

# Community Development in the City of Bayswater



[bayswater.wa.gov.au](http://bayswater.wa.gov.au)

City of  
**Bayswater**



## Acknowledgment

Ngalla City of Bayswater kaatanginy baalapa Noongar Boodja  
baaranginy, Wadjuk moort Noongar moort, boordiar's koorra koorra,  
boordiar's ye yay ba boordiar's boordawyn wah.

*The City of Bayswater acknowledges the Traditional Custodians of  
the land, the Whadjuk people of the Noongar Nation, and pays its  
respects to elders past, present and emerging.*



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# 1. Message from the Chief Executive Officer

Community development is an important part of the way your local government interacts with you, and helps to create resilient and inter-connected people, organisations and neighbourhoods. In recent times, the community has asked us to further explain the programs and activities generated by the City of Bayswater as part of its commitment to community development.

The purpose of this information booklet is to:

- a. Define what community development is
- b. Explain the City's role and approach to community development in the City of Bayswater
- c. Demonstrate how effective decision making is aligned with community priorities, values and expectations
- d. Provide insight into how the City will measure success
- e. Provide links to useful City of Bayswater community development tools to assist our community with future planning; including suburb profiles, Community Grants Program, and the City's events application process

It is our intention for this information booklet to become a reference point and toolkit for residents and community groups.





## 2. Who is the local community?

The local community is made up of people who live, work, and visit the City of Bayswater. These people participate in a variety of activities, including cultural, social, sporting and educational pursuits.



### 3. Where is the City of Bayswater located?

The City of Bayswater spans an area of 34.6km<sup>2</sup> on the banks of the Swan River, the Derbal Yerrigan; and at its closest boundary is only 4km from the Perth Central Business District. The City of Bayswater is bounded by the City of Swan in the north, the Town of Bassendean in the east, the Swan River and the City of Belmont in the south, and the Cities of Stirling and Vincent in the west.

Total area	34.6km <sup>2</sup>
Location	4km north-east of Perth City
Climate	Mediterranean

The City of Bayswater maintains around 380 hectares of public open space, with 24 sporting parks and 145 passive reserves.

This, together with the diverse range of facilities and major landmarks such as shopping centres and transport nodes within the suburbs, provides many opportunities to encourage community participation.

68,720

Estimated resident population

38

Median age



1.22%

Aboriginal and Torres Strait Islander population



42.31%

Couples with children



8%

Older couples without children



27%

Lone person households



45.77%

Overseas born



28%

Language at home other than English



35.68%

University qualification  
Graduate Diploma,  
Advanced Diploma,  
Bachelor, Postgraduate

