



WAVERLEY  
COUNCIL



# WAVERLEY CULTURAL DIVERSITY STRATEGY 2021-2031





# CONTENTS

<b>Acknowledgement of Country</b>	<b>4</b>
<b>Introduction</b>	<b>8</b>
<b>Strategic context</b>	<b>14</b>
<b>Cultural diversity in Waverley</b>	<b>18</b>
<b>Our priorities</b>	<b>25</b>
<b>Our action plan</b>	<b>29</b>







# ACKNOWLEDGEMENT OF COUNTRY

Waverley Council acknowledges the Bidjigal and Gadigal people, who traditionally occupied the Sydney Coast and we also acknowledge Aboriginal Elders both past and present.

Council would like to acknowledge all the Aboriginal and Torres Strait Islander Elders, community members, and service providers who support our work in Reconciliation.

This Cultural Diversity Strategy aligns with our Innovate Reconciliation Action Plan, and aims to increase the recognition, visibility and celebration of Aboriginal cultures and people.



# OUR VISION FOR CULTURAL DIVERSITY AND INCLUSION

Waverley: Together by the sea.

A welcoming, cohesive and resilient community where people of all cultural backgrounds can belong and participate in Waverley's social, cultural, economic and civic life.









# KEY DEFINITIONS

## Cultural diversity

We use the phrase culturally diverse to refer to people from culturally and linguistically diverse (CALD) backgrounds including those who speak a language other than English (LOTE), people from non-English speaking backgrounds (NESB), migrants, refugees, and people with culturally and linguistically diverse ancestry.

## Cohesion

The Scanlon Foundation defines social cohesion as “the willingness of members of a society to cooperate with each other in order to survive and prosper.” A cohesive society values the contributions of all its members, rejects prejudice and inter-group hostility, and builds commitment to core democratic values and wide participation in decision making.

## Inclusion

The Diversity Council of Australia defines inclusion as occurring when a diversity of people (e.g. of different ages, cultural backgrounds, genders) feel valued and respected, have access to opportunities and resources, and can contribute their perspectives and talents.

## Resilience

The 100 Resilient Cities program defines resilience as the capacity of individuals, communities, institutions, businesses and systems to survive, adapt and grow no matter what kinds of chronic stresses and acute shocks they experience. Research shows that communities that are more connected, inclusive and cohesive are also more resilient.

## Multicultural

Multiculturalism refers to the co-existence within one society of many different cultural groups that can be identified through differences in country of origin, language or culture. The multicultural world view is that people have a right to cultural expression and inter-generational transmission of culture within a national framework of rights and duties.

## Intercultural

Interculturalism focuses on fostering interaction between different cultural groups and the benefits that are produced in dialogue, exchange and collaboration for social cohesion.

# INTRODUCTION

The Waverley Cultural Diversity Strategy outlines Waverley Council's strong commitment to building an inclusive, cohesive and resilient community for people of all cultural backgrounds.

Located in the heart of Sydney's Eastern Suburbs, the Waverley Local Government Area (LGA) takes in some of Sydney's most beautiful coastline and, since European colonisation, has long attracted people from all over the globe to live, work and visit. Successive and ongoing waves of settlement, migration and visitation have shaped the culture and identity of Waverley throughout history, turning the community into a melting pot of traditions, interests, institutions and practices.

Today, the Waverley community is culturally diverse and includes First Nations people, and residents from many different backgrounds, speaking different languages, adhering to many different religious beliefs and maintaining various cultural practices. At the time of the 2016 census, almost 40% of Waverley residents were born overseas, and 21% spoke a language other than English at home. Waverley has the reputation of being a vibrant, caring, resilient and cosmopolitan community.

Waverley is also one of the most highly visited local government areas in Australia. Bondi Beach is a popular destination for both local and national visitors, as well as international visitors, including holiday makers, short term residents and back-packers. On hot days, our beaches are inhabited by people from many different cultural backgrounds – a reflection of multicultural Australia.

This Cultural Diversity Strategy 2021-2030 (the Strategy) sets out a vision and roadmap for Waverley Council, partners and our community to work together to build and maintain a welcoming and cohesive Waverley for people from culturally diverse backgrounds, recognising that this will benefit everyone in our community.

Importantly, this Strategy recognises that recent global trends and movements have local implications for the Waverley community, including rising polarisation and intolerance, as well as an increasing focus on the importance of planning for cities and communities that are socially just and resilient.

## How was the Strategy developed?

This Strategy was developed by Council in collaboration with local stakeholders and partners and informed by input from the wider Waverley community and industry experts, including Council's Multicultural Advisory Committee. In total, more than 170 people contributed their feedback.

Research to support the development of the Strategy included demographic and place context analysis to understand the nature of cultural diversity in our community today, looking both at residents and visitors to Waverley.

We completed a strategic context review to make sure we are aligning with other government strategies. We also looked at innovative best practice examples of programs, policies and events that support social cohesion in culturally diverse communities from across the globe.

Community and stakeholder engagement included an online community survey, a focus group with community leaders and service providers and interviews with local stakeholders as well as industry and government experts across Australia.

We established an internal Council project control group to help develop, integrate and champion the Strategy across all Council teams.

We also reviewed findings from previous community consultation undertaken to inform other Council projects, including the Community Strategic Plan, the 2018 Community Satisfaction Survey and the Cultural Plan.





## The roles of Council in supporting cultural diversity and inclusion

There is increasing focus on the roles of local government in planning for culturally diverse communities. Recent challenges such as the COVID19 pandemic have further highlighted local governments' responsibilities and duty of care in supporting the resilience and wellbeing of people of all ages, abilities and cultural backgrounds.

Waverley Council (Council) has long been committed to strengthening and maintaining an inclusive and cohesive community in which all people from culturally diverse backgrounds are able to connect, participate and thrive free from discrimination. Council has provided leadership and planning, most recently through the Cultural Diversity Policy 2010-2014 which will be superseded by this Strategy.

Importantly, to deliver sustainable outcomes, Council needs to build capacity and work in close partnership with other levels of government, the community, private sector and other stakeholders.

We recognise that the Waverley community has many strengths to build on, including an engaged community that wants to share their skills. This Strategy outlines opportunities for collaboration and partnership, recognising that we all have a role to play in creating an inclusive, cohesive and resilient community.

### Lead and advocate

- Research and engage with diverse communities to understand needs, priorities and aspirations
- Advocate to other agencies and levels of government on behalf of our diverse community

### Plan and regulate

- Develop policies and plans that actively respond to diverse community needs
- Align decision-making to the values, needs and aspirations of our diverse community

### Build partnerships and capacity

- Coordinate and partner with organisations and our diverse community to achieve shared goals
- Unlock capacity within our diverse community by equipping people with skills and resources

### Deliver infrastructure and services

- Directly support our diverse community with the services and programs they need
- Plan and deliver places and spaces that promote social cohesion and cultural inclusion
- Support diverse community groups and organisations through grants and in kind support





Seniors dance class at the Mill Hill Community and Seniors Centre





## Building on our achievements

Waverley Council is proud of some of our ongoing initiatives and leadership in support of our culturally diverse community including:

- Convening the Multicultural Advisory Committee
- Employing a Community Development Officer, Diversity
- Maintaining community language collections in the library
- Grants and service development
- Translating key information
- Council is a member of the Welcoming Cities network and a signatory for the Refugee Welcome Zone with the Refugee Council of Australia
- Networking and representation at various regional multicultural forums and interagencies.

Council supports residents and visitors from culturally diverse backgrounds in various ways and directly provides services for people from culturally diverse backgrounds at all stages of life, from our early education and care centres through to senior's programs at the Mill Hill Community and Seniors Centre. We are committed to providing appropriate, equitable and accessible services for everyone.

Life stage	Council services
Children, families and young people	Provide early education and care services, our educational programs for children and young people and other social, recreational and cultural activities for families. Our Library provides children's and youth books in community languages.
Adults and workers	Support adults and workers from culturally diverse backgrounds by providing equitable access to Council services, including translated resources and services. We also connect people to volunteering opportunities and projects.
Older adults	Support of older people from culturally diverse backgrounds by providing social, recreational and cultural activities at the Waverley Community and Seniors Centre, Library and Home Library Service, Margaret Whitlam Recreation Centre and Bondi Pavilion arts and culture programs.



# OUR FOCUS AREAS

Our five focus areas will drive Council's decision-making over the next ten years to build a welcoming, cohesive and resilient Waverley for people of all cultural backgrounds. For each focus area, we have outlined a vision statement of where we want to be in the future.



## Focus area 1

### Leadership and planning

Waverley Council will be an organisation that values, reflects and responds to the cultural diversity of our community and its aspirations. We will demonstrate leadership in promoting cultural inclusion and collaborating with our community, across levels of government and with other agencies to plan for a cohesive and resilient community.



## Focus area 4

### Inclusion and equity

We will coordinate, provide, facilitate and support services that respond to and respect cultural differences, while ensuring equity and facilitating opportunity.



