

# COMMUNITY SURVEY

## DECEMBER 2017

A SHOUT OUT TO THE SHIRE:  
MAKING DECISIONS FOR THE FUTURE

SUTHERLAND SHIRE

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## 1. Introduction

Sutherland Shire is home to nearly 230,000 people and Sutherland Shire Council is facing a number of challenges over the next few years to continue to meet the needs of a growing population.

This community engagement research programme was run to assist Council with planning for the future.

The report that follows summarises results from the 2017 Community Survey, and includes:

- What the Community think about Council; what they know and what they feel is important
- What's on the Community's minds right now; pride in Sutherland Shire, pressures and concerns
- What the Community uses; what are Council's strengths, what can be improved.

## 2. Context and the challenge ahead



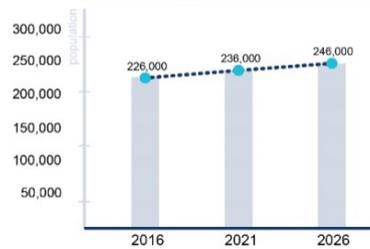
### Maintaining a high quality of life

Council provides a number of services to Sutherland Shire, from roads, parks and libraries, to the Sutherland Entertainment Centre, car parking, waste services, childcare and leisure centres.

### A growing population

Population growth is inevitable and by 2026 the local population will grow by 20,000, which will have to be supported through more infrastructure, more maintenance and more housing (from 84,000 to 96,000 homes).

Projected Population Growth  
Sutherland Shire 2016 - 2026



Costs to maintain  
Services & Infrastructure  
to 2026



### An ever increasing cost base

Rising operating costs with energy bills, costs of materials and maintenance costs all increasing.

### More funding / spending changes are needed

Council cannot meet these additional costs, solely through the minimum rate rise level of 2.5% - there is a need to further understand and refine where spending should be focussed.



### 3. Objectives and approach

**Council Objectives** 

1. Ensure the long term health of the Sutherland Shire Council
2. Maximise community satisfaction / engagement through consultation

**Research Objectives** 

1. Understand the Community's relationship with Sutherland Shire and Council:
  - How do they feel about the area?
  - What services are important?
2. Provide Council with strategic direction for managing assets and delivering services into the future:
  - What assets are residents prioritising?
  - What improvements would residents like to see?
3. Understand the potential for raising revenue through rate increases:
  - How do residents feel about this?
  - Can the gap between house owners and apartment owners be closed?
4. Advise on community communications:
  - What do residents want to hear from Council?
  - What are the best channels to use?

### Approach

#### Data collection

A multi-staged community engagement research programme was designed to answer these objectives. The programme was administered by a third party, *Ruby Cha Cha*, which involved stakeholder interviews, immersions, resident and business forums and an online survey within the Sutherland Shire Local Government Area (LGA). A copy of the online survey is provided in Appendix A.

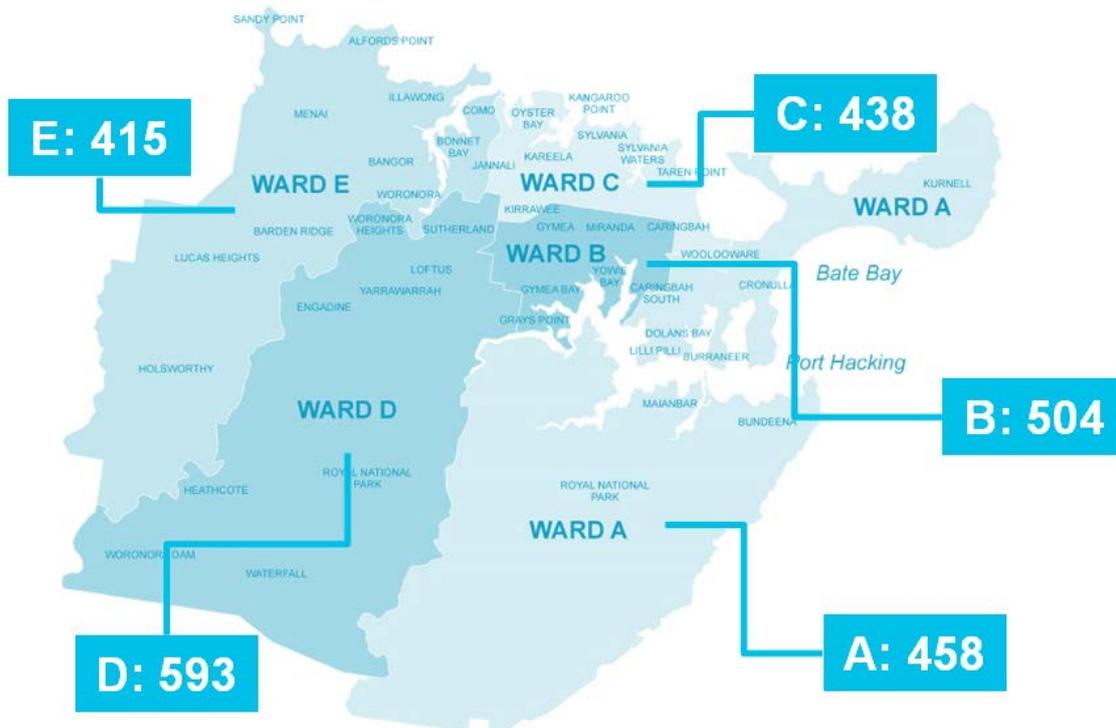
 STAKEHOLDER INTERVIEWS	 RESIDENT IMMERSIONS	 RESIDENT & BUSINESS FORUMS	 RESIDENT SURVEY
15 Completed	20 Completed	5 Completed n=20 per forum	2,400 Completed
 30 mins	 90 mins	 3 hours	 30 mins
 <b>Purpose:</b> Define scope, develop hypotheses	 <b>Purpose:</b> Explore and identify tension, perceptions, behaviours related to services and council and the area	 <b>Purpose:</b> Co-create solutions to service problems uncovered in immersion sessions	 <b>Purpose:</b> Measure and size resident groups, attitudes and service behaviours, preferences and thoughts on rate changes
June 2017	Aug - Sept 2017	Sept 2017	13 Nov - 5 Dec 2017

## Survey Sample Size

To represent the views of the Sutherland Shire 2,400 residents, aged 18+ and live in one of the five wards, were surveyed.

RESIDENT SURVEY	SOURCE OF SAMPLE
<p><b>2,400 Completed</b></p> <p> <b>30 mins</b></p> <p></p> <p><b>Purpose:</b> Measure and size resident groups, attitudes and service behaviours, preferences and thoughts on rate changes</p> <p><b>13 Nov - 5 Dec 2017</b></p>	<p><b>1,028 Council's Facebook page</b></p> <p><b>369 Join the Conversation</b></p> <p><b>363 Ruby Cha Cha's panel partners</b></p> <p><b>335 The Leader's articles</b></p> <p><b>313 Council's website</b></p>

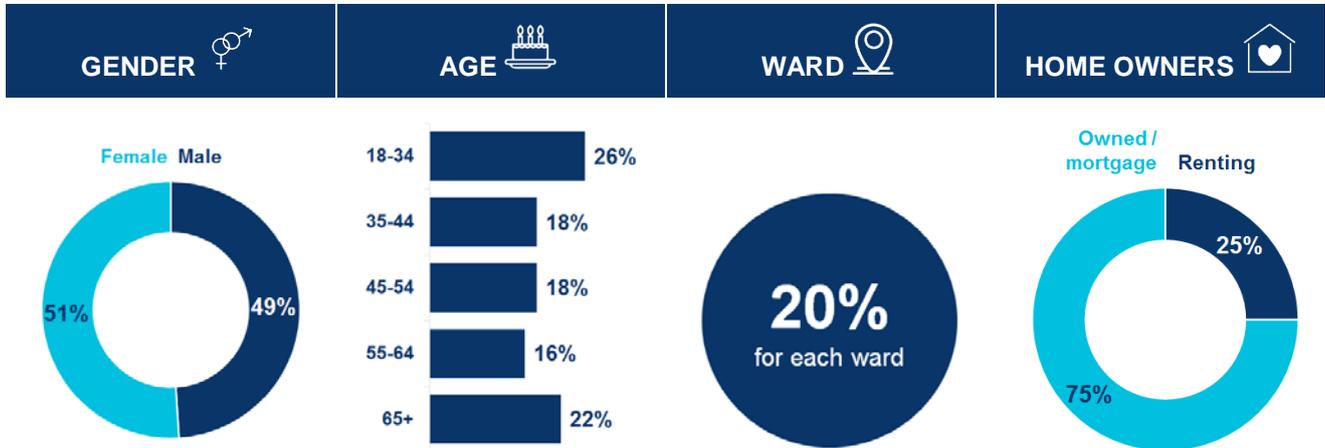
## THE VIEW OF ALL WARDS WERE REPRESENTED



