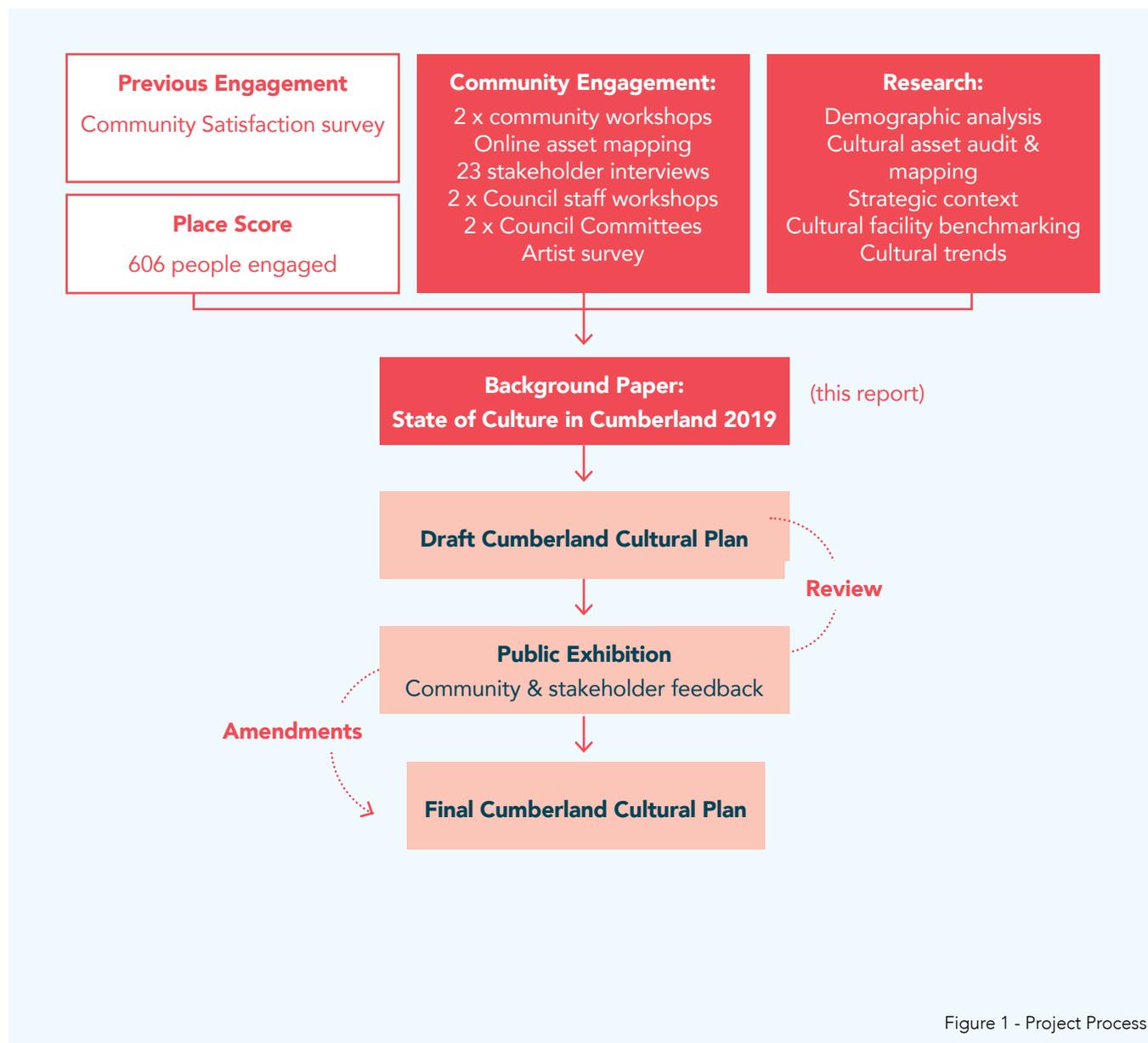


Figure 1 - Project Process

1.3 STRATEGIC ALIGNMENT

The Cumberland Cultural Plan will sit within Council's integrated planning framework and will provide a roadmap for cultural outcomes for delivery by Council, other levels of government and community partners.

Council will utilise the Plan to deliver outcomes identified in the *Community Strategic Plan* and *Delivery Program*.

The Plan will connect with and support a whole of Council approach through the integration of strategies across departments, including from Community Development, Works and Infrastructure, and Environment and Planning, all of which contribute to the cultural life of the area in different ways via their services and projects.

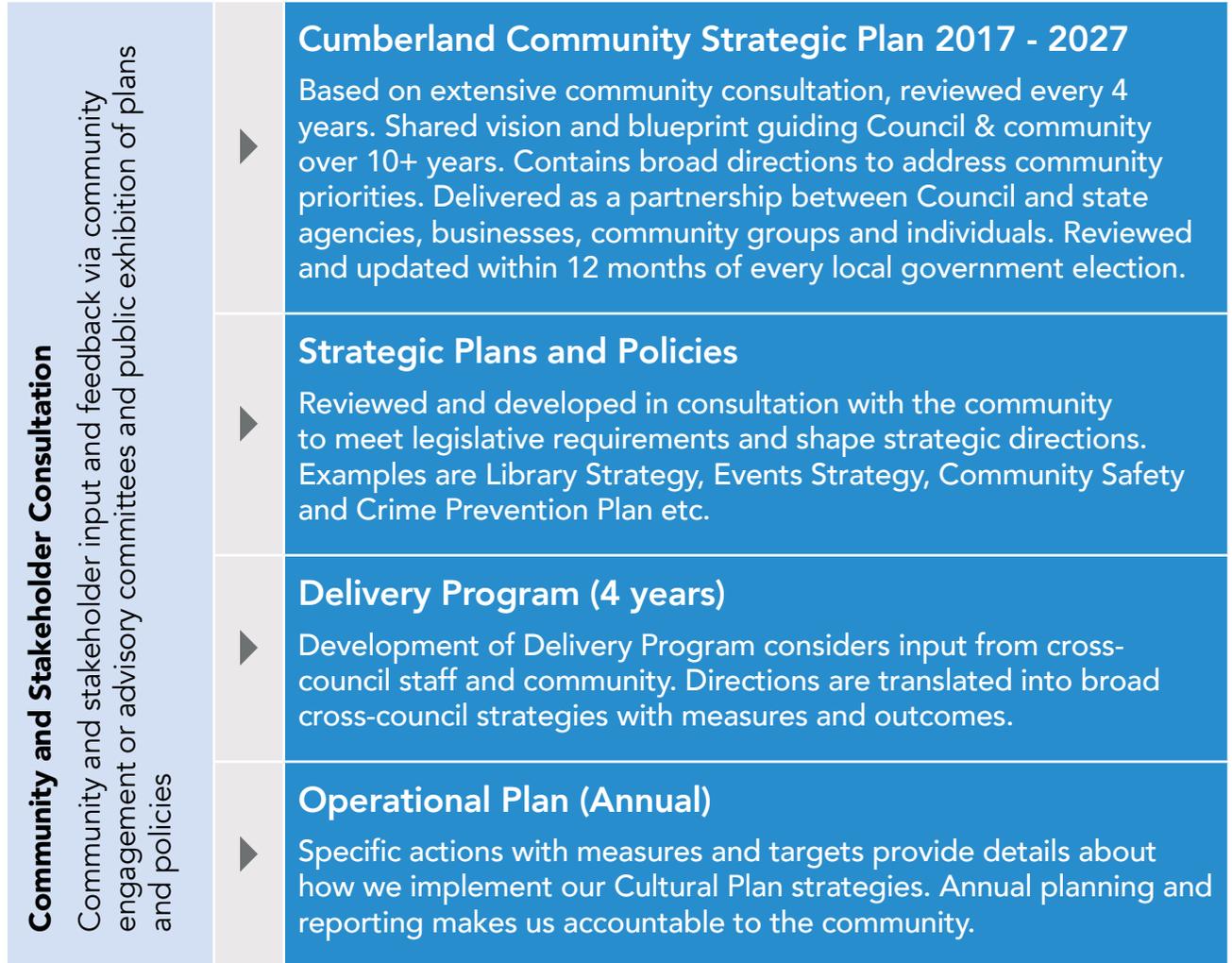


Figure 2 - Council's integrated planning framework

1.4 THE VALUE OF CULTURE

Beyond the intrinsic value of the arts, culture and creativity have a range of social, economic and health benefits for individuals and communities.

Cumberland Council recognises the importance of planning for and investing in culture and creativity to bring communities together, activate public space and drive local economies. Some benefits include:

- Engagement in culture and creativity has been linked to an increased sense of community identity, cohesion and belonging, more inclusive communities and a reduction in social isolation¹. This is particularly important in rapidly growing and changing communities.
- An exciting cultural ecosystem can help drive local economic prosperity and growth, including through attracting visitors, creating jobs, attracting and retaining businesses, and revitalising places. The NSW Government's *Cultural Infrastructure Plan 2025+* estimates the contribution of the cultural sector to Gross State Regional Product (GSRP) at almost \$16.3 billion².
- Studies have found that people who participate in a creative or cultural activity are more likely to report good health compared to those who do not, and that participation in arts activities may increase cognitive abilities and may have a positive impact on specific health conditions such as dementia and depression³.
- Participation in arts activities has been shown to improve educational outcomes and civic participation amongst children and young people. A study from the U.S. shows that taking part in arts activities increases student attainment in maths and literacy, particularly for students from low-income families⁴.

Moreover, research from the Australia Council for the Arts indicates that most Australians recognise the many positive impacts the arts have on our daily lives and in our communities⁵. Key findings include:

- More than 50% of surveyed Australians believe that arts impact their personal health and sense of wellbeing and happiness; their ability to express themselves; their creative thinking.
- 74% of surveyed Australians believe that arts make their lives richer and more meaningful.
- 80% of surveyed Australians believe Aboriginal arts are an important part of Australia's culture.
- 64% believe that arts impacts on their understanding of other people and cultures.

1. McQueen-Thomson D, James P & Ziaguras C. (2004). Promoting Mental Health and Wellbeing Through Community and Cultural Development: A Review of Literature Focusing on Community Festivals and Celebrations. Melbourne: VicHealth & RMIT University.
2. Create NSW. 2019. Cultural Infrastructure Plan 2025+.
3. Leadbetter, C. and O'Connor, N. Healthy Attendance? The Impact of Cultural Engagement and Sports Participation on Health and Satisfaction with Life in Scotland (Scottish Government Social Research, 2013)
4. Catterall, James S., Dumais, Susan A. and Hampden-Thompson, Gillian. The arts and achievements in at-risk youth: findings from longitudinal studies (Washington: National Endowment for the Arts, 2012) Available at: <https://www.arts.gov/sites/default/files/Arts-At-Risk-Youth.pdf>
5. Australia Council for the Arts. 2017. The National Arts Participation Survey: State and Territory Results. <http://www.australiacouncil.gov.au/research/connecting-australians-states-territories/>.



1.5 DEFINING CULTURE AND CREATIVITY IN CUMBERLAND

What is culture?

Considering Cumberland's diversity and energy, the Cultural Plan adopts a broad definition of culture that aligns with the NSW Government's planning for a creative Sydney. This includes a definition of culture that considers:

- Our sense of place, our values, our diversity, our identity, and our digital and place-based communities
- The material products of creative and cultural processes including organic, formal and informal processes, and
- Our engagement with, and participation in, creative and cultural process.

Culture encompasses diverse avenues of expression in the arts, architecture, arts, history, language, food, digital, music, education, leisure, religion, neighbourhoods, work and daily life. It is about our ability to 'tell our story'- an essential and defining human characteristic.

Local government is central to enabling people to participate in artistic and cultural expression. In a climate of expanding global homogeneity, local production and participation in culture is increasingly important and councils serve an important role to deliver, fund, host, support and promote arts and culture in local communities.

The United Nations Education Scientific Cultural Organization's (UNESCO) definition of culture provides a useful touchstone:

"...the set of distinctive spiritual, material, intellectual and emotional features of a society or a social group, that encompasses not only art and literature, but lifestyles, ways of living together, value systems, traditions and beliefs."

Create NSW define 'culture' as *the production, distribution and participation in creativity by the New South Wales community and visitors, and the reflection and expression of its customs, traditions, heritage and social character. It includes the visual arts, crafts, media arts, performing arts (music, dance, theatre, physical theatre), heritage, museums, archives, libraries, publishing, sound recording, film, audio visual, television, radio and digital arts. It also includes creativity in the public realm, such as the design of the built environment and public spaces*¹.

The Cultural Plan does not seek to limit the term 'culture' but rather to understand what culture and creativity means to the Cumberland community.

Figure 3 shows a broad spectrum of culture that has been used to inform the Plan.

How did the community define what culture and creativity means for Cumberland?

- Culture is about people and community. The community defined culture in relation to the energy and creativity that people bring to the area, and see cultural activities and events as opportunities to come together.
- Cultural diversity. The community spoke to the strength that comes with Cumberland's cultural diversity, and the importance of celebrating and learning from our unique stories and perspectives.
- Equity. The community emphasised the importance of equitable access to culture and creativity, including across cultural backgrounds, age, income and ability.
- Social capital. The community defined culture broadly in relation to the social capital that arises from community connections facilitated through culture and creativity.
- History and heritage. The community indicated that the area's history and heritage, including Aboriginal history, is central to our cultural identity.
- Creative expression and identity. Culture and creativity were seen to be central to the identity of Cumberland as a whole, as well as of local neighbourhoods.

¹ Create in NSW: NSW Arts and Cultural Policy Framework 2015, Create NSW

Cumberland's Cultural Spectrum



Figure 3 - Cumberland's Cultural Spectrum

2. EXECUTIVE SUMMARY - OVERALL KEY FINDINGS

Cumberland is rich in cultural assets. This includes its highly culturally diverse community, businesses and restaurants; its unique cultural heritage and history; hundreds of passionate community and cultural groups; and a range of special places and public spaces that facilitate a rich cultural life.

There are opportunities to further leverage these cultural assets, and to plan for cultural outcomes through the expanded provision of multipurpose and flexible cultural infrastructure across Cumberland; town centre activation; and facilitation of increased collaboration amongst community members, groups and organisations.

As cultural assets are more highly concentrated in the east, planning for the future should consider equitable distribution across Cumberland.

This Study identifies Cumberland's creative and cultural assets and challenges to inform a Cultural Plan that will define goals and provide recommendations to invigorate Cumberland's cultural life and leverage off its considerable assets and forecast growth.

CUMBERLAND'S ABORIGINAL CULTURAL RESILIENCE AND HERITAGE

The Darug people, including the Cennemegal or Weymaly, Bidjigal, Burramattagal, Wangal and Wategoro clans are the traditional owners of the Cumberland area and have cared for country here for tens of thousands of years. There are many areas of historical, social and spiritual significance and Aboriginal sites in Cumberland, including Prospect Hill (Marrong), located in the suburb of Pemulwuy, which is associated with the First Nation resistance led by Pemulwuy and the meeting that marked the beginning of the long road to reconciliation. Aboriginal Peoples continue to live in the area today and feel a strong connection to their culture.

Community engagement tells us that there is a strong desire to acknowledge, showcase and learn from this cultural resilience in future cultural planning for the area.

Resilient Sydney's *Strategy for City Resilience 2018* identifies that Aboriginal Peoples continue to show great resilience and generosity of spirit towards other people with whom they now share their land and waters. Resilient Sydney recognises that by acknowledging our shared past, we are paving the way for a future where all Australians are embraced. To be resilient, Sydney needs a future based on mutual respect and shared responsibility, where everyone and all living things can thrive - culture and creativity can help to build respect and understanding between people.

THERE IS STRENGTH IN DIVERSITY

Cumberland Council's *Community Strategic Plan* outlines a vision for Cumberland to Welcome, Belong and Succeed.

Cumberland is one of the most culturally and linguistically diverse LGAs in Australia with more than 50% of the population born overseas from 150 different countries, and around 66% speaking a language other than English at home. In 2016, the most common countries of origin were India (6.6%), China (6.5%), and Lebanon (4.9%), and the most common languages spoken other than English were Arabic (15%), Mandarin (6%) and Cantonese (4.5%). Cumberland has the highest proportion of refugees per capita and the highest number of people seeking asylum of any LGA in NSW.

Community engagement undertaken for this Study tells us that the people of Cumberland pride themselves on diversity, and that they would like to see more opportunities to come together to share and learn from each other's stories, cultures, food, ideas and creativity. People discussed the potential of cultural and creative expressions including food, music and dance to overcome potential language and cultural barriers and bring people together to share and learn from each other.

CUMBERLAND'S FOOD CULTURE

Cumberland benefits from the street level culture in our town centres, including our global food offering which attracts both locals and visitors to our area. The area is home to over 750 food related businesses, including many culturally diverse cuisines that represent the main cultural groups of the area. It is important to support the unique cultural businesses (including food and retail) that drive the local character and activity of local centres.

When discussing what makes the culture of Cumberland's neighbourhoods unique, community and stakeholders discussed the role of diverse food offerings in facilitating cross-cultural exchange. They had many food-related ideas for the area, including a night-time food festival that would enable communities to come together to share their cultures.

COLLABORATION AND INFORMATION

Cumberland is home to more than 600 active cultural and community groups. Based on available data, these groups are concentrated mainly in Auburn, Merrylands and Granville. However, there is work to be done in identifying and connecting cultural and creative groups, the service they provide and sharing this information to support collaboration.

Community engagement tells us that people would like to see Council work collaboratively with the community and support community capacity building and skills development. Moreover, they would like more support for collaboration and networking across sectors, between artists and creative organisations, and between community cultural groups. They would like to see more information made available about existing creative practitioners, cultural groups, initiatives and opportunities available in the area.

Best practice trends in cultural planning and facilities delivery focus strongly on opportunities for cross sector collaboration, sector sustainability and sharing of ideas. Resilient Sydney 2030 identifies cross sector collaboration as a priority for making Sydney a stronger, more resilient place.

NEIGHBOURHOOD ACTIVATION

Cumberland incorporates twelve distinct neighbourhoods where people come together to shop, work, learn, socialise and relax. These neighbourhoods play a vital role in facilitating the incidental social connections that support creative production and participation and cultural life, and foster community cohesion and resilience. As new development occurs it will be important for Council to respond to the unique and special cultural characteristics of town centres and neighbourhoods and recognise how new development can contribute to and support the strengthening of cultural life in Cumberland.

Community engagement tells us that people are enthusiastic about opportunities to animate neighbourhoods and town centres through public art, creative wayfinding, events, night markets, creative lighting, colourful design, and free social places to gather including trees, shading and shelter.

Best practice trends and cultural planning focus on increasing visibility of culture within town centres and public places through wayfinding, public art, technology, celebrations and lighting.

CULTURAL FACILITIES

Western Sydney is a focus for future State Government funding for cultural infrastructure given the current undersupply across the region and the growing diversity of the area. However, Cumberland currently has an undersupply of multipurpose, co-located cultural facilities that are fit for purpose. This undersupply will increase as the population grows.

The existing network of Council community centres are also being used for cultural programs and activities but these are not designed specifically for cultural uses.

Population benchmarking indicates that the existing undersupply will be increased as the population grows including for an additional two multipurpose community centres that incorporate cultural and arts spaces.

Additionally, there is a lack of private (or non-Council) cultural facilities in the area including private art galleries, purpose built theatre spaces, creative arts centres and maker spaces.

Engagement suggests that there is a significant need for more places and spaces in Cumberland for community and creatives to connect, create and showcase their talent. People indicated that the limited availability of local cultural infrastructure in the area negatively impacts cultural development in Cumberland. They highlighted a need for spaces for cultural production, performance, celebration and exhibition that are affordable and multipurpose. The most commonly identified gap was in rehearsal and performance spaces for live music.

The lack of cultural facilities also impacts funded primary arts organisations who can be located in Cumberland, with Arab Theatre Studio (who have a small dedicated space provided by Council at Granville Town Hall), Dance Makers Collective and River City Voices the only primary/arts specific funded organisations located in Cumberland.

STREETS, PUBLIC SPACES AND PARKS AS CULTURAL PLACES AND ASSETS

Culture in Cumberland is often experienced and created in the dynamic civic spaces (including streets, plazas and parks) that facilitate informal and incidental cultural creation and exchange. Public spaces are animated by popular outdoor and street-based events such as the Diwali Festival and the Sydney Cherry Blossom Festival. The community values gathering spaces such as its parks including the Auburn Botanic Gardens and Civic Park in Pendle Hill as cultural spaces.

Across engagement, people were enthusiastic about creative and cultural initiatives for the activation of public places, open spaces, streets and parks that provide opportunities for incidental and informal social connections, day and night. They indicated that cultural trends such as open streets, creative public seating, street festivals, night markets and public art can help revitalise town centres, make areas safer and more welcoming, and bring people together to foster a more inclusive and cohesive community.

PUBLIC ART TO CREATE IDENTITY FOR CUMBERLAND & ITS NEIGHBOURHOODS

Arts, culture and creativity are essential keys to the unique and distinctive identity of Cumberland's people and centres. However, as a newly amalgamated Council area, culture can also help build a sense of community identity and pride at the LGA-level in Cumberland. Community engagement tells us that people would like to see cultural and creative initiatives that help build an identity and vision for the whole of the Cumberland area. This could also help drive visitation to our neighbourhoods.

Public art plays an important role in creating identity for Cumberland as a whole, but also for its unique places and centres. There are current public art works within the public realm across Cumberland. Merrylands and Auburn has the largest portion of Cumberland's public art collection and for a major town centre, Granville has the least.

Community engagement tells us that the community would like to see more public art and creative wayfinding that responds to the unique and diverse character of Cumberland, helps to animate our public spaces, and offers opportunities for local artists and creatives to showcase their talents.

Best practice trends and case studies in the realm of public art include a focus on collaborative and capacity building projects that provide opportunities for creatives and community to connect and share stories and skills.

INCLUSION AND EQUITY

There are opportunities to address the needs of people of all ages (including young people, young women and older people), abilities, mothers and families, people from culturally and linguistically diverse backgrounds, and the newly arrived to engage in culture and creativity.

SUPPORTING PRODUCERS OF CULTURE TO LIVE AND WORK IN THE AREA

Creative industries and cultural organisations bring great economic (as well as social) outcomes for communities. Forecast population growth and changes to business and dwellings within town centres and neighbourhoods may impact on rising residential and commercial rents, changing streetscapes and dwelling types, that could affect the ability of creative and cultural communities to work and live in Cumberland and for the unique food and cultural businesses to keep active here. It can also make work space unaffordable for arts and cultural organisations.

However, it may also provide an opportunity to deliver new cultural infrastructure including subsidised spaces for artists, cultural organisations, and cultural retail.

Precedent cultural plans and programs of other Sydney Councils and internationally focus on the delivery of live/work spaces for artists, creative spaces in shopfronts, and affordable commercial rents to support diverse creative industries to continue to operate in the areas. There are a number of industrial areas within Cumberland which could also be protected to encourage creative production and consumption.

ENVIRONMENTAL AND BUILT HERITAGE

Cumberland's culture is founded on a rich environmental and built heritage. The area includes more than 350 heritage items. This includes places with historic, social and spiritual significance for Aboriginal People. The area also has a number of heritage and historical community groups that are passionate about researching and educating people about Cumberland's cultural heritage.



Our community

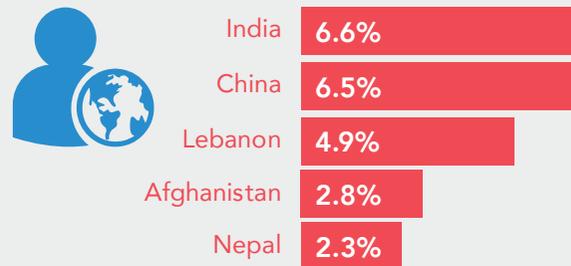
Cumberland is one of the most culturally and linguistically diverse local government areas in Australia, with 52.2% of residents born overseas from more than 150 different countries, and 66% of residents speaking a language other than English (compared to 35.8% in Greater Sydney).

Just over **HALF** of the people living in Cumberland were born overseas.

150 DIFFERENT COUNTRIES



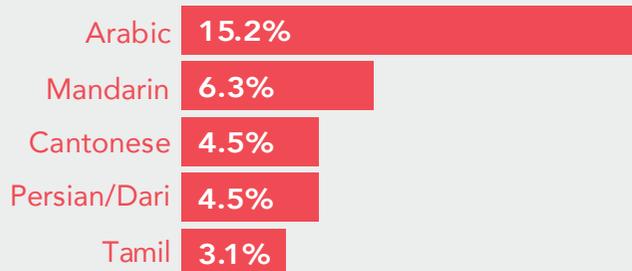
The top 5 overseas countries of birth for the Cumberland community are:



There are more than **600 COMMUNITY AND CULTURAL GROUPS** within Cumberland, however very few of these are arts specific or funded and rely on volunteers to run.



Cumberland has the second-highest percentage of people speaking a language other than English in Australia



1,362



People identified as being of Aboriginal and Torres Strait Islander background in the 2016 census.

Cumberland has the **HIGHEST PROPORTION OF REFUGEES** per capita and the highest number of people seeking asylum of any local government area in NSW. Over the past 25 years, 20,000 refugees have settled in the Cumberland area.



5,808 CULTURE AND LEISURE WORKERS

In 2016, 5,808 Cumberland residents (6.7%) worked in Cultural and Leisure occupations¹. Auburn (1,129), Lidcombe (955), Greystanes-Pemulwuy (669) and Merrylands-Holroyd (637) were home to the largest number of workers from these occupations.

The most common occupations were; Chefs, waiters, cook, cafe or restaurant manager, bar attendant, barista/cafe worker, Minister of religion, graphic designer, interpreter, fitness instructor and architect.

¹ Count of usual residents and workers in Cumberland (A) by SA2, by selected occupations. Prepared by .id (the population experts) using data supplied by the Australian Bureau of Statistics consultancy service

3. POPULATION ANALYSIS

3.1 OVERVIEW

Since 1945, Cumberland, along with the greater Western Sydney region, has been influenced by waves of migration from across the world and including refugees. Some stay and others move on to take up different opportunities. Most have left their mark influencing local eating and cultural habits and in the establishment of community and cultural groups, and religious, cultural and educational institutions. Over the past 20 years, Cumberland has become an energetic and diverse urban centre with increased medium to high density housing developments and neighbourhood hubs.

Cumberland's population is changing and growing. In 2017, the total estimated population of Cumberland was 231,604 people. The diversity of Cumberland's resident population has been identified as one of its greatest strengths. Its people including local residents, workers, business owners, organisations, and visitors - are central to Cumberland's vibrancy and character.

This section provides an overview of the diverse and growing population of Cumberland.

3.2 ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLES

Cumberland is on the land of the Darug people, including the Cennemegal or Weymaly, Bidjigal, Burrumattagal, Wangal and Wategoro clans, representing the oldest continuous living culture in the world. Prospect Hill (Marrong), located in the suburb of Pemulwuy, is a place with significant historic, social and spiritual meaning for Aboriginal Peoples. One of the highest points between the mountains and the city, Prospect Hill is associated with the Aboriginal resistance led by Pemulwuy and the meeting that marked the beginning of the long road to reconciliation.

Cumberland is now home to 1,396 Aboriginal and Torres Strait Islander people, representing 0.7% of Cumberland's total population, a lower proportion than Greater Sydney at 1.5%.

3.3 CULTURALLY RICH, WITH DIVERSE CULTURES AND LANGUAGES AND EMERGING COMMUNITIES

Born overseas

Cumberland is one of the most culturally and linguistically diverse LGAs in Australia, with 52.2% of residents born overseas from more than 150 different countries, and 65.6% of residents speaking a language other than English (compared to 35.8% in Greater Sydney).

More than half of the Cumberland population was born overseas (52% compared to 37% in Greater Sydney). In 2016, the most common places of birth were:

- India (6.6%)
- China (6.5%)
- Lebanon (4.9%)
- Afghanistan (2.8%), and
- Nepal (2.3%).

The suburbs that were home to the largest proportions of people who were born overseas were:

- Auburn (North) (75%)
- Lidcombe (North) (65%)
- Westmead – Mays Hill (64%)
- Lidcombe (South) Rookwood (63%), and
- Wentworthville (61.3%).

Language other than English

Cumberland has the second-highest percentage of people speaking a language other than English in Australia (66%, compared to 36% in Greater Sydney). Approximately 150 different languages are spoken in Cumberland. In 2016, the most common languages were:

- Arabic (15%)
- Mandarin (6%)
- Cantonese (4.5%), and
- Persian/Dari (2.5%).

Emerging communities

There have been large increases in the number of people who speak Persian/Dari (+ 4,238 people), Mandarin (+ 4,173 people), Nepali (+ 3,047 people), and Urdu (+ 2,375 people) since 2011.

In 2016, the suburbs that were home to the largest proportions of people who speak a language other than English at home were:

- Auburn (North) (84.6%)
- Auburn (South) (80.2%)
- Lidcombe (North) (76.5)
- Berala (75.5%), and
- Lidcombe (South) (74.7%).

English fluency

There is also a high proportion of people who are not fluent in English (15% compared to 6.5% in Greater Sydney), which can impact on access to cultural inclusion.

In 2016, the suburbs with the highest proportion of people who are not fluent in English were:

- Auburn (North) (25%)
- Berala (24%)
- Lidcombe (North) (23%)
- Auburn (South) (23%), and
- Lidcombe (South) (21%).

3.4 REFUGEES

Cumberland has the highest proportion of refugees per capita and the highest number of people seeking asylum of any Local Government Area in NSW. In the past 25 years, more than 20,000 refugees have called the area home.

3.5 AGE

A young area, but with a significant and growing older population

The median age in Cumberland is 32 compared to 36 in Greater Sydney. In 2016, over a third of the population were younger than 25 years old.

In particular, Cumberland had:

- A higher proportion of babies and pre-schoolers (0 to 4 years) (8%) compared to Greater Sydney (6%)
- A high proportion of young workforce age residents (25 to 34) (19.5% compared to 16% in Greater Sydney), and
- A lower proportion of residents aged 65 years and over (11% compared to 14% in Greater Sydney).

Between 2011 and 2016, the fastest growing age groups were:

- Young workforce (25 to 34) (+22%, 7,475 residents)
- Parents and homebuilders between 35-49 (+11.5%, 4,438 residents)
- Primary schoolers between 5-11 (+15%, 2,673 residents), and
- Empty nesters and retirees between 60-69 (+17%, 2,488 residents).

3.6 DISABILITY

People with disability and unpaid carers live in Cumberland

- 10,153 people or 5.3% of the population in Cumberland report needing help in their day-to-day lives due to a severe or profound disability. Some areas have higher incidence of disability, including Merrylands West (8.6%), Pendle Hill (8.2%) and South Granville – Chester Hill (8.1%).
- More than 12,319 people in Cumberland receive a Disability Support Pension.