## Focus area 5

### Unlocking opportunities

We will recognise and enhance the aspirations and contribution of our residents and visitors to the economic, civic, and cultural wellbeing of the community.



## Focus area 2

### Connected and welcoming

We will be a resilient community where residents of different cultural backgrounds have a sense of belonging and connection, where visitors and newcomers are welcomed and where people can exchange stories, cultures and traditions.



## Focus area 3

### No place for racism

We will be a community where racial and religious discrimination and prejudice have no place, and those vulnerable to these threats are protected.



A smiling man and woman are featured in the background of the page. The man, on the right, is wearing sunglasses and a grey shirt. The woman, on the left, is wearing a patterned hat and sunglasses. They are both smiling. In the background, there are several flags on poles, including blue, yellow, and red ones. The overall scene suggests a festive or community event.

## The value of planning for cultural diversity and inclusion

Waverley has a deserved reputation for being a welcoming and cohesive community, yet we cannot take our social cohesion for granted. This Strategy provides a roadmap for Council with our community, government and business partners to continue to develop an inclusive, respectful and cohesive community.

When we recognise cultural diversity and inclusion, we all benefit, through:

### **Social cohesion and resilience**

Communities with strong social cohesion are more likely to be resilient and able to adapt to crises well since co-operation and trust are already well in place. Social cohesion appears clearly when the diverse community participates widely in civic affairs. Failure to ensure inclusion and cohesion means people will face barriers to participating and reaching their full potential which in turn undermines community harmony.

### **Cultural richness**

Cultural diversity brings a range of perspectives and experiences to local communities – enriching our local cultures and lifestyles. Opportunities to share culture – whether it be through programs, events, food or informal exchange – can increase a sense of belonging and add to the cultural richness of Waverley. Cultural richness underpins creative innovation.

### **Stronger economies**

Cultural diversity contributes to stronger economies. According to Multicultural NSW, diversity “gives us a creative edge, changes the way we do business, links us to global markets, expands our knowledge and capability and challenges us to think differently about each other and our world”. In Waverley, international education, tourism and visitation generate significant returns for our local economy.



# STRATEGIC CONTEXT

Policies and research from across the globe and across levels of government in Australia recognise the importance of planning for culturally diverse, inclusive and resilient communities. In a changing world, with diaspora communities settling in large numbers over recent decades, a constantly evolving diversity has become a reality for societies like Australia.

## International

The rapidly evolving cultural diversity of countries and cities has stimulated widespread debate and innovation about how local areas should respond. Key concerns are expressed through global movements of Welcoming Cities which enhance multicultural approaches; Resilient Cities which stress the importance of cohesion and engagement; Intercultural Cities which focus on links between diverse communities; and Sustainability which explore the interaction between the natural environments and human populations, especially those impacted by immigration. Together they provide a broad picture of the issues that successful cities address and incorporate in engaging with cultural diversity.

## Federal and State

In Australia, at the Federal and State government level, there has been an increasing focus on the priorities of refugee and humanitarian settlement, while addressing perceived threats from violent extremism. Waverley, while once an area renowned for its acceptance of waves of refugees from the conflicts of Europe, has in recent years been more of an area of second settlement, with few contemporary humanitarian settlers. However it welcomes new arrivals from zones of conflict, as part of its large numbers of visitors each year.

### **The four Principles of Multiculturalism as set out in the Multicultural NSW Act 2000 are:**

- All individuals in New South Wales should have the greatest possible opportunity to contribute to, and participate in, all aspects of public life in which they may legally participate.
- All individuals and institutions should respect and make provision for the culture, language and religion of others within an Australian legal and institutional framework where English is the common language.
- All individuals should have the greatest possible opportunity to make use of and participate in relevant activities and programs provided or administered by the Government of New South Wales.
- All institutions of New South Wales should recognise the linguistic and cultural assets in the population of New South Wales as a valuable resource and promote this resource to maximise the development of the State.



## Local

Locally, the starting point for Waverley's Cultural Diversity Strategy is our Community Strategic Plan 2018-2029 (CSP), which outlines the following community vision for the future of Waverley:

**"Waverley: connecting the city and the sea. A welcoming and cohesive community that celebrates and enhances our spectacular coastline, vibrant places and rich cultural heritage."**

The community told us during consultation for the CSP that they want Waverley to be a vibrant, caring, resilient and inclusive community.

This Strategy is also informed by our draft Community Wellbeing Strategy 2021-2025, which outlines Council's strategic direction to strengthen community connections and build resilience in the face of challenges.

The Cultural Diversity Strategy will also align with other key Council plans including the Arts and Culture Plan, Sustainable Visitation Strategy, Innovate Reconciliation Action Plan and Disability Inclusion Action Plan amongst others.

The Cultural Diversity Strategy will also seek to highlight opportunities to support cultural diversity and inclusion through major ongoing projects including the Bondi Pavilion Restoration and Upgrade and the development of the Boot Factory Knowledge and Innovation Hub projects.



Rabbis Dovid Slavin and Mendel Kastel, Waverley Council Local Hero Award winners





## Strategic context

### International

- The Universal Declaration of Human Rights (1948)
- The International Convention on the Elimination of all Forms of Racial Discrimination (1975)
- International Covenant on Civil and Political Rights (1966)
- International Covenant on Economic, Social and Cultural Rights (1966)
- Refugee Convention (1951)

### Greater Sydney

- Resilient Sydney Strategy
- Greater Sydney Region Plan and Eastern City District Plan

### Waverley

- Community Strategic Plan 2018-2029
- Local Strategic Planning Statement 2020-2036
- Draft Community Wellbeing Strategy
- Waverley Cultural Plan
- Innovate Reconciliation Action Plan, 2019 – 2021
- Waverley Sustainable Visitation Strategy 2019-2024
- Library Strategic Plan 2014-2017
- Disability Inclusion Action Plan, 2017-2021

### NSW

- Anti-Discrimination Act (1977)
- Charter of Principles for a Culturally Diverse society (1997)
- Multicultural NSW Act (2000)
- Multicultural NSW Strategic Plan (2021-2025)

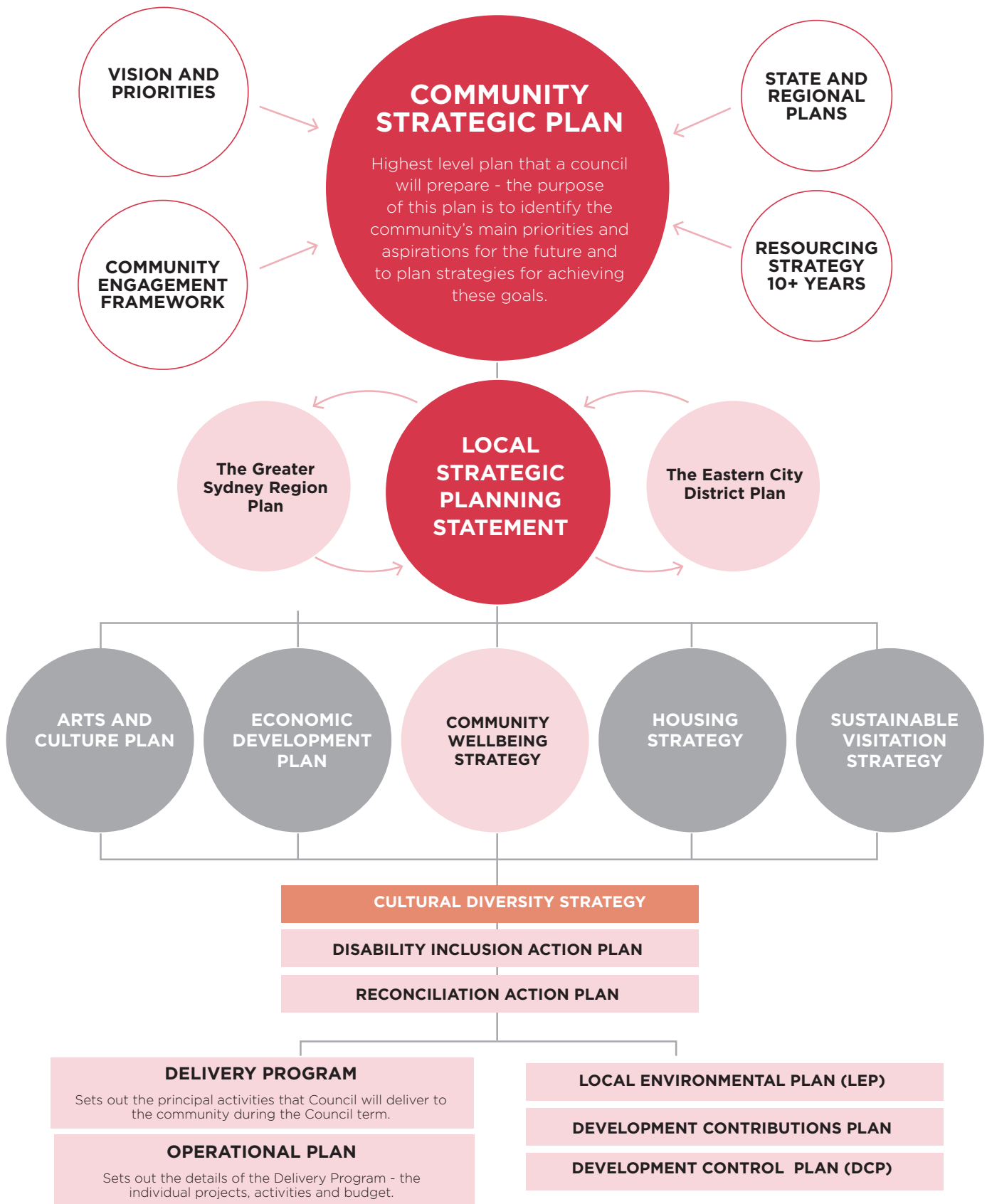
### National

- Racial Discrimination Act (1975)
- Human Rights and Equal Opportunity Act (1986)
- Australian Human Rights Framework (2010)
- Australian Multicultural Policy, The People of Australia (2011)