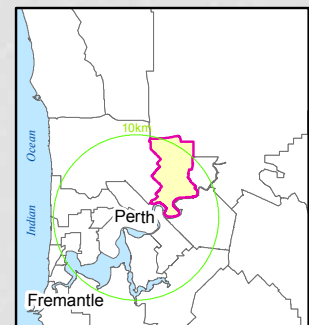
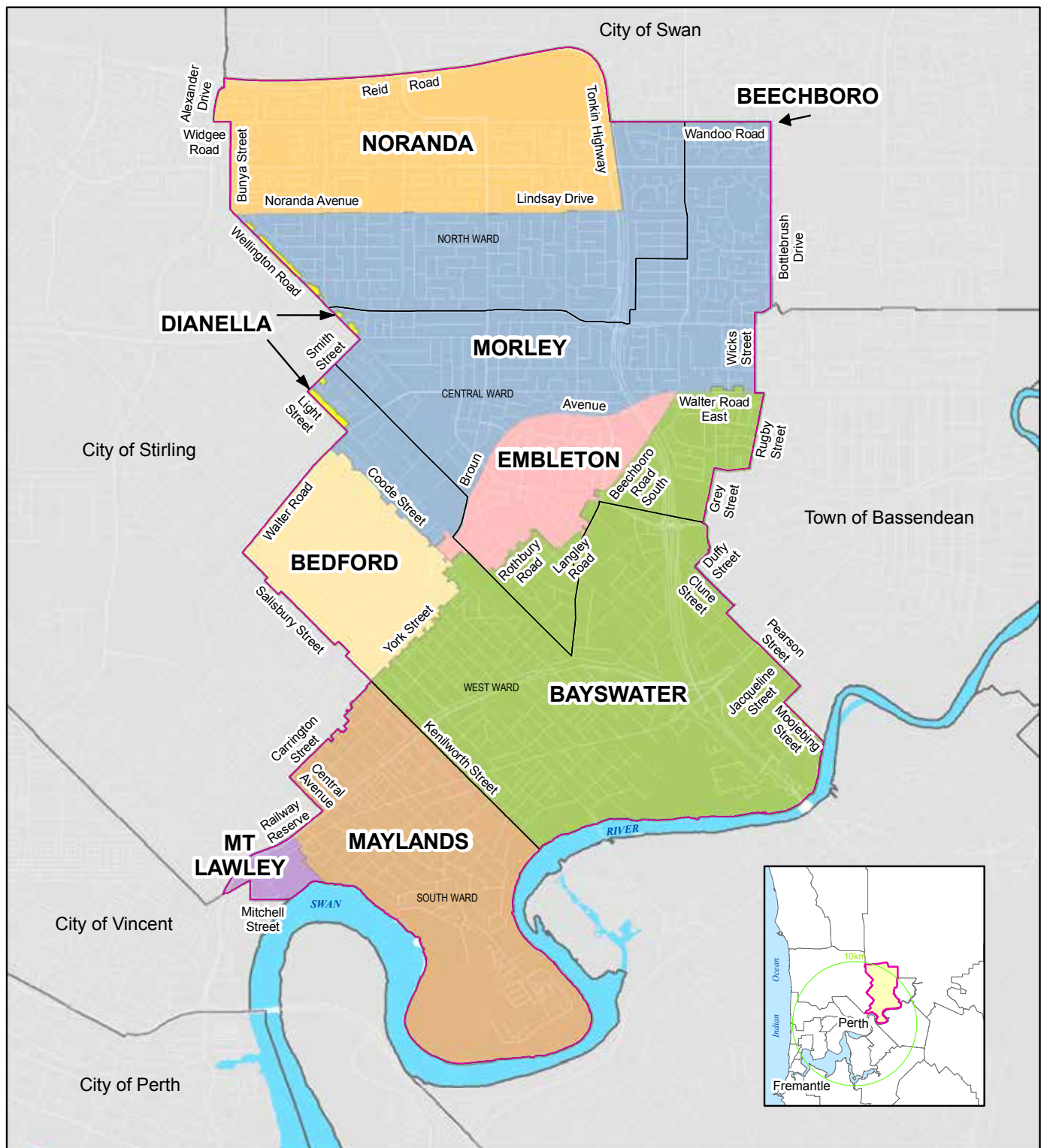


14.72%

Trade Qualification  
Certificate levels 1 – 4

210

Homeless persons  
No SA\_1 Level Data



Legend			
<span style="color: green;">■</span> BAYSWATER Area 9.83km <sup>2</sup> Part Central Ward Part West Ward	<span style="color: yellow;">■</span> DIANELLA (Pt) Area 0.07km <sup>2</sup> Part North Ward Part Central Ward Part West Ward	<span style="color: blue;">■</span> MORLEY (Pt) Area 10.39km <sup>2</sup> Part North Ward Part Central Ward Part West Ward	
<span style="color: orange;">■</span> BEDFORD Area 2.33km <sup>2</sup> Part West Ward	<span style="color: pink;">■</span> EMBLETON Area 1.71km <sup>2</sup> Part Central Ward Part West Ward	<span style="color: purple;">■</span> MT LAWLEY (Pt) Area 0.31km <sup>2</sup> Part South Ward	
<span style="color: cyan;">■</span> BEECHBORO (Pt) Area 0.01km <sup>2</sup> Part Central Ward Part North Ward	<span style="color: brown;">■</span> MAYLANDS Area 4.93km <sup>2</sup> Part South Ward	<span style="color: orange;">■</span> NORANDA Area 4.93km <sup>2</sup> North Ward	



## City of Bayswater Suburb Layout

0 0.375 0.75 1.5 2.25 3 Kilometers

Compiled by: Asset & Mapping Services  
City of Bayswater

Map Scale: 1:49:000 (at ISO A4 sheet size)

Source data - Data WA 2019

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## 4. What is Community Development?

The United Nations defines community development as:

‘...a process where community members come together to take collective action and generate solutions to common problems’.

Community development aims to empower people and groups with common interests to work collaboratively.

The City of Bayswater’s community development programs contribute toward the growth of community leadership through building the capacity, skills and knowledge of people. It also uses local assets to create sustainable outcomes for the community. This strengthens community wellbeing, resilience and connection to the place where people live, work or play.

Community Development is about doing it with the community, and less about doing it for the community.





## 5. How the City of Bayswater approaches Community Development

The City's role in community development is as a facilitator, educator and enabler; connecting the local community with resources that will assist in making a positive impact within the community.

The City recognises that an abundance of unique talents, skills, facilities, resources and assets exist within the community.