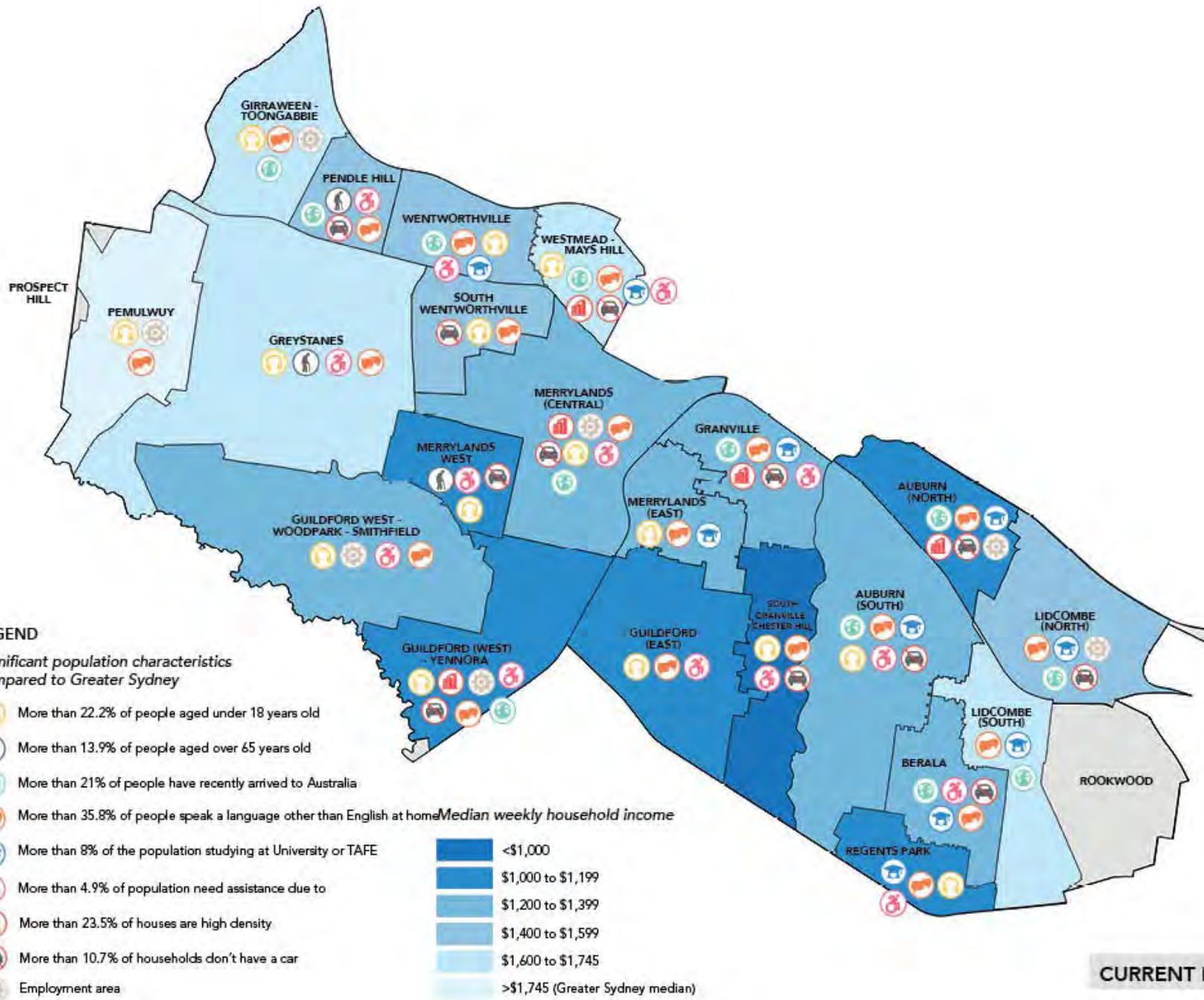
3.7 INCOME

Income inequality across the area

Overall, Cumberland has a comparatively lower median household income than Greater Sydney (\$1,377 compared to \$1,745). 26.3% of households in Cumberland are living on less than \$750 per week (compared to 21% in Greater Sydney).

In 2016, only one suburb had above the Greater Sydney median weekly household income (Pemulwuy, \$2,372). However, some areas had a much lower median weekly household income:

- South Granville – Chester Hill (\$940)
- Guildford (East) (\$1,115)
- Guildford (\$1,117)
- Guildford (West) – Yennora (\$1,121), and
- Merrylands West (\$1,135).



4. FORECAST POPULATION GROWTH AND CHANGE

4.1 INCREASING YOUNG PEOPLE AND OLDER POPULATION

The ageing population of Cumberland is reflected in the forecast growth in the 70-84 and 85+ age group, which will increase by 9,301 people and 2,137 people or 69% and 65% respectively between 2016 and 2036.

Table 1 shows the forecast population growth by suburb within Cumberland. It should also be noted that these forecasts do not reflect any changes that may be made as part of the Department of Planning (DPE) Priority Precinct processes (currently unknown).

4.2 INCREASING POPULATION

Auburn is forecast to see the most amount of growth with a population increase of over 20,000 people between 2016 and 2036. This is equivalent to adding the entire town of either Goulburn or Armidale to Auburn's existing population and area. Merrylands is also expecting to see a similar level of population growth, with an additional 19,000 people living in the area by 2036. See table 2 for details.

A key driver of the growing population is an increased supply of small to medium sized apartments near railway stations (for example in Merrylands, Holroyd, Auburn, Wentworthville and Lidcombe (North)). These are attractive to young adults and couples who require smaller dwellings and enjoy the proximity to transport and employment these locations afford. This is reflected in the significant forecast growth in the 0-4, 5-11, 12-17 and 35-49 age groups over the next 8 years to 2026.

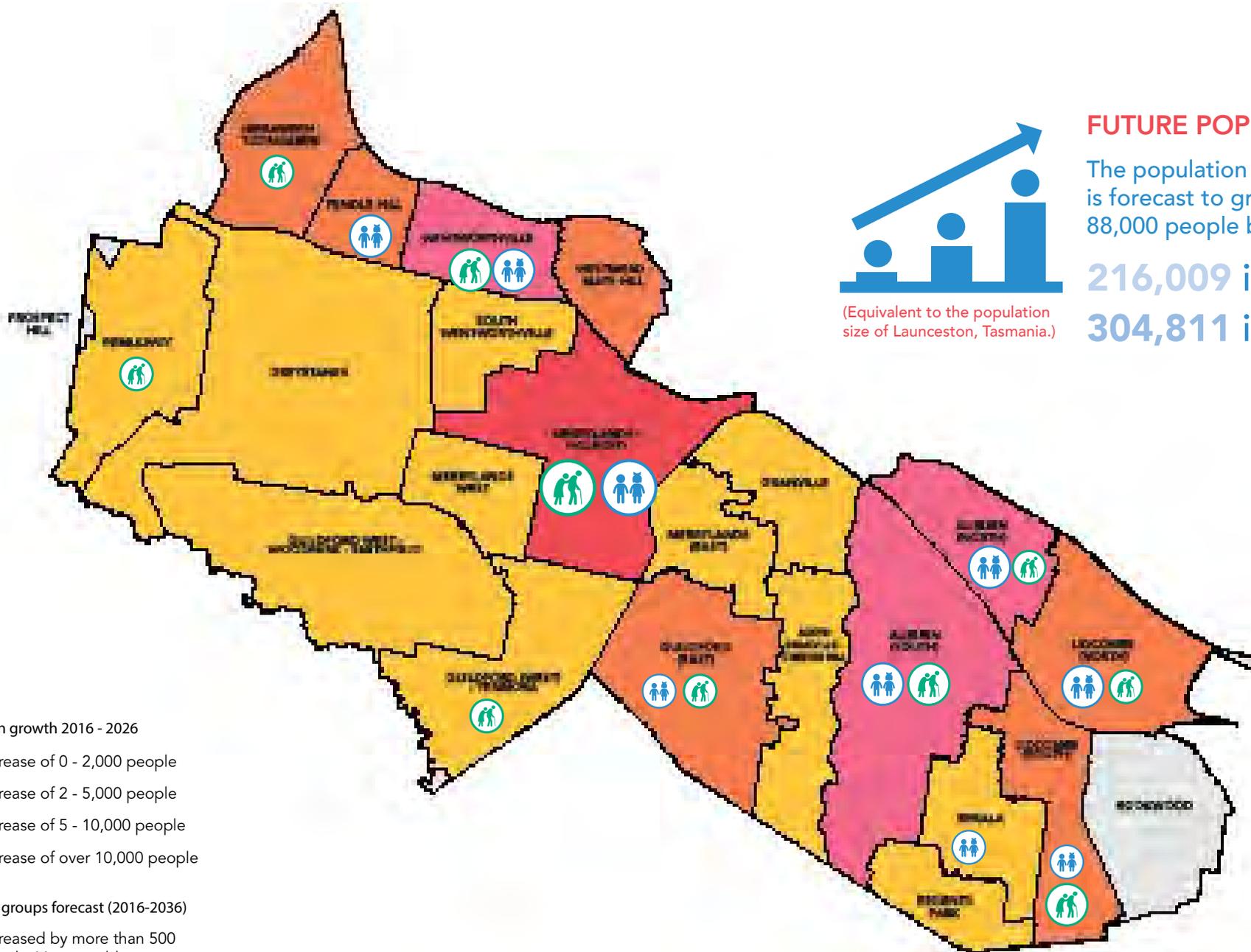
Some areas have limited opportunities for growth, such as Regents Park, Merrylands West and Pemulwuy. Other areas were primarily developed in the 1970s and 1980s, such as Greystanes, and now have stable or declining populations as adult children have moved out and had families of their own.

Table 1 - Forecast population growth by Planning Catchment

Forecast population growth	2016	2036	Change	%
Auburn	37,348	57,698	20,350	35.3
Berala/Regents Park	13,250	16,383	3,133	19.1
Granville	10,706	12,796	2,090	16.3
Greystanes Pemulwuy	27,808	30,345	2,537	8.4
Guildford/South Granville	35,207	42,677	7,470	17.5
Lidcombe	19,608	31,460	11,852	37.7
Merrylands	37,580	56,700	19,120	33.7
Toongabbie/Pendle Hill	13,269	22,528	9,259	41.1
Wentworthville/Westmead	21,234	34,224	12,990	38.0
Cumberland LGA Total	216,010	304,811	88,801	29.1

Table 2 - LGA forecast population growth by service age groups

Age group (years)	2016		2026		2036	
	#	%	#	%	#	%
Babies and pre-schoolers (0 to 4)	17,953	7.9	23,054	8.2	24,303	8.0
Primary schoolers (5 to 11)	20,983	9.3	26,963	9.6	28,691	9.4
Secondary schoolers (12 to 17)	14,600	6.5	20,802	7.4	22,692	7.4
Tertiary education and independence (18 to 24)	24,480	10.8	28,257	10.1	31,087	10.2
Young workforce (25 to 34)	45,165	20.0	49,969	17.9	52,157	17.1
Parents and homebuilders (35 to 49)	44,234	19.6	57,666	20.6	60,713	19.9
Older workers and pre-retirees (50 to 59)	24,206	10.7	27,920	10.0	32,816	10.8
Empty nesters and retirees (60 to 69)	17,654	7.8	21,875	7.8	24,140	7.9
Seniors (70 to 84)	13,467	6.0	18,579	6.6	22,768	7.5
Elderly aged (85 and over)	3,309	1.5	4,550	1.6	5,446	1.8
Cumberland LGA Total persons	226,052	100	279,636	100	304,811	100



- LEGEND**
Population growth 2016 - 2026
- Increase of 0 - 2,000 people
 - Increase of 2 - 5,000 people
 - Increase of 5 - 10,000 people
 - Increase of over 10,000 people

- Emerging groups forecast (2016-2036)
- Increased by more than 500 people 11 years old or younger
 - Increased by more than 500 older people (above 65 years)

**Note: Above population forecasts are made prior to any increases in density brought about by the Planned Precinct process in a number of suburbs in this LGA.*



(Equivalent to the population size of Launceston, Tasmania.)

FUTURE POPULATION

The population of Cumberland is forecast to grow by over 88,000 people by 2036.

216,009 in 2016

304,811 in 2036

FORECAST POPULATION GROWTH

Figure 5 - Heat map of forecast population growth across Cumberland

4.3 WHAT ARE THE IMPLICATIONS OF CUMBERLAND'S DEMOGRAPHICS ON ARTS AND CULTURE?

Planning for cultural and creative life in Cumberland will need to respond to the diverse, growing and changing community of the area:

	<p>With 26.3% of households in Cumberland living on less than \$750 a week, this may have significant implications for residents' ability to engage with cultural or arts activities and experiences. Considerations for arts and culture include:</p> <ul style="list-style-type: none"> • Adequate access to non-transactional (i.e. free, no booking required - just turn up) public spaces for social, exercise and celebration activities • Access to community services and facilities such as libraries and multipurpose community hubs (free access to technology, books, newspapers and free/affordable community programs) 		<p>Cumberland is an incredibly dynamic, culturally diverse place - with most of that being attributed to the people who have lived there in the past, and currently. In addition to the high number of people born overseas (52% compared to 37% in Greater Sydney), Cumberland is also home to a large number of recent arrivals (25% across Cumberland), including people from refugee and asylum seeker backgrounds. Wentworthville, Westmead – Mays Hill, Granville, Auburn (South) and Auburn (North) have become places of high settlement for recent arrivals.</p> <p>Cumberland has the highest proportion of refugees per capita and the highest number of people seeking asylum of any local government area in NSW. Considerations for arts and culture include:</p> <ul style="list-style-type: none"> • Demand for free meeting places for Council, service provider or community-run programs such as English conversation, computer skills etc. • Quality and event-ready public domain that allows people to 'live on the street', meet each-other, celebrate and shop • Open space that includes spaces for large social gatherings and unstructured and social sport 		<p>Some areas in Cumberland will see an increase in the proportion of older people particularly. Considerations for arts and culture include:</p> <ul style="list-style-type: none"> • As the ageing population continues to increase, Create NSW has identified that it will be essential to ensure that older people can participate in cultural activity in spaces that are near their home and that meet their access needs. • Programs and their delivery locations should be reviewed periodically to ensure they respond to the changing population characteristics of Cumberland.
	<p>With increasing population density and apartment living, access to cultural infrastructure and places to experience, express and share culture in the public realm, will become more important for many of Cumberland's communities particularly in building social cohesion and a strong sense of community.</p> <p>In particular, Merrylands, Auburn, Lidcombe and Wentworthville are expected to see a significant increase in population by 2036. Considerations for arts and culture include:</p> <ul style="list-style-type: none"> • Planning for our town centre streets as staying, social places, not just functional moving places • Increased demand for large community / communal spaces for celebrations and gatherings (buildings and parks) 		<p>Students, in particular in Lidcombe (North), Lidcombe (South), Auburn (North), Auburn (South) and Granville. Considerations for arts and culture include:</p> <ul style="list-style-type: none"> • How can we offer more digital and interactive arts and cultural experiences that engage with our young people? • How can we foster innovative, professional pathways in a career in the cultural space? 		<p>A number of areas in Cumberland will see a very significant increase in the number of children and young people under 11 years old. In particular, Merrylands-Holroyd is forecast to have an increase of over 3,000 children by 2036.</p> <p>Create NSW reported that: 'cultural activities have been shown to increase the cognitive ability of children by up to 17 per cent, making them better learners and providing them with the skills to apply knowledge more effectively. Students involved in culture earn better grades and are more likely to pursue further education.'¹</p>
					<p>A significant proportion of Cumberland's culture and leisure workers were related to food and hospitality, religion and the design industry. Considerations for arts and culture include:</p> <ul style="list-style-type: none"> • How can we support the unique food centric businesses in Cumberland? • How can we support and grow our design and creative sector workers in the future?

¹ Cultural Infrastructure Plan 2025+, Create NSW 2019, p22

5. STRATEGIC CONTEXT

This section provides a summary of the cultural context at the Australian Government, State and local level that could influence and impact on cultural planning, programs and activations in Cumberland.

5.1 INTERNATIONAL CONTEXT

UNESCO

The adoption of the 2005 Convention for the Protection and Promotion of the Diversity of Cultural Expressions was a milestone in international cultural policy. Through this historic agreement, the global community formally recognised the dual nature, both cultural and economic, of contemporary cultural expressions produced by artists and cultural professionals.

United Nations

The United Nations 2030 Agenda for Sustainable Development was adopted in 2015 and acknowledges, for the first time, the key role of culture, creativity and cultural diversity to solving sustainable development challenges, to advance economic growth and foster social inclusion.

5.2 AUSTRALIAN CONTEXT

A Culturally Ambitious Nation – Strategic Plan 2014 – 2019, Australia Council for the Arts

The *Australia Council for the Arts Strategic Plan* sets out the Council's vision for the arts in Australia and defines goals and strategies for 2014 – 2019. Its vision for a Culturally Ambitious Nation is underpinned by diversity, stating "Our Culture is unique. It is a culture that is deeply shaped by more than 70,000 years of continued, unbroken Indigenous storytelling. It reflects Australia's two centuries of settlement from around the world. We are a diverse community of identities, faiths, individual differences and pursuits, yet we have many shared values and our sense of nation is strong."

It includes the following four goals:

- Australian arts are without borders
- Australia is known for its great art and artists
- The arts enrich daily life for all, and
- Australians cherish Aboriginal and Torres Strait Islander Arts and Culture.

Under Strategic Goal 2 and 3, the Plan includes a focus on supporting practice by people from diverse backgrounds, strengthening artistic experiences by, with and for young people, and ensuring more Australians have access to and engage with the Arts (inclusion).

National Arts and Health Framework, Australian Health and Cultural Ministers

The framework has been developed to enhance the profile of arts and health in Australia and to promote greater integration of arts and health practice and approaches into health promotion, services, settings and facilities. It has relevance for all agencies, departments and organisations with a role in promoting health and wellbeing and in delivering health care and services, including arts agencies and all those already engaging with arts and health practice. The framework:

- Acknowledge the value and benefits of arts and health practice and outcomes.
- Endorse collaborative relationships between arts and health sectors nationally, and within each state and territory, as well as across the spheres of government and the non-government sector.
- Value the professionalism, excellence and ongoing development of those working in the field.
- Acknowledge the importance of continuing the research into arts and health practice and outcomes and growing the body of evidence about the benefits.



Culture and creativity is the wealth of knowledge shared with others to reflect who we are as individuals as well as collectively.

Community workshop participant

5.3 STATE

Create in NSW: NSW Arts and Cultural Policy Framework 2015, Create NSW

Create in NSW: NSW Arts and Cultural Policy Framework 2015 is a ten-year policy framework for the arts, cultural and screen sectors, guiding arts funding, future investment and the development of strategic initiatives to achieve the Government's vision for the arts, including increased cultural participation. The vision for the Framework is: "NSW will be known for its bold and exciting arts and culture that engage our community and reflect our rich diversity."

Ambitions for the Framework are:

- Excellence, including actions around innovation, leadership, Aboriginal arts and culture, international connections and revitalising infrastructure.
- Access, including actions around participation and arts for young people.
- Strength, including actions around professional development, business sustainability, networks and partnerships, and research and evaluation.

The Framework identifies Western Sydney as a key region for support and development, highlighting that supporting culturally relevant, accessible arts programs is the key to success in Western Sydney. Key actions include:

- Convening the Western Sydney arts and cultural roundtable with leading practitioners to enable effective policymaking.
- Mapping the arts and cultural landscape of Western Sydney to inform strategies, investment and infrastructure development decisions.
- Scoping cultural infrastructure opportunities in key Western Sydney centres.

- Encouraging screen activity in Western Sydney, including scoping new infrastructure to enable screen production.
- Increasing strategic investment in Western Sydney to grow arts opportunities and support local Aboriginal artists.

The Framework also includes a number of participation targets around broader social issues such as disability, ageing and culturally and linguistically diverse communities.

Arts & Cultural Development Program, 2018-2019, Create NSW

Create NSW's *Arts & Cultural Development Program* provides funding opportunities for NSW based arts and cultural organisations, professional artists and arts/cultural workers across a wide range of artforms and disciplines. Objectives include:

- A creative and vibrant NSW arts and cultural sector renowned for excellence and innovation (Quality)
- State-wide engagement with diverse audiences and communities (Reach), and
- A resilient NSW arts and cultural sector (Health).

Priority areas for the Program include:

- People living and/or working in regional NSW
- People living and/or working in Western Sydney
- Aboriginal Peoples (see NSW Aboriginal Arts and Cultural Strategy 2015-2018)
- People from culturally and linguistically diverse (CALD) backgrounds
- People with disability, and
- Young people.

Aboriginal Arts and Cultural Strategy, 2015 – 2018, Create NSW

The vision for the *Aboriginal Arts and Cultural Strategy* is: "Connection, Culture, Pathways will deliver a strong, contemporary multi-disciplinary Aboriginal arts and cultural sector in NSW and increased employment opportunities for Aboriginal Peoples at all stages of their artistic practice."

Its three strategic directions are:

- Connection - Aboriginal artists and arts and cultural organisations broaden and deepen their engagement with the people of NSW and the world.
- Culture - Employment of Aboriginal Peoples in the arts is based on individual connection to Country, mob, Language, cultural identity and multiart form practice.
- Pathways - Partnerships across all tiers of government and the creative industries build Aboriginal creative leadership.

These themes are underpinned by the following Strategic Directions: Market Development, Careers and Government and Industry Partnerships.

Cultural Infrastructure Plan 2025+, Create NSW

“Supporting a culture of creativity is essential for NSW to succeed, but for culture to truly flourish it needs a home – places where it can be created, shared and enjoyed”

The *Cultural Infrastructure Plan 2025+* is the NSW Government’s guide for the planning and delivery of cultural infrastructure that will support a thriving and dynamic cultural sector.

The Plan highlights the value of cultural infrastructure, including:

- Creates jobs, generates exports and drives innovation in the wider economy.
- Attracts visitors to Sydney and New South Wales.
- Helps define Sydney as a distinctive and appealing global city where people want to live, work and invest.
- Supports urban renewal and regional economic development.
- Activates communities and neighbourhoods, improving health outcomes and facilitating learning and development.

Strategic priorities include:

1. Cultural infrastructure supports strong communities and economies in New South Wales. Goals include:

- Integrating cultural infrastructure planning with land use and precinct planning.
- Improving cultural infrastructure and precinct design to create better spaces.
- Understand and maximise social and economic benefits of cultural infrastructure.

2. Access to space for community participation in culture. Goals include:

- Increase access to cultural infrastructure
- Use digital technology to expand reach and meet community demands
- Support the economic and social participation of Aboriginal communities.

3. Cultural infrastructure for a collaborative and thriving cultural sector. Goals include:

- Increase making space through adaptive re-use, expansion and maintenance of existing infrastructure
- Invest in new infrastructure for the cultural sector
- Support and invest in sustainable cultural infrastructure.

4. Creating impact through partnerships and capacity building. Goals include:

- Embed cultural infrastructure with other portfolios
- Build capacity for planning, funding and delivery of cultural infrastructure in an integrated way
- Reduce barriers to private delivery and funding for cultural infrastructure.

The Plan proposes the following geographic vision for the Central River City (in which Cumberland is located and as defined by the Greater Sydney Commission): *“Cultural infrastructure supports growth and increased urban amenity.”*

While strategic goals under this vision include a strong strategic focus on Greater Parramatta and Sydney Olympic Park, the Plan identifies a need for additional cultural infrastructure investment across the Central River City.

The Plan identifies the following relevant opportunities to be investigated:

- Support local government delivery of community-level cultural infrastructure
- Embed cultural infrastructure in key growth clusters and projects
- Establishing formal and informal arts education infrastructure
- Introducing cultural infrastructure in connection with delivery of the Greater Sydney Region Plan
- Support establishment of Aboriginal cultural infrastructure.

5.4 GREATER SYDNEY

Resilient Sydney – A Strategy for City Resilience

Sydney is a member of the 100 Resilient Cities initiative - pioneered by the Rockefeller Foundation. The 100 Resilient Cities initiative helps cities around the world become more resilient to the physical, social and economic challenges that are a growing part of the 21st century. Cities in the network are provided with resources to develop a roadmap to resilience over two years.

Resilient Sydney recognises no one organisation can solve our problems and instead looks at how we can work together, across boundaries to protect and champion the needs and interests of our communities for metropolitan Sydney. This strategy sets the direction we must take to strengthen our ability to survive, adapt and thrive in the face of increasing global uncertainty and local shocks and stresses. This strategy calls for business, government, academia, communities and individuals to lead and work as one city.

Resilient Sydney identifies that it is time for Sydney to become connected, inclusive and resilient and recommends that this is a challenge every major organisation in Sydney must address, together.

Direction 3 - Connect for Strength is particularly relevant to the Cumberland Cultural Plan. The aim is that every Sydneysider will feel they belong in our community and city. This is to address Sydney's declining social cohesion and result in an outcome where people have equal access to engage in society, the economy and all the city has to offer.

Actions include:

- 5% improvement in 5 years in community cohesion
- Learning from First Nations Elders and community leaders
- Support communities to know their neighbours
- Encourage cross-city visitation and understanding
- Promote safety and tolerance in everyday interactions
- Promote broad adoptions of Welcome to Country protocols, and
- Support diversity in leadership.

First Nations peoples continue to show great resilience and generosity of spirit towards other peoples with whom they now share their land and waters. Resilient Sydney recognises that by acknowledging our shared past, we are paving the way for a future where all Australians are embraced. To be resilient, Sydney needs a future based on mutual respect and shared responsibility, where everyone and all living things can thrive.

Greater Sydney Region Plan: A metropolis of 3 cities, Greater Sydney Commission

The Greater Sydney Region Plan: A metropolis of 3 Cities is built on a vision where the people of Greater Sydney live within 30 minutes of their jobs, education and health facilities, services and great places. The Plan includes a focus on universal design, resilient and socially connected communities with walkable streets, and great places that bring people together. The Plan includes the following relevant objectives:

- Objective 8: "Greater Sydney's communities are culturally rich with diverse neighbourhoods" includes strategies to incorporate cultural and linguistic diversity in strategic planning and engagement and to consider local infrastructure implications of areas that accommodate large migrant and refugee populations (such as Cumberland).
- Objective 9: "Greater Sydney celebrates the arts and supports creative industries and innovation" acknowledges that greater investment in arts in the Central and Western cities is needed. It highlights the need to reduce regulatory burden for creative and temporary uses and the night-time economy, as well as the importance of providing opportunities for artists and makers to live, work and learn locally.
- Objective 12: "Great places that bring people together," emphasises how Greater Sydney's cities, centres and neighbourhoods each have a distinct identity and function, and how great places build on these characteristics to create a sense of place that reflects shared community values and culture. It calls on place-based planning mechanism to deliver public benefits including:
 - A well designed built environment and walkability
 - Social infrastructure, and
 - Fine grain urban form.

Central City District Plan, Greater Sydney Commission

The Central City District encompasses the LGAs (Local Government Area) of Cumberland, Parramatta, Blacktown and The Hills. The District Plan provides planning directions and priorities specific to the context of the Central City including:

- Planning Priority C4: “Fostering healthy creative, culturally rich and socially connected communities” celebrates the diverse neighbourhoods within the Central City. It also seeks to support creative enterprise and cultural expression by planning for multi-functional and shared spaces with opportunities for artists and makers to live, work, sell and learn locally. Planning Priority 4 also highlights how the District’s cultural vibrancy is reinforced by night-time activities from popular eat streets, clubs and small bars to cinemas, arts and cultural activities.
- Planning Priority C6: “Creating and renewing great places and local centres, and respecting the District’s heritage” acknowledges the relationship between local people, history, culture, arts, climate, built form and natural features that together creates places with distinctive identities and functions. Great places build on these characteristics to create a sense of place that reflects shared community values and culture. Through this, they attract residents, workers, visitors, enterprise and investment. Culture and the arts are therefore acknowledged by the Plan as a strategy to activate existing town centres.

5.5 REGIONAL – WESTERN SYDNEY

Building Western Sydney’s Cultural Arts Economy – A Key to Sydney’s Success, 2015, by Deloitte for Western Sydney Business Chamber and Western Sydney Councils

The 2015 Deloitte Report *Building Western Sydney’s Cultural Arts Economy* affirms Western Sydney as a “microcosm of Australian culture, with the art created in the region reflecting the nation’s diversity and aspirations, individuality and uniqueness.” The Report found that the art created in the region “continues to break new ground, sets new standards, and rivals in excellence, art created elsewhere in Australia, and overseas.”

This report details the inequity of State and Federal cultural resource expenditure in Western Sydney:

“On a per capita basis the Western Sydney Cultural Arts sector has been grossly under funded and supported ever since the region developed its first modern cultural institutions in the late 1980s and early 1990s. Today Western Sydney represents 1 in 10 Australians yet attracts only 1% of Commonwealth arts program funding, and 5.5 % of the State’s cultural, arts, heritage and events funding”

“Today, the region has a significant shortage of cultural venues and events compared to Eastern Sydney. The region, to some extent has responded to this issue by celebrating its own cultural attributes through its festivals, popular music, theatre, dance and other unique artistic expressions.”

Government funding in Western Sydney:

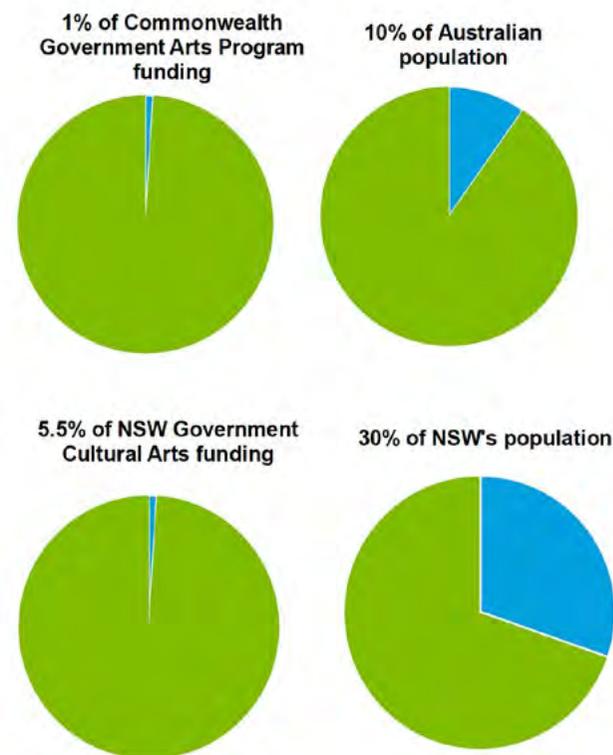


Figure 6 - Culture funding for Western Sydney, Deloitte 2015

Recalibrating Culture: production, consumption, policy, Western Sydney University

The purpose of the Western Sydney University research project *Recalibrating Culture: Production, Consumption, Policy* is to understand the work practices of artists and cultural practitioners who live and/or practice in Greater Western Sydney. The Recalibrating Culture study found that artists and cultural practitioners in Western Sydney commonly:

- Collaborate across artforms, particularly in the Visual Arts and as cultural facilitators
- Earn below the national artist average income for their arts practice
- Seek part-time employment in the cultural sector if it is available
- Encompass a range of artistic identities
- Network within their artform and tend not to associate formally with cultural institutions
- Deploy digital technologies for production if their work is screen-based, and
- Use digital technologies to build new audiences.