## Strategic alignment

The key strategic drivers for the Cultural Diversity Strategy are the Waverley Community Strategic Plan, which sets out our community's shared vision for the future, and the Draft Community Wellbeing Strategy, which provides an overarching framework for Council to strengthen community wellbeing and resilience.



# CULTURAL DIVERSITY IN WAVERLEY

We live cultural diversity everyday in Waverley: in our neighbourhoods and on our beaches, in our schools and workplaces, on our buses and trains. In all these places, we interact with people from different backgrounds.

## Waverley: together by the sea

Most Australians agree that cultural diversity has been good for our country. The Scanlon Foundation's annual survey of social cohesion has consistently found a high level of support among Australians for multiculturalism, acknowledging that diversity brings increased productivity, innovation and creative solutions.

Cultural diversity in Waverley predates European colonisation. According to the Gujaga Foundation, in traditional Aboriginal societies, boundaries were not defined the same way western boundaries are defined and maintained. Aboriginal people's relationship with their country was spiritually motivated and connected to their dreaming. However, it is generally accepted that the Gadigal and Bidjigal are clan groups that occupied the area between Sydney Harbour and Botany Bay which include the Waverley LGA. Descendants of these nations represent the oldest surviving culture on the planet and have stories of times and places beyond the memory of any other people.

Since European colonisation, Waverley has long attracted people from all over the globe to live, work and visit. Successive and ongoing waves of settlement, migration and visitation have shaped the culture and identity of Waverley throughout history, turning the community into a melting pot of traditions, interests, institutions and practices. The timeline on pages 20 and 21 provides insight into the history of cultural diversity in Waverley.

Today, the Waverley community is culturally diverse and includes First Nations people, and residents from many different backgrounds, speaking different languages, adhering to many different religious beliefs and maintaining various cultural practices.

### Born overseas

At the time of the 2016 census, almost 40% of Waverley residents were born overseas. The largest non-English speaking country of birth in Waverley Council area was Brazil. Of Waverley's overseas-born population, 29.5% arrived to Australia in the five years prior to 2016, a much higher proportion compared to Greater Sydney, reflecting our role as a popular 'port' for new overseas arrivals.

### Languages spoken

21% of Waverley residents speak a language other than English at home, which is a much lower proportion compared to the average across Greater Sydney (35.8%). Most but by no means all speak and read English well. The top non-English language spoken at home in Waverley are Russian, Spanish, Portuguese, French, Italian, Hebrew and Mandarin.

"Cultural diversity in human society is like species diversity in ecological systems – diversity builds resilience, adaptability, collaboration and sustainability. Starting from First Nations knowledge there is a lot to learn from each other about how we can best face the future together" - Survey respondent





Harmony Concert at Oxford St Mall

## Religion

Waverley has the largest Jewish population of any LGA in NSW with over 10,000 people representing 15.1% of our total population and well over a quarter of all Jewish people in NSW. Many have migrated from Eastern European countries, the former USSR/ Russian Federation and Ukraine, South Africa, and Israel and there are also many second and third-generation Jewish people living in Waverley.

Waverley has a high proportion of Catholic adherents, reflecting a history of Irish, South American and Italian immigration. Other significant faiths include Greek Orthodox and Anglican.

## Refugees

Waverley, while once an area renowned for its acceptance of waves of refugees from the conflicts of Europe, has in recent years been more of an area of second settlement, with few contemporary humanitarian settlers. However, Waverley Council has been a signatory for the Refugee Welcome Zone with the Refugee Council of Australia since 2002.

## Visitors to Waverley

Waverley is one of the most highly visited local government areas in Australia, a popular destination for both local and national visitors, as well as international visitors, including holiday makers, short term residents and back-packers.

### Some of Waverley's unique demographic characteristics:

- Waverley is one of the most highly-visited LGAs in Australia, welcoming visitors from many different cultural backgrounds.
- Waverley LGA has the largest proportion of Russian speakers (and people indicating Russian ancestry) in NSW.
- Waverley has the largest Jewish population of any LGA in NSW.
- Waverley has the third largest population born in South Africa of any LGA in NSW.
- Waverley has the third largest population born in Brazil of any LGA in NSW.
- Waverley has an ageing population particularly pronounced in post war immigrant communities.
- Waverley residents tend to be much more transient compared to other LGAs in NSW, and were much more likely to have moved address between the 2011 and 2016 census.





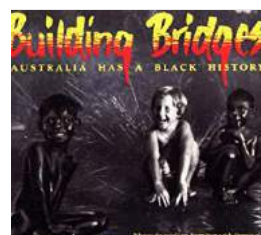
UTS Co.As.It Italian Fruit Shops project

## Timeline of cultural diversity in Waverley

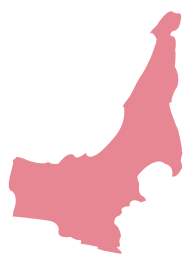
<b>Ongoing</b>	The coastal lands of the Bidjigal and Gadigal people of the Eora nation, on which the colonial settlement of Waverley was to be located, had provided a place of life, economy and ceremony for thousands of years. The claiming by the British in 1788 of what is now Sydney led to the sustained decline of the tribes and clan groups and their cultures, though their descendants remain. Even so the land was never ceded and remains today Bidjigal and Gadigal land.
<b>1820s</b>	Barnett Levey, first free Jewish settler, builds and names Waverley House at Bondi Junction
<b>1840s</b>	First Chinese market gardens established – they continue in some places into the 1930s.
<b>1850s</b>	Waverley becomes location for Irish settlement with many Catholic churches built, including Franciscan mother church at Charing Cross.
<b>1870s-80s</b>	<p>Mediterranean immigrants begin to arrive.</p> <p>Suburbanisation of Waverley and opening up of Bondi Beach for recreation.</p> <p>Eastern European Jewish immigrants arrive fleeing pogroms in Russia.</p> <p>Maori groups perform at Bondi Aquarium; ‘foreign’ camp established near Ben Buckler for workers, mainly Italian, building Bondi Sewer outlet.</p>
<b>1900s</b>	<p>Immigration Restriction Act limits settlement of Asians and non-Whites in Australia.</p> <p>Irish Catholic community expands, building and extending churches and schools.</p> <p>Immigration Restrictions in USA funnel many more Italian, Greek and Yugoslav migrants to Australia and the area, already recognised as cosmopolitan and diverse.</p>
<b>1920s</b>	Jewish community firmly established. Refugees arrive from Poland, Russia and Ukraine driven by the impact of the Russian revolution, new nationalisms and antisemitism.



