

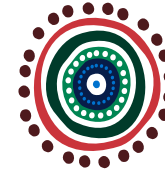


CUMBERLAND
CITY COUNCIL

Children and Families Strategy

2026-2030

CLICK TO START >



Acknowledgement of Traditional Custodians

**Here is the land; Here is the Sky
Here are my friends and here am I.
We thank the Darug People
for the land on which we learn and play.**

Cumberland City 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 past, present and future.

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

Cumberland City Council also acknowledges other Aboriginal and Torres Strait Islander Peoples living in the Cumberland Local Government Area and reaffirms that we will work closely with all Aboriginal and Torres Strait Islander communities to advance reconciliation within the area.



Councillor

Ola Hamed

MAYOR

Message from the Mayor

It is with great pride and unwavering dedication that I present the Cumberland Children and Families Strategy 2026 - 2030, a shared vision for a brighter and more inclusive future for our youngest residents and their families.

This Strategy is more than just a plan; it's a commitment. A commitment from Council to place children and families at the centre of our work and to recognise the vital role they play in shaping the heart and future of our community. It reflects our responsibility to create a place where all children can flourish by ensuring they are provided with every opportunity to reach their full potential.

We celebrate the richness and diversity of family life in Cumberland and value the experiences, cultures, and perspectives they foster, that strengthen our community. Children and families bring energy, resilience, and hope, and it is our obligation to make sure they receive tailored initiatives and meaningful support to grow and thrive.

Over the next four years, this Strategy will guide Council's priorities, programs, and partnerships for children and families. It outlines key focus areas, and embraces the principles of children's rights, ensuring we are responsive to what matters most to the families of Cumberland.

This work is a collective effort. We are committed to collaborating with expert organisations, local services, schools, and community partners to deliver meaningful and lasting outcomes. Together, we will continue building a community where children are valued, and families are heard, respected, and supported.

Let's keep working together to build a stronger, more connected Cumberland for all children and families.



Message from the General Manager

The Cumberland Children and Families Strategy 2026 - 2030 is a comprehensive plan that we are both proud to present and committed to implementing. This Strategy represents a significant step in reinforcing Council's responsibility and commitment to supporting children and families in our community. Our goal is to ensure Cumberland remains the ideal environment for young residents to live, play, learn, and grow.

This document provides a tactical framework that will guide the direction of Council's children's initiatives, projects, and programs over the next four years. It outlines key focus areas and identifies critical themes related to the implementation of children's rights, ensuring we address the issues that matter most to the children of Cumberland.

With 56,688 families (ABS, 2021) residing in Cumberland, families are at the heart of our community. We acknowledge the diversity within these families and recognise that each brings unique perspectives and experiences. While there are common challenges shared across families, we also understand that specific circumstances require tailored responses. For this reason, our approach will be diverse, inclusive, and developed through consultation with the community. The actions outlined in the Strategy are designed to address these varied needs, prioritising the voices of children and their families.

We look forward to working collaboratively with key services and organisations to engage, support, and empower Cumberland's children and families.

Finally, we extend our sincere thanks to the hundreds of community members who contributed their insights, hopes, and concerns, which have been invaluable in shaping the development of this Strategy.



Peter J. Fitzgerald

GENERAL MANAGER



Message from Children

Have you ever wondered what it means to live in Cumberland? To us, it means enjoying and learning things that will shape our future. It means having fun, making good friends, and having access to a great library. Being a kid here also means we can walk to the shops, park, and our school.

In the future, we would love to see more sporting grounds with pitches and courts, swim centres and parks. Also, fun spots for our friends and families to visit, like movie theaters.

Being a Cumberland kid means we enjoy seeing our friends and having their parents meet our parents, all while doing fun activities together at places like parks. We play in the park together, share food, and just have fun. In our suburbs, everyone plays with everyone, and there is always something happening, no matter the time. We are also lucky because our families can enjoy delicious meals at the best restaurants. We love being part of this community because everyone is friendly.

**Children aged 5 to 12 years
consulted at Council's Out of School Hours Care Service**





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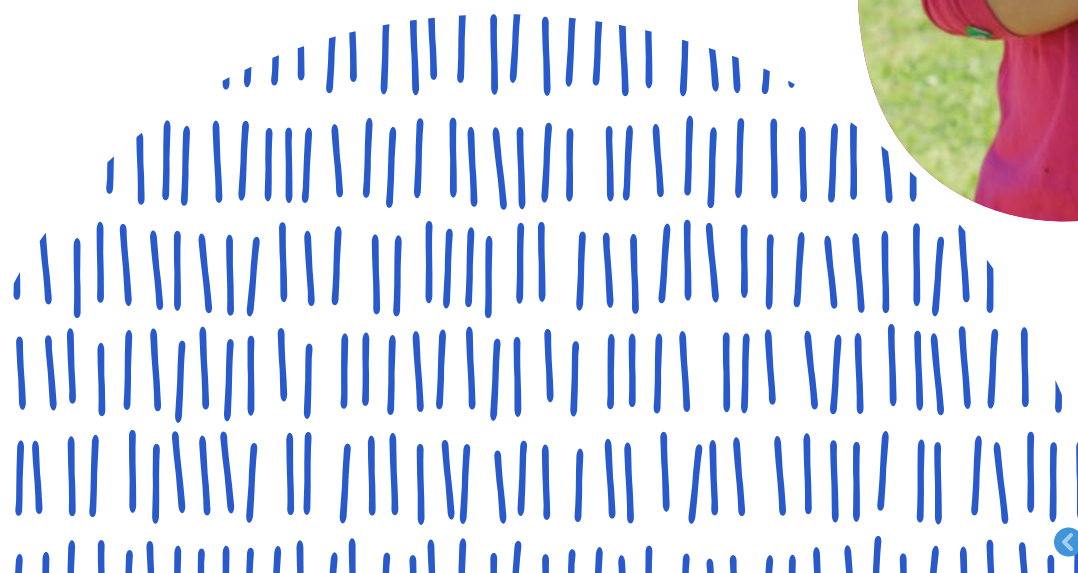
Welcome
Belong
Succeed