The study includes a number of recommendations to improve support for Western Sydney's arts and cultural facilities, practicing artists and existing arts and cultural organisations:

- Establish permanent arts/culture working spaces in consultation with artists and cultural workers
- Undertake an audit of existing arts and culture presentation spaces
- Establish paid or subsidised artist-in-residency programs

- Develop a small grants program for arts and cultural activities
- Celebrate success stories in the Greater Western Sydney region through a targeted campaign
- Enhance arts and culture profile through advocacy and partnerships
- Establish a continuous research program
- Create innovative cultural infrastructure, ensuring that all cultural infrastructure have a flexible and accessible working area for artist residencies, and
- Counter creative and cultural worker stereotypes.

The study highlights the immediate need for accessible and flexible spaces for cultural practice. The level of interest and support for location to Western Sydney by major and independent cultural institutions needs to be leveraged in ways that are not 'business as usual'. Cultural infrastructure projects have to consider how flexible and accessible creative working areas can be incorporated into their development. Professional artist residencies and sites for semi-formal training are key considerations to be taken into account. This level of interaction with the diverse population of artists and cultural practitioners would increase the profile of cultural infrastructure in the region and, in turn, generate dynamic creative centres with which Western Sydney could be identified. Crucially, it is the artists and cultural practitioners, both singularly and in teams, who need to be recognised as the key existing creative infrastructure and sustainably supported as the creative leaders in the region.

Strategic Plan 2016 – 2020, Information + Cultural Exchange

ICE's plan for 2016-2020 is to expand their engagement with Western Sydney's most vulnerable communities by:

- Deepening and enriching programs (and partnerships) that tackle community need and demand
- Attacking disadvantage by utilising multimedia platforms that deliver digital literacy and equity
- Widening the demographic, geographic and digital reach of our programs into new areas of need
- Building resources that enables ICE to make/present art that drives social change and builds for the future, and
- Developing creative partnerships that drive increased creative outcomes.

Their vision and plan is built around four pillars:

- Intensive Engagement
- Accelerated Capacity Building
- Staying local – Going global, and
- Stocking the larder.

5.6 LOCAL – CUMBERLAND COUNCIL

Cumberland Community Strategic Plan

Cumberland's first *Community Strategic Plan* sets out the community's vision for the future including 6 key goals to achieve it. Strategic Goal 1 is particularly relevant to the Cultural Plan:

- Strategic Goal 1: "A great place to live" seeks to make Cumberland an even greater place to live through the development of community programs and facilities that celebrate Cumberland's diversity and young demographics. Relevant actions and measures include:
 - Programs that provide access to arts and culture
 - Events and activities that reflect Cumberland's diverse mix of backgrounds
 - Services and events that bring the community together as one, and
 - That council helps foster the creative arts and culture.

New Holroyd: A Cultural Plan for Holroyd City, 2016 – 2026, Former Holroyd City Council

The Former *Holroyd City Council Cultural Plan* sought to expand the creative potential and resources of the former Holroyd community. Objectives include:

- Cultural identity: Strengthening the cultural identity of Holroyd through place-making, public art and cultural programming.
- Cultural diversity: Supporting and celebrating the cultural diversity of the community through projects and events.
- Cultural infrastructure: Planning and delivering cultural facilities and community spaces.
- The creative economy: Explore opportunities and initiatives to support creative industry development.
- Culture and environment: Draw a connection between culture and environment through projects and programs that encourage employment, awareness and sustainability.
- Access and inclusion: ensure access and equity via accessible facilities and spaces, while also supporting inclusion in cultural projects and programming.
- Creative connections and partnerships: develop partnerships across education, health, social and environmental sectors to enable integrated cultural projects and programs.

Auburn Cultural Plan, 2007-2017, Former Auburn City Council

The *Auburn Cultural Plan 2007 – 2017* sought to support and build on what already exists within the Former Auburn LGA. Its vision was to make Auburn known for its vibrant community cultural networks, creative industries and arts and cultural activities. Public facilities and spaces also played a role within the plan to support Auburn's cultural life. The goals of the plan were to:

- Integrate cultural development into the business of Council
- Encourage collaborations and partnerships through cultural community development
- Provide affordable and accessible education and lifelong learning opportunities for the community to engage with arts and culture
- Foster a sense of identity through a respect for heritage and through the integration of art and design into public places
- Recognise Auburn's emerging cultural industry as a key component of Auburn's economy, and
- Provide a network of accessible venues and facilities that support cultural activities.

Youth Strategy

The *Cumberland Youth Strategy* provides a clear direction for Council to support better outcomes for young people by making Cumberland a vibrant place of opportunity.

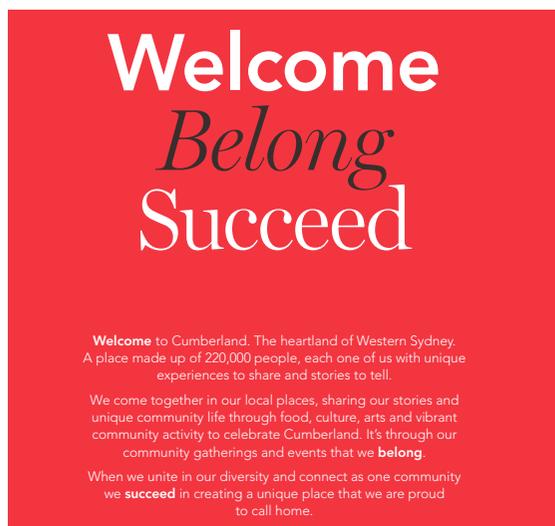
Culture is an important theme within the Strategy. Engagement with young people identified they want Cumberland to be “a community which exemplifies how successful multiculturalism and diversity can be,” and “a Council that celebrates people’s cultural background and traditions.” The Strategy includes the following relevant priorities and objectives:

- Health and Wellbeing: Priority 3 identifies that opportunities for young people to “express themselves through arts and cultural programs” is part of health and wellbeing, and includes an objective “to provide arts and cultural programs and events that encourage the participation of young people in Cumberland.”
- Community Connection: Priority 4 identifies that most young people want to be more involved in sharing and celebrating local talent, cultural identity and food, and want more opportunities, events and programs which build cross-cultural and intergenerational understanding and promote the strengths and richness that comes with cultural diversity.
- Safety: Priority 5 describes how the physical environment impacts young people’s sense of safety. The Cultural Plan could promote safety through place activation projects that increase passive surveillance, including at night. This priority includes an action around:
 - “Involve young people in the development and implementation of the Cumberland [Cultural Plan] to renew and activate priority run-down or unsafe public places and neighbourhoods.”

Cumberland Council Events Strategy

The *Cumberland Events Strategy* supports the development of events that help to define the new community of Cumberland and to capture its collective spirit, history and endeavour. The strategy highlights the role events play to activate town centres, celebrate community, engage and connect residents, build a positive profile and promote partnership by working collaboratively with community, business and other key stakeholders.

Community engagement conducted for the Strategy identifies that the most preferred types of events are free family events, large community festivals, and small or ‘local’ community festivals. The most important aspects of local events were considered to be free activities, learning about other cultures and meeting other members of the community. The most popular forms of entertainment were music, dance and arts.



Opportunities through events, Cumberland Events Strategy 2017

Cumberland Library Strategy 2018 - 2021

The role of the traditional public library is shifting and increasingly being seen as community hubs where connections are built, and people can learn, find information, use technology and access a broad range of lifelong learning programs. It is in this context that the *The Cumberland Library Strategy* was developed.

The Vision for the strategy is “to offer vibrant and inviting destinations by connecting and enhancing our community through access to information, literary, education, lifelong learning and creativity.”

The Strategy is based on 5 key priority areas:

- Programs
- Collections
- Building and facilities
- Technology
- Service delivery



Merrylands Library

Cumberland Council recognises the opportunity to transition its economy into higher order and productive industries and the knowledge-intensive economy. Critically, Council seeks to develop an Innovation Ecosystem and grow a number of key sectors: digital technologies/media, advanced manufacturing, food and beverage manufacturing, creative industries, fashion, allied health, advanced knowledge services and freight and logistics.

The following content has been extracted from the *Cumberland Draft Employment and Innovation Lands Strategy (EILS) and Land Use Planning Framework (LUPF)* prepared by AEC Group and Mecone for Cumberland Council in 2017.

Existing Employment Structure

"In 2011, Cumberland employed almost 70,000 employees with more than 20% of those employed in manufacturing. 10.9% of employees were employed in transport, postal & warehousing while 10.5% were employed in retail trade.

The other key sectors (advanced knowledge services, digital technologies/media, creative industries, allied health and fashion) are not well represented. Analysis indicates that Cumberland detracted from growth in these sectors, suggesting the area may have some competitive disadvantages and challenges that need to be overcome to attract growth in these sectors in the future.

Employment Growth

Overall employment growth in Cumberland has been moderate, occurring at an average annual rate of 1.3% over the 2006-2011 period. In comparison, employment in Parramatta LGA and Greater Sydney grew by average annual rates of 2.7% and 2.7% respectively over the same period.

Notwithstanding, while not as yet well represented in Cumberland, the sectors of digital technologies/media and advanced knowledge services have the potential to contribute meaningfully given they generate relatively high value-added activity and incomes.

Cumberland has had a large role in specialised

machinery and food/food product manufacturing. Its employment structure reflects this legacy, denoting Cumberland's comparative appeal as a destination for these sectors.

Business and Supply Chain Clusters

This is the greatest opportunity for Cumberland's employment and innovation lands to support innovation. This could be on an individual asset level or at a regional level if a site is of significant scale.

Cumberland's natural locational qualities, serviced by the orbital and arterial road networks positions it well to play a major role in accommodating a range of innovative businesses and their supply chain networks. Businesses can service metropolitan Sydney from a base central to the '3 cities' - Parramatta, Sydney and future Badgerys Creek.

Research and Development

R+D clusters are catalysed by a university, hospital or research organisation. An education cluster exists at Lidcombe where university and vocational institutions USYD and TAFE are located. This presents a natural opportunity for partnerships between education and industry to collaborate and build the skills base of a future workforce.

The location of TAFE and Council's Granville Centre (under development) presents an excellent opportunity for the establishment of a Learning Precinct specifically to foster a culture of collaboration and innovation in Cumberland.

Technology and Creative Industries

As Parramatta City continues to rise in significance, so will the need to accommodate and grow high

knowledge and creative jobs. Creative industries typically gravitate to non-traditional commercial accommodation where the environment combines retail amenity, good pedestrian and transport access and other support infrastructure such as quirky and unique spaces within which to recreate.

As a location that offers good proximity and access to Parramatta City, Cumberland's employment and innovation lands can be positioned to accommodate higher knowledge jobs that seek accommodation in a non-CBD setting with access to the arterial and orbital road network as well as proximity to unique retail and personal amenity.

Growing sectors such as advanced knowledge services, digital technologies/media and creative industries in Cumberland's employment and innovation lands will enable a diversification of the local economy and enable productive output from a greater number of sectors.

Artisan Industry

Cumberland's ethnically diverse resident population could be leveraged for their artisanal skills to contribute to the overall uniqueness and attractiveness of Cumberland. Artisanal skills could include: clothing and jewellery design, furniture restoration, bread and beer manufacture, curation of ethnic spices and herbs, pottery and sculpture, etc.

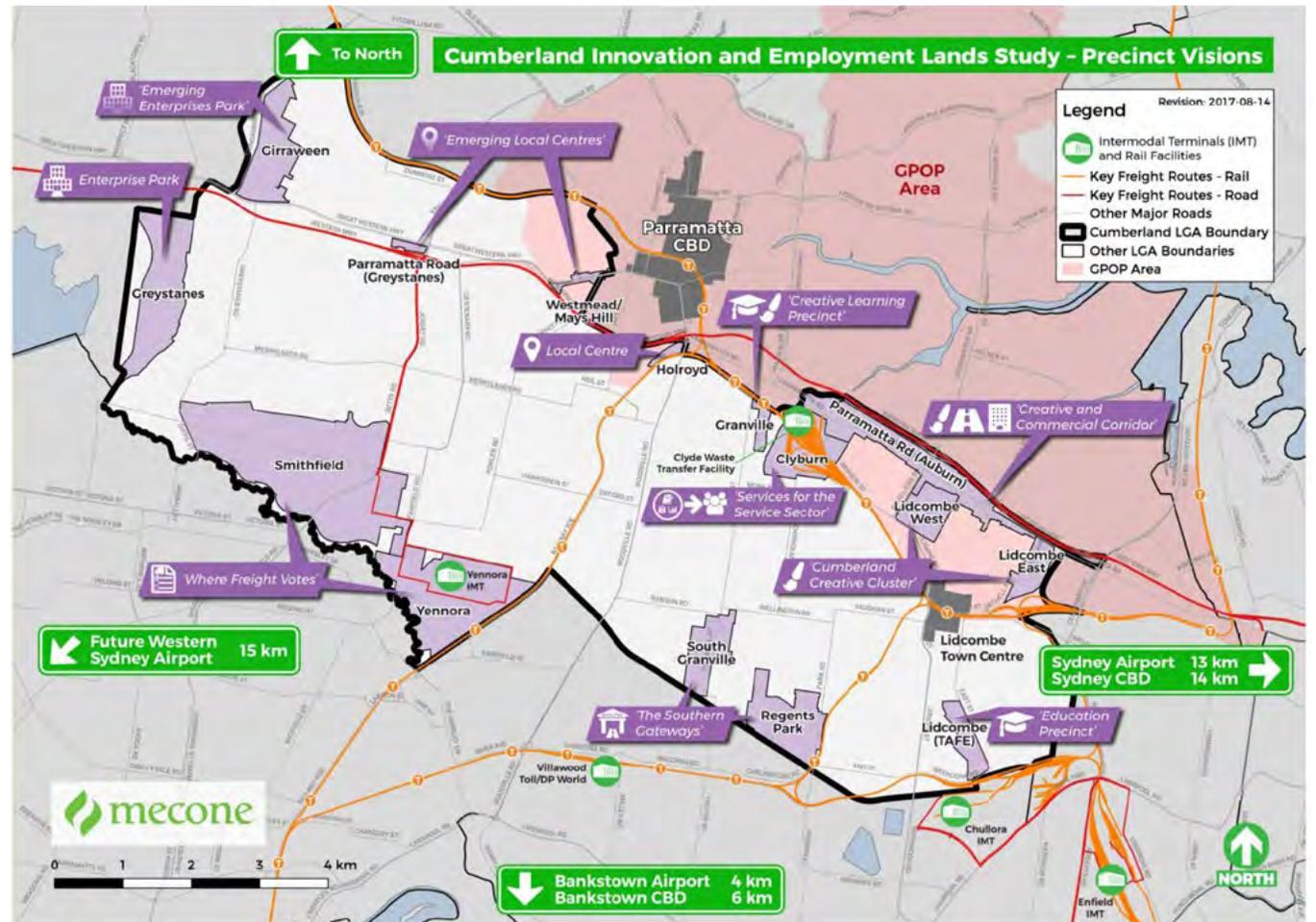
The growth of artisan industry and community can occur anywhere where rent is affordable and there is a mix of work space, storage and display areas for the public to visit. These locations should be close to existing centres where synergies can be built. Locales such as Regents Park and Parramatta Road (and areas off Parramatta Road such as Lidcombe and Granville) could be suitable for growing an artisan community.

Vision of Innovation for Cumberland

Through a comprehensive program of learning, skills-building and access to funding, Cumberland's employment and innovation lands can accommodate a wide range of business activity that is responsive to economic and market change.

These businesses have the desire and capacity to implement innovation that is effective for agility and profitability. Cumberland's employment and innovation lands benefit from competitive features that position them well to support and facilitate business innovation. Building upon naturally occurring sectors and clusters in different locations will be important.

The vision themes in the figure opposite are intended to reinforce existing successful industries in the immediate term while outlining an aspirational vision for the longer term. The aspirational vision anticipates businesses will continue to embrace innovation and identifies particular locations where employment and innovation lands can support this. Notwithstanding, the vision themes are not mutually exclusive in the locations identified and could be realised across Cumberland."



Source: AEC/Mecone

PROSPECT HILL DRAFT LANDSCAPE MASTERPLAN (PHILLIPS MARLER, PARKLAND PANNERS) 2018

The Draft Masterplan formulates a vision for the Precinct that includes:

- Create Prospect Hill as a site of cultural significance and interpretation for future generations
- Retain the prominence of Prospect Hill as a significant geological and typographical site
- Enhance the site as a place for primarily Reconciliation events
- Create a safe place for the local community with green spaces and public facilities
- A place for local community - public safety, green space, facilities, activities and events
- Interpretation of cultural heritage for future generations.

Major structures proposed include:

- Consider the expressed wish of the Cumberland ATSI Committee to create an Aboriginal Cultural Centre at Prospect Hill
- Investigate the design of a two-storey building in the gully between the ridgelines to the north of the hill
- Design to be visually unobtrusive, adopting sustainable principles
- Create spaces for education and talks
- Provide a space for Aboriginal artwork and artefacts
- Consider a visual and auditory sensory room
- Include kitchen facilities and toilet amenities
- Covered outdoor areas
- Parking for authorised vehicles

The Masterplan proposed that the views remain open and unchanged on the crest of Prospect Hill to experience the historic vistas and the views to the cultural centre plaza be retained from the southern area of the site.

- Public Art proposed includes:
 - Interpretive installations and public art should be limited on the site to locations within the proximity of the cultural centre and associated gardens and the playspace at the corner of Darawi Street
 - Public art should reflect the cultural themes of the place, be low key and avoid locations in key vistas
- Interpretation and signage:
 - Historic events and stories will be told through tours with Aboriginal Peoples and interpretive signage to be combined with directional signage at the start of tracks.
- Formal gathering and events:
 - The south-west quarried area is a natural amphitheater for events and performances and should remain an open flexible space.
 - Above the cultural centre a ceremonial plaza with paving, flagpoles and a setting for the Reconciliation Stone will be for formal events and serve as a 'break out' space from the building

WENTWORTHVILLE STORY SCHEMES AND DREAMS PUBLIC ART VISIONING REPORT, 2018 (VERTEBRAE)

Wentworthville Story Schemes and Dreams (WSSD) is a place based art project that invited community members to share unique stories, connections and visions for an evolving Wentworthville. The community drew clear connection to the three principle sites of Wentworthville Library, Friend Park, Lytton Street Park/ Wentworthville Community Gardens. These sites hold meaning and significance as places of communal gathering, activity and interaction. A desire to connect and reinforce streets, park pathways and laneway links to and from these sites to Wentworthville Centre was clearly indicated as an opportunity for network art activation projects. For the Wentworthville Town Centre, the consultation identified the need for:

- Creative and green places to meet and gather
- Public art that reflects the positive energy area and does not date quickly
- Places to rest and have conversations in comfort
- Seats with shade and the integration of plants
- Older generations feel the lack of familiarity in the change of demographic and urban landscape
- Lighting

Key theme for public art included:

- Aboriginal culture and recognition
- Wentworthville local heritage and history
- Personal stories and experiences
- Cultural richness - identity and diversity
- Lace, fabric and textiles
- Poultry farming - Chicken and egg
- Horses as a symbol of rural history

5.7 WHAT ARE THE IMPLICATIONS OF CUMBERLAND'S STRATEGIC CONTEXT FOR ARTS AND CULTURE?

Planning for cultural and creative life in Cumberland will need to leverage and respond to key international, national, state and local policies, strategies and studies:

Global	Global policies and guidelines around culture all recognise the ability of culture, creativity and cultural diversity to solve sustainable development challenges, to advance economic growth, to foster social inclusion and wellbeing and contribute to creating healthy communities.	Western Sydney	A number of different studies have identified the inequitable distribution of cultural and arts funding from Government between the East and West of Greater Sydney. The studies have articulated the need to attract fair investment in cultural infrastructure, services and programs relative to population growth. Cumberland is expecting significant population growth and therefore should be a priority for future investment.	Other Cumberland Council strategic documents	Cumberland Council also has a number of studies and strategies that provide research or guidance for arts and culture in Cumberland. These include: <ul style="list-style-type: none"> - <i>Wentworthville Story Schemes and Dreams Public Art Visioning Report, 2018</i> - opportunity to respond to existing public art strategies identified for Wentworthville as the town centre grows and changes in the future. - <i>Draft Employment and Innovation Lands Strategy</i> - Opportunity to investigate opportunities identified in Council's draft Employment and Innovation Lands Strategy for the potential for Cumberland to grow and develop technology and creative industries, as well as an artisan industry. In order to achieve this vision, enhancing the amenity of centres and providing affordable spaces for arts practitioners to make and distribute their work, as well as live. There is also the opportunity to leverage off Cumberland's Industrial lands for creative uses. - <i>Prospect Hill Plan of Management</i> sets out Council's respect for Prospect Hill as a significant cultural, geological and topographical site. Council's vision for Prospect Hill is to provide visitor and community facilities for Prospect Hill while also preserving it as a site of cultural significance and interpretation for future generations.
National	Participation in the arts has significant health outcomes for local communities. The Australian Government encourages partnerships, collaboration and relationships that build relationships and strategic alliances across arts and health sectors.	Local Cumberland policies and strategies	Cumberland Council has a number of adopted strategies and policies that relate to the Cultural Plan, including (but not limited to): <ul style="list-style-type: none"> - Community Strategic Plan - Events Strategy - Art and Cultural Collection Policy - Youth Strategy - Place Development Plans - Community Facility Strategy (in development) - Reconciliation Action Plan, and - Library Strategy 		
State	Create NSW's Arts Framework identities Western Sydney as a key region for support and development, with a focus on supporting culturally relevant, accessible arts programs. Their Cultural Infrastructure Plan 2025+ identifies extensive partnership and funding opportunities for NSW Councils such as Cumberland.				
Greater Sydney	Resilient Sydney articulates the importance of cross sector collaboration as a priority for making Sydney a stronger more resilient place. They also highlight Aboriginal Peoples resilience and generosity of spirit towards other peoples with whom they now share their land and waters. Resilient Sydney recognises that by acknowledging our shared past, we are paving the way for a future where all Australians are embraced.				



PART B: WHAT WE HEARD



PART B: WHAT WE HEARD

6. The Community's Vision for Culture and Creativity

7. Where Do The Community Experience / Create Culture Now?

8. What Were The Community's Ideas For Culture and Creativity in Cumberland in the Future?

6. THE COMMUNITY'S VISION FOR CULTURE AND CREATIVITY

We asked the community to share their definition of culture and creativity in Cumberland, what they do and where they go now, and their ideas for the future.

Community engagement completed to inform the Cultural Plan included:

- Twenty-three stakeholder interviews conducted between 7 August and 7 September 2018
- Two community workshops attended by around 93 participants held on 21 and 23 August 2018
- An Artist survey completed by 75 respondents, and
- Two Council staff workshops.

The key themes that have emerged across all engagement types are:

- Cumberland's Aboriginal resilience and cultural heritage.
- Cumberland's culture is defined by our unique people and places.
- There is strength in Cumberland's cultural diversity and in people coming together to share their stories, ideas and creativity.
- We need to understand what we have, build our community's capacity, and support networks and collaboration.
- Affordable, quality and multipurpose places and spaces for community and creatives to connect, create, and showcase talent.
- Free, safe, activated and inclusive streets and civic spaces with opportunities for social connection and creative expression.
- Equitable access and opportunities to engage in culture and creativity.
- Food, music and dance bring people in Cumberland together.



Live music at a Cumberland event

These themes are expanded on over the following pages.

6.1 THE KEY THEMES ACROSS ALL ENGAGEMENT

CUMBERLAND'S ABORIGINAL RESILIENCE AND CULTURAL HERITAGE

The Darug people, including the Cennemegal or Weymaly, Bidjigal, Burramattagal, Wangal and Wategoro clans are the traditional owners of the Cumberland area and have cared for country here since time immemorial. There are many areas of historical, social and spiritual significance and Aboriginal sites in Cumberland, including Prospect Hill (Marrong), located in the suburb of Pemulwuy, which is associated with the Aboriginal resistance led by Pemulwuy and the meeting that marked the beginning of the long road to reconciliation. Aboriginal Peoples continue to live in the area today and feel a strong connection to their culture.

“Culture to me is a spiritual connection. That’s why Prospect Hill is so important. It helps us to understand how we used to be. It’s a reminder of where Pemulwuy used to be, of the first reconciliation, of how we used to utilise what was around us. [...] The land, the environment is culture. To look after the people is culture. To create communities is culture. To tap into the dreaming, which never stopped no matter how many buildings they put up, is culture.”

Jacinta Tobin, Darug language and culture specialist

CUMBERLAND'S CULTURE IS DEFINED BY OUR UNIQUE PEOPLE AND PLACES

Across engagement, people defined culture in Cumberland in relation to the energy and creativity that our unique people and places bring to the area. They would like to see more cultural and creative initiatives in Cumberland that respond to what makes our local people and places special. This can be achieved through place-based initiatives, festivals, events and infrastructure that respond to the unique character of that place.

This could help build a sense of community identity and pride, and attract more visitors to the area. However, as a newly amalgamated Council area it is important that a cultural identity and vision for Cumberland as a whole is also created through the Cultural Plan.

“Culture in Cumberland is about interesting people and diverse communities coming together to create. It’s about celebrating our wonderful and diverse communities.”

Richard Petkovic, Cultural Arts Collective

THERE IS STRENGTH IN CUMBERLAND'S CULTURAL DIVERSITY AND IN PEOPLE COMING TOGETHER TO SHARE THEIR STORIES, IDEAS AND CREATIVITY

Cumberland draws its strength from the incredible cultural diversity of our community. Engagement shows that people would like to see more opportunities for the people of Cumberland to come together to share and learn from each other's stories, cultures, food, ideas and creativity. These social connections will benefit social cohesion and help build a united sense of community and identity.

“A cross-cultural film festival in Cumberland could help bring different cultural groups together and would facilitate an exchange of cultural ideas and understanding, as well as put us on the map as a destination.”

Community workshop participant

THE KEY THEMES ACROSS ALL ENGAGEMENT (CONTINUED)

WE NEED TO UNDERSTAND WHAT WE HAVE, BUILD OUR COMMUNITY'S CAPACITY, AND SUPPORT NETWORKS AND COLLABORATION

People feel that Cumberland has incredible untapped creative and cultural potential that needs to be further supported and encouraged. They want Council to work collaboratively with the community and support community capacity building and skills development. Moreover, they would like more support for collaboration and networking across sectors, between artists and creative organisations, and between community cultural groups. They would like to see more information made available about existing creative practitioners, cultural groups, initiatives and opportunities available in the area.

“Investing in the Arab Theatre Studio is fantastic because it represents that Council recognises the cultural make up of the community – and provides infrastructure and resources to people from the Arab community to make their own work.”

Michael Mohammed Ahmad, Director of Sweatshop

AFFORDABLE, QUALITY AND MULTIPURPOSE PLACES AND SPACES FOR COMMUNITY AND CREATIVES TO CONNECT, CREATE, AND SHOWCASE TALENT

Engagement suggests that there is a significant need for more places and spaces in Cumberland for community and creatives to connect, create and showcase their talent. People indicated that the limited availability of local cultural infrastructure in the area negatively impacts cultural development in Cumberland. They highlighted a need for spaces for cultural production, performance, celebration and exhibition that are affordable and multipurpose. The most commonly identified gap was in rehearsal and performance spaces for live music.

“There is such a vacuum in terms of production and performance spaces in Western Sydney that any space that Council provides would be popular – it doesn't have to be expensive or state of the art, it could be very local, a room with only 30 seats for performance, but it could become an important hub.”

Michael D'Agostino, local resident and director of Campbelltown Arts Centre



Wentworthville Community workshop



Wentworthville Community workshop

THE KEY THEMES ACROSS ALL ENGAGEMENT (CONTINUED)

FREE, SAFE, ACTIVATED AND INCLUSIVE STREETS AND CIVIC SPACES WITH OPPORTUNITIES FOR SOCIAL CONNECTION AND CREATIVE EXPRESSION

Across engagement, people were enthusiastic about creative and cultural initiatives for the activation of public places, open spaces and streets that provide opportunities for incidental and informal social connections, day and night. They indicated that cultural trends such as open streets, creative public seating, street festivals, night markets and public art can help revitalise town centres, make areas safer and more welcoming, and bring people together to foster a more inclusive and cohesive community.

“An outdoor street festival with food, music and craft from different cultures in Wentworthville could help activate the area and make it safe and family-friendly at night. It would help people connect and get them out walking, with positive health and wellbeing outcomes.”

Community workshop participant

EQUITABLE ACCESS AND OPPORTUNITIES TO ENGAGE IN CULTURE AND CREATIVITY

People emphasised the importance of supporting the needs of and opportunities for people of all ages (including young people, young women and older people), mothers and families, people from culturally and linguistically diverse backgrounds, and newly arrived to engage in culture and creativity.

“It would be good if we could have translators at the classes so more people from different cultures can attend.”

Community workshop participant

FOOD, MUSIC AND DANCE BRING PEOPLE IN CUMBERLAND TOGETHER

When discussing what makes the culture of Cumberland's town centres unique, many people discussed the role of diverse food offerings in facilitating cross-cultural exchange. People discussed the potential of cultural and creative expressions including food, music and dance to overcome potential language and cultural barriers and bring people together to share and learn from each other.



Granville Community workshop



Granville Community workshop

7. WHERE DO THE COMMUNITY EXPERIENCE / CREATE CULTURE NOW?

While some cultural and creative activities identified by community take place in dedicated 'cultural/community facilities' a large portion of them also happen in non-traditional and multipurpose spaces such as our community centres, streets, parks and town centres.

The following places where people experience cultural and creative life in Cumberland have been gathered through community workshops and the online mapping tool. A detailed list of responses can be found in the *Community Engagement Report*.

ART GALLERIES AND PERFORMANCE SPACES

Peacock Gallery and Granville Town Hall are important venues for exhibition and performance respectively.