## Making the data representative: Voter base profile<sup>1</sup>

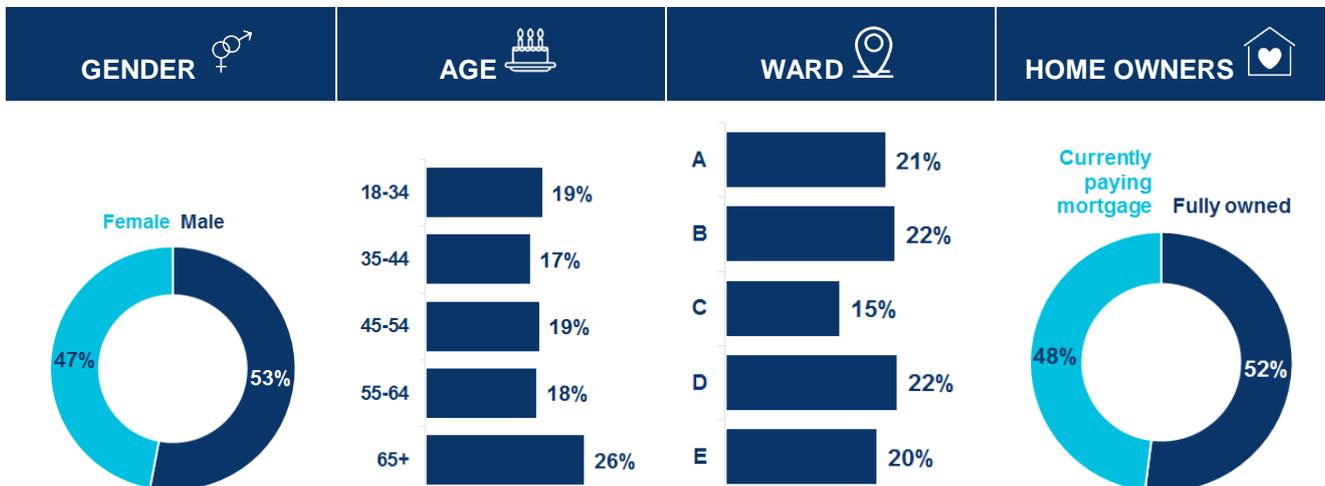
The survey sample has been weighted on four key elements using Australian Bureau of Statistics (ABS) figures— ensuring it's a representative view of all adults living in the Sutherland Shire.

### There are 169,000 residents aged 18+



## Making the data representative: rate paying homes<sup>2</sup>

When it comes to understanding opinions on rates, the analysis focused on those from rate paying homes and this group has been weighted to match an owner profile.



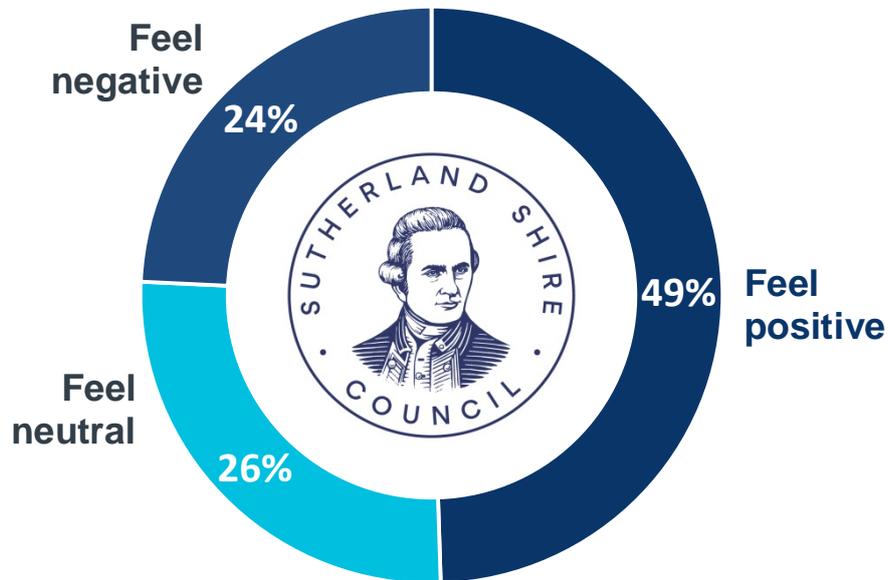
<sup>1</sup> Source for population profile: Profile.id: <http://profile.id.com.au/sutherland> and Sutherland Shire Council for % of owners vs. renters. Total sample, n=2,408

<sup>2</sup> Source: Gender and age – weighted survey data among owners; Ward representation based on ABS number of owned homes in each Ward. Living in a rate paying home n=1,789

## 4. Results - What the community think about us

### Feelings Toward Sutherland Shire Council<sup>3</sup>

Roughly half of the residents surveyed in the Sutherland Shire feel positively towards Council and this opinion is consistent, transcending demographics, ward and household types.



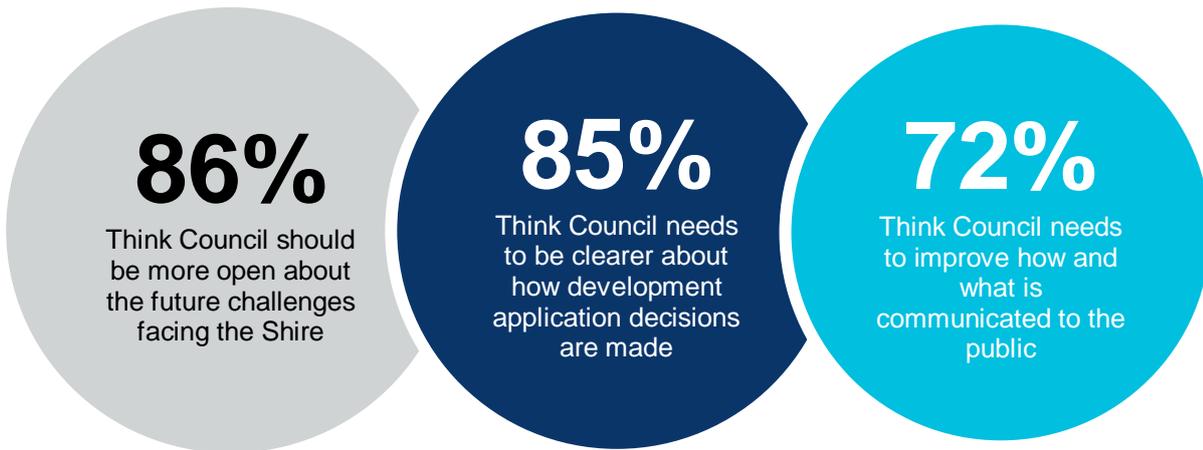
While there are subtle differences between groups, no one type of resident likes Council more or less than others. This is true across:

- Ages
- Gender
- Household types
- Dwelling types
- Wards
- Commuter types
- Monthly and weekly users of the different services.

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<sup>3</sup> B2: How do you feel toward the Sutherland Shire Council in General  
Base: Weighted base, Total Sample n=2408

### Top 3 Opinions of Council (% AGREE) <sup>4</sup>



What residents are looking for is openness and clear communication and with high emotional investment in the Sutherland Shire, residents want to know how Council are going to manage change.

- Residents feel **Council are responsible** for a lot of **change** in the area, **but they don't understand why**.
- **Key tension**, residents don't understand how Council are **weighing interests of community vs. developers**.
- When forming a view on issues, **residents are/feel largely uninformed**... many **making assumptions**, are **influenced** by minority on **social media**, and **few connect Council** to their **services** and assets.



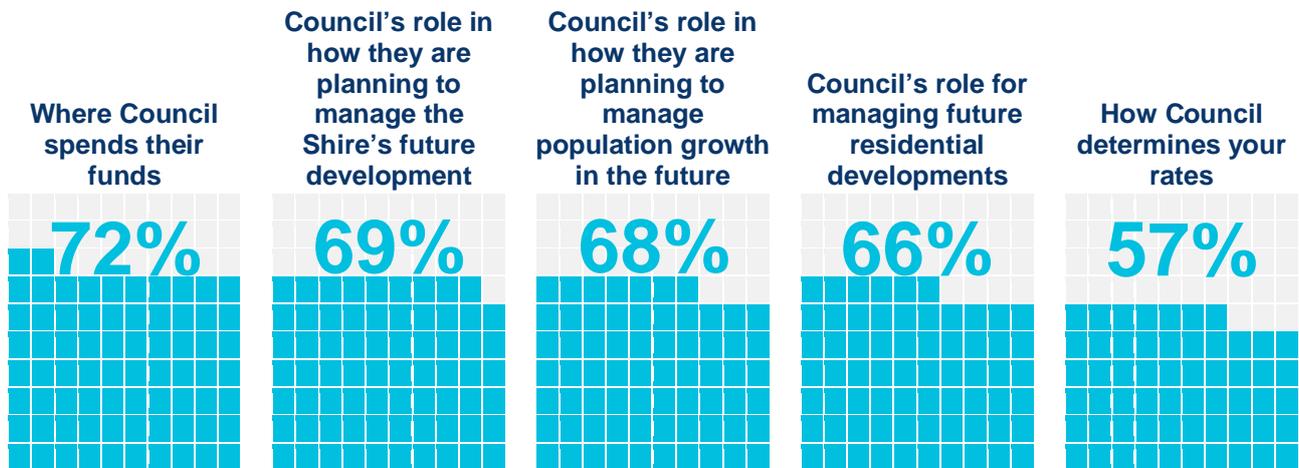
*I'd love them to be a bit more community facing, more accessible and openly planning things to show it's for the better of the community.*

*I'd like to hear some more proactive information about what Council is planning to do and that they're taking onboard the concerns of the residents.*

<sup>4</sup> B3: Based on your experiences, how much do you agree or disagree with these statements?  
Base: Weighted base, Total Sample n=2408