Introduction

The Cumberland Children and Families Strategy 2026 - 2030 (the [new] Strategy) is a four-year plan designed to empower children (0 to 12 years) and their families, guiding Council's efforts to foster an environment where children can thrive. This Strategy builds on the strengths within our community, amplifies local assets, and seeks innovative ways to create opportunities that support children and families in Cumberland.

Building on the success of the Cumberland Children and Families Strategy 2019 - 2023 (previous Strategy), the new Strategy aims to continue improving outcomes for Cumberland's children. The previous Strategy saw the completion of 40 actions across the key areas of Child Protection, Education and Care, Community Participation, and Health and Wellbeing. The new Strategy responds to both the current needs and future aspirations of the community, placing children's rights at the core of every decision.





Through extensive consultation with children, parents/guardians, and professionals in the field, Council identified four key priority areas for the 2026 - 2030 Strategy:

ONE
Access and Wellness

TWO
Safety and Protection

THREE
Learning and Development

FOUR
Connection and Engagement



These priorities reflect the voices of Cumberland's children and families, ensuring their needs and aspirations shape the services, programs, and actions Council implements. Together, we will create a supportive, inclusive community where every child is empowered to reach their full potential.

Community Snapshot

Population

245,323

Forecasted
Population by 2046

340,122*



Median age:

34 years†

Number of children:

38,683*



65.2%

of residents speak a language other than English at home*

Top Five Language Used at Home (other than English)†

14.1% Arabic

6.7% Mandarin

4.4% Nepali

4% Cantonese

3.3% Tamil



19%

are living in low-income households in Cumberland*



53%

of residents were born overseas*



38%

Couples with children*



11%

Single parent with children*

Top Five Ancestry†

12.6% Chinese

11.9% Lebanese

10.6% Australian

9.2% English

8.7% Indian



49%

are living in medium to high density dwellings*

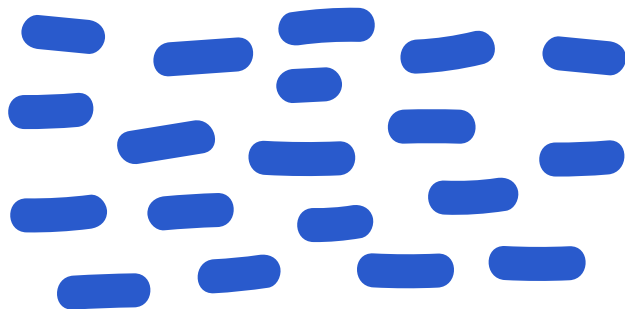
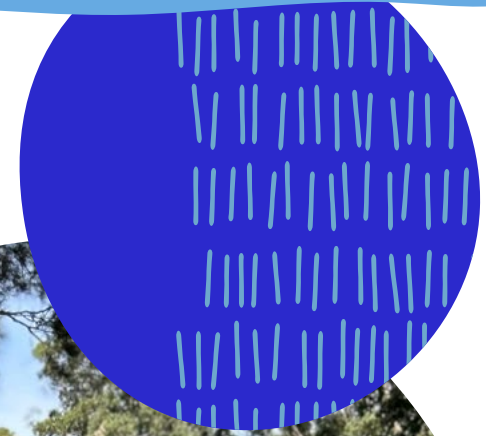


Why have a Children and Families Strategy?

The Cumberland Children and Families Strategy outlines a clear, strategic framework for Council and local children's services over the next four years. The strategy aims to achieve improved outcomes for children and foster a vibrant, opportunity-rich community.

Cumberland's population is projected to grow by 30% over the next 20 years reaching an estimated 340,122 people by 2046 (forecast.id, 2021). Therefore it is essential to adopt a forward-thinking and strategic approach to meet the evolving demands of this growth. Notably, an increase is anticipated in families with dependents.

The Strategy serves as a guiding document for Council's ongoing investment in the development and refining of services and programming for children. It articulates key themes, strategies, and actions designed to support children's needs in the future. Central to the Strategy's development is a collaborative planning process that reflects the changing needs, interests, and aspirations of children across Cumberland.