CULTURE IN COMMUNITY FACILITIES

Cumberland's community facilities, including community centres and halls, are the most popular spaces to experience, create and participate in culture and creativity. However it is important to note that there is currently only one dedicated Council arts space - the Peacock Gallery. The Granville Centre (to be constructed at the site of the former Granville Youth and Community Recreation Centre, due 2020) will offer a Gallery, and a range of making and creative spaces.

At present, in Council's network of staffed one stop shop staffed community centres, people engage in a range of informal, community led and Council-led programs, with creative and cultural experiences such as:

- Youth creative programs such as singing and music.
- Participating in and attending youth performances.
- Seniors line dancing programs

- NAIDOC week events
- Creative meet-ups, to learn, create and share
- Events such as Refugee Camp in My Neighbourhood.
- Cultural dance groups, selective piano, pilates, body shape dancing etc.

These are just some examples of the range of creative and cultural practices currently activating Council's staffed community centres. Council unstaffed community centres and halls are also widely used for creative and cultural purposes.

CULTURE IN OPEN SPACES AND PARKS

Cumberland's open spaces and parks are well used for creative and cultural life in Cumberland.

Larger spaces like Holroyd Gardens, Wyatt Park and the Auburn Botanic Gardens are used for larger festivals and special events.

In addition to events and festivals, people also said they use parks and open space for evening exercise, community gardening and social meet-ups.

CULTURE IN TOWN CENTRES

Town Centres are places where people can experience culture and coming together as part of everyday life, as well as places where culture can be shared with the rest of Sydney through food offerings.

- Granville, Auburn and Merrylands town centres offer a diversity of cultural activities, from knitting groups, to famous specialty restaurants, formal learning at TAFE and performances.



Peacock Gallery



Turkish dancing

8. WHAT WERE THE COMMUNITY'S IDEAS FOR CULTURE AND CREATIVITY IN CUMBERLAND IN THE FUTURE?

The following ideas for improving cultural and creative life in Cumberland have been gathered through community workshops and the online mapping tool. These are just a cross section of ideas contributed, and a detailed list of responses can be found in the *Community Engagement Report*.

FOOD RELATED IDEAS

- Food markets
- Street food and music festivals
- Pop up food trucks or coffee shops in parks and gardens

MUSIC/DANCE

- Dance, arts, and crafts programs in community centres
- Music performances in parks and gardens

SOCIAL/COMMUNITY CONNECTION

- Community meeting places for cultural meet-ups (to learn about history and different cultures)
- Use of community centres for social meet ups and community gatherings

CULTURAL EXPRESSION IDEAS

- Nepalese dance, food and Teza Festival for women
- Somali culture, art and food
- Punjabi dance and food

STREETS, PARKS AND PUBLIC SPACES

- Activated parks
- Site specific art works for outdoor heritage venues
- Expansion of the Warali Wali Trail on Prospect Creek and interpretation
- Street art
- Outdoor cinema
- Street festivals in town centre locations

EXERCISE AND GETTING OUTDOORS

- Walking club along waterways such as Duck River
- More places for Tai Chi (e.g. Berala)

COMMUNITY PROGRAM IDEAS

- Arts, crafts, knitting, sewing, crocheting programs
- Diversified use of heritage locations for example for community events, exhibitions, festivals, art studios, places of cultural production
- Cooking classes

NIGHT TIME ACTIVATION IDEAS

- Night markets

CREATIVE SPACES IDEAS

- More art studios and community creative spaces
- More galleries



Cultural asset mapping activity at the Cumberland Culture community workshops, 2018



Cultural asset mapping activity at the Cumberland Culture community workshops, 2018

Distribution of culture 'pins' during the community workshop

When workshop participants were asked where they currently go to experience culture - Auburn, Granville, Merrylands received the most 'pins' during the mapping activity.

When workshops participants were asked their ideas for future cultural/creative experiences, a large number of 'pins' were placed on Wentworthville and Westmead (note: one of two workshops was held in this area), Merrylands, Granville and Auburn.

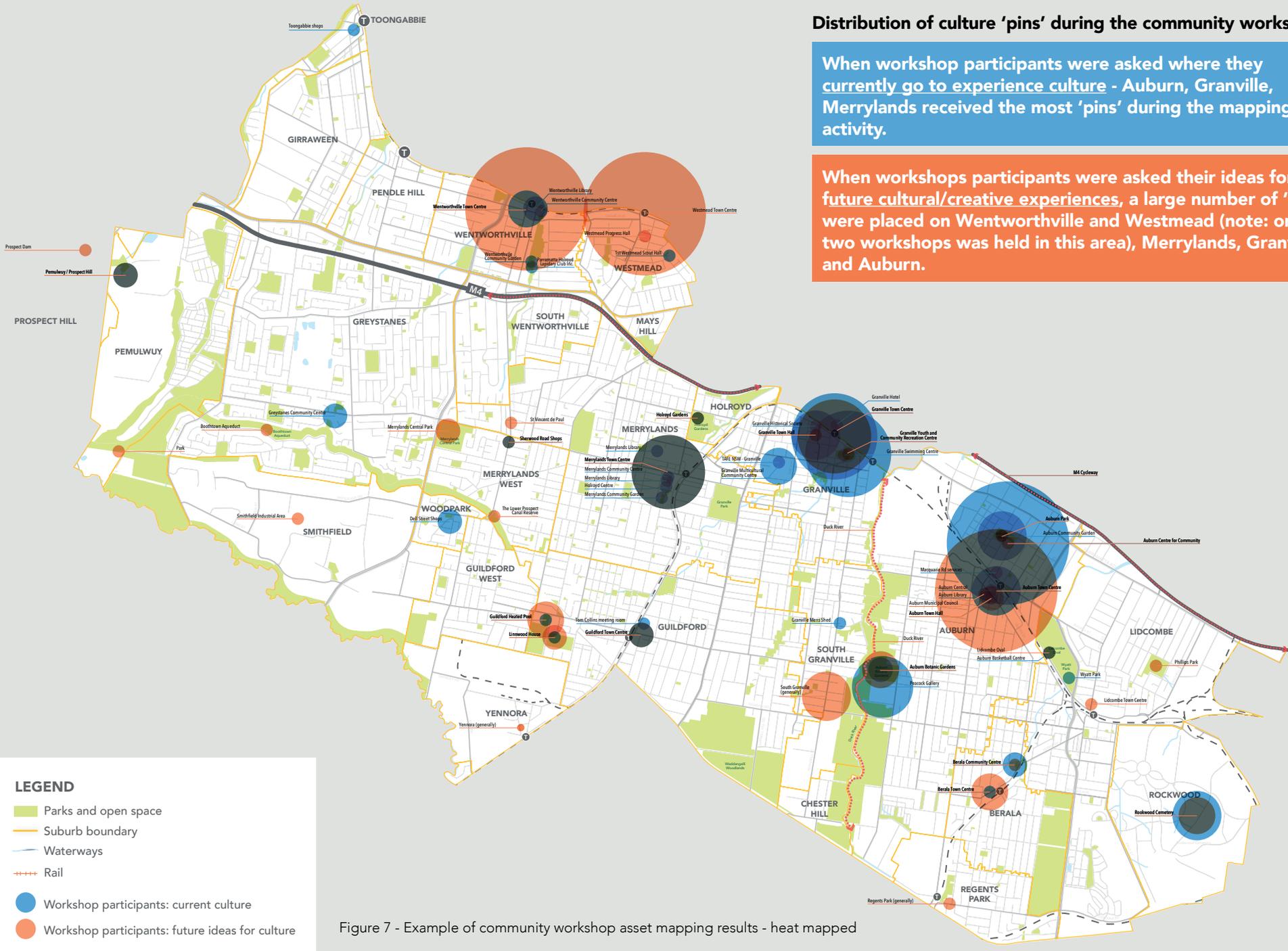


Figure 7 - Example of community workshop asset mapping results - heat mapped

IMAGES FROM THE COMMUNITY WORKSHOPS, 2018





PART C: CULTURAL ASSETS AUDIT AND BENCHMARKING



PART C: CULTURAL ASSETS AND BENCHMARKING

9. Cultural Assets Audit

10. Aboriginal Culture and Significance

11. Environment and Built Heritage

12. Public Art

13. Business Food and Culture

14. Council Run Cultural Programs and Events

15. Cultural Groups and Networks

16. Cumberland's Cultural and Arts Facilities and Spaces

17. Audit

18. Benchmarking

9. CULTURAL ASSETS AUDIT

9.1 MAPPING ARTS AND CULTURE: WHAT'S INCLUDED?

Cumberland has a broad range of tangible and intangible cultural assets that define and facilitate a rich and diverse cultural life. Tangible cultural assets include formal cultural infrastructure and facilities that facilitate creative and cultural outcomes, as well as informal places for people to create and connect.

Intangible cultural assets include events, creative and cultural groups and creative practitioners, but also traditions, practices, knowledge and memories.

The tangible cultural assets have been mapped in this chapter, including:

- Aboriginal sites of significance
- Food and cuisine
- Public art
- Industrial and employment lands
- Environmental and built heritage
- Cultural facilities - this section includes both Council and non-Council.

Data sources

Cultural assets were audited through Council's existing knowledge, online searches, and engagement with community and stakeholders.

This included:

- Cumberland Council files and records
- Local Environment Plans (Auburn LEP 2010, Parramatta LEP 2011, Holroyd LEP 2013)
- Heritage Register
- Australian Business Register
- Profile.id and Economy.id
- Existing Council plans and strategies
- Create NSW cultural facilities audit
- Online desktop research including Google Maps
- Specialist knowledge of Council staff, and
- Community engagement with residents and local stakeholders.

Disclaimer: The audit and mapping in this section of the background paper are based on data available at the time, as at 19 February 2019. Some data and maps will be updated in the Cultural Plan as new information becomes available.

9.2 WHAT ARE CULTURAL ASSETS?

Our cultural assets - whether they be material or immaterial, emotional or even spiritual - support and comprise the cultural and creative life of our communities. Our cultural assets may include the buildings and spaces that accommodate culture, things like concert halls, museums, parks and public spaces. People are also cultural assets central to the vibrancy of communities, including the groups, organisations and creatives that create and share their products and experiences. Stories may also be cultural assets that convey and reflect local values, identities, memories and histories, and help connect people to their community and places.



Figure 8 - Cultural resource definitions (adapted from Create Victoria Arts & Culture Master Plan)

10. ABORIGINAL CULTURE AND SIGNIFICANCE

For tens of thousands of years before European settlement, what would become the Cumberland Local Government Area was home to several clans of the Darug (also spelt Dharug, Daruk or Dharik) people. The Darug are thought to have inhabited the area between Port Jackson and Botany Bay in the east, the Georges River to the south and south-west, the Hawkesbury River in the north-west, and then as far west as the Blue Mountains.

The Cennemegal or Weymaly clan occupied what is now Prospect and Greystanes and the Bidjigal clan occupied the areas now known as Merrylands, Guildford, Villawood and Bankstown. The Burramattagal clan of Parramatta and Granville were part of the western Eora clan. Eora land extends from Parramatta to Sydney Harbour. The area now known as Auburn was located on the border between the Darug inland group and the Eora and Dharawal coastal groups. The Wangal and Wategoro clans are recognised as the original inhabitants of the Auburn and Homebush Bay regions.

Darug culture still has a strong spiritual connection with the place an individual was born or conceived, which demanded a responsibility by each person to look after the land, as well as plant and animal life.

10.1 SIGNIFICANT SITES

Within Cumberland there are a number of significant sites, including:

Prospect Hill

Prospect Hill, located in the suburb of Pemulwuy, has historic social and spiritual significance for Aboriginal Peoples and is on the NSW State Heritage Register. It was a place visited in pre European times and was the site of the earliest Aboriginal Peoples' experience of contact with European settlers and farming.

Importantly it is the area associated with the Aboriginal resistance led by Pemulwuy and the 1805 meeting which marked the beginning of the long and continuing road to reconciliation.

Prospect Creek

Prospect Creek was a traditional travel route connecting the Darug and D'harawal people. Today this creek forms the border between Cumberland Council and Fairfield City Council.

Pemulwuy

Pemulwuy, a suburb created in 2004, is located on the historic Prospect Hill and is named in honour of the Bidjigal clan leader who fought against the European colonists for his people's right to live on their land. The suburb name was nominated by the Aboriginal and Torres Strait Islander Consultative Committee of the former Holroyd Council.

Aboriginal Heritage items

The Cumberland LEP identifies three locations within Pemulwuy that are of Aboriginal Heritage Significance. These are:

- Scarred trees (2 different sites)
- Aboriginal flaked stone artefacts
- Grey Box Reserve and Aboriginal scarred trees

The small red triangles on the map opposite (Figure 9) identify potential Aboriginal sites of significance in Cumberland.

10.2 ATSI POPULATION

The 2016 Census shows that the Aboriginal and Torres Strait Islander community in Cumberland is much younger than the non-Aboriginal and Torres Strait Islander community in the wider Sydney region. Around 46% of the Aboriginal and Torres Strait Islander population in the Sydney region were under 25 years of age compared to 34% of the Non-Aboriginal and Torres Strait Islander community.

The median age of Aboriginal and Torres Strait Islander persons was 27, compared to the median age of the general population which is 33. There is an under representation of the Aboriginal and Torres Strait Islander community in the workforce across all age sectors compared with the Non-Aboriginal and Torres Strait Islander community.

The majority of Aboriginal and Torres Strait Islander persons were employed in the private sector (80.9%) as compared with the Government sector (19%).

The unemployment rate for Aboriginal and Torres Strait Islander persons was 14.8%, as compared to 9.4% for the general population. Aboriginal and Torres Strait Islander unemployment is higher across all age groups.

Figure 9 - Sites of Aboriginal significance and cultural heritage



11. ENVIRONMENTAL AND BUILT HERITAGE

Table 4 - Summary of suburbs containing heritage items

Suburb	Heritage items		HCA		Archaeological		Aboriginal	Total	
	Local	State	Local	State	Local	State	Local	#	%
Auburn	21	1	0	0	4	1	0	27	8%
Berala	3	0	0	0	1	0	0	4	1%
Girraween	2	0	0	0	0	0	0	2	1%
Granville	99	2	2	0	0	0	0	103	29%
Greystanes	5	0	0	0	2	0	0	7	2%
Guildford	46	2	0	0	0	0	0	48	14%
Holroyd	1	0	0	0	0	0	0	1	0%
Lidcombe	17	0	0	1	6	0	0	24	7%
Merrylands	31	0	0	0	2	0	0	33	9%
Merrylands West	3	0	0	0	0	0	0	3	1%
Pemulwuy	2	1	0	0	0	0	3	6	2%
Pendle Hill	5	0	0	0	1	0	0	6	2%
Prospect	0	1	0	0	0	1	0	2	1%
Regents Park	2	0	0	0	1	0	0	3	1%
Rookwood	0	1	0	0	0	1	0	2	1%
South Granville	10	0	1	0	0	0	0	11	3%
South Wentworthville	3	0	0	0	0	0	0	3	1%
Toongabbie	4	0	0	0	1	0	0	5	1%
Wentworthville	38	0	1	0	0	0	0	39	11%
Westmead	22	1	1	0	0	0	0	24	7%
Yennora	1	0	0	0	0	0	0	1	0%
Total	315	9	5	1	18	3	3	354	100%

11.1 OVERALL FINDINGS

Cumberland has over 350 heritage items of varying significance¹. Table 4 provides a summary of where these heritage items are located. Key findings include:

- Granville alone has almost a third of all Cumberland's heritage items (103 items, 29% of heritage items in Cumberland).
- Guildford has the second highest quantity of heritage items (29%) followed by Wentworthville (11%) and Merrylands (9%).

11.2 STATE HERITAGE

The State listed heritage items in Cumberland include;

- Prospect Hill and Prospect Reservoir and surrounding areas
- The former Lidcombe Hospital Site (Heritage Conservation Area)
- Linnwood House and Boothtown Aqueduct in Guildford
- Rookwood Cemetery (part of)
- Crest Theatre and Granville Town Hall in Granville
- Electricity Substation No 167 in Auburn

¹ Heritage item list provided by Cumberland Council Strategic Planning Department as at 2018



The Booth Town Aqueduct

The Booth Town Aqueduct was constructed in Victorian times and connected water from Prospect to Pipe Head at Guildford. Under the jurisdiction of the Water Board it was then channeled from Guildford to a water treatment plant, the remnants of which still exist today. From here it was piped through to the Potts Hill Water Tower on Liverpool Road to Bankstown and ultimately distributed across Sydney. The open channel that once formed the waterways from Prospect is now a public access cycleway and the Warali Wali Aboriginal cultural route that criss-crosses the area.



The Goodlet and Smith Brickworks

The area's clay and soils were ideal for brick and pottery works. The Goodlet and Smith Brickworks holds historical importance for the area with continuous use as brickworks from 1878 to 1985. Goodlet and Smith was a major and innovative manufacturer of building materials in NSW. The site is important as the first mechanised brick plant in the region and as the first Marseille tile manufacturer in Australia. The two chimneys have landmark significance and have dominated the area's skyline for over a century. The site was reinterpreted as a heritage precinct in the Holroyd Gardens estate and now contains a memorial for workers from the region.



Linnwood House

Linnwood is an historic house set on 5 hectares of land in the suburb of Guildford. The house was built in 1891 by George McCredie, a prominent businessman of the day, Mayor of Prospect & Sherwood, and Independent member for the State seat of Central Cumberland.

The Friends of Linnwood formed in 2002 to help 'preserve and protect' the property after it was proposed for a sale to the private market. Linnwood was listed on the NSW State Heritage Register in February 2003. The Linnwood Estate is now under the Trusteeship of Cumberland Council.

Community members and stakeholders have identified opportunities to increase the cultural use and enjoyment of Linnwood House and its grounds moving into the future.

12. PUBLIC ART

There are over 60¹ public artworks across Cumberland. Council's collection includes large scale sculpture, murals, mosaics, glassworks and an art bike rack series.

The Art and Cultural Collection Policy 2017 states that the Council Collection will respect the history and heritage of the Cumberland area and be representational of significant demographics and the diverse cultures of the Cumberland community. Artworks will need to be of a high standard of excellence with a priority for works that are significant to Cumberland or created by artists with a connection to Cumberland.

Public art is widely recognised to have the benefits of making, reflecting and revealing local cultural character, and contributing to the creation of place identity.

See images and Figure 11 opposite for distribution of public art across Cumberland.



Auburn Central Stairs



Mothers and Children Bench, Auburn



Story Seed Pod, Wentworthville



Tree+Tree by Daniel Tobin Pemulwy



Beastman Mural, Merrylands



Ruth Everuss Aquatic Centre, Auburn

¹ The public art analysis was based on the best information made available by Council at the time of publishing this report. The total number of public artworks does not include heritage items, war memorials or signal boxes.



Milne & Stonehouse, Granville.

Cumberland Public Art

The following table lists the 60+ public artworks currently located in the Cumberland Area (as at 2018). The map references related to Figure 10 on page 55.

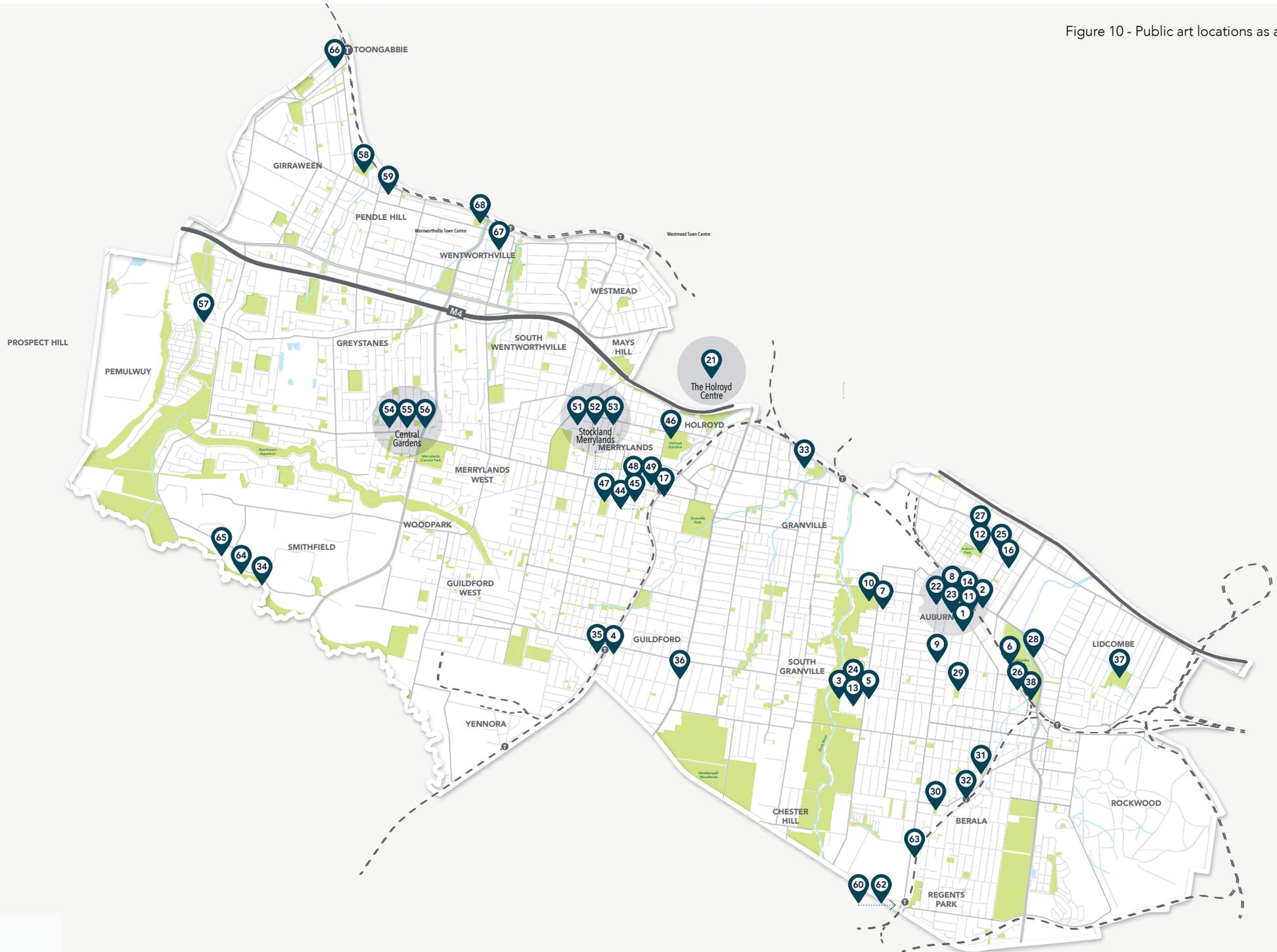
Map ref	Name	Type	Location
1	Mosaic Planters (Circular)	Mosaic	Auburn
2	I love auburn city	Street Graffiti Art	Auburn
4	Guildford station Murals		Guildford
5	Mothers and Children Bench	Mosaic	Auburn
6	Basketball Court Mural	Mural	Auburn
7	Harold Moon Mural	Mural	Auburn
8	Patterns Cultural and Natural	Step installation	Auburn
9	Our beautiful community	Bike rack series	Auburn
10	Mona Park	Bike rack series	Auburn
11	Balance	Sculpture	Auburn
12	Ride in peace	Bike rack series	Auburn
13	Aboriginal Sculpture	Sculpture	Auburn
14	Youth seating Murals	Art seat	Auburn
17	Merrylands station Mural		Merrylands
22	Drawn to Auburn Mural	Mural	Auburn
23	Families in Our Community Mural (Series of 3)	2 ceramic tile installations; 1 clay relief.	Auburn
24	Peacock Mosaic	Mosaic	Auburn
25	Auburn Park Public Art Project	Mural	Auburn
26	Railway Park Ceramic Tiles	Ceramic Tiles in Seating	Auburn
28	DiverCity Wall	Mural	Auburn
29	Auburn Hospital Heritage Walk (6 panels)	Panel	Auburn
30	Parking Leaves	Bike rack series	Berala
32	Fabulous Creatures	Ceramic Public Artwork	Berala
33	Granville Speaker	Sculpture	Granville
34	Mananga 2	Sculpture	Guildford West

Map ref	Name	Type	Location
36	As you dreamt it Woodville	Mural	Guildford
37	The Dragon Flame	Bike rack series	Lidcombe
38	Ruth Everuss	Mural	Lidcombe
44	Charles Mance Panels	Mural	Merrylands
46	New Dawn	Sculpture	Merrylands
47	Our meeting place	Mosaic	Merrylands
48	Beastman	Mural	Merrylands
51	The Social Fabric	sculpture	Merrylands
52	Welcome carpet mosaic	Art seat	Merrylands
53	Waratah tea welcome object	sculpture	Merrylands
54	McCord sculpture	sculpture	Merrylands
55	McCord sculpture	sculpture	Merrylands
56	McCord sculpture	sculpture	Merrylands
57	tree +tree	Sculpture	Pemulwuy
58	Maltese Heritage sculptures	Sculpture	Pendle hill
59	Colourburst	Mural	Pendle Hill
60	The awesome twirled man	Bike rack series	Regents Park
62	Regents Park Community Hub and Community Centre Mural	Mosaic/clay relief inserts	Regents Park
63	Regents Park Community Kitchen and Men's Shed Mural	Mural	Regents Park
64	Mananga 1	floor sculpture	Smithfield
65	Yandel'Ora	Sculpture	Smithfield
66	Beast man	Mural	Toongabbie
67	Story Seed Pod	Art seat	Wentworthville
68	Wenty morning to night	digital Mural	Wentworthville

Note: Signal boxes and heritage items have not been included in this audit.

Warali Wali Trail artworks are covered at the moment due to vandalism.

Figure 10 - Public art locations as at 2018



13. BUSINESS, FOOD AND CULTURE

Cumberland has over 23,250 businesses operating across the area¹. The types of businesses, food offerings and retail mix contributes to defining the unique character of each of our neighbourhoods.

13.1 FOOD RELATED BUSINESSES

Food is an important part of culture and identity in Cumberland. There are over 750 food businesses operating in Cumberland, and;

- Over 200 of those are restaurants
- Over 150 fresh food / grocer / supermarket businesses in Cumberland, and 22 convenience stores
- There are close to 90 cafes in Cumberland
- There are close to 90 bakeries in Cumberland
- Auburn and Merrylands each have approximately 20% of all food businesses in Cumberland

Table 5 provides a snapshot of business type in each town/local town centre. This summary was provided by the Cumberland Council Business Engagement Coordinator, 2018.

13.2 FOOD RELATED PROGRAMS

Food and culture programs reflect the vital role that food plays in Cumberland and in facilitating cross-cultural connections. Recurring programs include cooking classes and food and culture tours delivered by local chefs and home cooks. Programs showcase the diverse cuisines of the local community with various classes and tours focussing on Afghan, Iranian, Pakistani, Ethiopian, Turkish, Middle Eastern, Sri Lankan and Mongolian cuisines.

Table 5 - Snapshot of business type by town/local centre

Town/Local Centre	Predominant Cultural Backgrounds of Business Operator	Main Business Type	Other Observations
Merrylands	Afghani Iranian Lebanese	Retail (mainly cultural grocery) Food business Professional services (e.g. real estate, financial service, tax agents, medical services etc.)	<ul style="list-style-type: none"> - Strategic Centre of Cumberland - Town centre features many Afghani retail and food businesses. - Merrylands town centre including Stockland Merrylands Shopping Centre is a well patronised shopping location for shoppers seeking culturally diverse goods and experiences.
Auburn	Turkish Afghani Lebanese Chinese Various others	Retail Food business Professional services	<ul style="list-style-type: none"> - Currently largest town centre in Cumberland in terms of number of street level shop front businesses. - Food businesses are of various cultural types, and retail businesses cover a wide range of goods. - Features common retail types like grocery, homewares and clothing, and unique retailers including no less than eight stores selling gold jewellery. - Majority of shop front businesses are operated by people of diverse backgrounds reflective of the diversity of the Cumberland community. - One of the two recognised strategic night time precincts in Cumberland (according to GSC Central City District Plan - Planning Priority C6).
Granville	Lebanese Indian	Food business Retail Personal Services	<ul style="list-style-type: none"> - A food destination featuring Sydney-wide famous food businesses e.g. El Jannah, El Sweetie, Aba's Patisserie, Jasmins, El Hawa, and food production such as Beirut Bakery. - One of the two recognised strategic night time precincts in Cumberland (according to GSC Central City District Plan - Planning Priority C6).
Wentworthville	Indian Sri Lankan Various others	Food business Retail Professional Service	<ul style="list-style-type: none"> - A town centre with a high number of business operators of sub-continent backgrounds, with food businesses and grocery supermarkets representative of subcontinent background culture. - The business community is reflective of the local community and as such the town centre business area functions as a visiting and gathering place for local people of subcontinent background.

¹ Cumberland Council Economy.id

Town/Local Centre	Predominant Cultural Backgrounds of Business Operator	Main Business Type	Other Observations
Berala	Vietnamese Chinese	Food businesses Retail	<ul style="list-style-type: none"> - Traditional main street retail style businesses along Woodburn Road, contributing to a village atmosphere. - High number of salons and chemists in a small local centre.
Lidcombe	Korean Chinese (small percentage)	Food Businesses Retail Personal Service	<ul style="list-style-type: none"> - Suburb features a concentration of residents of Korean background, and this is reflected in the local business community. - It is a vibrant town centre at night time/weekend, supported by a large number of Korean restaurants on the Southern side of Lidcombe. - Increasing residential density on the Northern side (John St) of Lidcombe is contributing to increasing ground floor retail occupancies, which is expected to increase the vibrancy of the Northern side of Lidcombe.
Regents Park	Lebanese Vietnamese Chinese	Retail Food business (mainly takeaway food business) Personal Service	<ul style="list-style-type: none"> - Local centre with businesses providing daily needs to locals e.g. barber shop, butchery, other personal services.
Guildford	Lebanese Various others	Food business Retail Personal Service	<ul style="list-style-type: none"> - Well-established town centre providing food and beverage hospitality, retail and personal services.
Pendle Hill	Sri Lankan Chinese (small percentage)	Food business (mainly takeaway food business) Retail (grocery store and sub-continental ethnic clothing/ accessories)	<ul style="list-style-type: none"> - Pendle Hill local centre features many business operators of subcontinent background, particularly Tamil. - A significant number of take-away food businesses.
Greystanes	Various	Greystanes Shopping Centre	<ul style="list-style-type: none"> - There is no distinct street front local centre, with businesses in the well patronised Greystanes Shopping Centre, and no specific urban town centre public domain gathering space. - Small retail areas e.g. (1-3 shops together) in suburban streets
Toongabbie	Indian Sri Lankan Chinese	Food business Retail Professional service	<ul style="list-style-type: none"> - Emerging local area characteristic of businesses of subcontinent background and style. - Local centre providing goods and services to meet local visitors' daily needs e.g. bakery, takeaway food, laundry service.
Pemulwuy	Various	Pemulwuy Market Place	<ul style="list-style-type: none"> - No street front businesses in the centre, with businesses concentrated within but all located inside Pemulwuy Marketplace.