<b>1930s</b>	<p>Rise of Fascism in Italy drives renewed Italian immigration and settlement in the area.</p> <p>Rise of Nazism after 1931 generates further inflow by Jewish refugees, though resisted by Australian government. Many gravitate to Waverley.</p> <p>Surge of refugees from Austria and Germany after 1938 Anschluss, despite Australian Government limit on entry.</p>
<b>WW2</b>	<p>Many blocks of flats are built across Waverley supplying demand by arriving migrants for affordable accommodation.</p> <p>During War after 1941 fear of Japanese invasion drives many longer-term residents to leave Waverley, to be replaced by immigrants and refugees.</p>
<b>Post-War</b>	<p>Post War Waverley welcomes back returning service people, and also sees arrival of waves of refugees and immigrants. Jews from China arrive after 1946, though blocked after 1948 due to Chinese Revolution.</p> <p>European refugees, Holocaust survivors and Displaced Persons arrive. Many move into now available flats in Bondi and Waverley.</p> <p>European post war migration accelerates with Italians, Greeks, Dutch, Germans, British and Irish finding rental accommodation.</p>
<b>1950s–60s</b>	<p>1956 Hungarian uprising against USSR triggers Hungarian refugee inflow; battle of Suez triggers exodus of Egyptian Jews, many settling in Waverley.</p> <p>1960s Post war migration continues, changing the face of Waverley into far more cosmopolitan and multicultural locality.</p> <p>1968 Czech uprising against USSR triggers another exodus, some to Sydney, paralleled by new Polish emigration as antisemitism increases in Poland.</p>
<b>1970s</b>	<p>1971 New wave of Russian immigration as campaign to free Soviet Jewry grows</p> <p>1972 White Australia policy abolished.</p> <p>1973 Trans-Tasman Travel Agreement opens Australia to immigration of New Zealanders, with many Maori and Pasifika peoples arriving.</p>
<b>1980s–90s</b>	<p>1984 Waitangi Day concert at Bondi, South Pacific festival in 1986 and Building Bridges concert at Bondi Pavilion with Aboriginal, Maori, Migrant and other musicians before Invasion Day 1988.</p> <p>1990s new waves of immigrants from the Pacific (Argentina, Brazil, Peru etc), French from Pacific, Israel, South Africa.</p>
<b>2000s–Now</b>	<p>2010 Waverley Cultural Diversity plan sets agenda for next decade.</p> <p>Festivals established – Winds, Global Table, Jewish Writers, Shir music, Eat Pray Naches exhibition</p> <p>2016 New communities increasing while older communities in decline.</p>



# SNAPSHOT OF CULTURAL DIVERSITY IN WAVERLEY



**OUR LOCAL  
GOVERNMENT  
AREA**

**9.2km<sup>2</sup>**

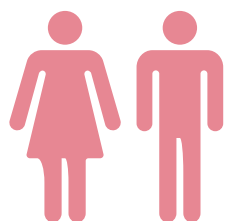
**ABORIGINAL AND TORRES  
STRAIT ISLANDER PEOPLE**



**274**

## OUR SUBURBS

Bondi Beach, Bondi Junction, North Bondi, Bronte, Dover Heights, Queens Park, Rose Bay, Tamarama, Vaucluse and Waverley



**TOTAL  
POPULATION 2016**

**72,106**

**PROJECTED  
POPULATION 2031**

**80,100**

**MEDIAN AGE:**

**35 years**

- 16% of our residents are 0 - 14 years old
- 8.9% are 15 - 24 years old
- 33.4% are 25 - 39 years old
- 28.7% are 40 - 64 years old
- 12.7% are more than 65 years old

## BORN OVERSEAS

**39%**

slightly higher compared to the average in Greater Sydney (37%)

**PLACE OF BIRTH**

**2011**

**2016**

**UNITED  
KINGDOM**



7.8%



8.1%

**SOUTH  
AFRICA**



4.3%



4.2%

**NEW  
ZEALAND**



3.0%



2.6%

**BRAZIL**



0.8%



1.7%

**IRELAND**



2.2%



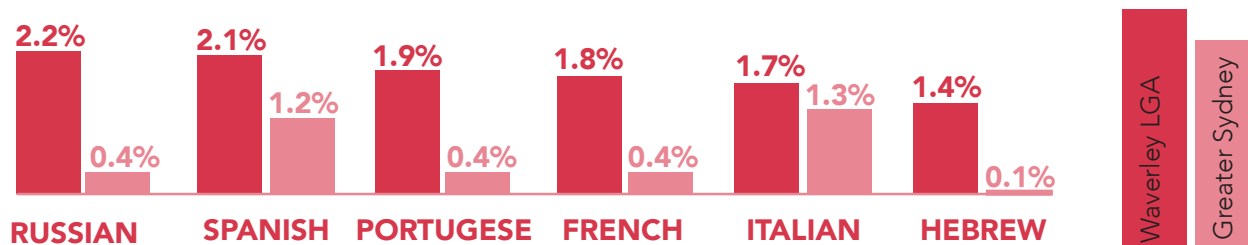
1.5%

## YOUNG & SKILLED MIGRANTS

- 83% of migrants who arrived in the past 5 years had full or part-time employment
- Of recent new permanent settlement arrivals 71% were in the skilled visa stream and 29% in the family visa stream

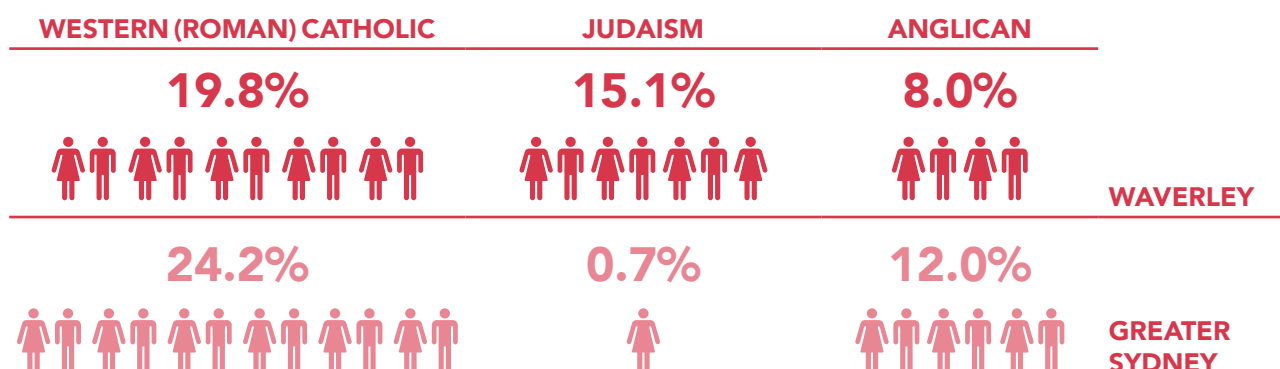


## LANGUAGES SPOKEN



## RELIGION

Waverley has the largest Jewish population of any LGA in NSW with over 10,000 people



## VISITORS

There were

# 3.1 million

**international visitor nights** in the Waverley Council area over 2018/2019 and

# 1.7 million

**international** visitors to NSW came to dip their toes in at Bondi Beach. That's 38% of the total # of overseas visitors to NSW. They mostly travelled from China, USA, UK, Korea and Germany.

### INTERNATIONAL STUDENTS



Waverley is home to international students attending a range of higher education institutions and colleges. The COVID19 pandemic has seen a significant decline in international students in Waverley.

### A MORE TRANSIENT POPULATION



Waverley residents: **47%** moved between the 2011 and 2016 census

Greater Sydney residents: **40.3%** moved between the 2011 and 2016 census

## What did our community say about cultural diversity in Waverley?

"Waverley, because of its famous coastline, good public transport and proximity to the city, attracts people from all nationalities and all social classes. It is one of the very few communities in Sydney where less privileged people mingle with very wealthy people. Cultural diversity therefore is not a remote concept, it can be seen every day in our streets. The coastline, parks, outdoor sports facilities, and library also serve as greater equalizers where people can meet, with no paid membership/entry fee, and freely enjoy" – MAC member

"It's not just about welcoming people and its important to steer clear of motherhood statements. It's about supporting those who need it most." – Focus group participant

"I would like to see Waverley be an even more diverse community as it makes the community more friendly and accepting. I think maybe having more public awareness of different cultures would be good. There could be information sessions set up to make new community members feel welcome" - survey respondent

"I would like to see more proactive efforts to ensure that culturally diverse people are represented in all our public facing arenas - events, meetings, program delivery. I'd like to see diversity and inclusion embedded intrinsically into all activities, rather than purely at token moments like Harmony Day, etc" - Council staff survey respondent

"Music and food festivals bring people from diverse backgrounds together" – Survey respondent

"I'd like to see more signage on Bondi Beach in multiple languages - particularly the surf safety notices. I think there are only 2 at present and they are concerned with boardriding" – Survey respondent

"Rising religious intolerance is a challenge. Security is a huge issue for the Jewish community that is a burden" – Focus group participant



Family picnic at Bronte Beach



# OUR PRIORITIES

These priorities for cultural diversity and inclusion in Waverley express the needs and aspirations of Waverley residents and reflect findings from our research, community feedback and best practice.

## Address challenges to social cohesion and build resilience

The Resilient Sydney Strategy identifies the level of connectedness and social inclusion as the leading factor in influencing how resilient cities and communities are to shocks and. Waverley, and Australia more broadly, is a diverse, multicultural society that is home to Indigenous Australians and people from across the globe. Our communities are home to people with a wide variety of cultural, ethnic, racial and religious backgrounds and traditions. Our cultural diversity contributes to the modern, cosmopolitan, world leading city-region that Sydney has become.

However in some cases diversity can also bring challenges in terms of connectedness and inclusion within communities. If people are excluded from participation in social and economic life because of cultural differences, negative outcomes can occur. These outcomes can manifest in socio-economic, health and wellbeing indicators, crime and anti-social behaviour, a breaking down of accepted societal norms, and, in the extreme, violent extremism.

Local government can play an important role in encouraging and facilitating inclusion and a shared sense of belonging to build social cohesion and resilience.