Who are Children

Childhood is frequently seen as a brief stage in human development, but it is a vital and formative period that profoundly influences the future of both individuals and societies. It is a time of rapid growth and development across perceptual, emotional, intellectual, and behavioural dimensions. While childhood is often associated with dependency, learning, and play, it is also a period marked by vulnerability, risk, and potential emotional challenges. Children, though typically seen as carefree and adventurous, may also experience anxiety, voicelessness, and exposure to adversity.

Cumberland City Council recognises the profound impact that early childhood experiences have on long-term outcomes. The first 2000 days of a child's life are crucial, as early exposure to stress, trauma, poverty and violence can have ongoing consequences for health and wellbeing (Health and Social Policy, NSW Health 2019). In this context, childhood is not merely a transitional phase but a significant stage that requires dedicated attention and support.

Council acknowledges that in a diverse community such as Cumberland, the concept of childhood can vary. The term "child" may encompass different age groups, with some communities considering young people as part of this stage. In alignment with the Convention on the Rights of the Child (1989), a child is defined as "every human being below the age of eighteen years unless under the law applicable to the child, majority is attained earlier." For the purposes of this Strategy, childhood is defined as the period from 0 to 12 years, spanning from infancy to the conclusion of primary school.





Council Services for Children and Families

Cumberland City Council delivers a comprehensive suite of services designed to support the learning, wellbeing, and development of children aged 0 to 12 years and their families across the local community.

Education and Care Services

Council operates established early education and care services, providing Long Day Care, Family Day Care, Outside of School Hours Care, and School Holiday Care. These services offer high-quality, developmentally appropriate programs for children from birth to 12 years, supporting families with flexible and reliable care options.

Bush School

Council's Bush School program provides structured outdoor learning experiences that strengthen children's understanding of and connection to local natural environments. Complementing this, the nature play initiative encourages unstructured, developmentally rich exploration that fosters parent-child connection, early learning, and engagement. The program is designed for children under six years of age and their parent or carer.

Library Early Years Literacy Services

Council's libraries offer a range of early literacy programs that support foundational language and communication skills, including:

- Reading Buddies Program
- 1000 Books Before Kindergarten
- Toy Library
- Baby Rhyme Time
- Toddler Time
- Preschool Storytime

School Holiday Programs

Council delivers a diverse range of school holiday activities for school-aged children across Council venues. Programs include sport and recreation, arts and crafts, creative expression, and skills-building activities, all aimed at promoting children's health, wellbeing, and social development.

What is a Family?

"Family is people that you trust and people you know love you. Family is anyone who loves you unconditionally and people who would help you with anything even if it is just advice or something big like helping with a big situation"

~ Child Participant ~

"Family is something you love and is the most important thing in your heart. Family are people that give you company and are just like friends but people you love the most"

~ Child Participant ~



"You're with your mum, dad, and brothers and sisters"

~ Child Participant ~



Cumberland's Children and Families Snapshot



4,475

children attending preschool[†]



19,638

children attending primary school[†]

23.6%

of young children are vulnerable in one or more domains of their development[‡]

11.2%

of young children are vulnerable in communication skills and general knowledge

7.9%

are vulnerable in language and cognitive skills (school-based)

Average number of children per family[‡]:

2 children



1 in 5

Cumberland residents are under 15 years old[†]

7.9%

of young children are vulnerable in physical health and wellbeing[‡]

5.4%

of young children are vulnerable in emotional maturity[‡]

11.9%

of Cumberland's children are vulnerable in social competence which is higher than the state (9.9%) and national (10.7%) averages in this domain[‡]