14. COUNCIL RUN CULTURAL PROGRAMS AND EVENTS

14.1 EVENTS

Cumberland Council delivers a diverse program of events each year ranging from major community events to local cultural based events including:

- Australia Day celebrations (community)
- Diwali Festival (local)
- Lunar New Year (local)
- Sydney Cherry Blossom Festival (regional)
- Refugee Camp in My Neighbourhood (regional).

All of these celebrations are held in Cumberland's open space and public domain - reinforcing the importance of our streets and places as outdoor venues for festivals, events and celebrations.

See the *Cumberland Event Strategy* for more details.

14.2 COUNCIL RUN CULTURAL PROGRAMS

Council delivers and facilitates a range of programs that support community connections, learning and creative and cultural expression.

These include activities and workshops for the community to engage in Creative Arts, Health & Fitness, Education & Learning, and Food & Culture. These programs take place at community facilities across Cumberland and cater to a wide range of groups, including seniors, children and young people and people speaking a language other than English.

Creative Arts

Creative Arts programs delivered or facilitated by Council in 2019 include the Cumberland Community Choir, and a range of social clubs such as book clubs, knitting clubs, a creative writing club, a movie club and a board games club.

Recurring free art programs provided at the Peacock Gallery include weekly Creative Connections art activities for all ages and abilities, Makers Circle and regular public programs connected to the exhibition program at the Gallery.

Education and Learning

Education and Learning programs offer a range of activities for both children and adults. Most programs are facilitated by Council's Library Services. Children's activities include weekly sessions for babies and toddlers, as well as homework help for school aged children and school holiday activities. Programs for adults include a variety of different classes such as English Conversation Classes, Family History Research Assistance and computer classes.

Health, Fitness and Recreation

A range of programs aiming to increase the health and wellbeing of the Cumberland community are provided, including pilates, Zumba, bootcamp and table tennis, as well as a Bollywood fitness class for women only.

Children and Young People Programs

Programs for children and young people include various play and story time groups including multicultural playgroups, school holiday programs, after school programs, sport comps, and homework support. Council's Youth Team also offer a range of programs for young people including music, dance and youth led Youth Week events.

Over 55s Programs

Programs for people aged over 55 years include gentle fitness classes, painting classes, a Yarn Up program for Aboriginal and Torres Strait Islanders, and computer support.

15. CULTURAL GROUPS AND NETWORKS

People

There are more than 600 community and cultural groups within Cumberland. Council is continuing to connect and identify these groups within the recently amalgamated area.

While there are more than 600 community and cultural groups, there are three primary arts specific grant funded organisations in Cumberland:

- Arab Theatre Studio
- Dance Makers Collective
- River City Voices

Arab Theatre Studio – has a dedicated hub supported by Cumberland Council – the Arab Theatre Studio Creative Hub at Granville Town Hall, and perform and present in a range of Council arts and events programs.

Dance Makers Collective develop and deliver work and programs in a range of places across Cumberland, and collaborate and present in a range of Council arts and events programs.

River City Voices, is a not-for-profit choral organisation. They currently rehearse weekly at Granville Town Hall.

Places to create

Cumberland's industrial lands are an opportunity for future growth in Cumberland's creative sector. Cumberland Council's *Draft Employment and Innovation Lands Strategy (EILS) and Land Use Planning Framework* is a proactive strategy which defends against potential loss of employment and innovation lands to residential rezoning. The Strategy identifies the sectors of design, media, creative arts and fashion; and digital industries, for growth and support on these lands.



Arab Theatre Studio - Remembering Palestine, 2017 (photo: Liam Kesteven)



Live n Local, Granville



Poets and writers group, Friend Park Wentworthville

Cumberland's cultural and arts facilities and spaces*

3 MAKER SPACES
(2 existing, 1 in development)

2 GALLERIES
(1 existing, 1 in development)

8 LIBRARIES

1 ARTIST STUDIO

4 MULTIPURPOSE, STAFFED COMMUNITY CENTRES
(3 existing, 1 in development)

14 UNSTAFFED COMMUNITY HALLS /FUNCTION VENUES

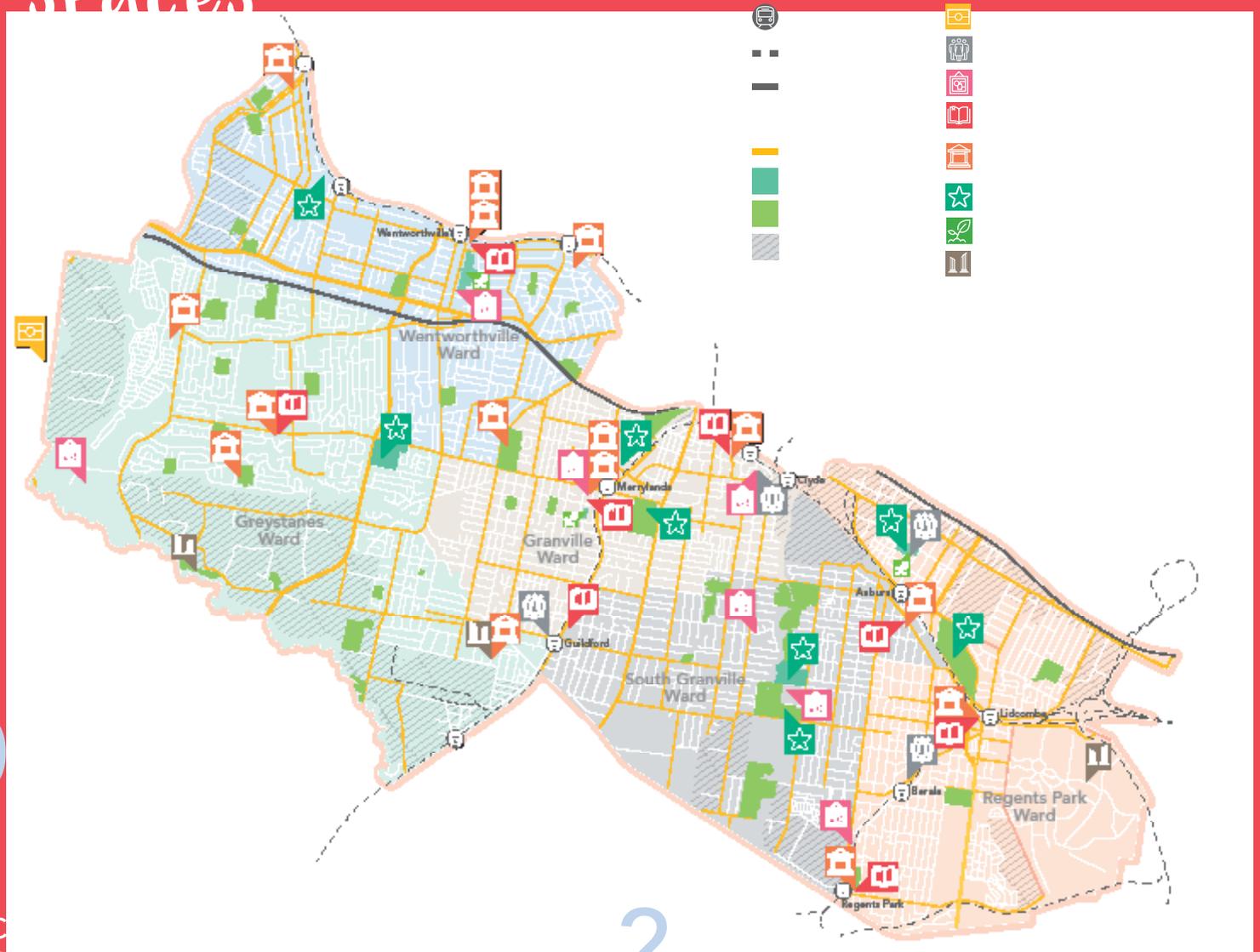
0

8 OUTDOOR VENUES SUPPORTING COMMUNITY EVENTS

3 GARDENS

001 ARTWORKS

2 SPACES



*Cultural asset snapshot as at 2019

16. CUMBERLAND'S CULTURAL AND ARTS FACILITIES AND SPACES

16.1 COMMUNITY CENTRES

One-stop-shop multipurpose community centres

Multipurpose community centres are used for a range of activities that extend beyond 'arts and culture'. They are important hubs for the community to come together for sharing, learning, exchange and celebration.

Cumberland currently has a dynamic network of Council owned multipurpose, staffed community centres, with one currently in development and one planned for the future.

Community centres

Community centres are places for the community to come together, hold events, access resources, services and programs and create (among other uses). Community centres can be designed in various forms, the types of community centres that currently exist within Cumberland include unstaffed community centres, community halls for hire, town halls, youth centres and senior service centres.

16.2 LIBRARIES

Libraries are increasingly becoming known as the Third Place and as community hubs, where connections are built, and where people can learn, find information, use technology and access a broad range of lifelong learning programs.

The vision in Cumberland's *Library Strategy 2018 - 2021* is to "offer vibrant and inviting destinations by connecting and enhancing our community through access to information, literacy, education, lifelong learning and creativity." Cumberland currently has 8 libraries.

Most of Council's education and learning programs for both adults and children are facilitated by Council's Library Services. Children's activities include weekly sessions for babies and toddlers, as well as homework help for school aged children and school holiday activities. Programs for adults include a variety of different classes and assistance programs including English Conversation Classes, Family History Research Assistance, computer classes and help sessions, job seeking assistance, form filling services and Justice of the Peace sessions.



LEFT: Berala Community Centre is one of Cumberland's recently completed one stop shop multipurpose community centres that is used for a range of community and cultural activities, for example, the Knick Knack Knitters where people can enjoy some social knitting over a cup of tea.

Knick Knack Knitters (top), Arab Theatre Studio (bottom)

RIGHT: Berala Community centre (top), Granville Town Hall (middle) and Auburn Poets and Writers Group (bottom)

16.3 GALLERIES

Art Galleries provide exhibition spaces, and may offer educational programs, as well as meeting and workshop space for artists. Galleries are often co-located with Libraries, Civic facilities and Museums.

The existing Peacock Gallery in Auburn and the arts space within the new Granville Centre (in development) are Cumberland's primary, Council owned purpose-built arts spaces. Holroyd Art and Craft Society leases space in Merrylands from Council, however this was not purpose built for art activities.

16.4 ARTIST STUDIOS

Artist studios are creative spaces that are supported by Council for artists to produce visual arts, music and writing. New artist studios are currently being planned for the Peacock Gallery in Auburn. The forthcoming Cumberland Facilities Strategy identifies further opportunities to adaptively re-use some of Council's underutilised properties for creative and cultural purposes.

16.5 MAKER SPACES

Maker spaces are creative, DIY spaces where people can gather to create, invent, and learn. They provide the community with access to equipment that may otherwise be inaccessible or unaffordable such as 3D printers, software, electronics, craft and hardware supplies and tools, sewing machines, creative print machines, and more.

Mens Sheds

The Auburn City's Mens Shed is a best practice example of adaptive-reuse of buildings into Maker Spaces. As our population across Australia continue to age over the next 20 years, it will be essential that older people can participate in cultural activity in spaces that are near their home and that meet their access needs, and have opportunities to pass down knowledge to younger generations¹.

Cumberland has 1 Mens Shed.

Art Spaces

There is currently one art space within Cumberland - the ceramic studio at Merrylands Community Centre.

16.6 OUTDOOR VENUES

In Cumberland there are eight main parks that support community and cultural events; Wyatt Park, Holroyd Gardens, Auburn Park, Granville Park, Auburn Botanic Gardens, Progress Park, Civic Park, and Central Gardens.

16.7 COMMUNITY GARDENS

There are three community gardens located within Cumberland. The community identified these gardens as places where they can come together and share their cultures through food and common activities.

¹ Cultural Infrastructure Plan 2025+, Create NSW

TOP IMAGE: Peacock Gallery

MIDDLE IMAGE: Auburn City Men's Shed - example of adaptive re-use of an old scout hall into well equipped maker space.

BOTTOM IMAGE: Merrylands Community Centre Ceramic Studio





Peacock Gallery's grounds are used as an outdoor venue for performance and celebrations

16.10 CULTURAL FACILITIES (NON-COUNCIL)

Create NSW audited cultural spaces and places across Sydney. The following cultural facilities (non-Council) are located in Cumberland as identified through this audit (Council's facilities are audited and mapped in the next section of this Study).

Non-Council cultural facilities in Cumberland include:

- 1 Cinema (Reading Cinema Auburn)
- 1 Private Art Gallery (Ajaj Art Gallery, Auburn)
- 8 events/presentation centres/licensed:
 - Grand Palace Reception Auburn,
 - Granville Hotel
 - Guildford Leagues Club
 - Merrylands RSL Club
 - Coolibah Hotel, Merrylands
 - Pendle Inn, Pendle Hill
 - Wentworthville Leagues Club, Wentworthville
 - DOOLEYS Lidcombe
- 1 Music Studio (Contreras Music, Merrylands)
- 3 Museums:
 - Russian House Museum, Greystanes
 - Humidullah Museum, Merrylands
 - Anatole Museum of Greats, Wentworthville
- 1 ballet space (Ballet Theatre Academy, Merrylands -

this is located in the Scout Hall)

- 3 Dance Studios:
 - Greystanes Physie and Dance Studio, Greystanes
 - Mz Dinaz Dance Studio, Regents Park
 - Byrnes Dance Image, Granville
- 1 Rehearsal Studio (Keynote Rehearsal Studio, Auburn)
- 1 Recording Studio (Go-To Recording Studios, Greystanes).

Gaps in traditional cultural facilities (non Council) are:

- There are no purpose built theatres in Cumberland.
- There are no purpose built performing arts centres.
- There are no major cultural centres for large/regional level cultural events.
- There are no privately operated maker spaces or creative art centres.
- There is only 1 private gallery.

16.11 AUDIT OF EXISTING CULTURAL FACILITIES WITHIN NEIGHBOURING LGA'S

Table 6 and Figure 12 show the location of district and regional cultural facilities in neighbouring Local Government Areas.

While some neighbouring councils have dedicated regional and district arts and cultural spaces, Cumberland's approach to delivering cultural and arts facilities will continue to focus on the provision of purpose built/dedicated or shared spaces within larger multipurpose community facilities. This is supported by the community's broad definition of culture and their desire to experience it 'everyday' and in non-traditional spaces, streets and parks.

LGA	Facility name	Address	Type	Hierarchy
Fairfield	Fairfield City Museum and Gallery	634 The Horsley Drive Smithfield	Museum/gallery	District
Canterbury Bankstown	Bankstown Library and Knowledge Centre	80 Rickard Road Bankstown	300 seat theatre Exhibition space Library Forecourt/civic space	District
	Bankstown Arts Centre	5 Olympic Parade, Bankstown	Cultural facility (artists and community groups collaborate)	District
Parramatta	Parramatta Artists Studios	Level 1 and 2, 68 Macquarie Street Parramatta	Artists studios	Regional
	Riverside Theatre	Corner Market and Church Street Parramatta	Theatre	Regional
	Writer's Room	91B Grose Street North Parramatta	Writer's space	Regional
Strathfield	Strathfield Town Hall	65 Homebush Road Strathfield	Town hall/civic centre	District
Blacktown	The Les Kelly Blacktown Arts Centre	78 Flushcombe Road Blacktown	Cultural centre (curated program of exhibitions, performances, workshops, residencies and events (Aboriginal and Torres Strait Islander artist focus))	Regional
	Blacktown City Council Artist's Studio	121 Main Street Blacktown	Artist's studios	District

Table 6 - Cultural facilities in neighbouring LGAs servicing Cumberland

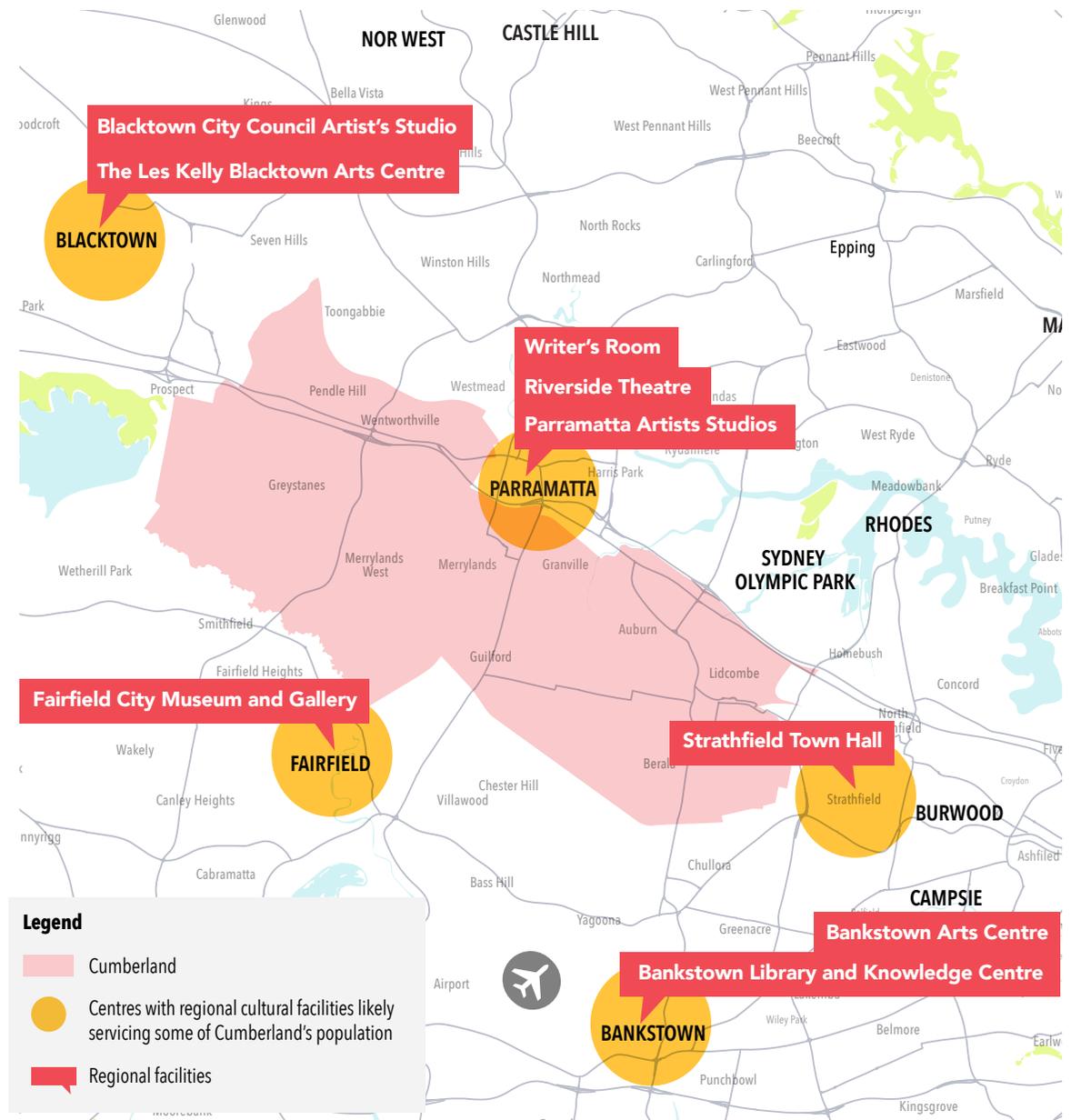


Figure 11 - Map of cultural facilities in neighbouring LGAs

16.12 CULTURAL ASSETS - WHAT ARE THE OPPORTUNITIES AND CHALLENGES?

Through understanding what we already have, we can uncover the gaps and opportunities in our provision of cultural assets in Cumberland:

Aboriginal Culture and Significance

- Significant sites such as Prospect Hill and Duck River, as well as open space and natural areas are an opportunity to share and celebrate the Aboriginal history of the area.

Environment and Built Heritage

- Heritage plays an important role in creating and contributing to place character. There are opportunities to better utilise or celebrate existing heritage items in Cumberland.

Public Art

- Future public art projects should be focussed in areas where there is high population growth or emerging/ changing town centres, but low amounts of past investment in public art for example in areas such as Granville and Wentworthville.

Business Food and Culture

- Food is an important part of culture and identity in Cumberland and was identified by the community as a good way to facilitate sharing, exchange and understanding between different cultures. There are opportunities for areas such as Lidcombe (where 100% of the Korean restaurants in the LGA located), to become cultural hubs for food/clothing and other products. Food tours including Arabic Food Tour events are popular within Cumberland's Town Centres.

Cultural Groups and Networks

- There are more than 600 community and cultural organisations in the area, but a clearer understanding of which groups are providing cultural or creative programs is needed. Additionally, the area is undersupplied in terms of funded primary arts organisations, most likely due to a lack of cultural facilities for them to produce, perform and create. Multicultural and arts organisations are weighted towards the eastern half of the Local Government Area. Consideration for equitable spatial access and exposure to groups is needed.

Industrial Lands

- Cumberland's industrial lands are an opportunity for future growth in Cumberland's creative sector. Cumberland Council's Employment and Innovation Lands Strategy (EILS) and Land Use Planning Framework (LUPF) is a proactive strategy which defends against potential loss of employment and innovation lands to residential rezoning. The Strategy identifies the sectors of design, media, creative arts and fashion; and digital industries, for growth and support on these lands.
- There are opportunities to encourage more arts and cultural workers to live in the area through affordable studio and living spaces.

Multipurpose Spaces

- Currently there are a number of Council owned venues for hire in Cumberland, however many of these are ageing and do not meet best practice standards (for example, Redgum Function Centre).
- Through town centre redevelopment - there are opportunities in a number of centres to renew and redevelop existing community facilities into contemporary facilities that meet best practice standards - for example, being co-located with and have access to public open space or plazas.

17. CREATIVE/CULTURAL SPACE AUDIT

17.1 CURRENT PROVISION

Cultural facilities

Currently, the majority of cultural and arts programs and activities take place in multipurpose community centres, town halls and libraries. This may be because there is only one dedicated arts space in the LGA - the Peacock Gallery, which is currently 125m². Peacock Gallery is also difficult to access as it is isolated from a town centre and good public transport connection.

In addition to Auburn Peacock Gallery, there are 5 other spaces that are used for creative and cultural uses in Cumberland:

- 1 x arts and ceramic studio within Merrylands community centre
- 2 x men's shed (1 in development)
- 2 x Town Halls
- 1 x ceramic studio (Merrylands Community Centre)
- 1 x lapidary club

Other types of facilities

While it is acknowledged that Council has an extensive library network and number of staffed community centres and unstaffed community venues where cultural programs are regularly delivered, only purpose built cultural facilities have been included in this audit.

Community facilities and libraries are the subject of a separate *Community Facilities Strategy* currently being developed by Council.

There are also a number of leased facilities and Early Childhood Health Clinics that are underutilised (or not used at all) that could potentially be used for adaptive reuse as cultural/creative purposes in the future.

FACILITY NAME	ADDRESS	SUBURB	TYPE	HIERARCHY	DESCRIPTION	SIZE
Town Halls/Civic Centre						
Auburn Town Hall/Civic Centre	Civic Place, 1 Susan Street	Auburn	Civic Centre and Hall	District	Auditorium (200 capacity) Meeting room (capacity 50)	746m ² (town hall, and meeting rooms)
Granville Town Hall	10 Carlton Street	Granville	Town hall	District	Hall and meeting rooms Meeting room 1 (capacity 30) Meeting room 2 (capacity 50)	758m ²
Art galleries/exhibition space						
Peacock Gallery and Auburn Arts Studio	Auburn Botanic Gardens	Auburn	Art gallery/exhibition space	District	Community gallery/studio space	125m ² (Proposed increase to 500m ²)
Multipurpose community/cultural centres						
Merrylands Community Centre with arts and craft room	17 Miller Street	Merrylands	Arts room	Local	Arts room (capacity 20)	20m ² (of 758m ²)
Leased Facilities						
Auburn City Men's Shed	356 Park Road	Regents Park	Mens shed	Local	Leased facility - former scout hall	260m ²
Cumberland West Men's Shed (Former Hyland Youth Centre)	Gipps Road	Greystanes	Mens Shed	Local	Leased facility	284m ²
New facilities underway – Delivered by 2020						
The Granville Centre (Delivery 2020)	Memorial Drive	Granville	Multipurpose cultural centre/library/arts and cultural facility	District	Multipurpose community centre	2068m ² (Community Centre = 1268m ² , Library = 800m ²)
					Cultural centre – Visual Arts	668m ²
New facilities planned – Delivered between 2022 and 2028						
Wentworthville multipurpose community/cultural centre	Town Centre	Wentworthville	Multipurpose community/cultural centre	District	Multipurpose community centre/library/Cultural Centre – Performance Space	5,000m ²

Table 7 - Audit of cultural facilities located in the Cumberland area.
Note: Granville Mens Shed not included in Table 7 as it is located in a privately owned facility.

18. CREATIVE/CULTURAL SPACE BENCHMARKING

Creative spaces

Create NSW has highlighted that cultural infrastructure is an integral part of individual and community life. Creative spaces can include places to both produce, and consume art, they can also be delivered in a variety of ways to respond to local community needs. Within Cumberland, existing creative spaces include a local men’s shed and an art gallery (like Peacock Gallery).

As research and community engagement findings shows, there is also a significant lack of purpose built, affordable, and flexible creative and cultural space in Cumberland, including dedicated performance space, which can be addressed when delivering future creative spaces within the Cumberland.

As identified by Create NSW, future cultural space/ infrastructure provision should not just be about new buildings but also through adaptive and creative reuse of existing facilities. It’s clear that in Cumberland, the cultural sector needs more affordable, fit-for-purpose and flexible spaces to support the work of its large number of creative and cultural groups.

Benchmarking

Population benchmarks provide an indication of the number of cultural spaces that might be required to service a population. Benchmarks are not recommendations and only provide a very high level indicator of demand based on population.

They should be considered in conjunction with demographic indicators, community engagement outcomes, strategic plans, and best practice community and cultural facility principles.

There is no standard set of NSW cultural facility planning benchmarks. Some NSW councils have their own unique benchmarks to plan for community and cultural facility needs.

However, as Cumberland Council does not have their own arts and cultural benchmarks. The Growth Centre Commission’s benchmarks have been adopted of 1 x Multipurpose Performing Arts/Cultural Centre for every 30,000 people to an ‘arts space’ of any hierarchy or nature for every 30,000 people.

Table 8 opposite summarises the current provision of traditional cultural/arts space. When applied to Cumberland, it indicates an existing gap of 1.5 creative spaces within the LGA, forecast to increase to 4 spaces in 2036.

Facility Type & Benchmark	Current population	Forecast population		Current provision (2018) = 6 spaces	Gap 2018	Gap 2036
	2016	2026	2036			
	226,049	279,637	304,811			
Multipurpose Arts/Cultural space 1 space for every 30,000 people	7.53	9.32	10.16	The Granville Centre (to include 668m2 of arts and cultural space) 1 x ceramic studio (Merrylands Community Centre) 1 x lapidary club 2 x mens sheds (and a second proposed for the former Hyland Youth Centre site) 1 x gallery and exhibition space (Peacock Gallery, with planned expansion and artist studios of approx. 500m ²) 2 x town halls (Granville and Auburn)	<i>To be determined: detailed benchmarking will take place as part of the Cumberland Community Facilities Strategy, which is currently in development. The table 8 provides an early estimation only.</i>	

Table 8 - Cultural space early benchmarking



Auburn City Men's Shed



Merryland's Centre Ceramic Studio

18.1 HOW CAN WE MEET OUR FUTURE NEEDS?

Based on current supply, population benchmarking, and best practice principles for cultural infrastructure, it is clear that there is an undersupply of multipurpose purpose built cultural facilities at a regional, district and local level across the LGA.

Opportunities include:

- Through the Cumberland Community Facilities Strategy, investigate the co-location of cultural spaces within potential future multipurpose community centres at Merrylands, Wentworthville, Auburn and Lidcombe to address the significant forecast population growth in these areas and to provide an increased range of cultural uses (performance, maker spaces, visual arts, upgraded halls and rooms)
- Investigate further opportunities for Linnwood House to deliver increased cultural programs and services.
- Adaptive re-use of Government and Council's underutilised properties, for example a number of the early childhood health clinics are sitting empty and could be turned into community meeting/learning/arts spaces - e.g. for conversation classes. Alternatively they could be leased out to an arts organisation or cultural community group to manage and activate.
- Delivery of community art and exhibition spaces in multipurpose community centre redevelopments, library upgrades, in public spaces or through provision in private development.
- Investigate opportunities to expand existing facilities to meet community needs - such as a multipurpose community hall for the already heavily utilised Auburn Centre For Community to cater for large groups.
- Cultural and arts spaces can also be delivered through non-traditional ways such as a well set up outdoor stage in a park, a public plaza that can easily cater for events, and streets (and approval processes) that can easily be used for events such as night food markets.



PART D: BEST PRACTICE AND CASE STUDIES



PART C: CULTURAL ASSETS AND BENCHMARKING

19. Cultural Facilities Principles

20. Case Studies

21. Lessons From Leading Practice Cultural Plans

19. CULTURAL FACILITIES PRINCIPLES

Quality cultural facilities play an important role in supporting and facilitating social cohesion and creative expression. Well located and vibrant cultural facilities can also support the outcomes of neighbouring businesses. Well-being and health studies point to the need for human connection to support good mental health and sense of purpose.

Following best practice considerations for cultural facilities include:

- Multipurpose and flexible spaces
- Co-locate services in one facility or as part of a community hub
- Economic, social and environmental sustainability
- Placemaking and community identity
- Connected to public space, pedestrian and cycleways and public transport

Multipurpose and flexible spaces

Single purpose or standalone facilities are defined as being designed and built for one particular purpose or function, and to be used by one specific target group or service only. Single purpose facilities can be costly to maintain and often underutilised and under-activated. Current best practice in cultural facility design and provision is to provide a range of different functions, in the one building, in flexibly designed spaces that can be adapted depending on program or activity. The ability of facilities to be adapted and transformed in the future is important given the ongoing, cyclical nature of communities (particularly in relation to changes in demographic mix).

Co-locate services in one facility or as part of a community hub

Co-locating cultural services, programs and spaces within one facility involves shared or joint use of facilities and often the integrated delivery of some services. Co-location enables:

- Pooling of resources to provide better facilities
- The concentration of compatible services and facilities to create a community focal point
- Improved access and safety for users who can access a range of services at a single location
- More integrated and innovative delivery of services, and
- More efficient use of land, for instance through shared, rather than separate, parking areas.