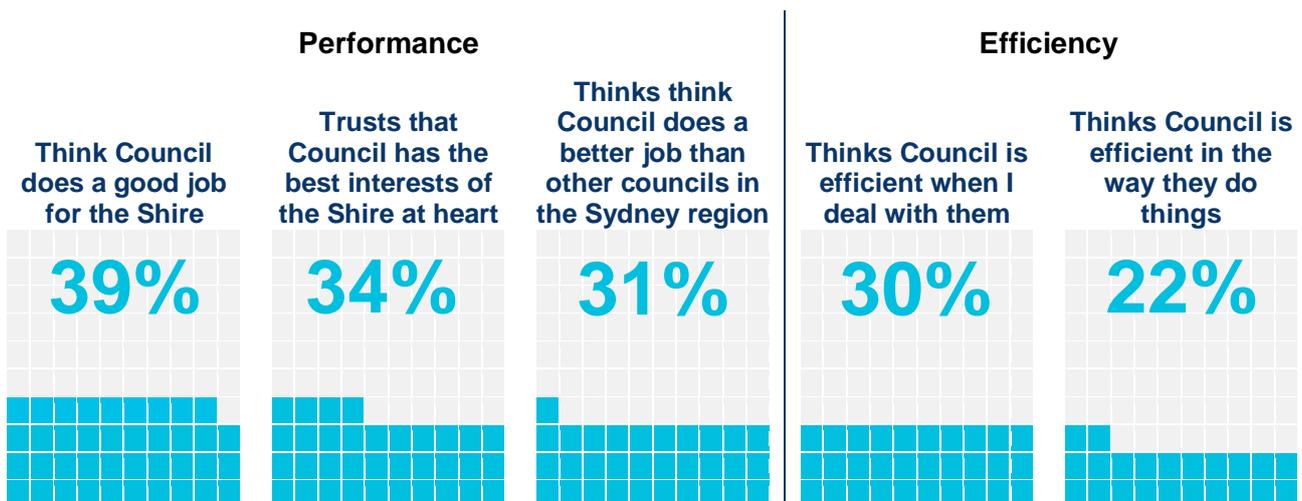
## What residents want to know: top 5 (% very important)<sup>5</sup>

Residents want to hear about the role Council is playing in shaping their community, how it is spending and how it is planning for the Sutherland Shire's future development and population growth.



## Opinions of Council's Communications (% AGREE)<sup>6</sup>

Residents are struggling to see the work Council is doing for them – communications need to showcase how Council's work is benefitting the area and build trust in the Council brand. There is also an opportunity to improve perceptions around performance and efficiency.

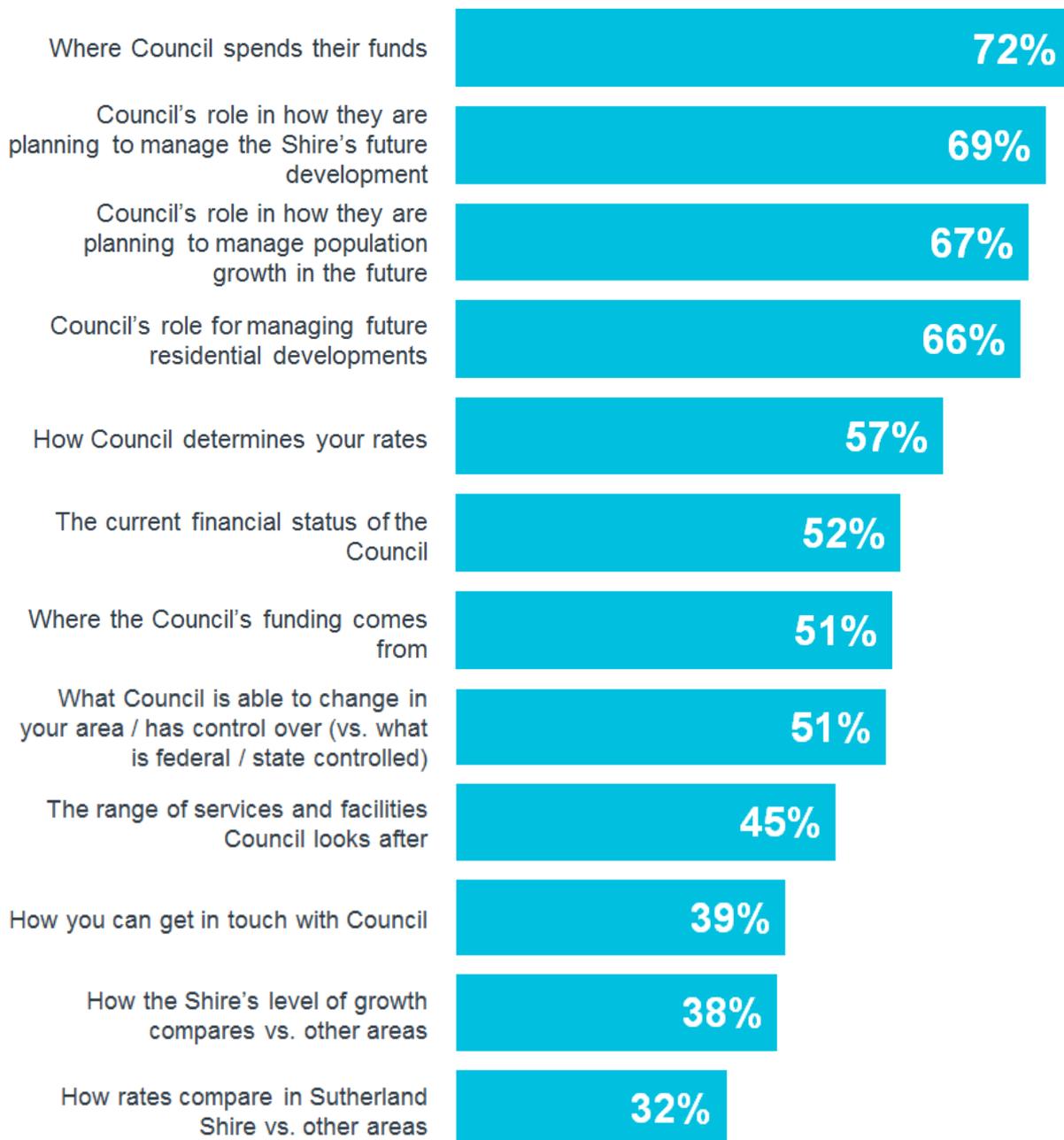


<sup>5</sup> G1: How important is it that the Council informs you about the following? Base: Weighted base, Total Sample n=2408

<sup>6</sup> B3: Based on your experiences, how much do you agree or disagree with these statements? Base: Weighted base, Total Sample n=2408

## What residents want to know (% VERY IMPORTANT) <sup>7</sup>

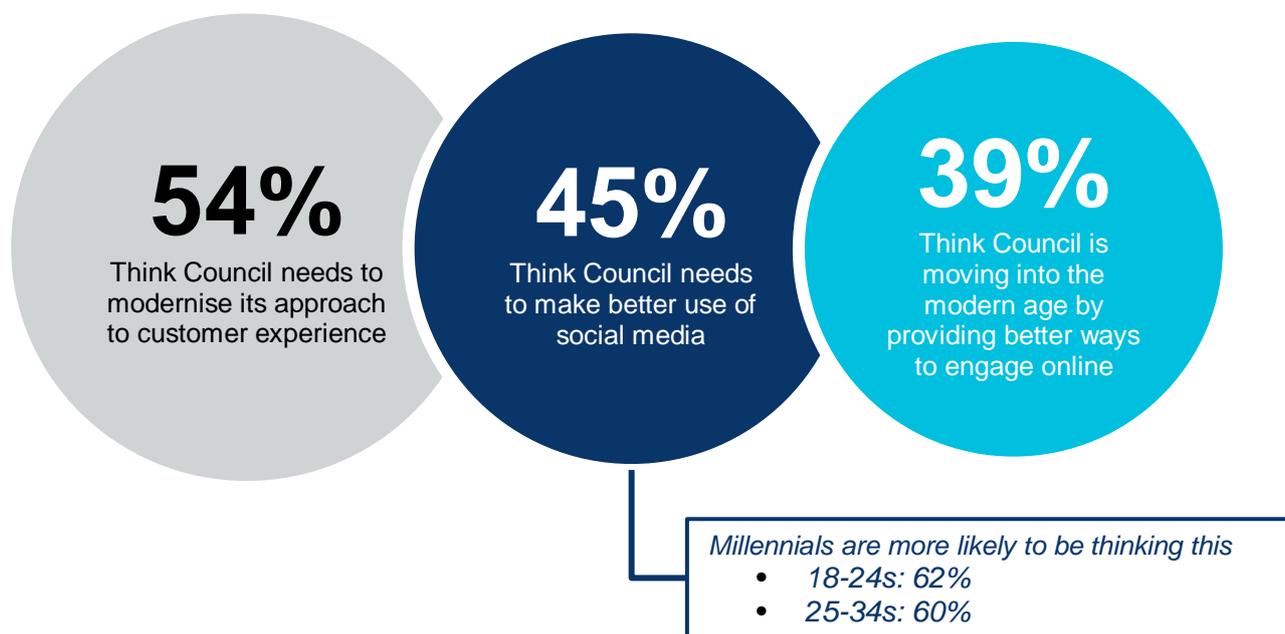
Residents want to hear about Council's spending and how they are planning for the Sutherland Shire's future development and population growth.



<sup>7</sup> G1: How important is it that the Council informs you about the following?  
Base: Weighted base, Total Sample n=2408

## Opinions of Council's Communications (% AGREE) <sup>8</sup>

When it comes to getting the message out, there is a need for a modern approach and Council should continue to deliver to the current digital strategy.