178

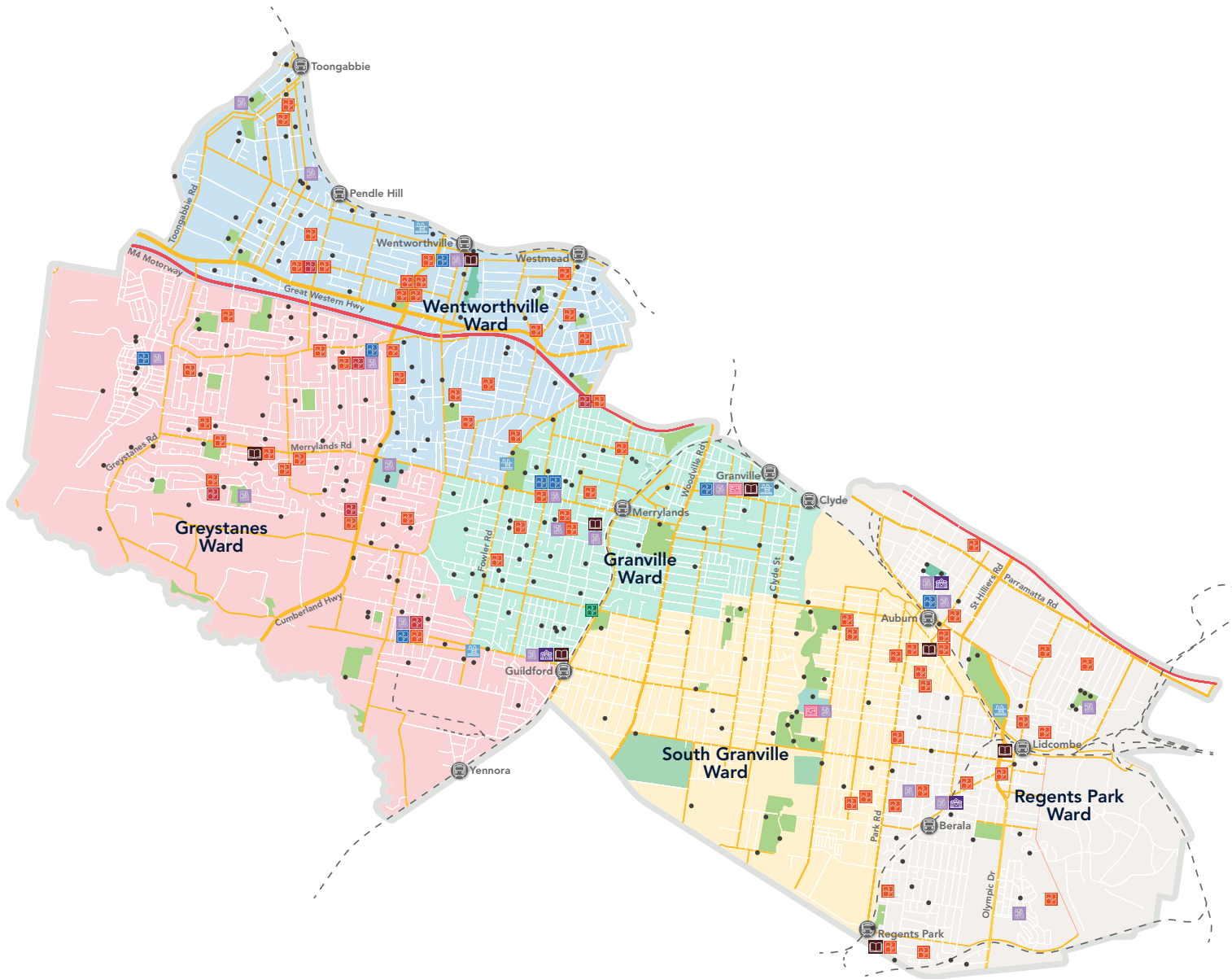
education and care services in Cumberland[‡]

21.9%

of young children are developmentally vulnerable in two or more domains[‡]



Map of Council's Children and Family Services



LEGEND

- Granville Ward
- Greystanes Ward
- Regents Park Ward
- South Granville Ward
- Wentworthville Ward
- Railway Stations
- Swim Centres
- Libraries
- Community Reading Boxes
- Staffed Community Centres
- Council Long Day Care
- Council Family Day Care
- Council OOSH
- Early Education and Care Services
- Arts Facility
- Playground



Impact of COVID-19

The Western Sydney - Pillars of Resilience: COVID-19 Survival and Recovery Report (2022) highlights the significant impact that COVID-19 restrictions and lockdowns had on communities in Western Sydney. The report shares insights into the lived experiences of residents during the lockdowns and vaccination efforts in July and August 2021, and outlines the actions needed both for immediate survival and long-term recovery.

The report highlights three pillars which emerged as “being at the forefront for the people of Greater Western Sydney at this time”. These three pillars were:

1. Family and community
2. Health and safety
3. Livelihood and income

(Western Sydney Community Forum & Western Sydney MRC, 2022)

83% said their family was negatively impacted by COVID-19

14% experienced poor mental health

23% experienced social isolation

(Child and Families Survey, 2024)

“COVID-19 had a significant impact with some obvious gaps in learning and social skills”

~ Parent Participant ~

“Isolation on many occasions have impacted my kid’s ability to socialise and communicate”

~ Parent Participant ~

“Increased children’s anxiety”

~ Parent Participant ~



Development of the Strategy

The actions outlined in the Children and Families Strategy 2026 - 2030 are informed by recommendations from the evaluation of Council's Children and Families Strategy 2019 - 2023, as well as insights gathered through community consultations and secondary research. Council remains committed to integrating children's perspectives in the development of the Strategy, recognising that it is created for them and their families.

Children's rights and protection are central to the strategic direction of this four-year plan. Council is deeply committed to creating a safe, supportive, and empowering environment for our youngest community members. The Strategy is strongly aligned with the NSW Child Safe Standards, setting clear, actionable expectations to build and sustain a child-safe Cumberland. Guided by the United Nations Convention on the Rights of the Child (1989), the Strategy embeds its core principles across all actions—reinforcing Council's commitment to every child's right to protection, participation, and access. This foundation ensures child safety and wellbeing remain a priority in all areas of Council's planning, partnerships, and service delivery.

Children and Youth Participation Framework

Cumberland City Council's Children and Youth Participation Framework (2021) recognises the importance of including children and young people in decision-making processes. Throughout the development of the Strategy, Council utilised this framework to inform the approach in which to engage children and to understand their wants, needs and perspectives. Utilising the Participation Framework allowed increased participation of children in decision making and a deeper connection to the community empowering them to voice their valuable opinions.





**PHASE 1:
Evaluation of the Children and Families Strategy 2019 - 2023**

Action items from the previous Strategy were examined to outline strengths and highlight areas for improvement. The evaluation of the previous Strategy was completed in 2024, and its findings helped form the Children and Families Strategy 2026 – 2030.