## Increase opportunities to learn from Aboriginal cultures and people

Council's commitment to Aboriginal and Torres Strait Islander peoples is outlined in the Innovate Reconciliation Action Plan (RAP) and this Strategy will seek to align with and complement, rather than duplicate, the directions of the RAP. The Waverley community has expressed strong support for increasing visibility, celebration, and sharing of Aboriginal cultures in Waverley, including through events and activities, signage and interpretation, and public artworks incorporated into the landscape. There are also opportunities to further connect more recent arrivals to Australia with First Nations communities and culture.

## Connect and build on the strengths of our community

Waverley, home to a relatively well-resourced community with many passionate people and community organisations, has many strengths in relation to social cohesion. Our community already delivers many initiatives that support social cohesion and inclusion. Strong leadership and commitment from Council, a highly diverse community across cultures and income levels, great public and open spaces that support community connections across different backgrounds, all contribute to the capacity of the area to respond to and build on cultural diversity.

Waverley's citizens are active contributors to community well-being, with volunteers involved in many different aspects of community life. This participation mind-set continues as a key resource in building further connectivity, and welcoming visitors and newcomers to the area.

Council can play an important role in coordinating and connecting local service providers and community organisations to better meet the needs of culturally diverse residents. For example, during the COVID19 pandemic, Waverley Council connected local community organization 'Our Big Kitchen' with 'Viral Kindness Food Care' to distribute food to local people in need.

## Bridge and share cultures

Our community has told us they would like to see cultural diversity welcomed, celebrated and reflected in local events, programs and activities. They want to see more opportunities to share and exchange cultures and stories. Many suggested ideas for new cultural events, such as food, music and film festivals, that can bring people from diverse backgrounds together to share and learn from each other. Some indicated they would like to see Council more deeply embed recognition of and opportunities for cultural diversity across all their programs and activities.

## Take a strong stand against all forms of racism and discrimination

Global trends, including increasing polarisation and religious and cultural intolerance, have local implications for Waverley. Community members told us they want to see Council take a strong stand against racism and discrimination, and ensure that community members feel safe and supported. Members of the Jewish community pointed to incidences of antisemitism in Waverley, ranging from graffiti at Bondi Beach skatepark to assaults, as an ongoing issue of concern. Council's social media can be a strong weapon in facing down racist hate speech and harassment, though it requires a skilled understanding of racism on the Internet and how to defend its targets and erode its impact.

### Existing initiative: Anti-racism strategies

Council has long been committed to standing up against racism, hate and intolerance in our community, responding quickly to any local issues and referring to the police or other relevant agencies. Council also promotes the importance of community harmony, through initiatives such as the Walk For Respect and the recent the recent Council resolution to support the #Racismnotwelcome campaign.





## Share Waverley's diverse stories

Waverley as an area rich in cultural diversity has many stories of resilience. Sharing stories of the Indigenous people, of waves of immigrants and from a diversity of contemporary cultural groups, offers an avenue to building an understanding and interconnected community. A community focus on opportunities to celebrate Waverley's cultural diversity through the Bondi Story Room project at the Bondi Pavilion points to a desired central theme of cultural diversity. Story telling can occur for the youngest children, to our seniors, covering a world of experiences and learnings.

### Existing initiative: The Bondi Story Room

Responding to strong community desire for more opportunities to share Waverley's diverse stories, Council is currently planning the Bondi Story Room. This space in the upgraded Bondi Pavilion Community and Cultural Centre and online database will feature stories and histories from Waverley's diverse history.

## Leadership

You cannot be what you cannot see. Council's presentation and practices tell the community and the wider society a great deal about how cultural diversity is perceived, valued and supported. Across the LGA there are leaders in business, sport, the arts, education, religious and community organisations whose stance on issues associated with cultural diversity have great influence on the overall tone and shape of community temperament. Our community wants our leaders to lead in conjunction with the community, listening to their concerns and engaging them in solving our problems. This engagement for decisions should fully reflect and include the cultural diversity of the area and partners elsewhere.

## Support vulnerable community members through a strength-based approach

While in the majority the Waverley community is well-resourced, the LGA is also home to vulnerable community members, many made more so by the impact of the COVID pandemic. New or temporary residents may have difficulty accessing government supports; have limited English or understanding of Australian norms, services and practices when in trouble. Vulnerable groups identified by the community include international students, backpackers, gig workers with insecure employment, isolated elderly people, people with disability and those experiencing domestic or family violence.

Service providers highlighted opportunities for Council to raise awareness of available supports and facilitate and promote opportunities for community members to connect and support each other. Culturally appropriate services are crucial. Vulnerable people should have access to relevant and culturally appropriate information that recognises their sometimes transient situations – relating to homelessness, poverty, desperation and disability.



## Sustainable visitation

Waverley experiences high visitation from local, national and international tourists. Tourism is an extremely important contributor to the local economy and reduced tourism levels during the COVID19 pandemic have seen local businesses significantly impacted. However, increasing levels of international visitation and domestic visitation since 2014 has also resulted in additional strain and impact on local amenity in Waverley. The Waverley Sustainable Visitation Strategy 2019- 2024 outlines Council's commitment to sustainable tourism, meaning a low impact on the environment and local culture while supporting future employment for local people. Cultural diversity offers opportunities to create a more responsive and rich visitation landscape.

## Welcoming and safe public spaces

Community members recognise that people from across the city, country and internationally want to visit Waverley and enjoy its extraordinary natural features. A welcoming and safe experience for locals and visitors remains a key element of the Council's duty of care. Community members told us our public spaces like parks and beaches can be made even more welcoming and inclusive. Exploring how we can use innovative channels such as QR codes, colleges and universities and transport hubs to provide messaging would better ensure safety. Newcomers to the area from diverse cultures who are unaware of beach, sun and water safety present particular challenges in providing accessible and engaging information.



## COVID-19 recovery

The COVID-19 pandemic has had a significant adverse impact (social, cultural and economic) on culturally diverse community members, some of whom could be less familiar with local services and community structures. Some groups who have been impacted include people on temporary visas who may have lost employment, international students, backpackers, older people and new arrivals. Multicultural Advisory Committee (MAC) members describe how Council has played an important role in ensuring that vulnerable CALD community members have access to information and resources in language, while also connecting them to the services if they are in need. The post-pandemic period will also offer opportunities in which cultural diversity approaches can reignite economic possibilities, while underpinning resilience and recovery planning.



# OUR ACTION PLAN

The five priority focus areas and the responding strategies and actions outlined in this section will provide a roadmap to guide future decision making to support cultural diversity and inclusion in Waverley for Council, partners and the wider community.

## How to read this Action Plan

Under each focus area, we have outlined actions that Council will commit to within an allocated timeframe. Recognising that Council has limited resources, we have also outlined “big ideas” that would be of benefit to Waverley however would rely on future funding sources to achieve.

### Definitions:

- Focus area: Priorities that we will focus on to support cultural diversity and inclusion in Waverley.
- Vision statement: The vision for the future we want to achieve related to each priority focus area.
- Why this is important: Evidence base including findings from community engagement and/or other research data.
- Strategies: The methods that will guide decision-making.
- Actions: Specific steps that will be taken within an allocated timeframe.
- Council’s role: Function Council will undertake to achieve an action.
- Partnerships: Waverley Council will need to work collaboratively with a broad range of stakeholders to the Plan.
- Timeframe: Timeframe within which the action/s will be completed.

## Measuring success

The vision statements and strategies outlined in this Strategy are also the framework for measuring success. Implementing tangible actions and initiatives is critical to achieving our community’s aspiration for cultural diversity and inclusion in Waverley.

The start of the implementation of this Strategy will also focus on enhancing existing internal data collection systems and reporting mechanisms to monitor the implementation of the Strategy.

This Strategy has a 10-year timeframe and will be reported through Council’s existing mechanisms, such as the 4-year Delivery Program and Operational Plans, and embedded in existing projects, activities, programs and budgets.



## Focus area 1: LEADERSHIP & PLANNING

### Where we want to be:

Waverley Council will be an organisation that values, reflects and responds to the cultural diversity of our community and its aspirations. We will demonstrate leadership in promoting cultural inclusion and collaborating with our community, across levels of government and with other agencies to plan for a cohesive and resilient community.

### Why is this important?

Waverley Council plays a critical and increasingly central role in identifying and responding to the challenges of changing social, cultural, economic and natural environments. Council's voice and actions on issues of cultural diversity both reflect and promote awareness and responsiveness, in the local community and among visitors. Council sets standards and helps to build capacity in the community for sustainability and resilience, in part by recognising and linking people of different cultural backgrounds across a range of groups and organisations.

**"Waverley Council can encourage its residents and visitors to appreciate how rich other cultures are through events, festivals, content at the library, tours that celebrate Australia's migration story/friendship with a country on specific national days."**

***Multicultural Advisory  
Committee member***

### What the community told us:

- Community members want to see Council support existing local cultural diversity initiatives. Some suggested Council can play a role in connecting groups to build strong networks of collaboration.
- Community members told us Council should play a role in promoting the value of cultural diversity and inclusion to Waverley residents and visitors.