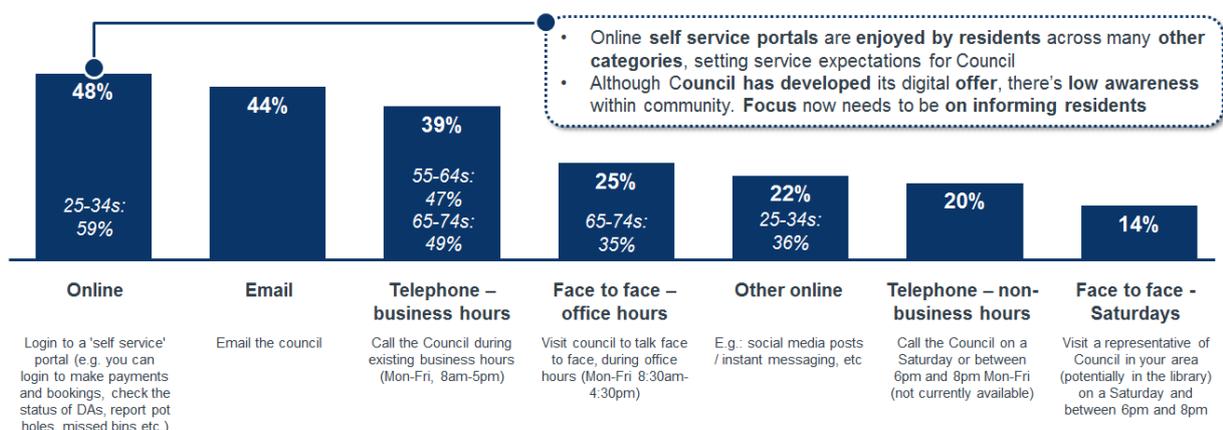
*A lot of things through Council are still manual like bookings, I think they need to automate processes where possible, it makes for a much quicker process and less frustration*

*They are moving to where people are and that's online. It shows they want to involve the community and be accessible*

<sup>8</sup> B3: Based on your experiences, how much do you agree or disagree with these statements?  
Base: Weighted base, Total Sample n=2408

## Importance of existing and potential Council touch points (key subgroup differences added)<sup>9</sup>

It's not all about digital – there is a need for a multi-channel approach with digital at the core. A self-service online portal opens up council services to those who may not be able to contact during business hours.



## Good ways to reach residents – age and household groups – only significant differences shown<sup>10</sup>

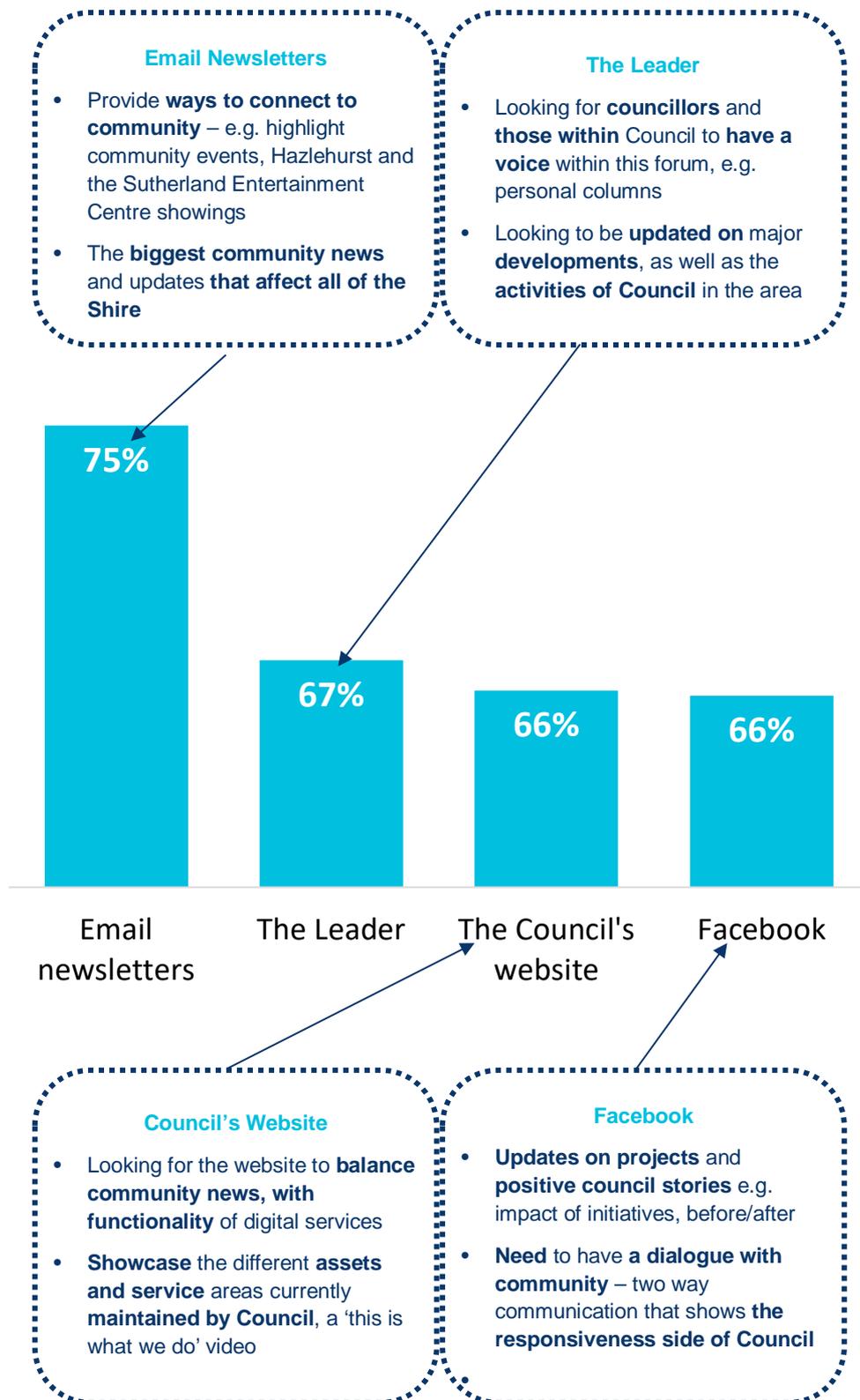
It really is 'horses for courses', and having a greater understanding of the specific target will help the message to get through.

	Email newsletters	The Leader	The Council's website	Facebook	Printed newsletters	A Council app	Instagram	'Town hall' style meetings	YouTube	Twitter	Snapchat
All residents	75%	67%	66%	66%	58%	47%	21%	20%	16%	11%	7%
From Duo Households <50				83%			40%				15%
From Duo Households >50	83%	88%	73%		78%			26%			
From Multi-adult HHs											13%
From Family HHs				80%		54%					
18 to 24				94%			51%		31%	21%	34%
25 to 34				92%			43%		26%		17%
35 to 44				76%		55%					
45 to 54											
55 to 64	81%	83%			64%						
65 to 74	84%	87%	74%		80%			26%			
75+		86%			85%						

<sup>9</sup> G3: These are different ways you can interact / potentially interact with Sutherland Shire Council. How important are these to you? Base: Weighted base, Total Sample n=2408

<sup>10</sup> G2: If the Sutherland Shire Council was to reach you with their news and information, are these good or poor ways to reach you? Base: Weighted base, Total Sample n=2408, subgroup base ranges from n=66 to n=1008

## What are residents looking for from these touch points<sup>11</sup>



<sup>11</sup> G2: If the Sutherland Shire Council was to reach you with their news and information, are these good or poor ways to reach you?  
Base: Weighted base, Total Sample n=2408

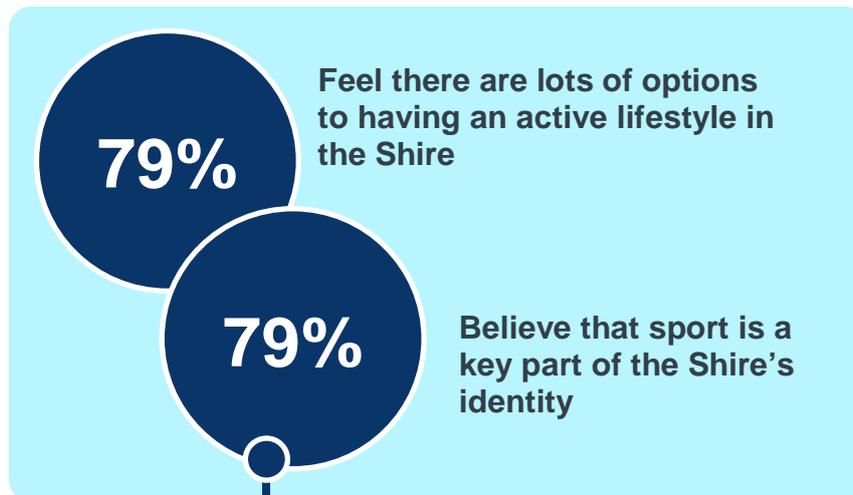
## 5. Results - What's on the Community's minds right now

The hot topics among residents are:

1. The love of the lifestyle
2. The impact of development
3. The overwhelming congestion
4. The frustration of parking.

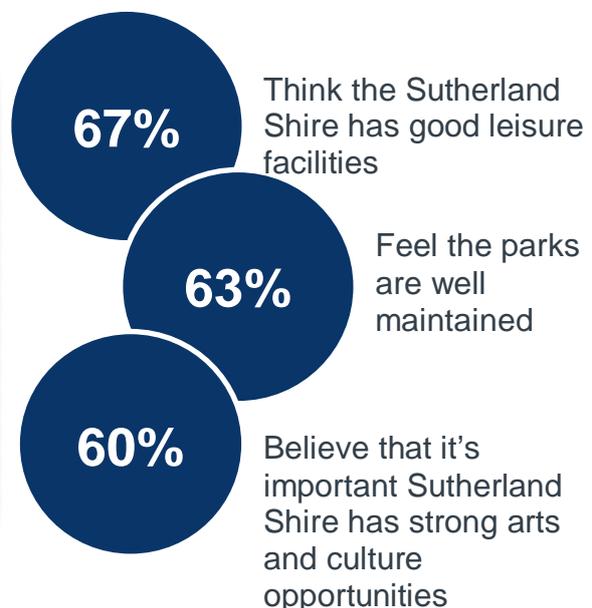
### Attitudes in Sutherland Shire (% agree)<sup>12</sup>

Residents enjoy the active lifestyle, leisure and culture of the area.