**PHASE 2:
Secondary Research and Policy**

Local, State and National Policies and research papers provided key understandings, directions, challenges and opportunities in identifying the needs of children in Cumberland.

- Advocate for Children and Young People (ACYF) 2019
- Australian Bureau of Statistics (ABS) 2021
- Australian Early Years Development Census (AEDC) 2024
- Australian Institute of Family Studies 2018
- Children and Youth Participation Framework
- Centre for Community Child Health
- Forcast.id 2021 & 2024
- National Office for Child Safety
- NSW Child Safe Standards
- NSW Strategic Plan for Children and Young People 2022
- Raising Children Network
- Safe and Supported: The National Framework for Protecting Australia’s Children 2021-2031 (Department of Social Services)
- South-Western Sydney Local Health District 2016
- United Nations Convention on the Rights of the Child 1989
- Western Sydney Local Health District
- Western Sydney Community Forum and St Vincent de Paul Society 2018
- Western Sydney Community Forum & Western Sydney MRC 2022



**PHASE 3:
Community Consultations**

- 20 community consultations
- 83 responses on the Child and Families Survey
- 121 parents/guardians provided feedback on Council’s child and family initiatives, programs and activities
- 59 children provided feedback on Council programs and spaces
- 234 parents/guardians identified top priority areas for their family
- 377 children drew what makes them feel happy, healthy and safe
- 44 industry professionals consulted
- Eight Council staff consulted



Key Priority Areas Identified

PRIORITY AREA ONE	Access and Wellness	Ensure equitable access to programs and resources that promote the wellbeing and development of Cumberland's children and families.
PRIORITY AREA TWO	Safety and Protection	Foster a secure and nurturing Cumberland for children, with a strong emphasis on child protection, while actively taking measures to prevent and reduce harm.
PRIORITY AREA THREE	Learning and Development	Empower children and families to actively develop and refine essential skills, fostering continuous learning and development.
PRIORITY AREA FOUR	Connection and Engagement	Strengthen children and families' connection to their community, fostering meaningful engagement and active participation with Cumberland's places.

Implementation Timeframes:

STRATEGY YEAR	CALENDAR YEAR
Year 1	March 2026 - February 2027
Year 2	March 2027 - February 2028
Year 3	March 2028 - February 2029
Year 4	March 2029 - February 2030

Other themes identified to improve family life in Cumberland:

Well-maintained outdoor spaces and facilities

Inclusive community spaces

Access to support for families

Easily accessible activities and community events

Source: Parent/Caregiver Consultations, 2024



PRIORITY AREA ONE: Access and Wellness



What are the most important things you want for your children?

"To provide my child with opportunities that enhances [their] physical, emotional and intellectual health"

~ Parent Participant ~

44% of caregivers asked for information in their community language

65% voted wellness as their top priority for their family

16% said the provision of inclusive and accessible services was important

~ Child and Families Survey, 2024 ~

What makes you feel happy, healthy, and safe?

"[I feel happy when] I get to my friend's house"

~ Child Participant ~

15% of children referenced playing with their friends

44% of children referenced nature and playing outside

19% of children referenced healthy eating

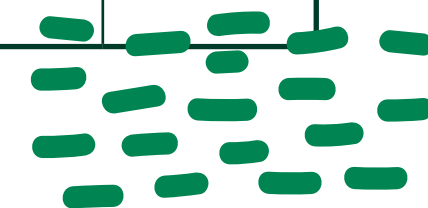
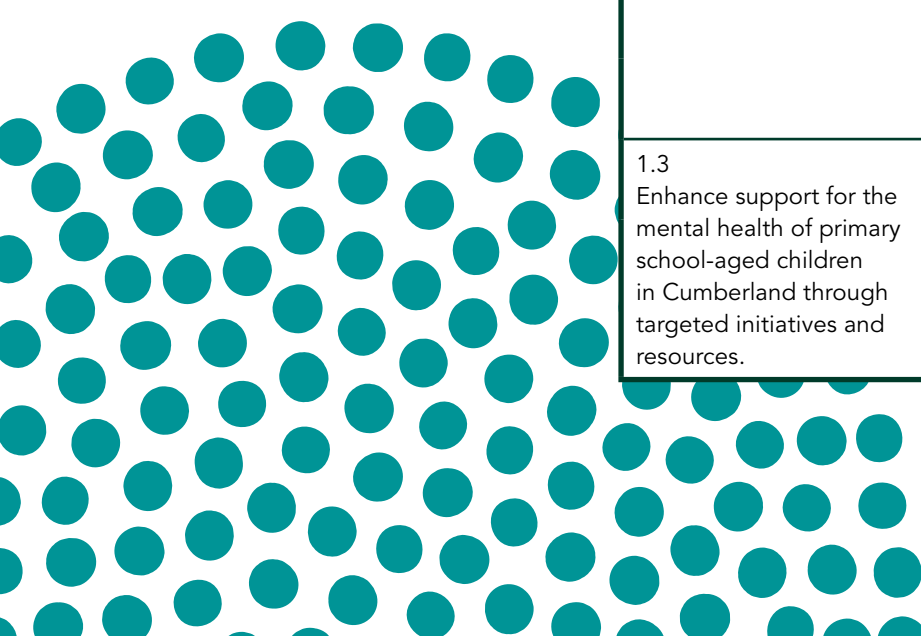
~ Children's Consultations, 2024 ~



Access and Wellness

Ensure equitable access to programs and resources that promote the wellbeing and development of Cumberland’s children and families.