Economic, social and environmental sustainability

Sustainable cultural facilities are increasingly being used to showcase sustainable building methods and design. Sustainable design of cultural facilities includes newly constructed facilities or can be incorporated into building upgrades and renovations. Many local government agencies have been exploring other income generating activities, such as operating commercial cafes, running monthly markets or incorporating retail outlets within cultural facilities. Some income generating activities are run as social enterprises to further the community building contributions of the facility. Capacity for commercial operations may need to be built into the design of the facility, to ensure compatibility with other activities and programs. A mix of community and commercial spaces can raise revenue for ongoing costs and activate the space day and night. For theatres, access to a bar is important to increase revenue. For example, Belvoir Street Theatre raised almost the equivalent in revenue through its bar \$350,535 as it did through its box office \$398,733 in 2015.

Placemaking and community identity

Successful cultural facilities provide important gathering places for people and can be focal points for cultural activity and catalysts for social interaction. They are recognised as having the potential to contribute to the creation of vital public spaces that help engender a sense of place and distinctive community identity. A recent trend is designing community facilities that enhance the physical quality and appearance of public places, helping to reinforce a place's identity and making it a more attractive environment for people to gather and interact with each other. When located in or with retail and commercial uses, community facilities can help to reinforce the role of those areas as public gathering, meeting and information sharing places. It is important that community facilities have a civic quality, sense of stability and level of amenity that marks them as an important place in the community.

Connected to public space, pedestrian and cycleways and public transport

Current best practice is that community facilities are accessible to the entire community by being centrally located and linked to the public domain. Connections to transport links, pedestrian and cycleways also support community access across all age groups and abilities and a sustainable and healthy community. Facilities should be co-located at activity nodes and on main streets, providing good access to residential populations, and contributing to a vibrant and safe street life.

Affordable spaces

Engagement completed by Create NSW for the NSW Cultural Infrastructure Strategy indicated that 86.6% of the creative sector who responded identified affordable access to cultural infrastructure as a priority. This was also a high priority for Cumberland's creative and cultural groups.

Affordable space encourage grass roots participation, local centre and community activation, and a thriving creative sector.

20. CASE STUDIES

Case studies of community and cultural facilities managed by both local government and private entities are provided on the following pages. These facilities have been chosen because they have one or all of the following attributes:

- Deliver a similar range of co-located cultural and community uses within a multipurpose building. They have a strong community and cultural outcomes focus.
- Support collaboration between a range of cultural groups.
- Have a strong sense of identity and reflect the character of the local community.
- Service the local area but have a draw or impact larger than the immediate community.
- Are providing programs and services at a district or regional level.
- Are managed by local government or leased through an EOI process to creative organisations to manage on their behalf.
- Meet best practice principles in terms of location, multipurpose, co-location, sustainability and community identity.
- Balance community and cultural use and outcomes with economic and environmental viability ensuring sustainability and also funding to re-invest into cultural and community programs.
- Connect to open space for delivery of outdoor cultural events, markets and other cultural activities.

LIBRARIES AS A THIRD SPACE: WHITLAM LIBRARY, CABRAMATTA

Whitlam Library is an example of how the boundaries of the traditional library can be pushed to deliver services that actively respond to community needs. Within the footprint of a 3,000m² library, recent renovations and creative re-use of spaces has seen the inclusion of 'the workery,' 'Studio 2166' and a VR technology space. These editions provide space for the community to make best use of the library's resources to develop business ideas, get creative in the studio to produce music and video, as well as learn and trial the very latest in technology. Access to these resources is important, particularly in areas of socio-economic disadvantage where residents may not be able to access their own VR technology, recording equipment or be able to rent office space. In addition the library has also extended its opening hours to midnight, enabling students who may not have a dedicated quiet study space in their own home to be able to stay at the library into the evening.



Whitlam Library green screen

PARRAMATTA WRITERS ROOM

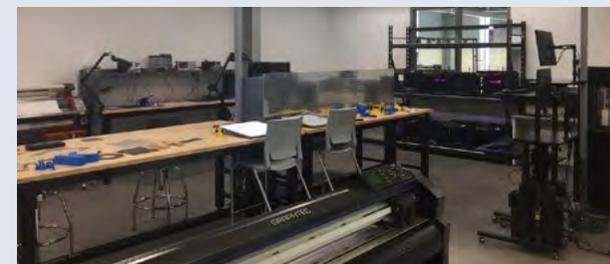
The Parramatta Writers Room is the second of three Writers' Rooms to launch across Western Sydney, with the aim to provide pathways of opportunity for the development of the authentic and articulate voices from the region. The project provides writers with a space to work and feel themselves to be part of a supportive and well-resourced community. For less than a cup of coffee a day, writers have access to a dedicated space to write, located in the Parramatta Centre for Writing. This project is supported by the NSW Government through Create NSW.



Parramatta Writers Room

MAKERSPACE, WESTERN SYDNEY UNIVERSITY

The Western Sydney University MakerSpace is an open public workshop offering equipment, advice and expertise. In addition to the public workshop, the MakerSpace offers engagement opportunities to the wider community including a 3D printing hub, woodworking and metal workshops, laser cutting, CNC routers and other fabrication equipment, and software classes and programs.



WSU makers space

FOOTSCRAY COMMUNITY ARTS CENTRE (FCAC)

FCAC is a community-engaged, contemporary arts centre working with local, regional and international communities to drive social, cultural and artistic vibrancy. Located on the banks of the Maribyrnong River and a short walk from the Footscray train station, FCAC has flexible outdoor and indoor spaces for hire for cultural and community activities and events and community functions such as weddings and celebrations.

The facility has meeting rooms, rehearsal spaces, a large performance space and a bar available, as well as technical support. The Performance Space is a contemporary space suitable for a variety of purposes including conferences, film screenings, rehearsals, performances, meetings, expos, corporate presentations, forums, training and seminars.

The venue contains a retractable, raked seating bank however seated capacity can be increased by adding rows of seats on the floor in front of the seating bank. The space has theatrical audio and lighting capabilities, as well as a mounted data projector and screen.



Cultural facilities include:

- Basement Theatre and Performance Space (200 seat capacity)
- Gabriel Gallery and the Roslyn Smorgon Gallery
- Mario's Studio and Enza's Studio
- Outdoor amphitheater and Riverside Lawn
- Jack Kennedy Meeting Room
- FCAC foyer and bar
- Rehearsal and Recording studio, and
- FCAC co-working space.

It is a state-of-the-art cultural facility, producing and presenting culturally relevant programs and creative works with, for and by local, regional and international communities and artists. Management collaborate with artists, communities and organisations to build capacity, create opportunities and drive social change. All profits from venue hire at FCAC go back to supporting the centre's work with the communities of Melbourne's West.



Image: Obstacle Course, Elliot Bryce Foulkes, City of Sydney

PUBLIC ART HOARDINGS

The City of Sydney's Creative Hoardings Program was created to provide more opportunities for street art and to enliven the streets of Sydney. The program aims to transform the visual impact of construction sites, provide evolving, temporary urban canvases and outdoor galleries.

The use of creative graphics is in areas of high traffic and for sites where hoarding and scaffolding is in place for more than 4 weeks. The program allows for the creation and/or commissions of site-specific artworks (approval required as part of the development application process); the use of historic images of the locality for heritage listed sites or in areas of heritage significance; or use of artworks (free of charge), licensed by the City of Sydney available within their 'art bank', created through an annual submission and evaluation process.

CO-LOCATED AND MULTI-FUNCTIONAL: BLACKMAN PARK SCOUT HALL

Blackman Park Scout Hall is a 1,200m² multi-functional community and sporting facility co-located with sports fields including synthetic surfaces, as well as senior's exercise area, playground and BBQ area, and natural areas with walking paths.

The building is designed to have a simple, flexible shell that can also serve a variety of sporting and community uses. The large and small halls are available for hire for various community or family events and celebrations, while the facility also caters for sporting events through its change rooms, storage spaces and canteen. It also features solar panels and a solar hot water system to assist with the ongoing maintenance costs of the facility.

The sports uses include:

- Change rooms and toilets
- Sports storage sheds divided by code
- Referee room
- Canteen, and
- Covered viewing terrace.

Community uses include:

- Large hall
- Small hall
- Meeting room
- Kitchen and storage, and
- Toilets.



Images: AJA Architects

GREEN SQUARE COMMUNITY KIOSK

The Green Square Community Kiosk is located in Joynton Avenue in Green Square. The Kiosk is located in the park and provides a small multipurpose community space including a kitchen, storage space and awning to support community and Council community development programs. The facility engages with outdoor seating and tables and is used for community meetings, the Infohub, English language classes and other community activities. The facility is compact and low cost.



Community Kiosk, source - City of Sydney

Participatory design of urban space

Engaging communities in the design of public spaces can help ensure that places are responsive and appropriate to residents' and users' diverse needs and desires. Participation can contribute to creating a sense of community belonging, as well as opportunities for social connection within the local area.

SUPERKILEN PARK, Copenhagen

Superkilen Park in Copenhagen is a kilometre-long park situated in one of the most ethnically diverse and socially challenged neighbourhoods in Denmark¹. Local residents were actively involved in the process of choosing objects in the park, which were sourced globally to reflect the sixty different nationalities of the community. By engaging the culturally and socially diverse residents in the design of the park, the aim of "extreme participation" is realised through multipurpose, culturally relevant, intergenerational, fun and active elements that encourage visitors to meet and interact.

1 "Superkilen / Topotek 1 + Big Architects + Superflex," Archdaily,



Superkilen Park, Copenhagen
accessed on October 18, 2017, <https://www.archdaily.com/286223/superkilen-topotek-1-big-architects-superflex>.

AFGHAN BAZAAR CULTURAL PRECINCT, DANDENONG

Through extensive consultation with a range of precinct stakeholders, the City of Dandenong with Hassell Studios designed one of Melbourne's prominent cultural precincts, highlighting the cultural, social and economic contribution of Afghan communities in Australia.

The project involved street improvements, including the installation of public art, unique landscape reflective of cultural themes and motifs, as well as a business signage improvement program.

The project has led to positive relationships between the community and Council, elevated the precinct's visitor appeal and contributed to attracting additional business for the town centre through high profile food editors and events.

In addition, the project recognises the importance of positively facilitating integration among the community, and the importance socio-cultural symbols can play in the complex and gradual process of people integrating locally and finding a place in their new home. This is the key lesson that can be drawn from the Afghan Bazaar Cultural Precinct when approaching public domain design in a place as culturally rich and unique as Cumberland.



Figure 12 - Public domain treatment reflecting the diverse character of Dandenong. Source: Hassell



Figure 13 - Activation and business engagement complementing the design of the civic space Source: Hassell

OUTDOOR STUDY SPACES - AUSTRALIAN TECHNOLOGY PARK AND THE GOODS LINE

Outdoor options for study are important spaces in places like Fairfield Place where young people may be living in overcrowded environments, or need a safe place outside of home. The Australian Technology Park illustrates how power can be integrated into seating, as well as providing table tennis for young people to play and linger.



OUTDOOR STUDY SPACES - AUSTRALIAN TECHNOLOGY PARK AND THE GOODS LINE

Outdoor options for study are important spaces in places where young people may be living in overcrowded environments, or need a safe place outside of home. The Australian Technology Park illustrates how power can be integrated into seating, as well as providing table tennis for young people to play and linger.



Figure 15 - Powerpoints embedded into picnic style tables

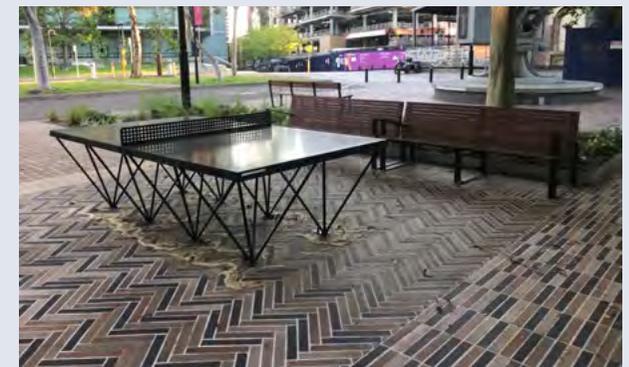


Figure 14 - Tables co-located with Table Tennis

21. LESSONS FROM LEADING PRACTICE CULTURAL PLANS

Based on a review of global cultural plans, there are a number of common priorities between cities, which can be applied to Cumberland's Cultural Planning:

- A focus on community and character. Build on an area's identity, taking advantage of the current cultural landscape, and community spaces/centres in order to ensure the equitable inclusion of all people in a unique creative community that empowers artistic endeavours and reflects the local character.
- The definition of culture is broad including a range of cultural, arts, multicultural, creative industry and grass roots activities.
- Culture is an ecology and is part of a broad footprint.
- Creative industries are economic drivers and bring economic outcomes for places. An investment in the arts and creative industries is an investment in culture and creative outcomes. This includes co-working spaces, incubators, meet ups, affordable studios to create.
- Opportunities must be created (either through physical spaces or meetups) for cross-sector collaboration, sector sustainability and sharing of ideas
- Arts and culture have a central role in delivering equity, health and wellbeing and inclusion outcomes.
- Making culture visible / a focus on public space and street-level culture. Precinct distinctiveness and creativity in the public domain. Rethinking centres to signal an area as a hub for creativity and innovation: as well as having a strong physical cultural presence, it is also important that cultural organisations and activity active within the area are visible through marketing, digital presence and wayfinding.

- A focus on creation rather than just consumption - While cultural plans often focus on places to consume culture – from galleries to public spaces to museums – further work is needed to ensure appropriate, long-term provision of space for the creation of art and culture, not just its presentation and consumption. The affordability and availability of studio space, rehearsal rooms and even sometimes simple meeting rooms are in short supply, however they play a key role in cultural production.
- The provision of (adequate) cultural infrastructure is essential to the creation of truly sustainable communities. Spaces for culture and the arts play a vital role in social and economic regeneration ...culture and arts buildings and activities contribute to a 'sense of place', as well as inspiring learning, and supporting skills and personal development.
- Animating public space: Cumberland benefits from street-level culture that includes food and music. When new development occurs it will be essential to understand these cultural elements and that they will need to be 'plugged in' to the new spaces.
- Develop a comprehensive public art plan to link areas through the installation of public art and creative wayfinding.
- Build a database of potential artists and performers that could be scheduled to perform in spaces, and then schedule public spaces with artists to show off creative performers from the local area.
- Capitalising on Cumberland's existing cultural assets such as its laneways, and unique restaurants and businesses

- Respect the places and lessons of Aboriginal culture, create a place where people want to be, foster a sense of adventure through the changing city, and to share the rich and diverse heritage of Cumberland and create new stories
- Celebrate the culture inclusive of ideas, faiths, and opinions

The following cultural plans were reviewed:

- Dundee Cultural Strategy 2015-2025
- Night Time Economy Discussion Paper, City of Parramatta, 2017
- Culture and our City, A Cultural Plan for Parramatta's CBD 2017 – 2022
- Creative City: Cultural Policy and Action Plan 2014 – 2024, City of Sydney
- Create Austin, Cultural Master Plan (Culture Matters Here), City of Austin 2009
- Culture Forward, Brooklyn, Downtown Brooklyn
- Amsterdam Kunstenplan
- Lake Macquarie Arts, Heritage and Cultural Plan, 2017, 2027, Lake Macquarie Council
- Melbourne Creative City, Arts Infrastructure Framework, 2013 - 2017



PART E: NEIGHBOURHOOD SNAPSHOTS



PART E: NEIGHBOURHOOD SNAPSHOTS

22. NEIGHBOURHOOD SNAPSHOTS

22.1 NEIGHBOURHOOD SNAPSHOTS OVERVIEW

Cumberland incorporates twelve active neighbourhoods where people come together to shop, work, study, socialise and relax. These neighbourhoods play a vital role in facilitating the incidental social connections that support creative and cultural life, and foster community cohesion and resilience.

Purpose

This chapter provides a snapshot of each neighbourhood in terms of its demographic profile, spaces, places and businesses that collectively contribute to the special characteristics of culture and creativity of that place.

Cumberland's town centres are shown in the figure opposite.

Information sources

Each neighbourhood summary includes a brief place history, cultural diversity statistics, a creative and cultural audit (community spaces and facilities, learning and education, heritage items, public spaces and parks used for socialising or cultural/creative events and activities, places of worship and other special places).

The findings are a summary of information from the following sources:

- Desktop research & existing policy review
- 2 x community workshops

- Activity 1: Asset mapping
- Activity 2: Cultural trends for Cumberland
- Activity 3: What makes this town centre unique?

- Online asset mapping
- 1 x Council staff workshop

Common themes

Looking across the findings for each centre, there are a number of common themes that have emerged:

- Cultural diversity: Cumberland has one of the highest proportions of overseas born persons in Australia. It is not surprising that cultural diversity is something that each community values and attributes to making their place special - whether it be the culturally diverse population, or the access to culturally diverse businesses, food and retail.
- Street level activations and street life: The community identified how important every day, street level culture is and that it is something they want to see more of in their neighbourhood, whether that be improved streetscapes or less vacant shopfronts.
- Places to meet and gather: Public places to come together, meet, gather and share are important across all of Cumberland's community.

A challenge facing some of the neighbourhoods and town centres in Cumberland is that they are divided across different council areas. In particular, Wentworthville, Toongabbie and Granville are affected by this divide, with each falling within both Cumberland and City of Parramatta Local Government Areas.

Our unique neighbourhoods

TOONGABBIE



Creative meet ups including African men's group, ballroom dancing, and Wisefolk poetry and music club.

PENDLE HILL



Civic Park is an important community gathering place and cultural event location including Thai Pongal and Holi celebrations.

PEMULWUY/PROSPECT



Area of significant Aboriginal cultural heritage of Prospect Hill and Prospect Creek. The suburb is named for Bidjigal clan leader Pemulwuy.

GREYSTANES



Green space and access to nature, waterways, and parks ranging from pocket parks to sports grounds to nature reserves and heritage features.

GUILDFORD



Heritage - historic Linnwood House set on 5 hectares of land is a key heritage asset in Guildford.

MERRYLANDS



Set in picturesque Holroyd Gardens, heritage site Goodlet and Smith Brickpit (1884) is one of the oldest cement, brick and tile works in the district.

WENTWORTHVILLE



Award winning Wentworthville Community Garden with 100+ members and annual open day attracting 2000+ visitors.

GRANVILLE



A vibrant night time precinct featuring Sydney-wide famous charcoal chicken and dessert food businesses.

AUBURN



Diverse food and retail with 150+ food businesses and 15 different international cuisine types.

Auburn Botanic Gardens, home to Auburn Peacock Gallery and Art Studios, and annual Sydney Cherry Blossom Festival.

LIDCOMBE



Lidcombe has a concentrated Korean population, with the vibrant town centre acting as a Korean food destination.

BERALA



A village feel and tight-knit, with many long term residents of 10+ years.

REGENTS PARK



A diverse range of places of worship including multiple Hindu temples, a Pentecostal Church and a Mosque.

Arts and culture can maintain, reflect and strengthen neighbourhood character. As our LGA continues to grow and change, embedding arts, culture and opportunities for creativity in all aspects of how our city is planned, designed, built, programmed and lived becomes essential to achieving enhanced liveability across the LGA.

Cumberland has a number of neighbourhoods where people come together to shop, work, study, socialise and relax (see figure below). These neighbourhoods play a vital role in facilitating the incidental social connections that support creative and cultural life, and foster community cohesion and resilience.

From the Korean hot pot in Lidcombe, to the Indian Tali's in Wentworthville, cultural diversity in Cumberland is overtly visible in the types of food and local businesses that each neighbourhood has. Centres such as Granville and Auburn have a number of cultural, religious and heritage buildings that add a cultural richness to the built fabric of our city. The Botanic Gardens, many of our parks, Duck River and Prospect Creek not only perform important environmental functions, but also provide informal places for us to gather, relax and play.

We asked the community: 'What makes each of our neighbourhoods unique?'. This page selects just one of the countless things that makes them special to the people who live there¹.

¹ A detailed summary is provided in the State of Culture Background Report, 2018

AUBURN CULTURE AND CREATIVITY SNAPSHOT

Auburn was named after Oliver Goldsmith's poem *The Deserted Village*, which describes the English town of Auburn as "the loveliest village of the plain."

The Auburn area was once used by Aboriginal people as a marketplace for the exchange of goods, a site for ritual battles and a 'Law Place' for ceremonies. Auburn is bounded in the west by Duck River, once a vital source of food and living resources and believed to have been the agreed boundary between the Barramattagal and the Wategora clans.

Today, Auburn prides itself on being one of the most multicultural communities in Australia, with 82% of the population speaking a language other than English at home and 65% of the population born overseas. The top languages spoken at home other than English are Arabic (13%), Mandarin (12%) and Turkish (9%)

People travel from all over Sydney to shop, eat and pray in Auburn - it is one of the largest town centres in Cumberland (in terms of the number of shopfront businesses). The diverse food and retail businesses in the area reflect the diversity of this multicultural community, with food businesses offering 15 different cuisines. Consultation tells us that the community values how active Auburn street life is, including at night time with shops and restaurants open late.

Auburn has a diverse and active cultural life, with many events and activities taking place in the area, including at community facilities such as the Peacock Gallery, the Auburn Centre for Community, the Auburn Library and outdoor venues such as the Auburn Botanic Gardens. There are also a range of cultural groups and organisations based in Auburn that bring the community together.

Quick stats

Population growth	2016	2026	2036
	39,388	51,885	57,698 (+46.5%)
Born overseas	64.6%, of which 35.7% (8,584) arrived to Australia between 2011 and 2016		
Countries born overseas	<ul style="list-style-type: none"> - China 12.6% - Nepal 6.5% (+1,579 since 2011) - Afghanistan 6.1% (+976 since 2011) - Pakistan 2.2% (+1,148 since 2011) 		
Language other than English at home	81.5%		
Top 3 Languages other than English	<ul style="list-style-type: none"> - Arabic 13.2% - Mandarin 12.1% - Turkish 8.5% 		
Heritage	27 items, 8% of all heritage items in Cumberland		
Businesses (food-based)	<ul style="list-style-type: none"> - Auburn has 153 food businesses, 20% of all food businesses in Cumberland LGA - Auburn has the most diverse food offering in Cumberland with 15 different cuisine types - Auburn has 79% of all Turkish food business in Cumberland (15 food businesses) 		

Demographic information sourced from Profile.id (ABS Census 2016) and Forecast.id



COMMUNITY SPACES AND FACILITIES	
C1	Auburn Centre for Community
C2	Auburn Library - Auburn Poets and writers poetry reading and performances
C3	Auburn Youth Centre (in Lidcombe)
C4	Auburn Basketball Centre (in Lidcombe)
CULTURAL AND ARTS FACILITIES	
A1	Peacock Gallery & Auburn Arts Studio
PUBLIC SPACES AND PARKS	
K1	Auburn Botanic Gardens
K2	Auburn Park
K3	Wyatt Park (in Lidcombe)
K4	Railway Park
PUBLIC SPACE - URBAN / PLAZA	
U1	Auburn Central Plaza
COMMUNITY GARDENS	
D1	Auburn Friendship Community Garden
PUBLIC ART	
P1	Mosaic Planters (Auburn Hospital)
P2	'I love Auburn City' - street art
P3	Peacock Gallery Mosaics
P4	Mothers and children's bench
P5	Basketball court mural (in Lidcombe)
P6	Harold Moon Mural
P7	Patterns Cultural and Natural (steps installation)
P8	'Balance' (sculpture)
P9	Leanne Tobin and Kerrie Kenton (sculpture)
P10	Youth seating murals
P12	Families in Our Community Mural (Series of 3)
P13	Auburn Park Public Art Project
P14	Railway Park Ceramic Tiles

HERITAGE	
H1	St Joseph's Hospital (former Duncraggan Hall)
H2	Auburn Botanic Gardens
H3	St Phillips Anglican Family Church
H4	Auburn Baptist Church
H5	Uniting Church Auburn Parish and adjacent Victory Hall
H6	Lea's Temperance Hall (former)
H7	Electricity Substation No 167
H8	Auburn North Public School
H9	Auburn Ambulance Station
H10	Keighery Hotel
H11	Horse trough
PLACES OF WORSHIP	
W1	Auburn Gallipoli Mosque
W2	St Phillips Anglican Family Church
W3	Auburn Baptist Church
W4	Uniting Church Auburn Parish
SITES OF ABORIGINAL SIGNIFICANCE	
I1	Duck River
OTHER - SPECIAL PLACES	
Z1	Keynote Rehearsal Studio
Z2	Grand Palace Reception

WHAT MAKES AUBURN SPECIAL?



Cultural activities, programs and events

- Auburn has long and proud history of hosting innovative community and cultural activities and programs that reflect the diversity of the local community
- Some major cultural festivals and events include the Cherry blossom festival, Auburn Festival and Lunar New Year celebrations
- The Auburn community told us they value learning, skill-sharing and being open to new activities and perspectives



Cultural diversity

- Auburn is the most culturally diverse community in Cumberland, with 82% speaking a language other than English at home
- Auburn is a hub for newly arrived and refugee services and programs



Peacock Gallery & Auburn Arts Studio

- Vital space for culture offering gallery space, artist in residency, outdoor workshop space and public programs
- Located in the Botanic Gardens



Places to come together

- Auburn has a diverse range of community spaces and facilities for people to come together, including but not limited to the Auburn Centre for Community, Auburn Library, and Auburn Town Hall



Diverse food and retail

- Auburn is one of the largest town centres in Cumberland, with people travelling here from all over Sydney to shop, eat and pray
- Auburn has the most diverse food offering in Cumberland with 15 different cuisine types - it is also a hot spot for food production businesses
- Over 95% of shop front businesses are operated by people from culturally diverse backgrounds



Vibrant nightlife

- The Auburn community values how active street life is in the town centre, including at night time with shops and restaurants open late



Places of worship

- There are a number of significant places of worship in Auburn including but not limited to iconic landmark Gallipoli Mosque, which has significance for the Australian Turkish Muslim community.

Other special things:

- Public spaces and streets facilitate community and cultural connections
- Multilingual signage in the town centre
- Number of community language schools

BERALA CULTURE AND CREATIVITY SNAPSHOT

Originally a swampy area that attracted wild birds, the name Berala is derived from an Aboriginal word for a musk duck. Residential development was slow in the Berala area until the improvement of the railway service in the 1910s and 1920s.

Consultation tells us that the community values the tight-knit village atmosphere in Berala which includes strong cultural diversity, and diverse local businesses that act as an anchor for the town centre, great schools and the Berala Community Centre. The high number of salons and chemists are significant, given it is very small local centre.

QUICK STATS

Population growth	2016	2026	2036
	9,350	10,139	11,309 (+25.7%)
Born overseas	59.4%, of which 24% (1,255 people) arrived to Australia between 2011 and 2016		
Countries born overseas	<ul style="list-style-type: none"> - China 15.2% - Vietnam 8.2% - South Korea and Afghanistan 3.1% 		
Language other than English at home	75.7%		
Top 3 Languages other than English	<ul style="list-style-type: none"> - Cantonese 15.2% - Mandarin 15.1% - Arabic 7.3% 		
Public Art	2 items		
Heritage	4 items, 1% of all heritage items in Cumberland		
Businesses (food-based)	Berala has 3% of all food businesses in Cumberland		

Demographic information sourced from Profile.id (ABS Census 2016) and Forecast.id

WHAT MAKES BERALA SPECIAL?



Village atmosphere and character

- Tucked away with a village-like atmosphere
- Relatively quiet and comparatively less developed



Berala Community Centre

- Berala Community Centre is an important community resource



Local schools

- The community identified Berala Public School as a focal point of community life



Food and grocery options

- Food and grocery options in proximity to public transport anchor and activate the centre



Established community

- Berala has a higher proportion of people who have been living in the suburb for over 10 years compared to the rest of Cumberland



Cultural diversity

- Culturally diverse community including large number of people born in China and Vietnam



BERALA CULTURAL MAP KEY

- Suburb boundary
- Ⓜ Railway line and station
- Open space - green
- Open space - urban / plaza
- Industrial employment lands
- ▭ Retail and business activity

COMMUNITY SPACES AND FACILITIES	
C1	Berala Community Centre
CREATIVE LEARNING AND EDUCATION	
L1	Berala Public School
SHOPPING AND DINING	
M1	Woolworths
M2	Berala Noodle House
PUBLIC SPACES AND PARKS	
K1	Coleman Park - sports fields
K2	Tilba Street Park
K3	York Park
K4	Spencer Park
K5	Kibo Reserve
PUBLIC ART	
P1	Faces of Berala (in community centre)
P2	Fabulous Creatures (ceramic at train station)
P3	'Parking leaves' - sculptural park
HERITAGE	
H1	Berala Public School (local)
H2	St Peter Chanel School Hall, Church and Rectory (local)
H3	Brush Box street trees (local)
H4	Berala railway station (archaeological site)
PLACES OF WORSHIP	
W1	Lingyen Mountain Temple Australia (Buddhist)
W2	Bhartiye Mandir Sydney
W3	Uniting Church Berala
W4	St James Anglican Church
W5	St Peter Chanel Catholic Church

OTHER - SPECIAL PLACES	
Z1	Berala Bears (Junior Rugby League Football Club - ground in Auburn at Peter Hislop Oval)

GUILDFORD CULTURE AND CREATIVITY SNAPSHOT

Guildford was named in 1837 in honour of the Earl of Guildford. Linnwood House, a state heritage listed building and grounds and an important landmark, is located in Guildford and highly valued by the community.

The eastern side of the train station is a well-established town centre providing food and beverage hospitality, retail and personal services.

Today, Guildford is culturally diverse and home to a large Arabic-speaking population (32% compared to 15% in the Cumberland LGA). This is reflected in the large number of Lebanese food businesses (12) that operate in the area. Consultation tells us that the community thinks the culturally diverse food and retail offering is part of what makes Guildford special.

QUICK STATS

Population growth	2016	2026	2036
	32,107	35,456	37,528 (+16.9%)
Born overseas	44.9% of which 21% (2,089 people) arrived to Australia between 2011 - 2016		
Countries born overseas	<ul style="list-style-type: none"> - Lebanon 10.5% - China 3.7% - Afghanistan 3.3% 		
Language other than English at home	65.9%		
Top 3 Languages other than English	<ul style="list-style-type: none"> - Arabic 32.3% - Persian/Dari 6% - Mandarin 3.4% 		
Heritage	48 items, 14% of all heritage items in Cumberland		
Businesses (food-based)	<ul style="list-style-type: none"> - Guildford has the highest number of Lebanese food businesses (12) in Cumberland - 21% of food businesses in Guildford are bakeries (17 businesses) 		

Demographic information sourced from Profile.id and Forecast.id, combined Guildford (East), Guildford (West) - Yennora, Guildford West - Woodpark - Smithfield

WHAT MAKES GUILDFORD UNIQUE?