### BECAUSE...

- Grassroots **participation levels are high**
- Local **clubs important source of community connections**, give a **sense of belonging**
- Sporting **facilities are superior** to other areas
- Ritual of **Saturday sport is significant to family life**, and the Shire is a family area
- A legacy and **reputation for being active, healthy and outdoorsy** people

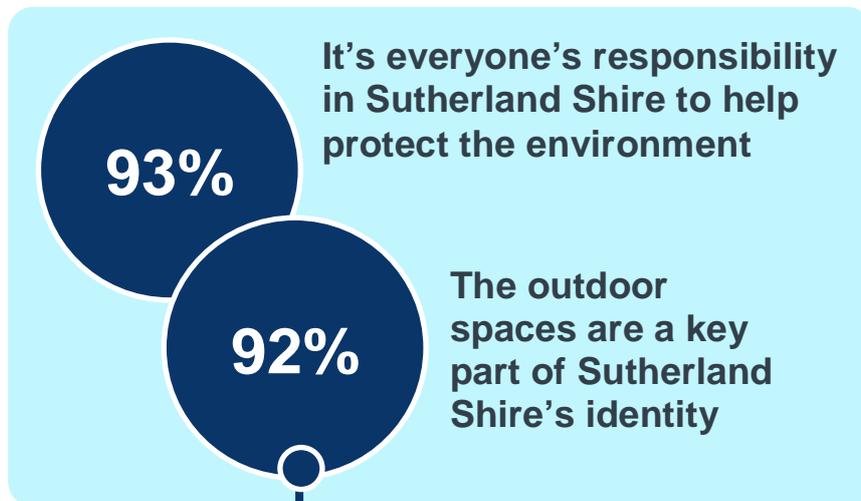


*All my kids play sport and use the fields; it's just part of what it means to grow up in the Shire*

<sup>12</sup> B1: How much do you agree or disagree with these statements? Base: Weighted base, Total Sample n=2,408

## Pride In The Outdoors<sup>13</sup>

The outdoor spaces are an essential part of Sutherland Shire's identity.



### BECAUSE...

- Abundance and beauty of **outdoor space makes the area special**. Uniqueness is driven by **iconic locations** (Cronulla beach, Royal National Park) as well **prevailing 'greenness'**
- The outdoor spaces play a critical role in **maintaining residents' lifestyles**

### AND ALL OUTDOOR SPACES HAVE VALUE

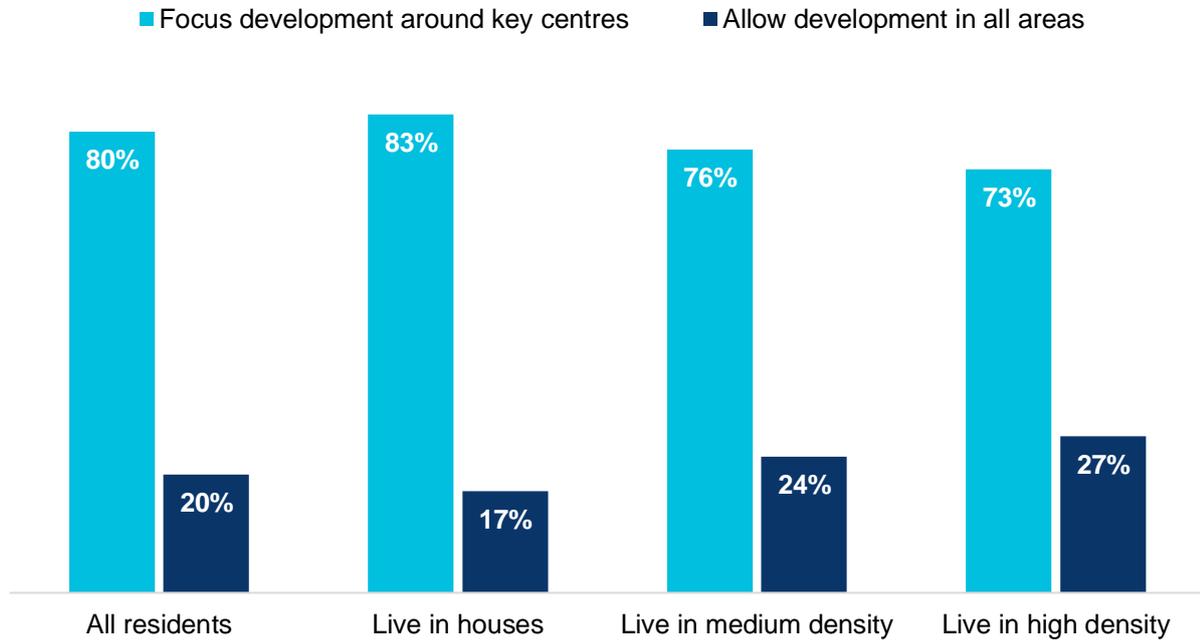


*You look around you and there are so many unspoiled places, I really cherish the green in our area*

<sup>13</sup> B1: How much do you agree or disagree with these statements? Base: Weighted base, Total Sample n=2,408

## Development - Attitudes in Sutherland Shire (% agree) <sup>14</sup>

When residents were asked *to make a decision*, there is overwhelming preference for development to be focussed around key centre and allow the protection of the 'character' of the Sutherland Shire.



*This keeps all the high rises in the one place and away from me.*

*If people want to live in high-rises, there will be a place for them, and it will leave the rest of the Shire as is*

<sup>14</sup> MaxDiff analysis. Base: Weighted base, Total Sample n=2,408, live in houses n=1775, live in medium density n=271, live in high density n=323

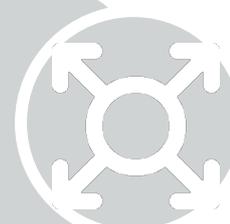
## Parking - Attitudes in Sutherland Shire (% agree)<sup>15</sup>

Development is also seen as a catalyst for one of the greatest tensions – parking. In residents' minds, the issue of parking represents how the broader transformation of the area is being mismanaged and negatively affecting residents.



Frustrations around parking are directing residents' attention to the way the area has changed at large

What might seem from the outside like an isolated problem, in the residents' mind it is actually a **symptom of something much bigger**



**Parking is a visible proof point of the way in which the area's transformation is being mismanaged, and how few measures have been taken to protect their lifestyles...**

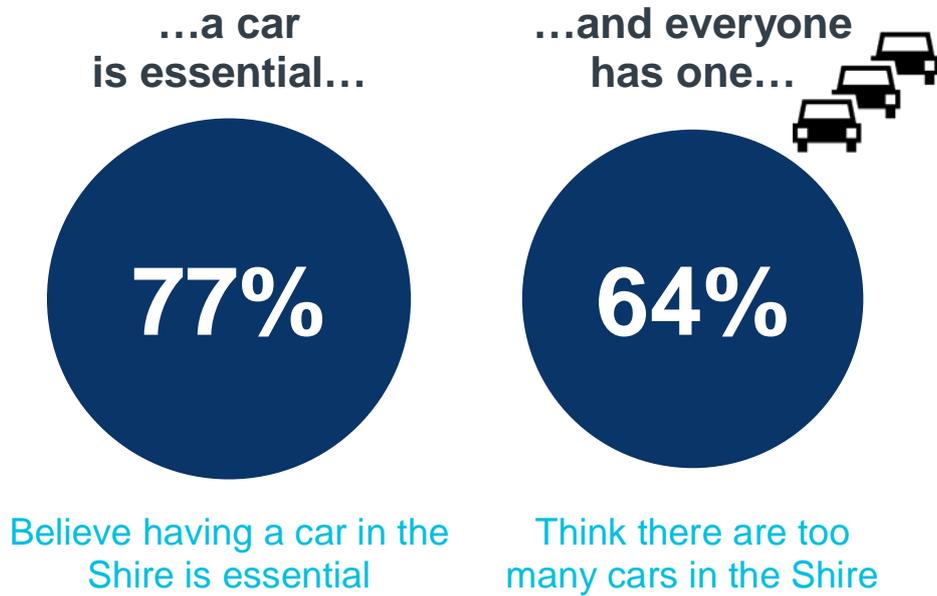


*The time lost hunting for a park is getting ridiculous. What are they doing to look after the people who have lived here all their life?*

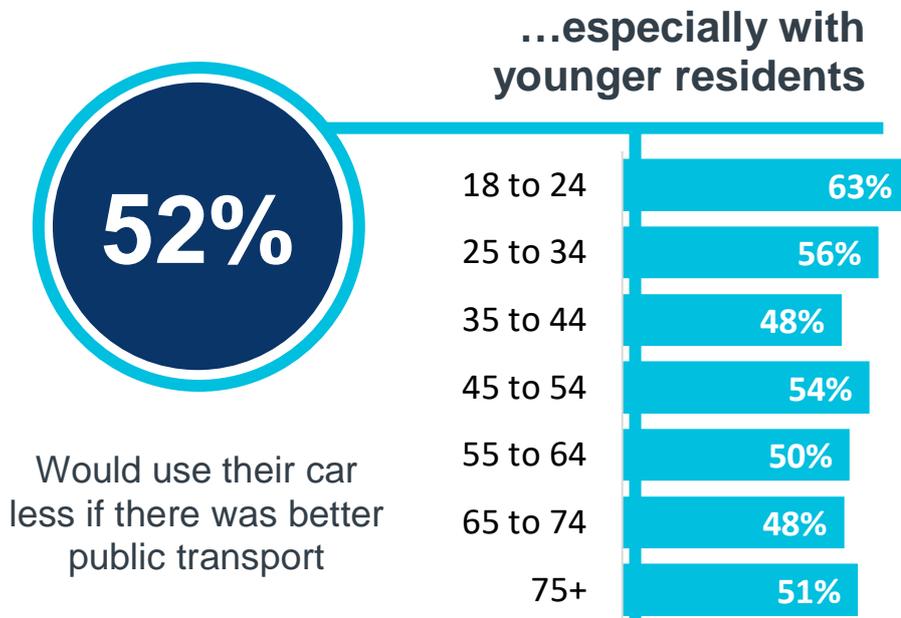
<sup>15</sup> B1: How much do you agree or disagree with these statements? Base: Weighted base, Total Sample n=2,408

**Cars and Public Transport - Attitudes in Sutherland Shire (% agree)<sup>16</sup>**

While there is an openness to using cars less if there is better public transport, there is a fundamental belief that a car is essential.