Strategy	Actions	Timeframe
1.1 Expand access to valuable children’s programs, prioritising support for isolated and vulnerable families and children of all abilities.	1.1a Develop a user friendly, comprehensive online directory of playgroups and resource on finding education and care services within Cumberland on Council’s website.	Year 1
	1.1b In collaboration with Council’s Education and Care services, develop an easily accessible guide for families on how to enrol their children into an early education and care service.	Year 2
	1.1c Explore effective communication strategies for disseminating information about child and family programs to newly-arrived families.	Year 3
	1.1d Champion the promotion of inclusive programs that actively engage and welcome children of all abilities.	Year 4
1.2 Drive impactful health and wellbeing initiatives that empower children and their families.	1.2a Conduct a thorough analysis of Cumberland’s family demographics, including data on vulnerabilities and shared experiences, to inform program development.	Year 1
	1.2b Design and deliver targeted health and wellbeing programs for children that support their emotional and social development, leveraging relevant data.	Year 2-4
	1.2c Partner with expert bodies to launch a coordinated initiative to empower and educate parents on best practices for supporting their children’s health and development.	Year 1-4
	1.2d Collaborate with relevant oversight bodies to drive the implementation of effective, healthy eating initiatives with families.	Year 4
1.3 Enhance support for the mental health of primary school-aged children in Cumberland through targeted initiatives and resources.	1.3a Conduct research into children’s mental health to identify key gaps, emerging trends, and priority areas for intervention.	Year 1
	1.3b Identify and deliver accessible resources for children and families that promotes essential mental health messages and connects them to supportive programs and services.	Year 2-3





PRIORITY AREA TWO: Safety and Protection



What makes you feel happy, healthy and safe?

"Children and young people in Australia have the right to grow up safe, connected and supported in their family, community and culture"

~ Safe and Supported: The National Framework for Protecting Australia's Children 2021-2031 (Department of Social Services) ~

26% of children said their families

13% of children said their homes

~ Children's Consultations, 2024 ~

51% of caregivers ranked child protection and safety as their top priority

18% said physically safe and clean environments/venues are important to them

~ Child and Families Survey, 2024 ~



Safety and Protection

Foster a secure and nurturing Cumberland for children, with a strong emphasis on child protection, while actively taking measures to prevent and reduce harm.

Strategy	Actions	Timeframe
2.1 Strengthen Council's commitment to being a child-safe organisation and extend action to the families of Cumberland through targeted initiatives.	2.1a Advance the implementation of Council's Child Protection Framework ensuring continuous improvement, compliance and alignment with NSW Child Safe Standards and other child protection legislation.	Year 1-4
	2.1b Lead and coordinate the Local Government Child Safe Network by facilitating regular meetings, fostering information exchange, creating networking opportunities, and sharing best practice models amongst NSW councils.	Year 1-4
	2.1c Deliver community-based child-safe initiatives that inform, empower, and build the capacity of families to enhance child protection and wellbeing.	Year 2
	2.1d Determine a Council online safety program in partnership with leading e-safety organisations to promote children's digital safety and protection.	Year 3
	2.1e Integrate child-safe processes, prompts, and considerations into areas of Council operations, including non-traditional child-related business units, to ensure child protection is considered across the organisation.	Year 4
2.2 Support key community safety messages relating to safety and protection concerns identified by Council.	2.2a Continue to be responsive and implement a comprehensive Council-led child supervision campaign in Council settings aimed at raising awareness in the community.	Year 1-4
	2.2b Support the implementation of Council's water safety community education campaign, ensuring impactful actions and initiatives that promote water safety awareness and reduce risks across the community.	Year 1-2
	2.2c Support Council's roads safety campaigns for children and families considering key stakeholders.	Year 3
	2.2d Facilitate connections between parents and expert resources to collaboratively support families and raise awareness around bullying prevention and responses.	Year 4
2.3 Amplify children's voices and empower their agency by ensuring meaningful participation within Council.	2.3a Develop and launch a mural art project in Cumberland, where children can express themselves and share their views on what safety means to them through a creative medium.	Year 1
	2.3b Integrate opportunities for children's participation and engagement in relevant Council decision-making, specifically regarding spaces and facilities used by children.	Year 2
	2.3c Investigate the possibility of establishing a children's council to build capacity around civic participation and to offer a consultative pathway for Council.	Year 4



PRIORITY AREA THREE:
Learning and Development



What would assist parents and children?