We aim to develop our local community to improve quality of life and bring about positive change through the following approaches:

### Community Capacity Building

- Contribute toward building skills and knowledge of local people
- Connect people with groups in the community who share similar interests, concerns and issues
- Ensure our work reflects a commitment to the principles of access and equity, respect for diversity, human rights and the participation of all
- Recognise the positive contributions our diverse community makes in generating community benefits.

### Asset-Based Community Development

- Focus on community strengths, skills, assets and opportunities rather than focusing on what should be fixed
- Identify community assets and resources that support community driven initiatives and aspirations
- Maximise outcomes through connecting likeminded people
- Provide advice, information and support to groups and individuals to ensure they are fully informed about relevant issues and opportunities.



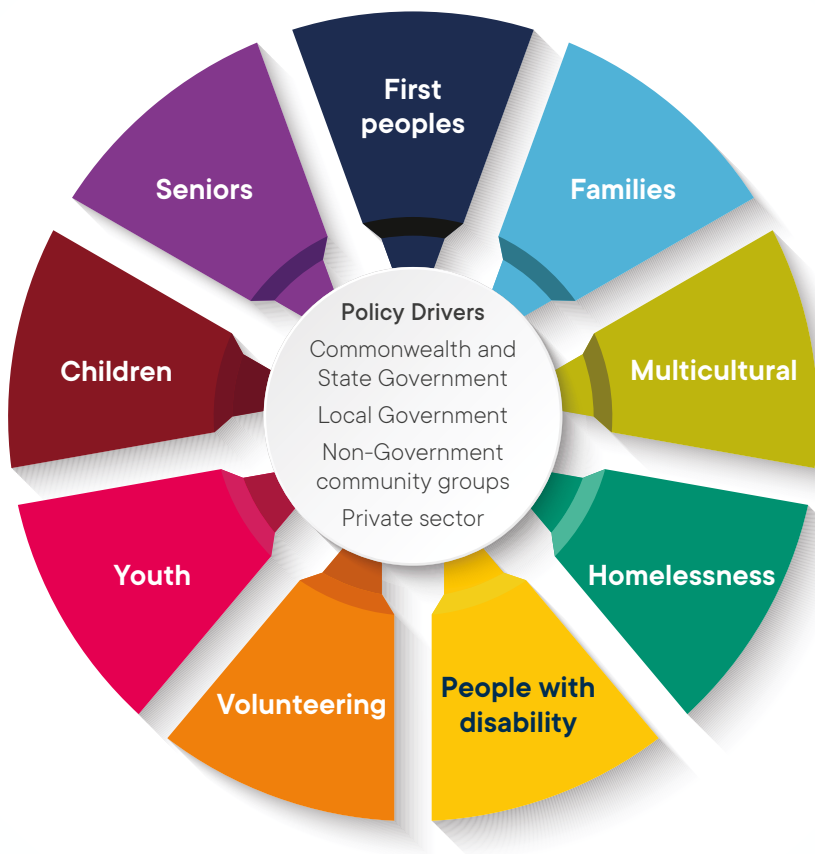
## 6. What are the priorities and areas of focus for Community Development?

Community development is a shared responsibility involving many stakeholders, including all tiers of government, not-for profit organisations, the private sector and local community groups and sporting clubs.

There are a range of priority population groups and areas of focus which are developed through research, policy and funding. The City's Community Development focus responds to these through various social plans, strategies, programs, and initiatives that target:

- First peoples
- Children and families
- Young people
- Seniors
- Multicultural groups
- People with disability
- People experiencing homelessness
- Volunteering.

The graph below illustrates the connectedness of different population groups and how policy drivers are central to responding to each of these target groups. The population groups identified are not exclusive or equal, but are just a portion of the ways in which we recognise and support the entire population of the City of Bayswater.



## 7. How Community Development aligns to the Strategic Community Plan

In 2019, the City of Bayswater adopted a roadmap to building a better Bayswater.

This easy to read summary of the Strategic Community Plan features aspirations and strategies for the coming four year period, which are presented in five focus areas:

- Our Community
- Our Natural Environment
- Our Built Environment
- Our Local Economy
- Leadership and Governance

The work of Community Development is shared by many teams and is considered in each of these five focus areas. The City's teams contribute to the delivery of this plan by ensuring programs, initiatives and activities facilitated or enabled by the City respond to these themes and aspirations.



## 8. How Community Development is delivered at the City of Bayswater

The City of Bayswater has a dedicated Community Development team, whose purpose is to plan, deliver, support, and review community development programs and initiatives across the City. However, community development programs are not solely delivered by this team – various programs and initiatives are facilitated by other City teams, including those outlined in section 12 of this information booklet.