**...but there's an openness to using public transport, if it was better...**

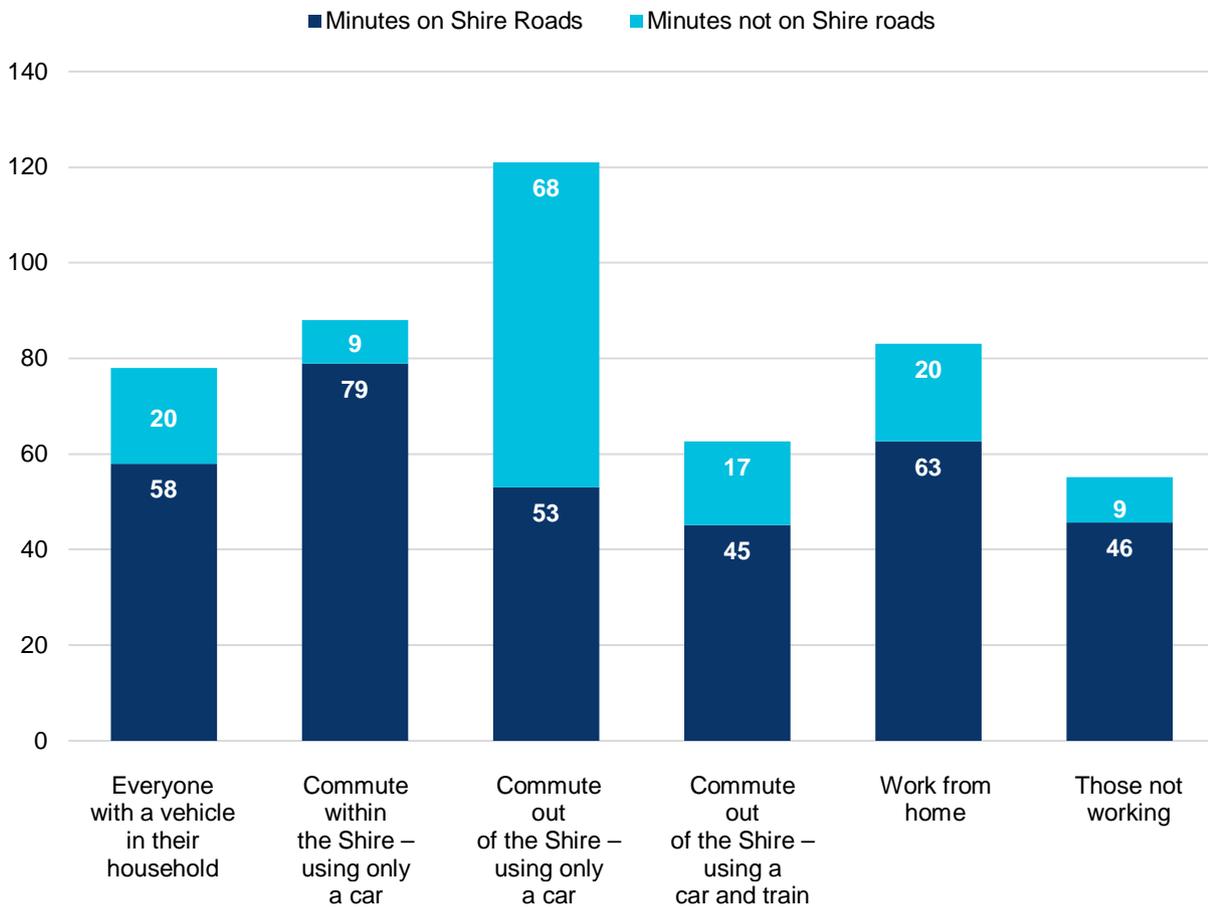


<sup>16</sup> B1: How much do you agree or disagree with these statements? Base: Weighted base, Total Sample n=2,408

## Congestion

### *Minutes spent on roads, on a typical weekday (based on the 98% who have vehicles in the household)<sup>17</sup>*

Another key issue for residents is congestion - with the average resident spending nearly an hour on Sutherland Shire roads every week day.



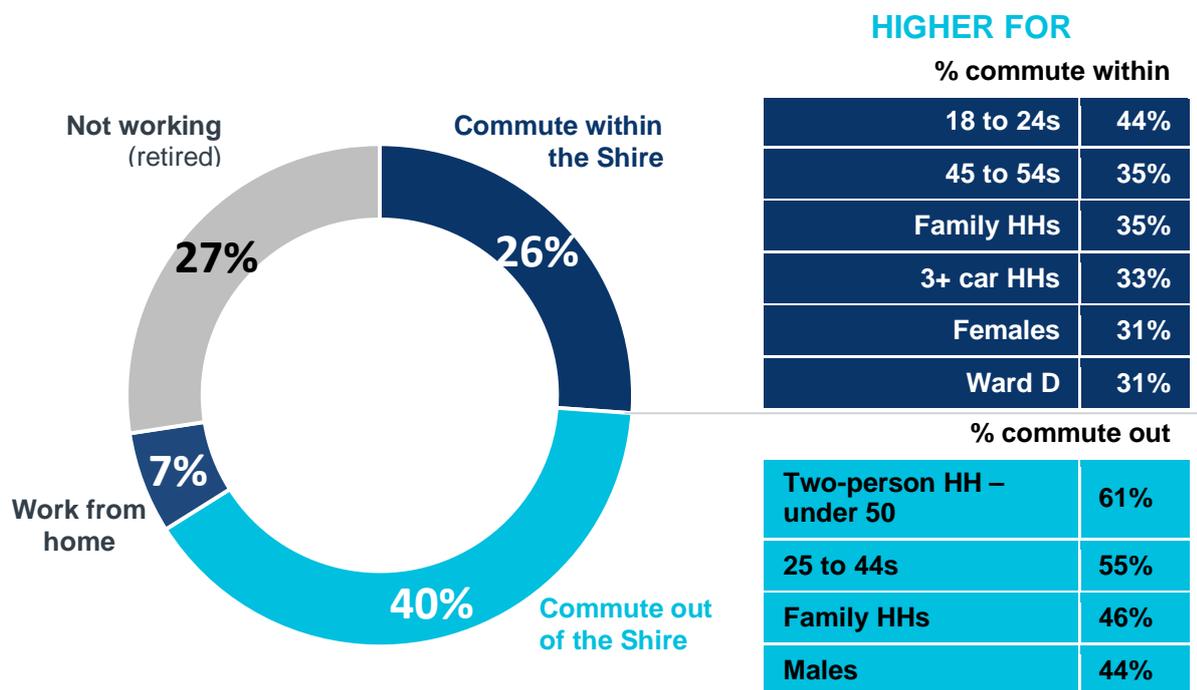
<sup>17</sup> A10a: How many minutes do you think you spend travelling in your motor vehicle(s) on a typical weekday and on a typical weekend day?

A10b: And approximately what percentage of these do you think you spend on roads in the Shire?

Base: Weighted base, Everyone with a vehicle n=2379, subgroups range from n=124 to n=604

## Commuting<sup>18</sup>

Every day there are more residents commuting out of the Sutherland Shire for work, than there are commuting within the Sutherland Shire.