"A safe learning environment where they can interact with children"

~ Parent Participant ~

"Learning about life skills"

~ Parent Participant ~

27% of children prefer educational activities

~ Children's Consultations, 2024 ~

"Having education programs... not only for the children but also for the parents"

~ Parent Participant ~

29% of caregivers voted learning and skills as their top priority

53% of caregivers said their children are interested in skills programs

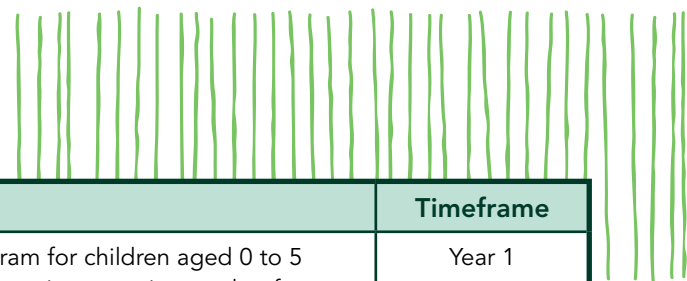
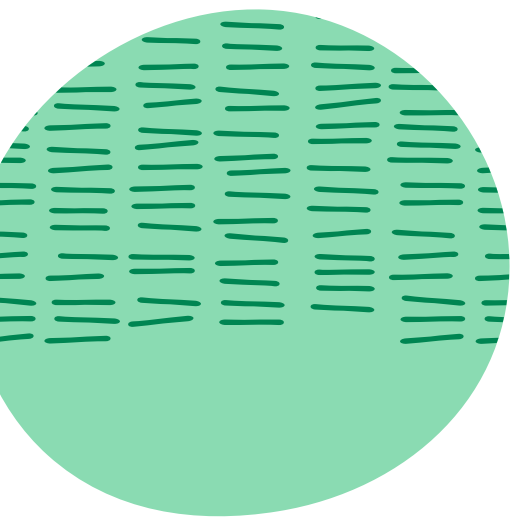
~ Child and Families Survey, 2024 ~



Learning and Development

Empower children and families to actively develop and refine essential skills, fostering continuous learning and development.

Strategy	Actions	Timeframe
3.1 Foster children's exploration and curiosity through engaging programs and initiatives that connect children to natural environments.	3.1a Expand and enhance Council's Bush School Program for children aged 0 to 5 years and their families, providing enriching outdoor learning experiences that foster connection to nature.	Year 1
	3.1b Launch and integrate nature play initiatives for primary school-aged children, fostering creativity, resilience, and a deeper connection to the natural world.	Year 2
3.2 Enhance children's learning and development, with a focus on early literacy, through targeted programs and activities that foster growth and foundational skills.	3.2a Promote early years learning by engaging families in key initiatives including the Paint Cumberland REaD Program.	Year 1-4
	3.2b Develop and distribute resources to highlight the importance of early literacy and skill development for families.	Year 2
	3.2c Work in partnership with key stakeholders to coordinate a comprehensive literacy, writing, and numeracy skills profile for Cumberland's children aged 5 to 12.	Year 4
3.3 Support smooth transitions for families as their children move into school to support readiness and positive educational outcomes.	3.3a Develop a transition to school initiative for soon-to-be primary and high school students around the key areas of need, in consultation with children and families.	Year 1-2
	3.3b Host a school readiness expo to provide a centralised platform of information and resources, supporting families in preparation for their children to commence formal education.	Year 3
	3.3c Foster stronger partnerships with schools in Cumberland by collaborating on key initiatives to enhance community engagement and educational outcomes.	Year 1-4
3.4 Explore the potential for creating a playful and engaging space in Cumberland dedicated to children, inspiring them to explore, learn and foster curiosity.	3.4a Conduct an in-depth feasibility analysis, including comprehensive cost estimation and an evaluation of potential Council property sites, to identify potential suitable locations for a children's space for play and exploration.	Year 2
	3.4b Investigate state and federal funding opportunities to support the development and delivery of a children's space for play and exploration.	Year 3
	3.4c Prepare and present a detailed report to Council, outlining key recommendations for the establishment of a children's space for play and exploration, incorporating a robust community engagement plan.	Year 4





PRIORITY AREA FOUR: Connection and Engagement



What are the most important things you want for your children?

"Exposure to the community and building confidence"

~ Parent Participant ~

59% of caregivers said Council activities/programs and events provided a space for community connections

22% of caregivers said Council's child-friendly venues and spaces allowed community connections

~ Child and Families Survey, 2024 ~

"For them to form strong social connections"

~ Parent Participant ~

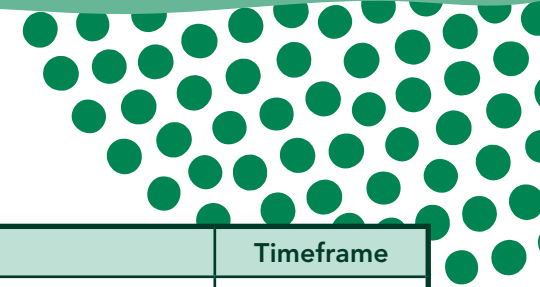
56% of industry professionals are seeking opportunities for connection and collaboration

~ Children's Consultations, 2024 ~



Connection and Engagement

Strengthen children and families' connection to their community, fostering meaningful engagement and active participation with Cumberland's places.