Culturally diverse food and retail

- Culturally diverse food and retail options
- Shopping destination for the Lebanese community



Heritage character

- Linnwood House and grounds facilitate cultural and creative events and installations
- A number of heritage cottages, bungalows and residences within



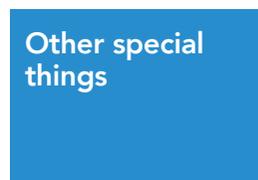
Community facilities

- Guildford Library and Guildford Community Centre are highly valued by the community and support the provision of cultural and creative activities



Active and vibrant main street

- Guildford Road (east) is an active and vibrant high street



Other special things

- Guildford Heated Pool



GUILDFORD CULTURAL MAP KEY

- Suburb boundary
- ⓧ Railway line and station
- Open space - green
- Open space - urban / plaza
- Industrial employment lands
- ▭ Retail and business activity

COMMUNITY SPACES AND FACILITIES	
C1	Guildford Library
C2	Tom Collins Meeting Room
C3	Guildford Community Centre
C4	Linwood House and grounds
CREATIVE LEARNING AND EDUCATION	
L1	Granville South Creative and Performing Arts High School
L2	Granville South Public School
SHOPPING AND DINING	
M1	Guildford Road shops
PUBLIC SPACES AND PARKS	
K1	Guildford Park
K2	Campbell Hill Pioneer Reserve
K3	Guildford Heated Pool
PUBLIC ART	
P1	Mananga 2 (location unknown)
P2	Native Floral tapestry
P3	As you dreamt it Woodville
HERITAGE	
H1	Linwood House and grounds

H2	Guildford Public School
H3	Guildford School of Arts Community Building
H4	Electricity Substation (83 Cardigan St)
H5	George McCredie Memorial Church, Federation church, circa 1905
H6	Guildford Railway Station
H7	Pipehead, water supply canal associated works
PLACES OF WORSHIP	
W1	Guildford Mosque
W2	Guildford Anglican Church
W3	St Anthony Church
W4	St Patrick's Catholic Church Guildford
OTHER - SPECIAL PLACES	
Z1	Guildford Leagues Club
Z2	Guildford Bowling Club

GRANVILLE & SOUTH GRANVILLE CULTURE AND CREATIVITY SNAPSHOT

Granville is bounded by Duck River in the east. Once a vital source of food and living resources, the river is believed to have been the agreed boundary between the Burrumattagal and the Wategora clans.

Granville is activated by local business, a range of versatile community spaces, a network of schools and a TAFE. It is a destination for its food businesses, including famous Lebanese charcoal chicken shops and bakeries. The Granville community is highly culturally diverse, with 71% of people speaking a language other than English at home compared to 66% in the Cumberland LGA.

Granville has been identified as a Creative Learning Precinct in the Cumberland Draft Employment and Innovation Lands Strategy & Land Use Planning Framework, and as a distinctive dining and night time precinct in the Greater Sydney Commission Central District Plan.

South Granville is a largely suburban residential area with local level amenity, and includes industrial employment lands.

QUICK STATS

Population growth	2016	2026	2036
	11,282	12,287	12,796 (+7.61%)
Born overseas	56.3% of which 31% arrived to Australia between 2011 - 2016		
Countries born overseas	<ul style="list-style-type: none"> - China 7.7% - Nepal 7% - Lebanon 6.5% 		
Language other than English at home	71%		
Top 3 Languages other than English	<ul style="list-style-type: none"> - Arabic 18.3% - Nepali 8% - Mandarin 6.2% 		
Public Art	1 item, 2% of all public artworks in Cumberland		
Heritage	103 items, 23% of all heritage items in Cumberland		
Businesses (food-based)	<ul style="list-style-type: none"> - The most popular cuisine in Granville is Lebanese with 11 food businesses (28% of all food businesses in Granville) 		

Demographic information sourced from Profile.id and Forecast.id.

WHAT MAKES GRANVILLE & SOUTH GRANVILLE SPECIAL?



Destination for food and retail

- Granville is a culturally diverse food and retail hub
- Destination for famous charcoal chicken restaurants and bakeries
- Hot spot for food production



Heritage

- A large number of heritage items and memorials within the suburb convey a sense of the area's history
- Aboriginal significance at Duck Creek



Community facilities

- Granville's highly valued and versatile community facilities enable cultural and creative production and facilitate community connections, including cross-cultural dialogue



Granville Town Hall maker space

- Granville Town Hall currently hosts Arab Theatre Studio, a local organisation focussing on developing Arab performance, writing



Night-time destination

- Granville is a recognised strategic night time precinct (GSC Central City District Plan)

Other special things

- Community members identified that there are some unique characters amongst local shopkeepers
- There are several music studios in Granville
- Granville Boys High School facilities are used by cultural



COMMUNITY SPACES AND FACILITIES	
C1	Granville Youth and Community Recreation Centre
C2	Granville Town Hall (heritage-listed)
C3	1st Granville Scout Hall (heritage listed)
C4	Granville Diggers RSL Club (heritage listed)
C5	Granville Swimming Pool (heritage listed)
C6	Granville Multicultural Community Centre (building heritage listed)
C7	Granville Branch Library
C8	Australian Blouza Association Community and Conference Centre (Formerly Crest Theatre - heritage listed)
CREATIVE LEARNING AND EDUCATION	
L1	TAFE NSW - Granville
PUBLIC SPACES AND PARKS	
K1	Granville Memorial Park
K2	Glenn Street Reserve
K3	Duck Creek
K4	Duck River
K5	Ray Marshall Reserve
K6	Everley Reserve
K7	Horlyck Reserve
K8	Colquhoun Park
K9	Granville Park + Granville Skate Park
HERITAGE	
H1	Granville Railway Memorial
H2	Granville Train Distaster Memorial Garden
H4	Granville War Memorial and monuments on RSL club grounds
H5	Royal Hotel
H6	Granville Technical College
H7	Stone Bridge
H8	Granville Boys High School (heritage listed)
H9	Granville Public School (heritage listed)

PLACES OF WORSHIP	
W1	Holy Trinity Church Group (heritage listed)
W2	Knox Presbyterian Church (heritage listed)
W3	St Mark's Anglican Church (heritage listed)
W4	Uniting Church (heritage listed)
W5	Granville Baptist Church
W6	Granville Fijian Seventh Day Adventist Church
W7	Granville Multicultural Seventh Day Adventist Church
W8	Tokaikolo Christian Church
W9	Holy Family Parish Church
W10	Emmanuel Evangelical Church
W11	Burmese Christian Church
W12	Granville Samoan Assembly of God (at Blaxcell Public School)
W13	Masjid Al Noor Mosque
W14	Grace Church Sydney
W15	One Family Church
W16	Voice to the Nations Church
W17	Sydney Crystal Church / Korean Church of Christ
W18	St Athanasius Ukrainian Orthodox Church
W19	Granville Youth Association Mosque
W20	The Avenue Musalla
W21	Kingdom Hall of Jehovah's Witnesses
OTHER - SPECIAL PLACES	
Z1	The House of Welcome (Refugee / Asylum seekers support services)
Z2	The Grand Royale Wedding Reception Hall
Z3	Multicultural Disability Advocacy Association of NSW (heritage listed building)
Z4	Arab Theatre Studios
Z4	Byrnes Dance Image

GREYSTANES CULTURE AND CREATIVITY SNAPSHOT

Greystanes has significant Aboriginal and colonial history. An important heritage icon in the area is the Lower Prospect Canal Reserve and the iconic Boothtown Aqueduct, which was once used to transport water from the Prospect Reservoir. Prior to mid-twentieth century residential development, a large number of poultry farms operated in the area with some continuing today.

Today, Greystanes is a low-density residential area, characterised by an older community with a much higher proportion of older people aged over 60 years (23%) compared to 16% in Cumberland LGA.

The community values the large number of green spaces including small neighbourhood parks scattered throughout the area and the Greystanes Community Centre and Library as an important place for community connections.

QUICK STATS

Population growth	2016	2026	2036
	23,690	24,396	25,137 (+6%)
Born overseas	31.4% of which 8.5% arrived to Australia between 2011 - 2016		
Countries born overseas	<ul style="list-style-type: none"> - Lebanon 3.6% - Malta 2.9% - India 2.5% 		
Language other than English at home	37.3%		
Top 3 Languages other than English	<ul style="list-style-type: none"> - Arabic 10.3% - Maltese 3.1% - Greek 2.3% 		
Public Art	0		
Heritage	7 items, 2% of all heritage items in Cumberland		
Businesses (food-based)	Greystanes has just 3% of all food businesses in Cumberland		

Demographic information sourced from Profile.id and Forecast.id.

WHAT MAKES GREYSTANES SPECIAL?



Good access to parks, nature and waterways

- Wide range and high number of parks available, ranging from small pocket parks to large sports grounds to nature reserves.



Heritage

- Significant heritage icon at Boothtown Aqueduct



Community facilities

- Greystanes Community Centre and Library is used by local community groups, including for dance



Sense of community

- The community values the strong sense of community in Greystanes with diverse cultures "living together in harmony"

IDEAS FOR CULTURAL AND CREATIVE LIFE IN GREYSTANES?



Connected creeks and open spaces

- Improve active transport links along the creek
- Leverage off natural amphitheatres



Boothtown Aqueduct

- Activate the Boothtown Aqueduct through creative lighting, artistic interpretation and as a unique outdoor event



Meeting spaces

- Opportunities for community gathering places in public space
- Late night eatery area could be a potential hub



GREYSTANES CULTURAL MAP KEY

- Suburb boundary
- ||||| Railway line and station
- Open space - green
- Open space - urban / plaza
- Industrial employment lands
- Retail and business activity

COMMUNITY SPACES AND FACILITIES	
C1	Greystanes Community Centre and Library
C2	Allan G Ezzy Community Centre
CREATIVE LEARNING AND EDUCATION	
L1	Holroyd High School
L2	Beresford Road Public School
L3	Greystanes High School
L4	Our Lady Queen of Peace Primary School
L5	Greystanes Public School
L6	Windmere Public School
L7	Ringrose Public School (heritage listed)
SHOPPING AND DINING	
M1	Greystanes shopping centre
PUBLIC SPACES AND PARKS	
K1	Lower Prospect Canal Reserve
K2	Greystanes Sportsground
K3	Central Gardens
K4	Daniel Street Park
K5	Bathurst Street Park
K6	Prospect Hill Pine Forest
K7	Gipps Road Sporting Complex
K8	Darling Street Park
K9	Roberta Street Park
K10	Daisy Street Park
K11	Nemesia Street Park
+	Council is planning to deliver a new skate park in Greystanes - location to be determined.

HERITAGE	
H1	Boothtown Aqueduct
PLACES OF WORSHIP	
W1	Our Lady Queen of Peace Parish
W2	Greystanes Uniting Church
W3	Sydney Methodist Church
OTHER - SPECIAL PLACES	
Z1	Russian House Museum
Z2	Greystanes Pysie and Dance Studio (at the community centre)
Z3	Go-To Recording Studios

LIDCOMBE CULTURE AND CREATIVITY SNAPSHOT

Previously known as the municipality of Rookwood, the name Lidcombe was adopted in 1914 because residents were displeased with the association with the neighbouring cemetery. The name Lidcombe was formed from the combination of syllables from the names of the serving mayor Lidbury and the previous mayor Larcombe.

Lidcombe has been shaped by successive waves of migration, with post-second world war European migration to the area reflected in the built environment, with a number of buildings built by the Ukrainian community.

Today, 64% of Lidcombe residents were born overseas and 75.6% speak a language other than English at home. Lidcombe is home to a significant South-Korean community, with 15.4% of residents born in South-Korea and 25 South-Korean food businesses. Some South-Korean businesses relocated to Lidcombe from Homebush and Strathfield, attracted by affordable rental prices and convenient transport options.

Lidcombe is adjacent to industrial land, which has been identified as opportunity area to grow Cumberland's 'creative clusters' (Draft Employment and Innovation Land Strategy).

QUICK STATS

Population growth	2016	2026	2036
	20,462	27,014	31,460 (+53.7%)
Born overseas	63.9%, of which 25.4% arrived to Australian between 2011 and 2016		
Countries born overseas	<ul style="list-style-type: none"> - South Korea 15.4% (+1,371 since 2001) - China 11.4% - Vietnam 6% 		
Language other than English at home	75.5%		
Top 3 Languages other than English	<ul style="list-style-type: none"> - Korean 18.3% - Cantonese 11.0% - Mandarin 10.6% 		
Public Art	2 items, 3% of all public artworks in Cumberland		
Heritage	24 items, 7% of all heritage items in Cumberland		
Businesses (food-based)	<ul style="list-style-type: none"> - Lidcombe has the highest number of restaurants (39) and cafes (18) of all neighbourhoods in Cumberland - 25% of food businesses in Lidcombe are Korean - 100% of Korean food businesses in the Cumberland LGA are in Lidcombe 		

Demographic information sourced from Profile.id (ABS Census 2016) and Forecast.id, Lidcombe (North) - Lidcombe (South) - Rookwood

WHAT MAKES LIDCOMBE SPECIAL?



Large South-Korean community

- Lidcombe has one of the most concentrated populations of South-Korean-born residents and businesses in Sydney - 15.4% of residents were born in South-Korea
- Lidcombe is a destination for Korean cuisine and retail



Cultural diversity

- Lidcombe hosts a range of cultural festivals including but not limited to the Africultures Festival at Wyatt Park



Community facilities

- The Lidcombe Library and Community Centre and Auburn Youth Centre



Vibrant night-time and on weekends

- Lidcombe is a vibrant town centre at night time/weekend, in part due to presence of Korean restaurants on the Southern side of train station



Recreation facilities

- Lidcombe Oval (also an important outdoor event venue)
- Auburn Ruth Evans Aquatic Centre
- Tennis Courts



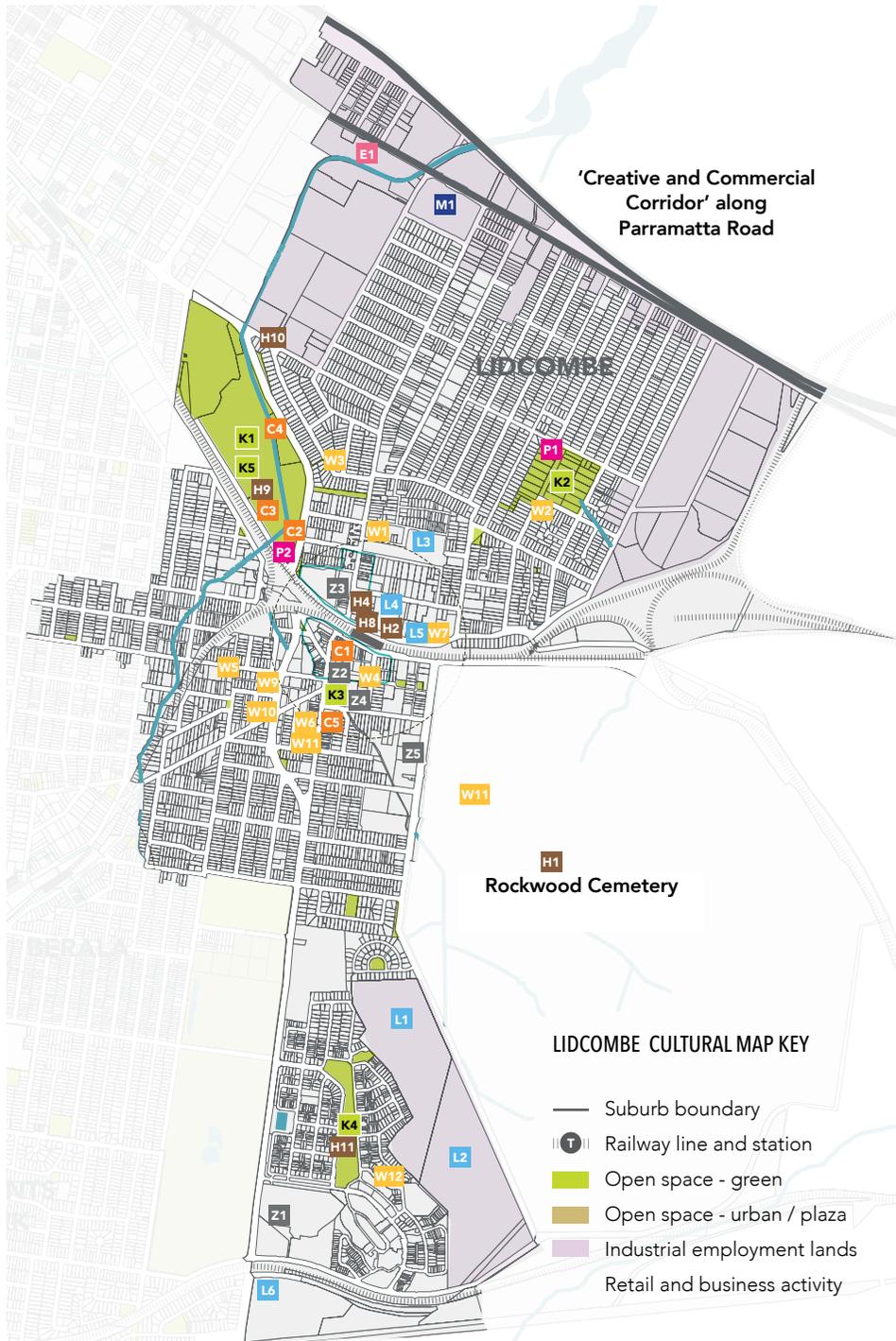
Proximity to Rookwood Cemetery

- The largest necropolis in the Southern Hemisphere, established in the Victorian era. With more than 130 culturally specific lawns, it tells the story of cultural diversity in Sydney. Regularly hosts cultural and creative



Education Precinct

- TAFE Campus
- University of Sydney Campus



COMMUNITY SPACES AND FACILITIES	
C1	Lidcombe Library and Community Centre
C2	Auburn Ruth Everuss Aquatic Centre
C3	Auburn Youth Centre
C4	Auburn - Lidcombe Scout Hall
C5	Ukrainian Association of Sydney Hall
C5	Auburn PCYC
CREATIVE LEARNING AND EDUCATION	
L1	TAFE NSW Lidcombe Campus
L2	University of Sydney Lidcombe Campus
L3	Lidcombe Public School
L4	St Joachim's Catholic Primary School
L5	St Andrews Ukrainian School (language school located within St Andrews Ukrainian Church)
L6	Sunning Hill School (within Junipera Juvenile Justice Centre)
SHOPPING AND DINING	
M1	Lidcombe Centre
CINEMA	
E1	Reading Cinema
PUBLIC SPACES AND PARKS	
K1	Wyatt Park
K2	Phillips Park
K3	Remembrance Park
K4	Central Park
K5	Lidcombe Oval
PUBLIC ART	
P1	The Dragon Flame bike rack
P2	Ruth Everuss glass panel murals
HERITAGE	
H1	Rookwood Cemetery buildings, relics and place
H2	Lidcombe Fire Station

H3	Lidcombe Public School and Infants Department
H4	Lidcombe Police Station
H5	Railway Hotel
H6	Lidcombe Post Office
H7	Royal Oak Hotel
H8	Hotel Lidcombe
H9	Wyatt Park precinct (Wyatt Park, Haslams Creek, Pool, Oval, Stormwater Drain)
H10	Clive E Evatt Commemorative Plaque
H11	Lidcombe Hospital (formerly Rookwood Asylum)
PLACES OF WORSHIP	
W1	St Joachims Catholic Church, Parish Hall and School
W2	Uniting Church Lidcombe (Samoan)
W3	St. Marks Presbyterian Church
W4	St. Stephen Anglican Church
W5	Church of the Holy Annun/Assumpt (Russian Orthodox)
W6	Sydney Grace Church
W7	St Andrews Ukrainian Catholic Church
W8	Gracepoint Chinese Presbyterian Church
W9	Slovak Catholic Church
W10	Lidcombe - Berala Baptist Church
W11	Saint Ephraim Syrian Orthodox Church
W12	Sydney Onnuri Church
OTHER - SPECIAL PLACES	
Z1	NSW Forensic Pathology and Coroner's Court
Z2	Renaissance Wedding and Event Centre
Z3	Dooley's Catholic Club (formerly Lidcombe RSL Club)
Z4	Lidcombe Bowling Club
Z5	IMI Dance Studio

MERRYLANDS CULTURE AND CREATIVITY SNAPSHOT

Merrylands is the civic and administrative heart of Cumberland, with the Cumberland Council Civic Centre located here. It is also an important commercial hub, with many local businesses reflecting the diversity of the community, and the Stockland Merrylands shopping centre providing regional amenity. For many, Merrylands is the preferred shopping destination. With food businesses representing 13 different types of cuisine, the most common being Lebanese and Afghani, Merrylands is a “foodie” destination.

Merrylands is rich in cultural assets, including a large proportion of the LGA’s public art works, and significant heritage items including the historic Goodlet and Smith Brickpit sites which have been redeveloped into Holroyd Gardens Park.

Consultation tells us that the community values Merrylands’ outdoor spaces including Holroyd Gardens, water play in Granville Park and Central Gardens, as well as the local community groups that are active in the area.

QUICK STATS

Population growth	2016	2026	2036
	41,367	53,695	58,736 (+42%)
Born overseas	51.9% of which 25.4% (3,194 people) arrived to Australia between 2011 - 2016		
Countries born overseas	<ul style="list-style-type: none"> - Lebanon 6.6% - Afghanistan 5.2% - India 5% 		
Language other than English at home	64.3%		
Top 3 Languages other than English	<ul style="list-style-type: none"> - Arabic 18.8% - Persian/Dari 9.3% - Mandarin 4.9% 		
Public art	19 items, 31% of all public artworks in Cumberland		
Heritage	36 items, 10% of all heritage items in Cumberland		
Businesses (food-based)	<ul style="list-style-type: none"> - Merrylands has 20% of all food businesses in Cumberland (156 businesses) - There are 13 different types of cuisine in Merrylands, the most common being Lebanese (10 food businesses) and Afghani (10 food businesses) - Merrylands has 59% of all Afghani food businesses in Cumberland 		

Demographic information sourced from Profile.id (Merrylands (Central), Merrylands (West) and Merrylands (East) and Forecast.id (Merrylands - Holroyd and Merrylands West).

WHAT MAKES MERRYLANDS UNIQUE?



Local businesses

- Destination for culturally diverse food businesses, including Afghani, Syrian, Iranian and Ethiopian
- Large number of dessert and sweets shops
- Excellent shopping with street mall and shopping centre, including local



Outdoor spaces

- The community values outdoor spaces including Holroyd Gardens Park, Central Gardens and Granville Park (including water play)
- Pop up stalls in town centre contribute to vibrancy



Civic precinct

- Council and civic services hub
- Library is key location for community get togethers and learning



Merrylands East Public School

- School strives to build cross-cultural harmony and cohesion
- MCA school program with supportive principal



Local history, heritage buildings and features

- Goodlet and Smith Brickpit site (1884) - one of the oldest cement, brick and tile works in the district in Holroyd Gardens



Concentration of local groups and programs

- Some groups have been operating for more than 40 years



MERRYLANDS CULTURAL MAP KEY

- Suburb boundary
- 🚉 Railway line and station
- 🟩 Open space - green
- 🟨 Open space - urban / plaza
- 🟪 Industrial employment lands
- 🟦 Retail and business activity

COMMUNITY SPACES AND FACILITIES	
C1	Merrylands Library
C2	The Holroyd Centre
C3	Cumberland Council Civic Centre
C4	Merrylands RSL
C5	Merrylands Park Function Hall
C6	Merrylands Community Centre
C7	1st/2nd Merrylands Scout Hall
C8	3rd Merrylands Scout Hall
CREATIVE LEARNING AND EDUCATION	
L1	Merrylands East Public School
SHOPPING AND DINING	
M1	Stocklands Merrylands
PUBLIC SPACES AND PARKS	
K1	Granville Park
K2	Lawson Square Reserve
K3	Holroyd Gardens
K4	Central Gardens
COMMUNITY GARDENS	
D1	Merrylands Community Garden
PUBLIC ART	
P1	Charles Mance Panels
P2	Australian Colonial Heritage Panels
P3	New Dawn
P4	Our Meeting Grounds
P5	Beastman
P6	Dogs of War
P7	RIP Adi Vulase
P8	The Social Fabric
P9	Welcome Carpet Mosaic

P10	Waratah Tea Welcome Object
P11	Desmond McCord Sculptures (x3)
P12	Edmund Harvey 1938 paintings (x6)
HERITAGE	
H1	Greek Orthodox Church
H2	Merrylands Public School
H3	Merrylands Uniting Church
H4	Electrical Substation
H5	Merrylands School of Arts
H6	Fire station
H7	Merrylands Railway Station
H8	Baby Health Care Centre
H9	Merrylands East Public School
H10	Lawson Square Reserve
H11	Former Council Chambers
H12	Goodlet & Smith
H13	Centenary Gardens
H14	Millmaster Feeds site
PLACES OF WORSHIP	
W1	Hillsong Church Merrylands Campus/C3 Church
W2	Merrylands Baptist Church
W3	The Potter's House Christian Church Merrylands
W4	Baptist Union of NSW
W5	Living Word Worship Centre
W6	Ghanaian Seventh Day Adventist Church
W7	Merrylands Presbyterian Church
W8	St Raphael's Slovenian Catholic Church
W9	St Margaret Mary's Parish
W10	Merrylands Anglican Church
W11	St Elias Melkite Catholic Church

W12	Masjid Al Mustafa
W13	Miller Street Community Centre (Jumu'ah Prayer)
W14	Merrylands Musalla
OTHER - SPECIAL PLACES	
Z1	Outdoor dining parklets on Merrylands Road
Z2	Ballet Theatre Academy

PEMULWUY CULTURE AND CREATIVITY SNAPSHOT

Pemulwuy is a relatively new neighbourhood created in 2004. It is located on the slopes of Prospect Hill, a State heritage listed landmark and one of the highest points between the Blue Mountains and the ocean.

The area of some of the earliest colonial farms in New South Wales, Pemulwuy was named in honour of the Bidjigal clan leader who fought against the colonists for his people's right to live on their land. Prospect Hill was the site of a 1805 meeting that marked the beginning of a long and continuing road to reconciliation.

Today, compared to the Cumberland LGA, Pemulwuy is home to a high proportion of families with young children (38% compared to 22%) and a high proportion of households purchasing or fully owning their home (75% compared to 53%).

Consultation tells us that the community values Pemulwuy's natural features, village atmosphere, local shops and amenities and significant Aboriginal and European heritage.

QUICK STATS

Population growth	2016	2026	2036
	5,205	5,694	5,208
Born overseas	43.9%, of which 8.9% (194 people) arrived between 2011-2016		
Countries born overseas	<ul style="list-style-type: none"> - India 9.4% - Philippines 4.7% - Fiji 3.1% 		
Language other than English at home	49.4%		
Top 3 Languages other than English	<ul style="list-style-type: none"> - Hindi 5.7% - Arabic 4.4% - Filipino/Tagalog 4% 		
Public Art	1 item, 2% of all public art in Cumberland		
Heritage	6 items, 2% of all heritage items in Cumberland		
Food businesses	Pemulwuy has the least food businesses of all neighbourhoods in Cumberland		

Demographic information sourced from Profile.id (ABS Census 2016) and Forecast.id

WHAT MAKES PEMULWUY SPECIAL?



Aboriginal significance

- Pemulwuy is named in honour of the Bidjigal clan leader
- Strong Aboriginal heritage associated with Prospect Hill and Marong Reserve



Prospect Hill and Prospect Reservoir

- Pemulwuy features and is in close proximity to extensive green and natural areas, including at Prospect Hill and Prospect Reservoir (Prospect Reservoir is located in Blacktown Council area)



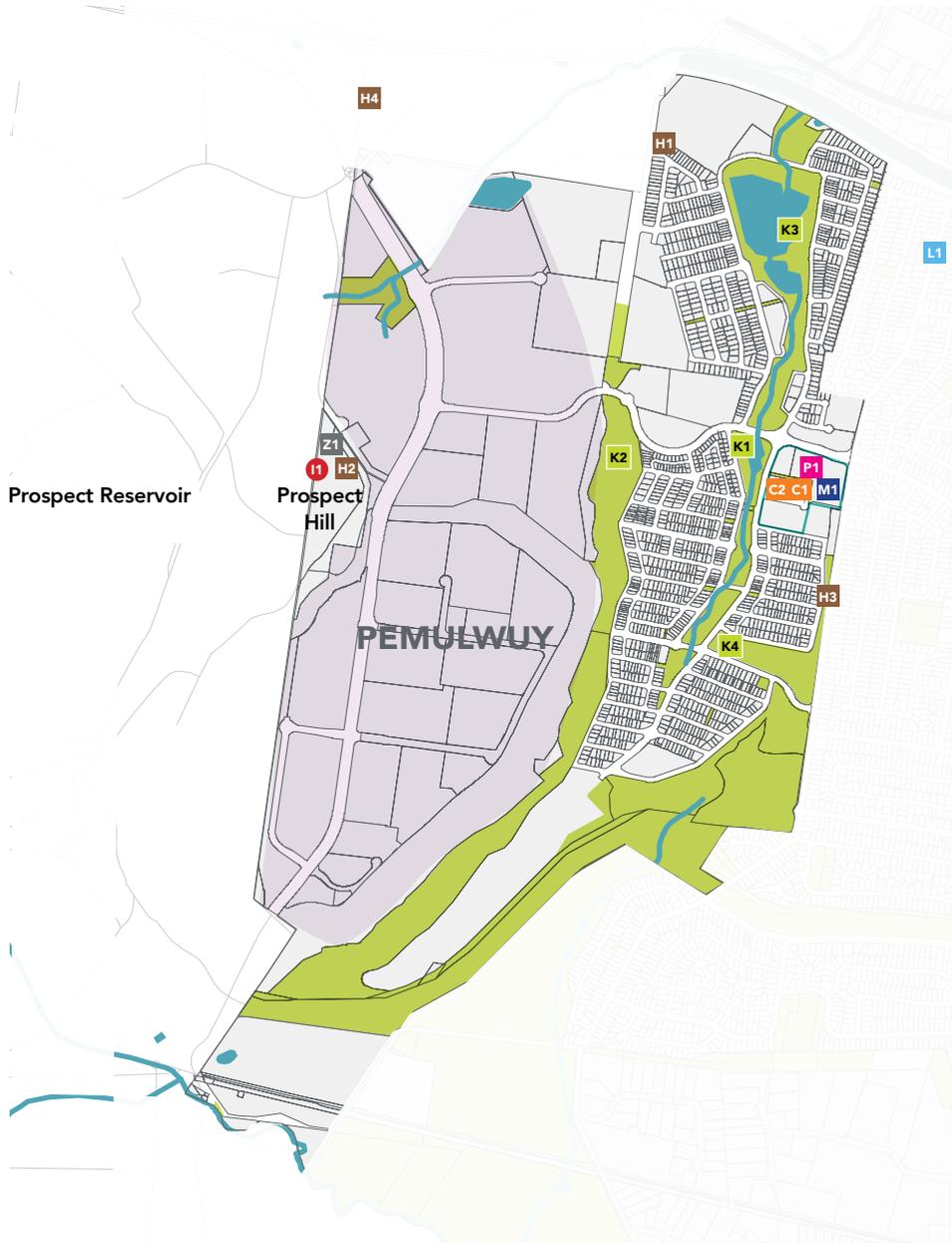
Allan G Ezzy Community Centre and Youth Centre

- The community values this staffed centre which is used by a range of different groups, including local dance groups and schools
- In 2016, the Sydney Sacred Music Festival was launched here



Outdoor and village amenity

- While Pemulwuy has the least food businesses of all neighbourhoods in Cumberland, there are a number of restaurants and cafes here that are highly valued by the community



PEMULWUY CULTURAL MAP KEY

- Suburb boundary
- Ⓣ Railway line and station
- Open space - green
- Open space - urban / plaza
- Industrial employment lands
- Retail and business activity

COMMUNITY SPACES AND FACILITIES

C1	<p>Allan G Ezzy Community Centre and Youth Centre</p> <ul style="list-style-type: none"> - Meeting Room 1 (up to 40 people) - Warwick and Lyn Tester Room (up to 35 people) - Allan G Ezzy Hall (for up to 112 people) - Pemulwuy Youth Centre (up to 50 people) - Unstaffed
C2	Pemulwuy Children's Centre

SHOPPING AND DINING

M1	Pemulwuy Marketplace
----	----------------------

PUBLIC SPACES AND PARKS

K1	Naying Drive BBQ and Park Area
K2	Mar-Rong Reserve
K3	Driftway Reserve
K4	Pemulwuy Playground

PUBLIC ART

P1	tree +tree - Daniel Tobin
----	---------------------------

CREATIVE EDUCATION AND LEARNING

L1	Greystanes High School
----	------------------------

HERITAGE

H1	Aboriginal flaked stone artefacts (local)
H2	Prospect Hill (State)
H3	Main gate—Boral (formerly known as the Greystanes Gates, circa 1830) (local)
H4	St Bartholomew's Church & Cemetery (located in Blacktown City Council)

SITES OF ABORIGINAL SIGNIFICANCE

I1	Prospect Hill
----	---------------

PENDLE HILL CULTURE AND CREATIVITY SNAPSHOT

Pendle Hill is a vibrant centre activated by an engaged community and a range of local businesses that reflect the cultural diversity of residents. Civic Park is an important focal point of community life, with various community and cultural celebrations held there throughout the year.