## Top 3 Modes Of Transport Used (Residents Can Use Multiple Modes)<sup>19</sup>

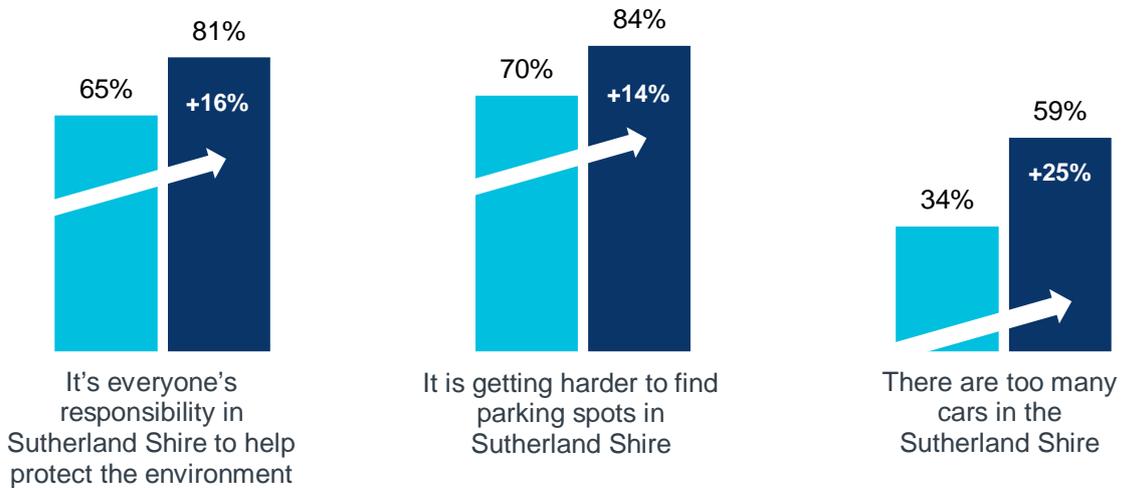
Commuter within the Shire				Commuter out of the Shire			
	Transport used	% of internal commuters	% of the whole Shire		Transport used	% of external commuters	% of the whole Shire
1	Car – as driver	90%	23%	1	Car – as driver	72%	29%
2	Walk	10%	3%	2	Train	44%	18%
3	Train	6%	2%	3	Walk	9%	4%

<sup>18</sup> A11: Which of these best describes what you do? (employment and commuting options) Base: Weighted base, Total Sample n=2408

<sup>19</sup> A12: When you go to work / your place of education, how do you typically get there? Base: Weighted base, Commute within the Shire n=689; commute out of the Shire n=951

## Key Motivations To Considering Public Transport (% Strongly Agree)<sup>20</sup>

■ Those that don't strongly agree ■ Those who strongly agree



## Rates

### Where rate paying households think extra revenues should come from<sup>21</sup>

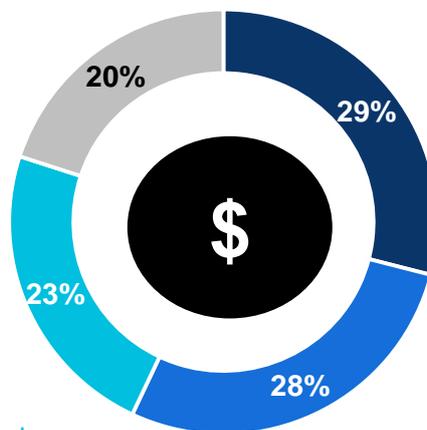
Residents believe additional revenues should be sourced from a number of avenues.

#### Selling Council land and buildings

Stronger support those who are pragmatic about population growth, those in Ward E and females

#### Increase rates, above the 2.5% limit for the next three years

Stronger support from those who value the outdoors and think the parks are well maintained; those who are more pragmatic about managing population growth; and those who think Council is doing a good job. Users of the pools, libraries and cycleways also support increased rates more.



#### Increased user fees

Support is not higher for any subgroup

#### Increased borrowings / loans

Stronger support from those who want better communications from Council; who currently feel negative towards Council and monthly visitors to the pools, playgrounds and community halls

<sup>20</sup> B1: How much do you agree or disagree with these statements?

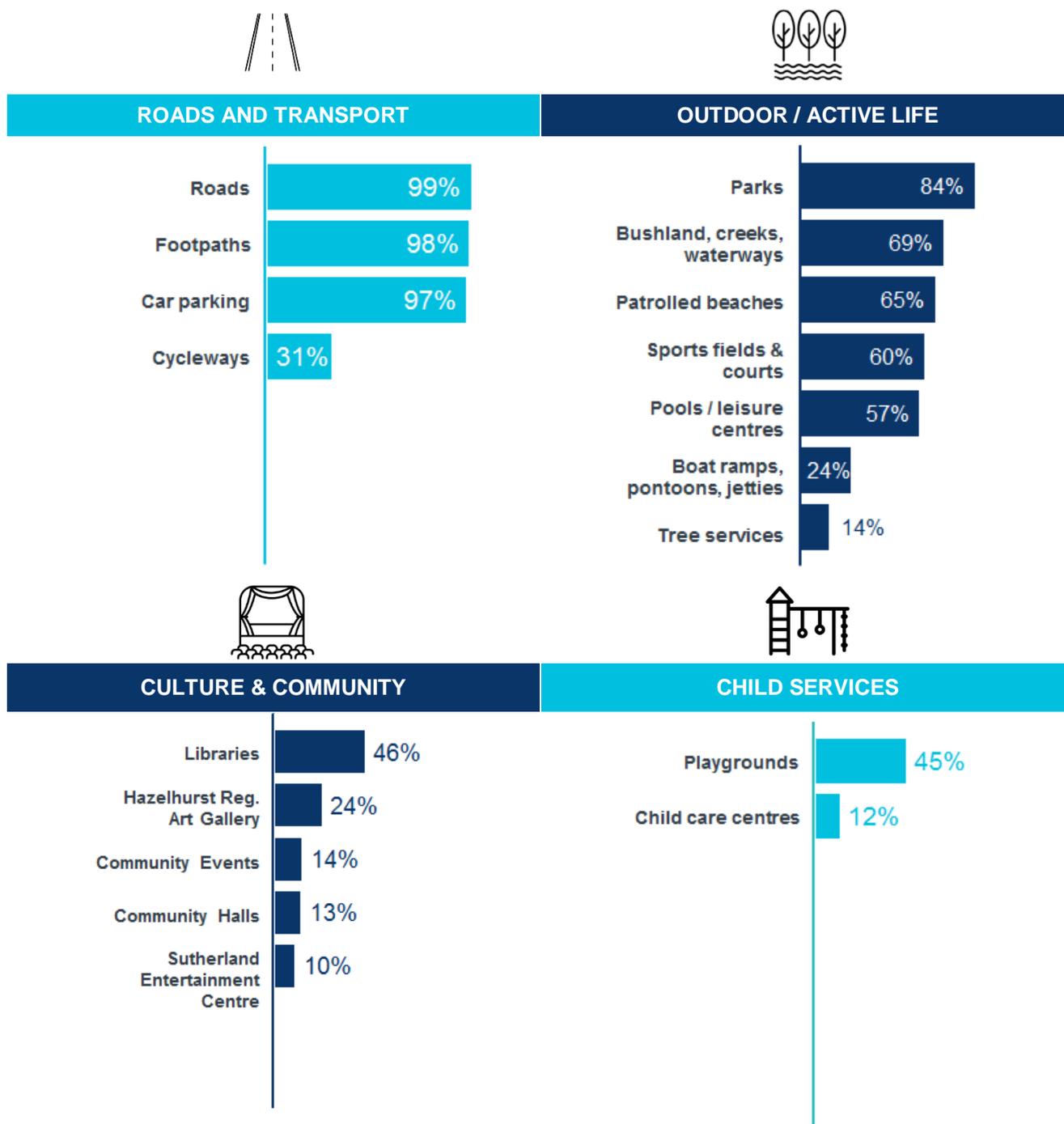
Base: Weighted base, If there was better public transport, I'd use a car less – strongly agree n=792, not strongly agree n=1,587

<sup>21</sup> Total Sample, Weighted: Rate Paying Households n=2183, E1. In your opinion, what percentage of the extra revenues should come from these four options?

## 6. Results - What the Community uses

### Users of each service - % use / visit monthly<sup>22</sup>

The survey looked at the frequency of using 18 services, which fall under four areas; Roads and Transport, Outdoor/Active Life, Culture & Community and Child Services.



<sup>22</sup> C2: How often your household makes use of these services (At least once a month) 4 areas developed using factor analysis Base: Weighted base, Total Sample n=2408

## Focus On Roads And Transport <sup>23</sup>

Residents are widely satisfied with road and footpath conditions; however they are especially sensitive to any deterioration in quality due to development concerns.

There is an opportunity to improve parking. Users of cycleways are satisfied with current provisions.

ROADS AND TRANSPORT		+	-
ROADS AND TRANSPORT		STRENGTHS	IMPROVEMENTS
Roads	99%	<ul style="list-style-type: none"> <li>Road quality is considered acceptable</li> </ul>	<ul style="list-style-type: none"> <li>Ensure road conditions will be kept the same in light of development and increased use</li> <li>Dissatisfaction with roads is connected to congestion – improvements are around traffic management or widening to improve flow</li> </ul>
Footpaths	98%	<ul style="list-style-type: none"> <li>Footpath quality is also seen as at an acceptable level</li> </ul>	<ul style="list-style-type: none"> <li>Much like roads, emphasis is on maintenance in light of increased usage</li> </ul>
Car parking	97%	<ul style="list-style-type: none"> <li>Parking is offered freely around beaches and town centres, reducing cost of living and encouraging people to stay local</li> <li>Seen as a gesture of goodwill to residents</li> </ul>	<ul style="list-style-type: none"> <li>Build parking near trains, town centres, beaches and new developments, and stem the overflow on to residential streets</li> <li>Develop public transport to reduce car reliance</li> <li>Increase the number of mandated car spaces in new developments</li> </ul>
Cycleways	31%	<ul style="list-style-type: none"> <li>Seen as an important part of modern town infrastructure, encouraging health and reducing congestion</li> </ul>	<ul style="list-style-type: none"> <li>Expand the number of cycling lanes</li> <li>Invest in awareness campaign to increase usage</li> <li>Improve safety, especially around major road crossings, to encourage usage</li> </ul>

<sup>23</sup> C2: How often your household makes use of these services (At least once a month)  
 Base: Weighted base, Total Sample n=2408  
 Strengths and improvements from depth interviews and forums

## Focus On Outdoor / Active Life Services<sup>24</sup>

Outdoor / active life services are well frequented by residents – supporting the key attitude of the Sutherland Shire having an active lifestyle, noting:

- Parks, bushland, creeks and waterways are well used assets and contribute significantly to the residents' quality of life.
- Beaches and sporting facilities are two cornerstones of the area's identity, and residents have a strong emotional connection.
- Over half of residents use the pools and leisure centres each month and these facilities play a vital role in an active lifestyle.