Community development activities are developed based on:

**Strategic Direction** – activities and programs respond to the adopted Strategic Community Plan

**Community Views** – activities and programs take into account feedback received from the community with regard to desirable outcomes or gaps in provision

**Equity** – activities and programs respond to the diverse needs of City of Bayswater residents

**Risks** – activities and programs take into account the risks of supporting or not supporting proposed community development activities

**Costs** – the availability of City funds and other funding sources.





## 9. Responsibilities of the City's Community Development team

As a Community Development team, we strive to achieve a connected and welcoming community where people are valued, empowered and engaged.

Before everything else, the team works with the community to identify opportunities, community concerns, and who best to work with to address those concerns. This ensures we continue to advocate on behalf of residents and are visible in the community, looking for ongoing community development opportunities.

Program	City's role			
	Facilitate	Advocate	Deliver	Partner
<b>YOUTH DEVELOPMENT</b>				
Facilitate a Youth Advisory Council to give youth a voice in matters that are important to them in the City of Bayswater.				
Coordinate youth workshops, events and initiatives as listed in the City's Youth Action Plan - The Platform.				
Partner with YouthCARE to deliver a Chaplaincy Program in our local schools.				
<b>RECONCILIATION ACTION PLAN</b>				
Facilitate an Aboriginal Advisory Committee to understand the concerns of Aboriginal and Torres Strait Islander people and to assist with the planning of reconciliation initiatives.				
Celebrate National Reconciliation Week and NAIDOC Week activities.				
Deliver reconciliation activities and initiatives, as listed in the City's Reconciliation Action Plan.				



Program	City's role			
	Facilitate	Advocate	Deliver	Partner

## SPORT AND COMMUNITY DEVELOPMENT

Partner with local clubs and organisations to share resources and build networks.				
Deliver a Community UpSkiller Program to resident clubs to build their capacity, skills, knowledge and local governance.				
Deliver the KidSport Program to allocate funds to eligible families to participate in sports.				
Maintain a Community Directory to communicate with clubs and organisations effectively and share contact information with the community.				

## SENIORS

Implement the Age Friendly initiatives, as listed in the City's Age Friendly Strategy.				
Manage the City's Age Friendly Ambassador Program. This program is made up of volunteers who connect with older adults in the community and provide information that is of relevance and interest to older adults. They are also a voice for matters concerning older adults in the community.				
Facilitate a Fit for Life Program for older people to enhance wellbeing.				
Manage Bayswater Community Centre- Program for Older Adults.				
Manage Morley Community Centre - Program for Older Adults.				
Maintain a Service Directory for Older Adults to share information about local services.				

## COMMUNITY EVENTS

Deliver community events, as per the City's annual events calendar.				
Partner with other organisations to deliver community events.				
Provide support for event planning to other organisations, including event approvals.				
Provide support to the community for events, activities and initiatives, as listed in the City's Cultural Plan.				

Program	City's role			
	Facilitate	Advocate	Deliver	Partner

## COMMUNITY GRANTS PROGRAM

Promote and administer the Better Bayswater Grant, to fund eligible initiatives.				
Promote and administer Community Events Grants, to fund eligible events.				

## DISABILITY ACCESS AND INCLUSION

Facilitate a Community Access and Inclusion Advisory Committee to better understand and respond to concerns of people with disability and other marginalised groups.				
Deliver disability access and inclusion initiatives, programs and events, as listed in the City's Disability Access and Inclusion Plan.				

## HOMELESSNESS

Maintain a Directory (Services and Information) to share information with the community about local services.				
Partner with the Nyoongar Outreach Services for early intervention with Aboriginal people.				

## VOLUNTEERING

Deliver a Volunteer Program and recognition event.				
Manage the City's Community Bus Hire Program to ensure equitable access by local groups.				

## CIVIC EVENTS

Conduct Community Citizen of the Year Awards on Australia Day to acknowledge significant contributions by local residents.				
Conduct Citizenship Ceremonies on behalf of the Federal Government to welcome new citizens to the City of Bayswater.				
Manage civic functions to support the City's corporate and Council activities.				

## 10. Community Development responsibilities of the wider organisation

Community development programs, activities and initiatives are also facilitated by other City teams. The City's various teams work collaboratively to ensure the best community outcomes are reached; while mitigating the risk of program duplication across the organisation. The various City teams build on each others' strengths, expertise and knowledge, as well as that of external stakeholders.

Other City teams that facilitate community development include:

- Libraries (Morley, Bayswater and Maylands)
- Recreation (The RISE, Bayswater Waves and Morley Sport and Recreation Centre)
- Rangers and Security
- Community Engagement
- Strategic Planning and Place
- Environmental Health
- Project Services
- Sustainability and Environment
- Engineering Works and Services
- Building Works
- Parks and Gardens
- Development Approvals
- Assets and Mapping Services.