Strategy	Actions	Timeframe
4.1 Facilitate strategic capacity building within Cumberland's child and family sector to enhance cross-sector collaboration and improve access to support for local families.	4.1a Perform a child and family services needs analysis and strengthen sector capacity through targeted professional development and networking opportunities.	Year 1-4
	4.1b Lead strategic coordination of the Cumberland Child and Family Network (CCFN) by facilitating regular meetings, fostering information exchange, creating networking opportunities, and promoting the adoption of best practice models in the child and family sector.	Year 1-4
	4.1c Develop and implement innovative strategies and resources to enhance children and families' awareness of available services and programs, ensuring the inclusion of linguistically diverse and accessible content.	Year 2
4.2 Create and deliver a series of targeted events and programs to actively engage families with their local community spaces in Cumberland, fostering stronger connections and participation in community life.	4.2a Engage families by organising child-friendly community pop-ups fostering active participation in their community, and connection with Council services.	Year 1-4
	4.2b Develop a civic engagement program for children to learn about local government and promote civic education.	Year 1-2
4.3 Empower children by ensuring their active representation and celebrating their role in preserving and enriching cultural identities.	4.3a Launch a social media campaign to celebrate children and their unique Cumberland identity, highlighting their contributions and fostering community pride.	Year 2
	4.3b Foster and share creative representation of children's stories to increase their connection to place within Cumberland.	Year 3
	4.3c Create opportunities for children and families to actively engage in and pass down cultural traditions, rituals, and customs through intergenerational exchanges.	Year 4



Performance Indicators

Indicators are an important tool in ascertaining the progress in implementing the Strategy. They also serve to maintain the profile and commitment to improved outcomes for children and families within Council. The challenge for Council is that issues may be important and have a significant impact on children and families but be outside the direct control of Council. Council will monitor progress against these indicators to measure the wellbeing and inclusion of children and families.

CONCERN

Advocate, educate and support on behalf of the community

INFLUENCE

Partial or shared responsibility with community or government partners

CONTROL

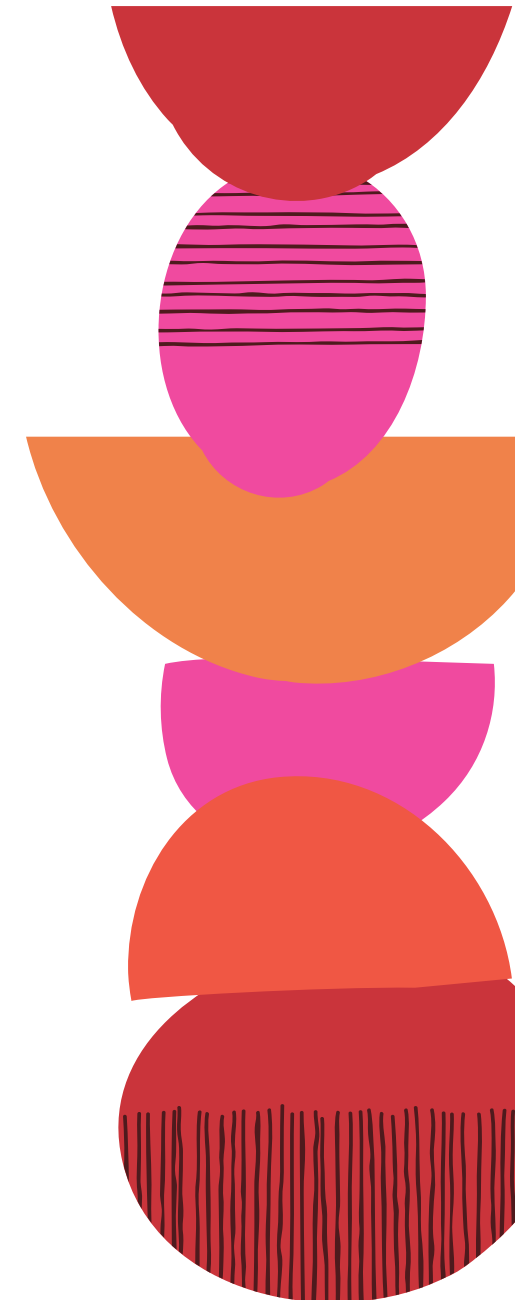
Core business and functions of Council





Implementing, Monitoring and Evaluating the Strategy

	Outcome	Data Source
Children and Families Strategy 2026 - 2030	Self-rated benefit for children and families based on outputs.	Council survey
Access and Wellness	Number of engagements with the online playgroup directory.	Council data
	Number of access, inclusion and wellness programs delivered.	
	Number of children and families who participated in access, inclusion and wellness programs and initiatives.	
	Number of children and families who engaged with mental health content and resources.	
Safety and Protection	Number of Council child-safe initiatives developed and maintained.	Council data
	Number of community engagements with child-safe initiatives and programs.	
	Number of initiatives which utilised children’s participation and engagement in the development phase.	
Learning and Development	Number of learning programs delivered for children.	Council data
	Number of learning and development programs delivered that focus on key early years learning messages.	
	Number of parents and caregivers engaged with school readiness initiatives.	
Connection and Engagement	Number of professional development, networking and information sharing opportunities facilitated by Council for the child and family sector.	Council data
	Number of children and parents engaged at community pop-ups and civic education programs.	
	Number of children who participated in opportunities to celebrate their identity and connection to Cumberland.	







CUMBERLAND
CITY COUNCIL

Children and Families Strategy 2026 - 2030

Cumberland City Council

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