### What we will do:

- Continue to demonstrate leadership, advocacy and commitment to cultural diversity and inclusion.
- Promote and raise awareness of the value of cultural diversity to Waverley and the importance of inclusion.
- Strengthen partnerships and collaboration with our community and across levels of government and non-government agencies to share information and good practice.
- Embed consideration of cultural diversity across decision-making, planning and engagement processes.



## Focus area 1: Leadership and planning



Strategy / Actions	Team	Timeline (short/medium/long)		
1.1. Continue to demonstrate leadership, advocacy and commitment to cultural diversity and inclusion				
1.1.1. Continue to convene the Multicultural Advisory Committee.	Community Programs			
1.1.2. Continue involvement in hosting Australian citizenship ceremonies.	Mayor's Office			
1.1.3. Benchmark Council's cultural diversity and inclusion practices against the national "Welcoming Cities" Standard to ensure ongoing best practice.	Community Programs			
1.1.4. When appropriate, advocate and provide submissions to State or Federal government on issues, policies or legislation related to culturally diverse resident needs, social cohesion and social justice.	Community Programs			
1.1.5 Continue to monitor social cohesion and attitudes towards cultural diversity in Waverley via Community Satisfaction Surveys.	Corporate Planning & Reporting			
1.2. Promote and raise awareness of the value of cultural diversity to Waverley and the importance of inclusion				
1.2.1. Monitor and report on data on cultural diversity demographic changes to Council staff and community.	Community Programs with support from HR and Comms			
1.2.2. Ensure Council plans, publications, communications, and social media channels reflect the cultural diversity of Waverley residents, workers and visitors.  This to include: descriptions, stories and images that reflect Waverley's culturally diverse people.	Comms			
1.2.3. Continue to promote positive messages about cultural diversity and inclusion via Council's communications channels.  This includes: sharing messages supporting cultural diversity and inclusion; recognising significant community cultural days; promoting culturally diverse community events; and recognising cultural diversity as central to Australian culture in Australia day related media.	Comms with the support of Community Programs			

### 1.3. Embed consideration of cultural diversity across Council decision-making, planning and engagement processes

1.3.1. Continue to employ a Community Development Officer, Diversity to coordinate the implementation of the Cultural Diversity Strategy	HR			
1.3.2. Identify and support Diversity Champions in each Council Directorate/program area (e.g. rangers, customer service, library, lifeguards) and at the Executive Leadership level, with the aim to raise awareness, support delivery, and stimulate ongoing review and refinement of the Strategy.	PCG			
1.3.3. Provide increased training and learning opportunities for Council staff with the aim to build knowledge and skills in working with residents and visitors from culturally diverse backgrounds.  This to include an initial focus on delivering unconscious bias training to people leaders and hiring managers by May 2022.	HR & PCG			
1.3.4. Explore opportunities to increase participation by people from culturally diverse backgrounds, including new and temporary residents, in Council's engagement processes including representation on Council's Have Your Say database and use of physical feedback channels and face-to-face engagement opportunities.	Comms with the support of Community Programs			

### 1.4. Strengthen partnerships and collaboration with and within our community and across levels of government and with non-government agencies to share information and good practice

1.4.1. Continue to advocate and participate in forums, interagencies and working groups that build opportunities and support inclusion for culturally diverse communities and share good community partnership practices.	Community Programs			
1.4.2. Investigate partnership opportunities to promote multicultural services to ensure people from culturally diverse backgrounds can access appropriate services that meet their needs.	Community Programs			



## Ideas for future funding



### New Citizens Welcome

About 600 people a year are inducted as new Australian citizens in Waverley. Council leads by reflecting the values of the community – and introduces new citizens to the values, services, stories and networks of Waverley.

Our idea for future funding is to facilitate, in addition to regular citizenship ceremonies, an annual Welcome to Country celebration for new citizens, with a focus on sharing our Aboriginal inheritance, while also displaying culturally diverse performances, services, businesses and facilities, and opportunities for networking and volunteering. Open to a wider audience, this event would facilitate interaction between new and established Waverley community members from different cultural backgrounds.



### Mentoring leadership

Younger and emerging leaders from culturally diverse backgrounds can learn a great deal about the values of participation, operating in the Australian milieu, and the techniques for building networks and finding opportunities from internships and mentoring.

Drawing on the award-winning City of Sydney mentoring program for international students and new arrivals, and the Jewish Board of Deputies leadership development program “We are all Sydney”, Council could facilitate opportunities for young people from diverse backgrounds to be mentored by volunteer skilled practitioners and leaders as they develop their own trajectories and supports towards the realisation of their goals.



### Photography competition

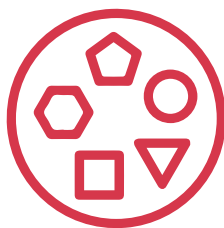
It is important that Council's publications, strategies and communications channels including social media reflect the cultural diversity of our community to ensure everyone can feel welcome and represented. Council could further promote visual representation of Waverley's culturally diverse community through a photography competition with the theme “Together by the Sea: sharing diversity in Waverley”, including the potential for a prize associated with Head On Photo Head On Photo Festival, other external partners, or as a Council-run competition. Winning entries could be displayed in Council facilities, public spaces and used by Council in their communications materials.



### Digital signage in multiple languages

There is an increasing trend to provide digital information boards and signage in popular public spaces and at beaches. Should Council seek to install digital signage in the future, there are opportunities to provide information to people from culturally diverse backgrounds in multiple languages to support safety and welcoming (e.g. beach, sun and surf safety messages).

There may also be opportunities to promote information via QR codes in public spaces, recognising increasing use of this method during the COVID19 pandemic.



## Focus area 2: A CONNECTED, WELCOMING AND RESILIENT COMMUNITY

### Where we want to be:

Waverley will be a resilient community where residents of different cultural backgrounds have a sense of belonging and connection, that welcomes visitors and newcomers, and where people can exchange stories, cultures and traditions.

### Why is this important?

A resilient and sustainable community depends on residents and visitors feeling welcome and respected. Council, in crises such as the COVID pandemic, can collaborate with many community groups across many different cultures, to build linkages that stimulate volunteering and mutual support.

Understanding other people and building trust between them requires a sharing of stories, beginning with those of Aboriginal peoples. A regular program of welcome for new arrivals, celebration of diversity and recognition of the contribution of generations of culturally diverse Waverley residents, shapes a stronger sense of local identity.

**“Cultural diversity in human society is like species diversity in ecological systems – diversity builds resilience, adaptability, collaboration and sustainability. Starting from First Nations knowledge there is a lot to learn from each other about how we can best face the future together.”**

***Multicultural Advisory  
Committee member***

### What the community told us:

- Community members want to see Aboriginal people, culture, traditions, knowledge and stories be acknowledged and more visible in Waverley.
- Many suggested ideas for new cultural events, such as food, music and film festivals, that can bring people from diverse backgrounds together to share and learn from each other.
- Community members want to see Council go beyond ‘tokenistic’ events, towards embedding diversity across programs and activities.

### What we will do:

- Work with local groups and organisations to increase understanding of Waverley’s diverse community and local Aboriginal history, including amongst visitors and newcomers.
- Provide, support and promote programs that encourage intercultural connections, build respect and understanding of different cultures and help people to maintain their cultural heritage and identity.
- Support the collecting, sharing and exchanging of stories by residents from culturally and linguistically diverse backgrounds.



## Focus area 2: Connected, welcoming and resilient community



Strategy / Actions	Team	Timeline (short/ medium/long)		
2.1. Work with local groups and organisations to increase understanding of Waverley's diverse community and local Aboriginal history, including amongst visitors and newcomers				
2.1.1. Investigate feasibility of establishing an annual New Citizen Welcome event, inviting everyone who achieved citizenship in the previous year, with the aim to offer welcome and introduce new citizens to Indigenous stories, public representatives, civic and service groups and other communities and activities.	Office of the Mayor in partnership with Community Programs			
2.2. Provide, support and promote programs that encourage intercultural connections, build social cohesion and help maintain people's cultural heritage and identity				
2.2.1. Work in partnership with community and cultural organisations to deliver and support programs, events and festivals that encourage intercultural connections and support understanding of different cultures.	Arts and Culture Library Community Programs Events			
2.2.2. Through future programming of Bondi Pavilion and Boot Factory Knowledge and Innovation Hub, deliver and support programs that support intercultural connections, cultural expression, and dialogue.  This to include continued engagement of artists from diverse cultural backgrounds across Council's community events, festivals and programs.	Arts and culture			
2.2.3. Continue to promote relevant programs, events and engagement opportunities through Council's communications channels and ethnic media, and investigate feasibility of establishing online events listing on Council's website to enable community groups to promote their events.	Comms			

2.2.4. Promote the Community Connections Volunteering program to culturally diverse volunteers and partners, through Council and other channels with the aim to increase diverse participation and find additional opportunities for volunteers to play a supporting role in Council led events and festivals.