## 11. Other City information

The following documents are available on the City of Bayswater website, or are in the process of being developed. They provide information about various community development actions and strategies the City has committed to provide. Additional documents will be added over time, and these will be made available to the community in various formats.

You can use this information to partner with us to deliver community development projects with shared resources and knowledge.



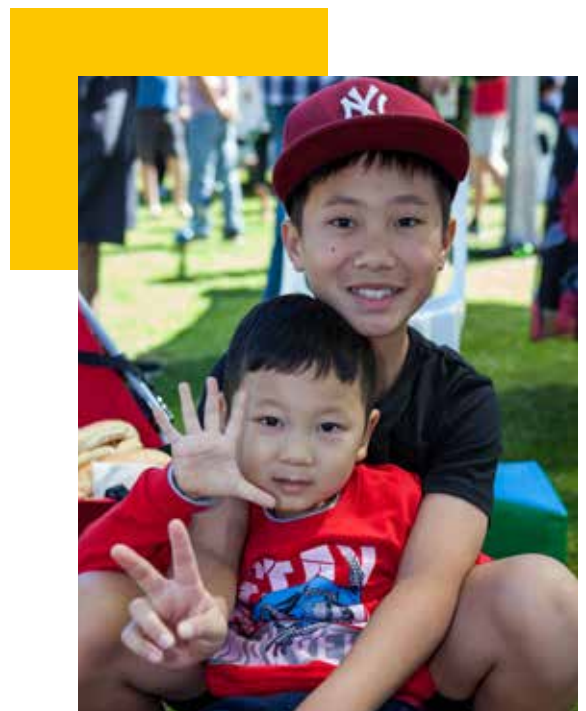
## 12. Measuring our success

We measure the way we do things so we know we are on the right track and are making a difference in our community. We measure our success in the following ways:

- Community participation in programs, events and initiatives
- Success in grant funding and other partnerships
- Award recognition for specific projects or programs that contribute toward sustainable change
- Project and program evaluation surveys
- Community satisfaction with the City's community development initiatives (captured in various ways, including surveys).

## 13. How we report our success

- Statutory annual reporting on the performance of the City of Bayswater Disability Access and Inclusion Plan (DAIP)
- Quarterly reports to Council, which are incorporated in the City's Corporate Business Plan quarterly reporting
- Quarterly reports to the Community Access and Inclusion Advisory Committee and the Aboriginal Advisory Committee
- Acquittals to partners and funding bodies.





## 14. How the City communicates its achievements

We communicate achievements with our community in a number of ways, including social media, newsletters, our website, and our annual report.



## 15. Review period

This document will be continuously reviewed, but a major review will be completed no later than every three years.



# 16. Other useful information and tools

## 16.1 Suburb Profiles

Based on the most recent Australian Bureau of Statistics data (2016), the City has completed a basic suburb profile for each of its suburbs to provide the community with information about the assets, strengths and opportunities within each suburb. These suburb profiles will assist the City of Bayswater and community stakeholders to plan for community development programs, events and initiatives.

The City of Bayswater is made up of a number of suburbs, including Noranda, Morley, Embleton, Bedford, Bayswater, Maylands and parts of Mount Lawley and Dianella. Each suburb is unique, with different characteristics that are celebrated with the City's community development programs. The suburb profiles can be found on the City's website.

## 16.2 Community Grants Program

The City runs a number of grants programs, including the Better Bayswater Grant, Community Events Grants, donations, and Capital Works Grant. These can be found on the City's website.

## 16.3 The City's Events Application Tools

The City supports the delivery of community-led local events and there are tools to assist in the planning and delivery of these events; these can be accessed through the City's website.

## 16.4 City of Bayswater Maps

Visit the City of Bayswater website for a wide range of information and tools, including City Maps.

## 16.5 Additional Demographic Insights

Visit Australian Bureau of Statistics QuickStats for more demographic insights: [abs.gov.au/websitedbs/censushome.nsf/home/quickstats?opendocument&navpos=220](https://abs.gov.au/websitedbs/censushome.nsf/home/quickstats?opendocument&navpos=220)

## 17. Contact the Community Development team

If you have any queries or require further information, contact the City's Community Development team:

**Telephone** (08) 9272 0622

**Email** [mail@bayswater.wa.gov.au](mailto:mail@bayswater.wa.gov.au)

**Website** [www.bayswater.wa.gov.au](http://www.bayswater.wa.gov.au)









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