Compared to Cumberland LGA, Pendle Hill has a much higher proportion of residents born in India (23% compared to 7%) and Sri Lanka (13 compared to 2%), and a large Tamil-speaking population (18% compared to 3%).

Pendle Hill is home to a much larger proportion of residents aged 70 and over (12% compared to Cumberland LGA (8%).

Consultation tells us that the community values the diversity of people and local business in Pendle Hill, and connectivity of the high street to open space.

QUICK STATS

Population growth	2016	2026	2036
	6,027	8,733	11,222
Born overseas	56.8% of which 28% arrived to Australia between 2011 - 2016		
Countries born overseas	<ul style="list-style-type: none"> - India 23% - Sri Lanka 12.6% - China 1.9% 		
Language other than English at home	61.9%		
Top 3 Languages other than English	<ul style="list-style-type: none"> - Tamil 17.8% - Gujarati 7.4% - Hindi 6.8% 		
Public Art	2 items, 3% of all public art in Cumberland LGA		
Businesses (food-based)	Pendle Hill has just 4% of all food businesses in Cumberland		

Demographic information sourced from Profile.id (ABS Census 2016) and Forecast.id

WHAT MAKES PENDLE HILL UNIQUE?



Culturally diverse

- Culturally diverse community is reflected in local business offerings
- A range of cultural festivals and events throughout the year including but not limited to Thai Pongal festival, Diwali and Holi



Fresh food

- Access to fresh fruit and veggies, and meats



Civic Park

- Important gathering place for community and local groups
- Outdoor event space for various cultural festivals and events



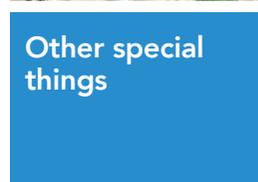
Pendle Way high street

- Focal point of community life, with local shopping offering including culturally specific fashion



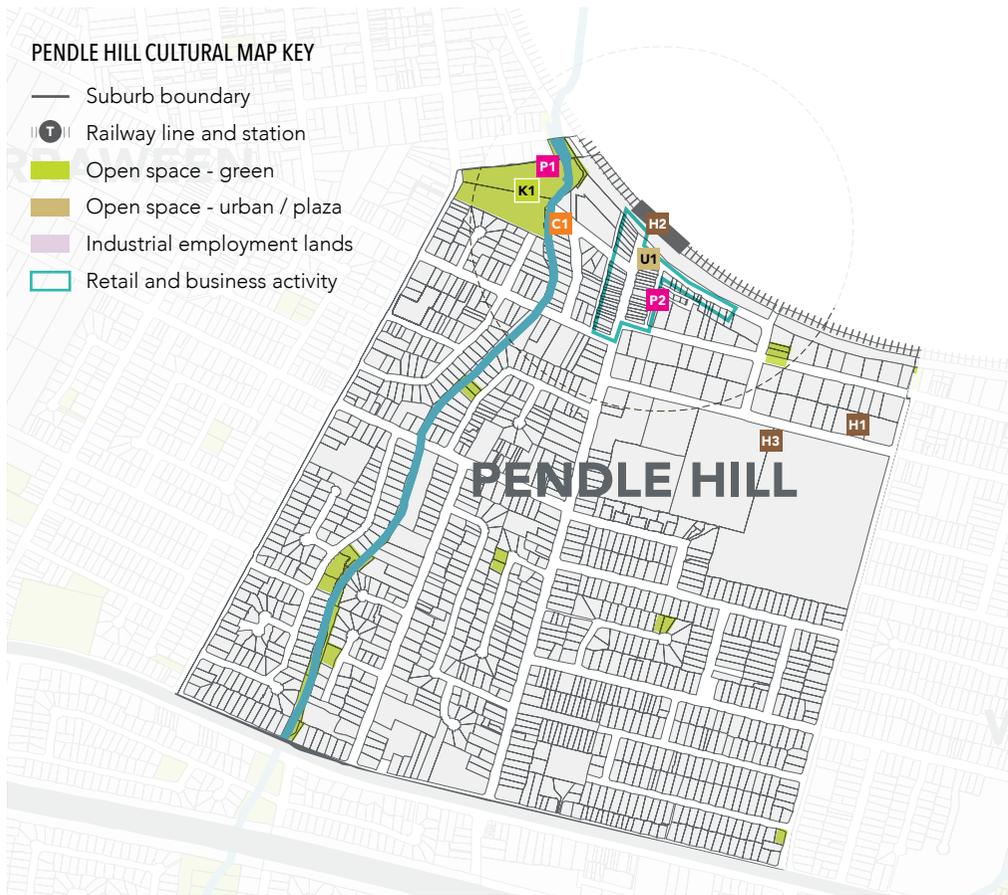
Connected

- High street is well connected to open space (Civic park / creek)



Other special things

- Sports and recreation at Civic Park



COMMUNITY SPACES AND FACILITIES	
C1	Cassia Community Centre
PUBLIC SPACES AND PARKS	
K1	Civic Park
PUBLIC SPACE - URBAN / PLAZA	
U1	Plaza across from train station
PUBLIC ART	
P1	Maltese Heritage sculptures
P2	Colourburst, 2011 - Paul Westgate

HERITAGE	
H1	Former Bonds Bobbin Mill facade
H2	Pendle Hill Railway Station
H3	Dunmore House

REGENTS PARK CULTURE AND CREATIVITY SNAPSHOT

Regents Park is largely a residential neighbourhood, with significant industrial employment lands. The Regents Park Community Centre and Hub and the Regents Park Library are an important focal point for the local community, located adjacent to the train station and along the main shopping street, which offers local level amenity.

Regents Park is home to a diverse range of places of worship located in relatively close proximity to each other, including multiple Hindu temples, a Pentecostal Church and a Mosque located along Rose Crescent drive (heading into South Granville).

QUICK STATS

Population growth	2016	2026	2036
	4,548	5,068	5,074
Born overseas	53.4%, of which 19.5% (454 people) arrived between 2011 - 2016		
Countries born overseas	<ul style="list-style-type: none"> - China 8.1% - Vietnam 7.3% - Lebanon 3.4% 		
Recent arrivals to Australia (2011-2016)	454 people, 19.5% of the total population		
Language other than English at home	70%		
Top 3 Languages other than English	<ul style="list-style-type: none"> - Arabic 13.5% - Cantonese 9.2% - Mandarin 8.6% 		
Public Art	3 items, 5% of all public art in Cumberland		
Heritage	3 items, 1% of all heritage items in Cumberland		
Businesses (food-based)	Regents Park has 3% of all food businesses in Cumberland		

Demographic information sourced from Profile.id (ABS Census 2016) and Forecast.id

WHAT MAKES REGENTS PARK UNIQUE?



Community facilities

- Community indicated that there is a good range of activities available at Regents Park Library
- This location is often used in film shoots



Village feel

- People appreciate that Regents Park maintains a village-like atmosphere and has businesses that provide local amenity

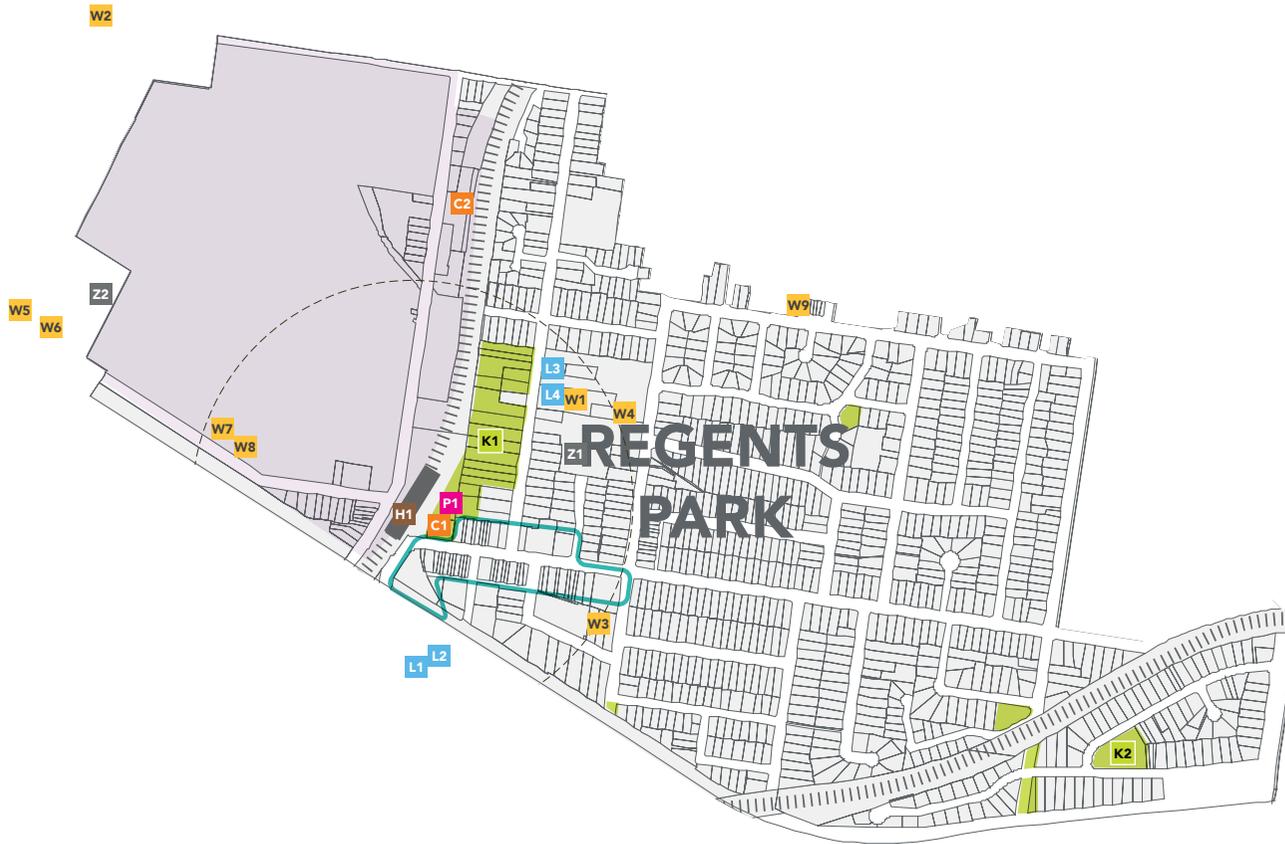


Diverse places of worship

- Regents Park is home to a diverse range of places of worship located in close proximity to each other

Other special things

- Community members identified the Christmas Fair as an important community event



REGENTS PARK CULTURAL MAP KEY

- Suburb boundary
- ||||| Railway line and station
- Open space - green
- Open space - urban / plaza
- Industrial employment lands
- Retail and business activity

COMMUNITY SPACES AND FACILITIES	
C1	Regents Park Community Hub and Centre and Regents Park Library
C2	Regents Park Veteran's and Men's Shed
CREATIVE LEARNING AND EDUCATION	
L1	Regents Park Public School
L2	Karningul School
L3	St Peter Chanel Catholic Primary School
L4	Trinity Catholic College - Regents Park Campus

PUBLIC SPACES AND PARKS	
K1	Guilfoyle Park sporting grounds
K2	Cutcliffe Reserve
PUBLIC ART	
P1	The awesome twirled man bike rack, 2013
P2	Regents Park Community Hub and Community Centre Mosaic Mural, 2009 - Mazin Ahmad
P3	Regents Park Community Kitchen and Men's Shed Mural, 2009 - Michelle Tran

HERITAGE	
H1	Regents Park railway station
H2	Commercial building
PLACES OF WORSHIP	
W1	Heartbeat Baptist Church
W2	Faith Baptist Church
W3	St Lukes Vietnamese Anglican Church
W4	St Peter Chanel Catholic Church
W5	Masjid Abu Bakr Al-Siddeeq Mosque
W6	The Church of Pentecost
W7	Sai Mandir Temple
W8	Sri Durgadevi Devasthanam
W9	Bhartiye Mandir Hindu Temple
OTHER - SPECIAL PLACES	
Z1	Dooley's Regent Park Sports Club
Z2	Morning Owl Cafe

TOONGABBIE - GIRRAWEEEN CULTURE AND CREATIVITY SNAPSHOT

The name Toongabbie is derived from an Aboriginal word, reported as meaning *place by the water* or the *meeting of the waters*. Toongabbie is one of the oldest suburbs in Sydney, being the location of the third mainland settlement of British colonisation. In 1797, the Bidjigal clan leader Pemulwuy led an attack raid causing the Toongabbie settlement to be evacuated, culminating in the Battle of Parramatta.

Today, Toongabbie is split between Cumberland Council, City of Parramatta and the City of Blacktown. For demographic purposes, Toongabbie is combined with neighbouring Girraween suburb. The name Girraween is derived from an Aboriginal word purported to mean *place of flowers*.

Toongabbie-Girraween has significant industrial employment lands, including a number of poultry businesses, reflecting a long history of chicken farming in the area.

Toongabbie-Girraween has a much higher proportion of households purchasing or fully owning their home (61%) and of households with children (59%) compared to 52% and 53% respectively in Cumberland LGA.

A large proportion of Toongabbie-Girraween residents were born in India (26.3%) and Sri Lanka (10.2%), and there is a significant Tamil-speaking community (17.5% compared to 3.1% in Cumberland LGA).

QUICK STATS

Population growth	2016	2026	2036
	7,817	10,543	11,306
Born overseas	57.7% of which 23.4% (1,001 people) arrived to Australia between 2010 - 2016		
Countries born overseas	<ul style="list-style-type: none"> - India 26.3% (+1,002 since 2011) - Sri Lanka 10.2% - China 2.4% 		
Language other than English at home	65.1%		
Top 3 Languages other than English	<ul style="list-style-type: none"> - Tamil 17.5% - Gujarati 9.6% - Hindi 6.8% 		
Public Art	1 item, 2% of all public art in Cumberland		
Heritage	5 items, 1% of all heritage items in Cumberland		

Demographic information sourced from Profile.id and Forecast.id. Toongabbie suburb is split between Cumberland Council, City of Parramatta Council and City of Blacktown council

WHAT MAKES TOONGABBIE - GIRRAWEEEN SPECIAL?



Toongabbie Community Centre

- Provides opportunities for people to come together
- Hosts maker spaces program for artists



Established community

- Many established residents with strong sense of community
- Family friendly area



Community groups and creative meet ups

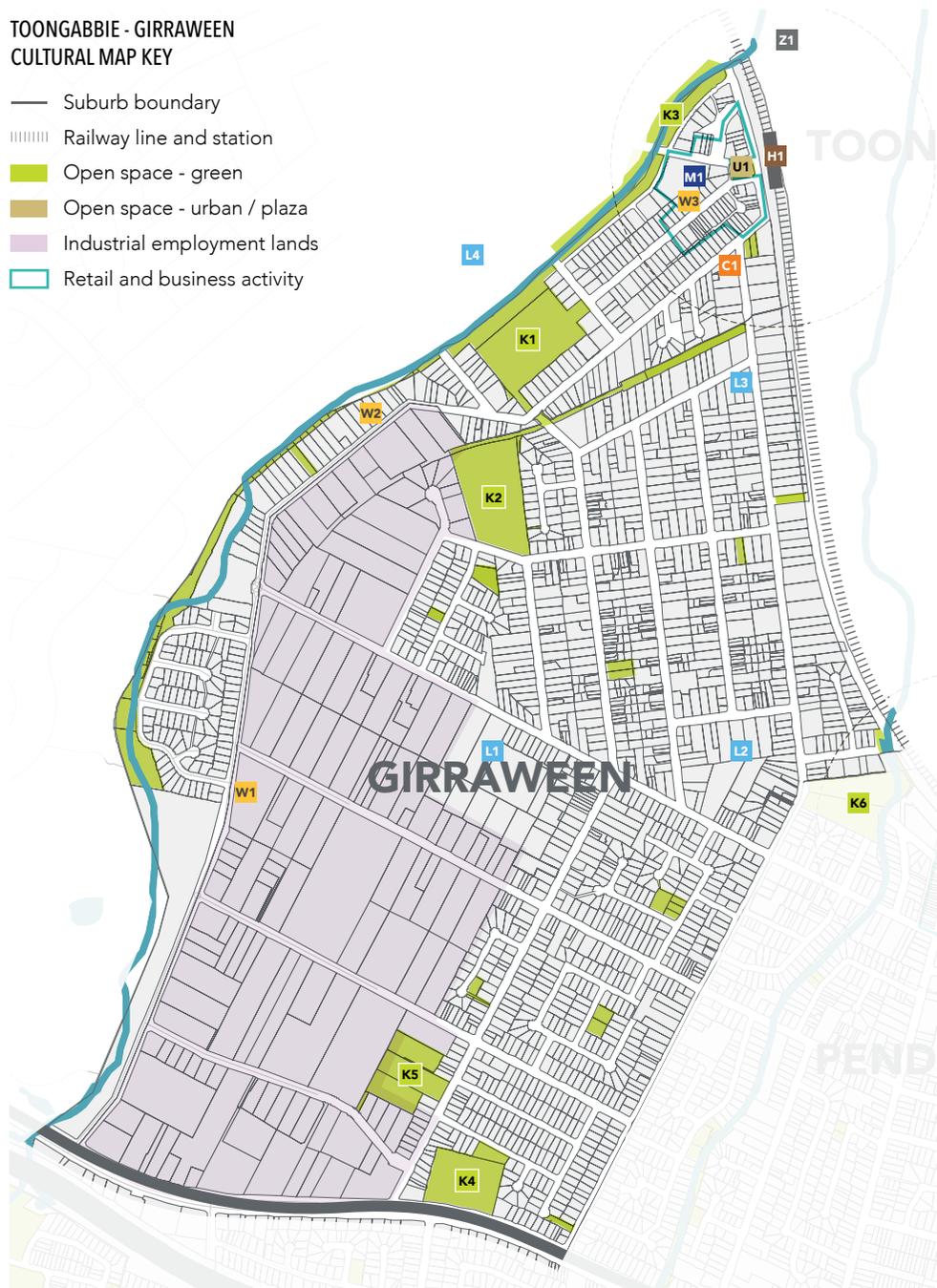
- Cultural and creative community groups active in the area, including an African men's group, a mens support group, ballroom dancing and the Wisefolk group which focusses on poetry and music

Other special things

- The community values the good walking and bike paths in the area

**TOONGABBIE - GIRRAWEEEN
CULTURAL MAP KEY**

- Suburb boundary
- ||||| Railway line and station
- Open space - green
- Open space - urban / plaza
- Industrial employment lands
- Retail and business activity



COMMUNITY SPACES AND FACILITIES	
C1	Toongabbie Community Centre
C2	1st Toongabbie Scout Hall
CREATIVE LEARNING AND EDUCATION	
L1	Gिरraween High School
L2	Gिरraween Public School
L3	St Anthony's Primary School
L4	Toongabbie Christian School
SHOPPING AND DINING	
M1	Portico Plaza
PUBLIC SPACES AND PARKS	
K1	Gिरraween Park
K2	CV Kelly Park sporting grounds
K3	Gिरraween Creek
K4	Pendle Hill Park
K5	Harold Read Park
K6	Civic Park
PUBLIC SPACE - URBAN / PLAZA	
U1	Portico Park (heritage listed)
PUBLIC ART	
P1	Beastman mural, 2011
HERITAGE	
H1	Toongabbie Railway Station and railway viaduct

PLACES OF WORSHIP	
W1	Toongabbie Baptist Church
W2	Seventh Day Adventist Reform Church
W3	St Anthony of Padua Catholic Church (heritage listed)
W4	Light of the World Ministries Church
W5	Arabic Evangelical Presbyterian Church
OTHER - SPECIAL PLACES	
Z1	Toongabbie Sports & Bowling Club

WENTWORTHVILLE CULTURE AND CREATIVITY SNAPSHOT

Wentworthville has significant local manufacturing and industry heritage, with key industries in the twentieth century including poultry farming, the iconic Australian clothing brand Bonds and Shannon's Brick, Tile and Pottery factory. Today, Wentworthville is split between Cumberland Council (south of the train line) and City of Parramatta (north of the train line).

The Wentworthville community is highly culturally diverse, with 61% of the population born overseas compared to 52% in Cumberland LGA. Wentworthville is home to a large Indian community, with 29% of residents born in India and 20 Indian food businesses located here.

Consultation tells us that the community values gathering spaces including Wentworthville Library, Wentworthville Community Centre and the Redgum Centre, and open spaces such as Friend Park, Lytton Street Park / Wentworthville Community Gardens.

See the *Wentworthville Story Schemes and Dreams project report* for an overview of Wentworthville heritage and opportunities for public and community art

Population growth	2016	2026	2036
	14,189	21,092	22,971 (+62%)
Born overseas	61.3%, of which 30.5% (1,366) arrived to Australia between 2011 - 2016		
Countries born overseas	<ul style="list-style-type: none"> - India 29.2% (+801 since 2011) - Sri Lanka 8.1% - China 4.1% 		
Language other than English at home	67.1%		
Top 3 Languages other than English	<ul style="list-style-type: none"> - Tamil 12.3% - Gujarati 8.4% - Hindi 7.6% 		
Public Art	2 items, 3% of all public artworks in Cumberland		
Heritage	42 items, 12% of all heritage items in Cumberland		
Businesses (food-based)	<ul style="list-style-type: none"> - Wentworthville has 20 Indian food businesses (47% of all food businesses) - Wentworthville has 53% of all Indian food businesses in Cumberland. 		

Demographic information sourced from Profile.id (ABS Census 2016) and Forecast.id, Wentworthville and South Wentworth-

WHAT MAKES WENTWORTHVILLE SPECIAL?



Community spaces

- Wentworthville Community Centre and Library is an important community focal point
- Redgum Centre is used as a performing space



Cultural diversity

- Culturally diverse community, with large Indian-born population
- Culturally diverse food and retail offerings
- Diwali Street Festival is held on Station Street and includes performances and cultural activities



Active community groups

- Award-winning community garden with 100+ members from ~14 cultural backgrounds. Hosts an annual open day that attracts 2,000+ visitors
- Parramatta/Holroyd Lapidary Club is a not-for-profit club with facilities and equipment for members with an interest in gemstones and rocks



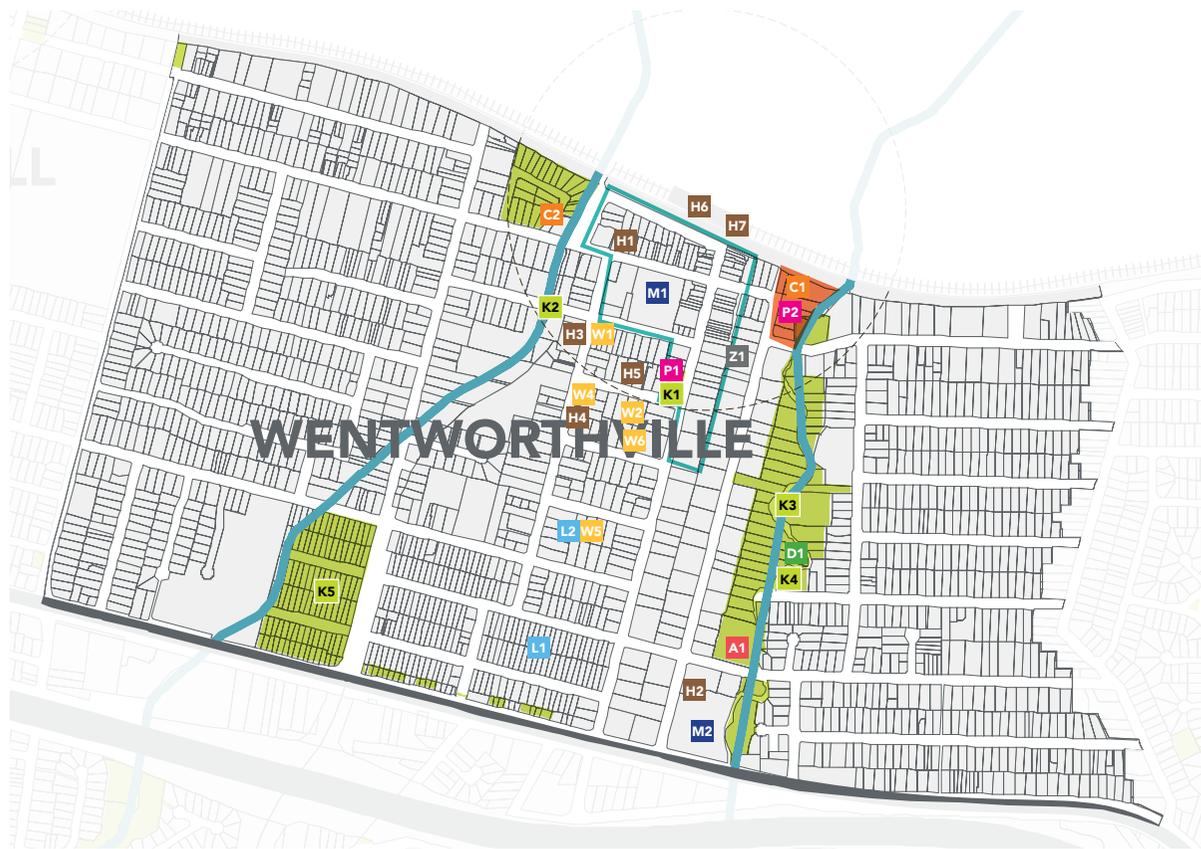
Open spaces

- Community groups use public space, including Friend Park and Lytton Street Park for gatherings
- Friend Park has been activated with public art projects



Public art projects

- The Wentworthville Story Schemes and Dreams project engaged the community in ideas to activate the area through public art, resulting in 2018 in the Story Seed Pod in Friend Park, which encouraged community



WENTWORTHVILLE CULTURAL MAP KEY

- Suburb boundary
- Ⓣ Railway line and station
- Open space - green
- Open space - urban / plaza
- Industrial employment lands
- Retail and business activity

COMMUNITY SPACES AND FACILITIES	
C1	Wentworthville Community Centre, Library and Redgum Centre
C2	Wentworthville Swimming Centre
CULTURAL AND ARTS FACILITIES	
A1	Parramatta/Holroyd Lapidary Club
CREATIVE LEARNING AND EDUCATION	
L1	Wentworthville Public School
L2	Our Lady of Carmel Primary School
SHOPPING AND DINING	
M1	Wentworthville Shopping Mall
M2	Wentworthville Shopping Plaza

PUBLIC SPACES AND PARKS	
K1	Friend Park
K2	Coopers Creek
K3	Finlaysons Creek
K4	Lytton Street Park
K5	Ringrose Park sporting grounds (home of the Wenty Leagues)
PUBLIC SPACE - URBAN / PLAZA	
U1	(Planned)
COMMUNITY GARDENS	
D1	Wentworthville Community Garden

PUBLIC ART	
P1	Story Seed Pod
P2	Wenty morning to night digital mural
HERITAGE	
H1	Former post office, circa 1926
H2	Electricity substation
H3	Federation Arts and Crafts shop building
H4	Masonic Temple
H5	St Andrew's Presbyterian Church, Federation Carpenter Gothic church, circa 1923
H6	Wentworthville Railway Station
H7	Memorial fountain

PLACES OF WORSHIP	
W1	Wentworthville Anglican Church
W2	Uniting Church
H5	Carlingford Wentworthville Presbyterian Church
W4	Armenian Apostolic Church of Holy Trinity
W5	Our Lady of Mount Carmel Catholic Church
W6	Sydney Sri Ayyappa Swami Centre
OTHER - SPECIAL PLACES	
Z1	Anatole Museum of the Greats



CUMBERLAND
COUNCIL

© Cumberland Council 2017

Cumberland Council
PO Box 42 Merrylands NSW 2160

E council@cumberland.nsw.gov.au

W cumberland.nsw.gov.au