Community Programs

## 2.3. Support the collecting, sharing and exchanging of stories by residents from culturally and linguistically diverse backgrounds

2.3.1. Develop social media campaign sharing stories about culturally diverse community members and intercultural friendships and initiatives in Waverley via Council's communications channels, including stories collected through the Bondi Story Room.

Comms  
Community Programs  
Arts and Culture

2.3.2. Continue to collect and share research and information about the multicultural history of Waverley.

Library

2.3.3. Building on the Bondi Story Room project, explore funding and opportunities to share local stories of Waverley's culturally and linguistically diverse residents, including through heritage walking tours, interpretive heritage signage, self-guided maps and storytelling programs (see examples).

Urban design and heritage  
Arts and Culture

## Ideas for future funding



### Welcome 2 Waverley

While Waverley is renowned as a place people love to visit, many newer arrivals in other parts of Sydney have never been and cannot easily navigate the ways to get here safely and enjoyably.

Our idea for future funding is to deliver a program (Welcome2Waverley), in partnership with Settlement Services International, that provides local guides from Waverley with similar interests as the visitor, to meet, greet and facilitate visits to the Waverley area. This program would build intercultural engagement while developing confidence among newcomers and understanding among longer established groups.



### Waverley's diverse heritage walking tour

There are many stories in Waverley – from the first Jewish resident from 1827, through the Irish settlers, post war Greeks and Italians, to the contemporary world of South Americans, African and Middle Easterners.

Our idea for future funding is to develop walking tours, accessible through self-guided apps, and also offered as guided walking tours by local people. Local businesses could be tagged which would allow for way stops at related cafes, restaurants, food stores, book and curio shops. There is opportunity for tours to originate at the forthcoming Visitor Information Centre at Bondi Pavilion, complementing the Bondi Story Room.



## Ideas for future funding



### Building bridges event

Bondi Pavilion served in the 1980s as the location for the famous Building Bridges concerts, which brought together Aboriginal Australians, Maori from Aotearoa New Zealand, and the cultural diversity of modern Australia.

As an iconic place within Waverley and across Australia, Bondi is uniquely situated to provide a focal point in the cultural diversity space that can resonate nationally and internationally. There are significant opportunities through the renewal of the Bondi Pavilion to continue to provide pathways for cultural expression with a focus on celebrating the diversity that continues to bring strength to Waverley.

Our idea for future funding is to work collaboratively with partners to support delivery of a concert foregrounding Aboriginal, Pasifika, other migrant and wider music themed around reconciliation.



### Bondi Pointers

There is a strong desire in the Waverley community to increase opportunities to share local (hi)stories for both residents and visitors, including in the public domain.

Our idea for future funding is to develop a heritage interpretation signage program marking important sites in Waverley's history - including telling the stories of Indigenous and culturally diverse people in our community. This can help to create a sense of welcoming, belonging, place and build awareness of our rich multicultural history.



### Micromuseums

Our idea for future funding is for Council to facilitate temporary "pop up" micro-museums in conjunction with existing museums such as the new Museum of Chinese Australia (Haymarket), the Sydney Jewish Museum, the National Maritime Museum, and Sydney Living Museums.

These micro-museums can stimulate the telling of local stories, and engage with local schools in ways that stimulate both knowledge acquisition and communication skills development (e.g. drawing, audio, video) Any travelling exhibition could be included in the Library's gallery program.



### Tamarama flax weaving

There are already great intercultural and storytelling programs happening in Waverley that Council can support in partnership with other government organisations, such as the Harakeke flax weaving program at Tamarama Beach. An initiative of WEAVE Parramatta (an initiative of Parramatta Artist Studios), this program brings together local Aboriginal elders and Maori weavers to support and assist with maintenance and weaving of the harakeke (flax) plants growing at Tamarama, whilst also hearing local history and stories to keep in mind with bush care in this environment. Our idea for future funding is to support and promote this program and stories.



## Focus area 3: NO PLACE FOR RACISM

### Where we want to be:

Waverley will be a community where racial and religious discrimination and prejudice have no place, and those vulnerable to these threats are protected.

### Why is this important?

A strong local stand against racism and expressions of prejudice and hate underpins a resilient and trusting community. At times of crisis identifiable minorities can become the targets for both random and planned racism, ranging from graffiti to verbal abuse to physical assault. Council can show the way in rejecting racism, demonstrating antiracist values, and defending and supporting those who may become targets of racist abuse. Council can ensure its communication and public security pushes back against racism, while protecting its own diverse staff against racist abuse and public harassment.

**“Globally and in Waverley we are seeing increasing polarisation and normalisation of hate speech. This is a global challenge with local implications.”**

**“Rising religious intolerance is a challenge. Security is a huge issue for the Jewish community in Waverley.”**

*Community focus group participants*

### What the community told us:

- Community members identified that global trends, including increasing polarisation and religious and cultural intolerance, have local implications for Waverley that need to be considered.
- The community want to see Council take a strong stand against racism and discrimination, and ensure that community members feel safe and supported.
- Members of the Jewish community pointed to incidences of antisemitism in Waverley, for example recent acts of graffiti at Bondi Beach skatepark, as an ongoing issue of concern.

### What we will do:

- Work with community organisations and other agencies to educate and raise awareness to promote inclusion and the importance of standing up to racism and discrimination.
- Identify and respond to issues and needs related to discrimination and racism in our community in a respectful and timely manner.
- Promote a working environment for Council employees that is free of discrimination and harassment



### Focus area 3: No place for racism



Harmony Concert at Oxford St Mall

Strategy / Actions	Team	Timeline (short/ medium/long)		
3.1. Work with community organisations and other agencies to educate and raise awareness to promote harmony, inclusion and promote the importance of standing up to racism and discrimination				
3.1.1. When relevant, continue to publish media statements condemning racism, discrimination and intolerance in the Waverley community and Australian society.	Mayor's Office			
3.1.2. In collaboration with the Multicultural Advisory Committee, develop a public space campaign to share positive messages that promote inclusion and condemn racism.	Community Programs			
3.2. Identify and respond to community issues and needs in a respectful and timely manner				
3.2.1. Share information about racism and discrimination reporting via Council's events and communication channels (e.g. links to Anti-Discrimination NSW, Human Rights Commission).	Community Programs with the support of Comms			
3.2.2. Continue to ensure that racist graffiti and posters etc. are identified and removed with urgency.	Waste and Cleansing			
3.2.3. Explore opportunities to partner with government and community organisations to collect and share data on racism incidents that occur in the Waverley local government area and improve Council's anti-racism strategy over time.	Community Programs			
3.2.4. Develop internal procedures to prevent and respond to racism, discrimination and intolerance on Council social media channels.	Comms			
3.3. Provide a safe and inclusive workplace for Council employees				
3.3.1. Establish and support a working group comprising of employee representatives from across the organisation to review policies and procedures that ensure a safe and inclusive work environment for everyone when reporting conducts of concern, including conducts related to discrimination.	HR			

## Ideas for future funding



### **Racism not welcome here street signs**

In February 2021, Council passed a resolution to refer to the Multicultural Advisory Committee for discussion and guidance on ways to implement the 'Racism Not Welcome' street signs and associated campaign in the Waverley local government area, with support from Council and its officers. Our idea is to implement the campaign in busy places in Waverley. Each sign could have English on one side and a language, from Aboriginal through the range of other tongues spoken, on the other side. Over time Waverley would become populated with dozens of languages on signs speaking the same message of welcome and peace.



### **Building cultural tolerance with young people**

Drawing on learnings from the Different People Different Voices Project developed by Burwood Council with NSW government funding in 2013, Waverley can explore opportunities to facilitate projects and share resources and information with local young people, schools and service providers to raise awareness of issues related to cultural inclusion, bullying, racism, discrimination and bystander action.



## Focus area 4: INCLUSION AND EQUITY

### Where we want to be:

Waverley coordinates, provides, facilitates and supports services that respond to and respect cultural differences, while ensuring equity and facilitating opportunity.

### Why is this important?

When the community recognises, understands and acts on its diversity, the process strengthens resilience, ensures trust and contributes to well-being.

Waverley can better understand how gender, culture, age, income and disability can impact on people. Access to services and facilities that respond to diverse needs across the range of programs and services, directly delivered by Council or through other organisations, helps to ensure no one, resident or visitor, is left out.

**"It's not just about welcoming people and its important to steer clear of motherhood statements. It's about supporting those who need it most."**

*Community focus group participant*

**"International students are struggling with issues due to COVID19 and are constantly under immense pressure, especially those who have lost their jobs and/or housing."**

*Multicultural Advisory Committee member*

### What the community told us:

- Vulnerable groups identified by the community include international students, backpackers, gig workers with insecure employment, isolated elderly people, people with disability and those experiencing domestic or family violence.
- Service providers highlighted opportunities for Council to raise awareness of available supports, and emphasised the importance of providing services that are culturally appropriate and, if required, translated.