### Use of Outdoor / Active Life services among different types of residents



OUTDOOR / ACTIVE LIFE % use / visit monthly	STRENGTHS	IMPROVEMENTS
 <b>Parks</b> <span style="background-color: #004a87; color: white; padding: 2px 10px; font-weight: bold;">84%</span>	<ul style="list-style-type: none"> <li>• Abundance of and diversity of parks within the area, range in size and well distributed</li> <li>• Good facilities: play equipment and BBQ areas</li> <li>• Used by a large cross section of the community for a multitude of purposes</li> </ul>	<ul style="list-style-type: none"> <li>• Facilities (e.g. toilets) could be modernised in some parks and more regularly cleaned</li> <li>• Ensure that green space continues to exist in high/med density areas</li> </ul>
<b>Bushland, creeks, waterways</b> <span style="background-color: #004a87; color: white; padding: 2px 10px; font-weight: bold;">69%</span>	<ul style="list-style-type: none"> <li>• Contribute to the look and feel of the area</li> <li>• Provide a space for outdoor education</li> <li>• Contributes to the active lifestyle of residents</li> <li>• Does a lot to drive resident satisfaction with the area and support a high quality of life</li> </ul>	<ul style="list-style-type: none"> <li>• Increase the number of bins to ensure these spaces remain clean</li> <li>• Support environmental community groups and clean up days</li> </ul>

<sup>24</sup> C2: How often your household makes use of these services (At least once a month)

Base: Weighted base, Total Sample n=2408, Families n=1008, Two-person HH 50 n=212, Ward A n=458, Ward E n=415, High Density Dwellers n=336



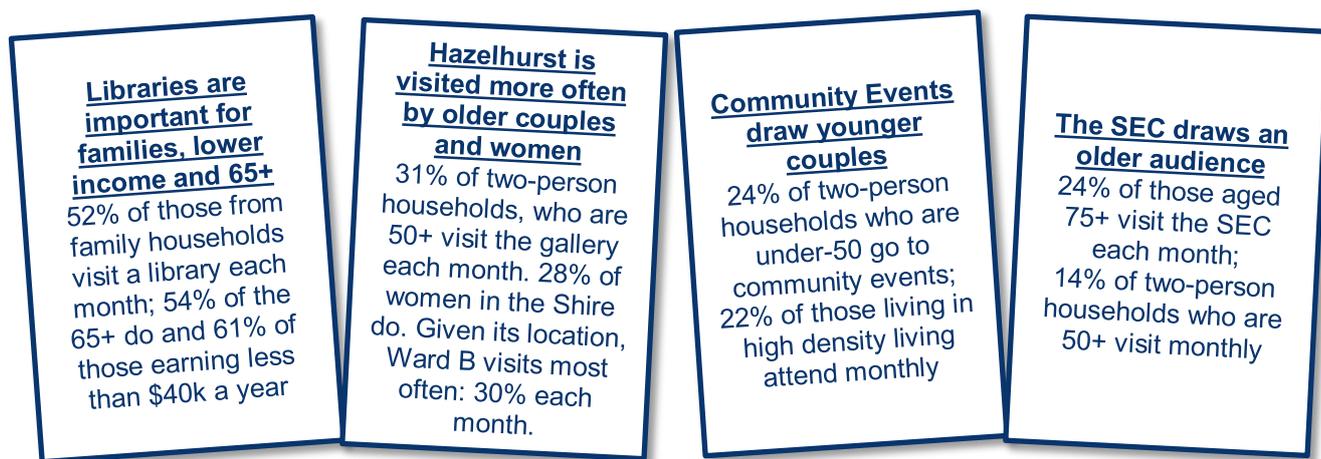
OUTDOOR / ACTIVE LIFE % use / visit monthly		STRENGTHS	IMPROVEMENTS
Patrolled beaches	65%	<ul style="list-style-type: none"> <li>Cleaned and maintained regularly</li> <li>Safe and quieter than other Sydney beaches</li> <li>Provides training and involvement for kids</li> <li>One of the Shire's main attractions, an icon</li> <li>Free parking and easily accessible by public transport</li> </ul>	<ul style="list-style-type: none"> <li>Number of parking spaces available</li> </ul>
Sports fields & courts	60%	<ul style="list-style-type: none"> <li>Large number of fields/courts that are well maintained with good facilities</li> <li>Widely used by the community</li> <li>Those with AstroTurf are more versatile, modern look and feel reflects well on the area</li> </ul>	<ul style="list-style-type: none"> <li>Lack of parking options</li> <li>Not all cater for female change rooms</li> <li>Many are designed for only one code</li> <li>Many are unable to be used in the off season</li> </ul>
Pools / leisure centres	57%	<ul style="list-style-type: none"> <li>Entry and gyms are is affordable, support health and promote active lifestyle</li> <li>Support kids learn to swim programs and school swimming carnivals</li> <li>Sutherland Leisure Centre represents very high quality facility</li> </ul>	<ul style="list-style-type: none"> <li>The condition of Caringbah pool</li> </ul>
Tree services	14%	<ul style="list-style-type: none"> <li>Contributes to high quality of life, and identity of the area</li> <li>Well maintained throughout, source of resident satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>Long wait time for tree removal approvals for individual home, excessive bureaucracy</li> <li>Tree canopy should be maintained despite development, if removed, must be replaced</li> <li>Developers must adhere to tree canopy expectations</li> </ul>

## Focus On Culture & Community Services<sup>25</sup>

The range of culture and community services does attract different audiences – but currently has a focus on older residents, noting:

- While libraries serve an essential community function, Hazelhurst is seen as a particularly special community asset that does a lot for Sutherland Shire brand.
- The community events and halls provide residents with a sense of belonging and enhance connections within the area.
- While the Sutherland Entertainment Centre is currently being used by a select few, there is a desire to see this asset modernized in order to increase user enjoyment and expand its user base.

### Use of Culture & Community Services among different types of residents



 <b>CULTURE &amp; COMMUNITY</b> % use / visit monthly	 <b>STRENGTHS</b>	 <b>IMPROVEMENTS</b>
Libraries  <b>46%</b>	<ul style="list-style-type: none"> <li>• Used by a broad cross-section of the community</li> <li>• Provide good range of holiday and school programs</li> <li>• Social and educational space for families/the elderly, help quality of life and community connections</li> <li>• Good number of libraries for the size of area</li> </ul>	<ul style="list-style-type: none"> <li>• Some facilities could do with a refresh</li> <li>• Publicise digital subscription services available through membership</li> </ul>

<sup>25</sup> C2: How often your household makes use of these services (At least once a month)

Base: Weighted base, Total Sample n=2408

Families n=1008, lower income n=142, 65+ n=382, Two-Person Households Over 50 n=502, Women n=1438, Ward B n=504, Dual Households Under 50 n=212, High Density Dwellers n=336, 75+ n=66



<b>CULTURE &amp; COMMUNITY</b> % use / visit monthly	<b>STRENGTHS</b>	<b>IMPROVEMENTS</b>
Hazelhurst Reg. Art Gallery  24%	<ul style="list-style-type: none"> <li>• Beautiful and multi-purpose space e.g. education, recreation, food</li> <li>• Does a lot for Sutherland Shire brand – tourism, and showing we're more than sport and outdoors life</li> <li>• A cultural icon the area can be proud of</li> <li>• A strong range of shows and events</li> </ul>	<ul style="list-style-type: none"> <li>• Space could be made more available for other types of events e.g. small scale events like markets, cocktail nights, music performances etc.</li> </ul>
Community Events  14%	<ul style="list-style-type: none"> <li>• Enhance sense of belonging in the area, connect with other residents of the community</li> <li>• Well managed and supported by local residents and businesses</li> <li>• Brings in tourism, especially iconic AUS Day event</li> </ul>	<ul style="list-style-type: none"> <li>• None discussed</li> </ul>
Community Halls  13%	<ul style="list-style-type: none"> <li>• Good alternative to expensive private room hire</li> <li>• Facilitate sports and other community gatherings</li> </ul>	<ul style="list-style-type: none"> <li>• Are seen as a hassle to book online – not enough info e.g. fees and availability to self-service bookings would be of great interest to users</li> <li>• Some facilities looking rather tired, concerned about level of usage vs. effort and cost to maintain</li> </ul>



<b>CULTURE &amp; COMMUNITY</b> % use / visit monthly	<b>STRENGTHS</b>	<b>IMPROVEMENTS</b>
<p data-bbox="240 349 392 427">Sutherland Entertainment Centre</p> <div data-bbox="405 349 504 394"> <p data-bbox="443 353 504 385">10%</p> </div>	<ul data-bbox="691 353 1050 974" style="list-style-type: none"> <li>• Has a lot on for the older residents and young ones by holding concerts, community groups and programs etc.</li> <li>• Encourages passions and talents, gives a platform for those pursuing creative arts in the area</li> <li>• Offers recreational diversity</li> <li>• Attracts people from outside of the area</li> <li>• An important social space for older residents, enhancing community connections and improving quality of life</li> </ul>	<ul data-bbox="1082 353 1441 817" style="list-style-type: none"> <li>• Not an aesthetically pleasing building, feels tired and reinforces perception that Sutherland Shire lacks vibrant cultural offering</li> <li>• In need of modernizing to be in line with other cultural facilities of the area (Hazelhurst)</li> <li>• Doesn't attract broad cross section of community, broaden range of shows to entice new audiences</li> </ul>

# SUTHERLAND



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