### What we will do:

- Ensure Council services, information and resources responds to the cultural diversity of the Waverley community and visitors, are accessible and, where relevant, available in community languages
- Work in partnership to identify and support groups and individuals from culturally diverse backgrounds (residents and visitors) that are more vulnerable
- Continue to promote and provide accessible and appropriate services, resources, venues and facilities to CALD communities
- Waverley understands it is a highly desirable location for visitations from outside the area, and ensures an equitable and safe experience for residents, workers and visitors



## Focus area 4: Inclusion and equity



Strategy / Actions	Team	Timeline (short/medium/long)		
4.1. Ensure Council services, information and resources respond to the cultural diversity of the Waverley community and visitors, are accessible and, where relevant, available in community languages				
4.1.1. Explore opportunities to better utilise the existing multilingual language skills within Council and provide skill development and support relevant staff to make it easier for our multi-cultural community to fully participate in the civic life of Waverley.	Community Programs with support of HR and Comms			
4.1.2. As part of Council's communication and engagement activities, ensure that the use of translated materials is considered as part of the development of the communications and/or engagement strategy to ensure that language is not a significant barrier to participation.	Comms with support of Community Programs			
4.1.3. Continue to provide library collections and resources in a range of community languages responding to utilisation and demand, recognising that our collection services a regional catchment, and promote these via Library website, social media channels and via other cultural organisations channels.	Library			
4.1.4. Explore opportunities to improve cultural awareness, education and resources within all of Council's early education and family day care services to support families from culturally and linguistically diverse backgrounds and seek opportunities to increase greater cultural inclusion so everyone in our community feels welcome.	Families & Children			
4.1.5. Ensure that emergency preparedness and resilience planning methodologies are inclusive of culturally and linguistically diverse people in Waverley, including visitors, workers and residents, and available in languages other than English where relevant.	Sustainability and resilience			
4.1.6. Investigate feasibility of reviewing public applications and forms to ensure they are comprehensible in Clear English, and translated or available through translation, and can be submitted in languages where at all possible.	ICT			
4.2. Work in partnership to identify and support groups and individuals from culturally diverse backgrounds (residents and visitors) that are more vulnerable				
4.2.1. Work in partnership to identify issues and explore opportunities to support safety of vulnerable culturally diverse residents, workers and visitors in Waverley, including gig economy workers, sex workers, international students, backpackers, older people, people with disability.	Community Programs			

### 4.3. Waverley understands it is a highly desirable location for visitations from outside the area, and ensures an equitable and safe experience for residents, workers and visitors

4.3.1. Explore opportunities through forthcoming Visitor Information Centre at Bondi Pavilion to welcome visitors different culturally diverse backgrounds and connect people to information about Council, services and safety. This could include information, programs and signage available in key community and visitor languages.	Economic Development			
4.3.2. Continue to deliver and promote beach, sun and water safety programs and resources to culturally diverse people, through online information, (digital) signage, and on site orientation talks.	Lifeguards with the support of Comms			
4.3.3. Explore opportunities to raise awareness of key emergency, safety and support resources and information to temporary residents and visitors, liaising with key institutions such as backpackers' hostels, international student accommodation, and gig economy employers.	Community Programs			
4.3.4. Review and provide universal signage to improve access and information in public areas, particularly on the beaches.	Infrastructure services and Comms			

## Ideas for future funding



### Safe spaces, safe places

Many members of the Waverley community live and work precariously, never more than now as the ongoing impact of the pandemic isolates people whose families are elsewhere and whose opportunities for education and employment have been reduced. People with limited experience of Australia, even if their primary language is English, can find themselves exposed to exploitation, harassment, intimidation and violence, suffering mental health and related issues. Often though they have no firm sense of their rights or how to gain the protection of authorities. Our idea for future funding is an information project that raises awareness of safety resources and, in conjunction with NSW Police, state human rights agencies, relevant trade unions, and non-government organisations, reaches out to these people, through electronic signage in a range of languages, online referral and leafleting of key locations such as those relevant to the gig economy, the sex industry and backpackers accommodation.



### Enabling a diverse Waverley

People with disabilities from culturally and linguistically diverse backgrounds can find themselves more excluded from and isolated in seeking services that meet their needs. While Waverley has a good network of disability services, key services that work with culturally diverse communities are not well represented in the area and many people may be missing out and remaining unheard. Our idea for future funding is for a project that helps identify a wider range of people with disabilities who need culturally appropriate services, and ensures locally information and support is provided in ways that allow people to take full advantage of the services, and avoid the dangers of exclusion.



## Focus area 5: Enabling opportunities

### Where we want to be:

Waverley recognises and enhances the aspirations and contribution of its residents and visitors to the economic, civic, and cultural wellbeing of the community.

### Why is this important?

Cultural diversity contributes to productivity and opportunity, by enabling the application of different perspectives, skills and capacities. Initiatives that link aspects of the Waverley situation can generate new opportunities for enjoyment, social and cultural engagement and economic sustainability, while addressing the needs of more marginalised or vulnerable groups. We are committed to leading and contributing to initiatives that can generate new opportunities for ideas that break “out of the box” and can capture the imagination and involvement of residents and visitors and add to long term sustainability, while creating new links and partnerships.

**“I am a new immigrant. I want to be involved, recognised, respected and feel part of the community. I want a strong community of people who came from my country to help overcome isolation, and I want to be a full participant in the community I have joined here, sharing in decision making”**

***Multicultural Advisory  
Committee member***

### What the community told us:

- Local business networks told us that Waverley's local economy depends heavily on short, medium and longer term visitations from culturally diverse people.

### What we will do:

- Work in partnership with local business community to respond to issues and opportunities related to cultural diversity
- Deliver and supports programs, projects and events showcasing our cultural diversity to encourage sustainable visitation to Waverley
- Support and build capacity [for participation and contribution] across our culturally diverse communities, especially young people (traineeship etc)
- Improve Council's practices so that people from diverse backgrounds have opportunities to fulfill their work potential.



## Focus area 4: Enabling opportunities



Sydney Jewish Writers Festival

Strategy / Actions	Team	Timeline (short/ medium/long)		
5.1. Work in partnership with local business community to respond to issues and opportunities related to cultural diversity				
5.1.1. Provide briefings and other information to the members of the chambers of commerce and other businesses on the cultural diversity situation in Waverley, to enable them to better respond to the cultural diversity of residents, workers and visitors.	Community programs			
5.2. Deliver and support programs, projects and events showcasing our cultural diversity to encourage visitation to Waverley				
5.2.1. Investigate feasibility of key new initiatives (programs, events, festivals) that will contribute to productive diversity opportunities (see ideas for future funding overpage).	Cultural Diversity PCG			
5.3. Review and enhance Waverley Council's employment processes				
5.3.1. Review and revise Council's Recruitment guidelines and processes to encourage applications from people of diverse backgrounds.	HR			
5.4. Support and build capacity of culturally diverse communities and organisations				
5.4.1. Provide funding through the Small Grants program to community groups delivering cultural, recreational and social outcomes.	Community programs			
5.4.2. Continue to provide and promote support to community groups including information and advice on demographics, local issues and grant opportunities.	Community Programs			

## Ideas for future funding



### Waverley Board Walk

While most people think of Waverley and particularly Bondi as a summer place, the winter months also call forth visitors.

Our idea for future funding is to develop a program that draws people from across the area and the city to a time of intercultural game playing – board games from many cultures played throughout the area. This program would create many opportunities for intercultural engagement through chess, backgammon, mah jong, Go and other games pop up at cafes, clubs and indoor and outdoor venues. For a period of a month or more in Winter an online games schedule would enable players from many cultures and from beginner to expert skill to learn and then compete in friendly games and sponsored competitions.



### Waverley on a plate

With the pandemic locking down international travel, attention has shifted to ways in which the world exists on our doorstep. Our idea for future funding is for a project in conjunction with local business groups, to create a network of food related businesses, from retail restaurants to food delivery, to food products, to food preparation classes, to menus. The focus is on both building a network and building an app that foregrounds Waverley's food opportunities, while backgrounding culture, entrepreneurship and innovation. Delivery companies that ensure work rights and protections for their riders/drivers will be given special access, and their staff acknowledged by Council in regular updates on rights information and other work opportunities.





WAVERLEY  
COUNCIL

# Waverley Council

**55 Spring Street, Bondi Junction, NSW 2022**

**PO Box 9 Bondi Junction NSW 1355**

**info@waverley.nsw.gov.au**

[www.waverley.nsw.gov.au](http://www.waverley.nsw.gov.au)

## Telephone enquiries

General business **9083 8000**

General fax **9387 1820**

TTY/voice calls for hearing/speech impaired **133 677**

After hours emergencies **9083 8000**