

IMPORTANT

ESSENTIAL

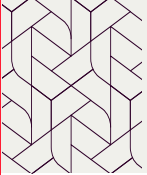
Westfield Eastgardens 2022 Community Plan

We create meaningful
human connections that
are essential for building
thriving and inclusive
communities

Prepared by: Team
Eastgardens

Date: January 2022





Westfield Eastgardens Community Plan

Creating extraordinary places, connecting and enriching communities

Our growth ambition is to become essential

Our community commitment is to create meaningful human connections that are essential for building thriving and inclusive communities

Centre context

Centre Positioning

The ambassador for change that celebrates the evolution and respects the heritage of the community

Centre Strategic Priorities/customer foundations - Community

- Continue to nurture and evolve key community partnerships with Bayside Council, Randwick Council and local schools to execute authentic and engaging cultural moments in centre and reduce anti-social behaviour
- Grow meaningful LH engagement through the sustainable use of the Westfield platform (community site, retailer network, physical space and digital support) and integration of our D&I agenda throughout the year

2022 BX Strategic Focus – Community

Community & Culture – Evolve key partnerships with Bayside and Randwick Councils to execute significant cultural moments. Identify culturally diversified retail opportunities that resonate with our changing customer

Westfield Eastgardens Community Plan

Centre context cont.

Demographic / Key Customer Insights

- Six in ten residents in the TTA and five in 10 residents in the MTA live in flats/apartments.
- Meriton's development immediately adjacent to the centre will provide 3,800 dwellings and provide 10K new customers on the doorstep of the centre.
- The MTA over indexes on white collar residents at 78% of the trade area, reflecting the close proximity to the CBD and large educational and health institutions including UNSW, Sydney Children's Hospital, Prince of Wales Hospital and the Royal Hospital for Women.
- The MTA also has the highest proportion of adult residents 15 years+ undertaking tertiary education in the Westfield portfolio at 14.8%.
- Eastgardens MTA is a highly multicultural community with 4 out of 10 residents born overseas and covers a broad mix of ethnicities including Australian, Chinese, British, Greek and Italian.
- The proportion born in Asia has increased in the last 10 years to now be 24% of the trade area population. This is in line with Chatswood MTA.
- Noteworthy is that the MTA over indexes on the indigenous community primarily due to the strength of the settlement in La Perouse

Community Insights

- What's important to our community
- Challenges our community faces
- Sentiment towards Westfield

- **What's important to the community:**
That we are the voice of the community, where we can utilise the strength of our brand to amplify and provide exposure for local community groups. That our seasonal campaigns are authentically inclusive of key community partners.
- **Social challenges:**
Youth – play a key role in youth education to reduce anti-social behaviour
Multicultural – connect authentically with the diverse range of cultures in our community
Elderly – providing accessibility and support for our ageing population
- **Community Sentiment towards Westfield:**
The customer sees us as their friendly, local centre. Part of the community for over 33 years. There is increasing negative sentiment around VT and recent changes to parking
- **Our opportunity:**
Youth – Youth of the streets and work with local schools. Create connections with PCYC.
Multicultural and Elderly – Work with South East Community Connect. Progress the community bus. Work with the library to activate in the mall (Youth Week, Seniors Week, Community Days).

Council's community plan summary & link

- Bayside Council have recognised 4 themes to their community plan.
- **Theme One: In 2030 Bayside will be a vibrant place**
 - **Theme Two: In 2030 our people will be connected in a smart City**
 - **Theme Three: In 2030 Bayside will be green, leafy and sustainable**
 - **Theme Four: In 2030 we will be a prosperous community**





Our centre's community vision

At Westfield Eastgardens, we strive to be active and supportive members of our local community. We do this by engaging with cultural groups, local charities, and other services, seeking ways to partner with them to achieve successful outcomes. With a large youth population at Westfield Eastgardens, our main mission this year is to set platforms and plan events that will engage our youth resulting in positive outcomes for all. We also want to engage with the local community, specifically around our local beaches and seek opportunities to participate in cleaning and regenerating our area.

Our centre's two priority social pillars

Families and Youth

Why: High number of youth visit the centre on a daily basis. Historically there have been issues with unruly, threatening and anti-social behaviour that we believe we can reduce by better engaging our local youth.

Goal/s: Reduce the incidence of poor behaviour among our youth, create pathways where youth feel engaged and feel that the centre is theirs also.

How: Create community engagement days in H1 & H2. Police, local council and local charities will be invited to participate and gain opportunities to engage with local youth.

Inclusion and Equity

Why: Being a culturally diverse centre, we cater to various age demographics and nationalities. We as a centre see the importance to acknowledge key cultural moments throughout the year, educate our wider community on its importance and its relevance, and aim to focus on how we can better engage a wider net on inclusion.

Goals: Broaden the awareness on key cultural moments in our area to include all ages, nationalities and abilities. We aim to increase community engagement across in-centre and digital space.

How: Partner with local community partners from our local hero alumni programs and council members to leverage cultural scalability.

Community Action Plan

Table 1 – centre-led initiatives

- **Community & Customer experience initiatives** include all community-focused and cultural Brand Experience-led activations (See your BX Plan). Access to our spaces includes Community Sites and use of any vacant spaces for community-focused activations/pop-ups etc.
- **Safety & wellbeing includes initiatives** that promote care and connection like Mall Walkers and Quiet Hour, as well as those led by Risk and Security such as authority engagement and reducing anti-social behaviour in-centre.
- **Environmental initiatives** include those that engage the customer, community and retailer and help them make sustainable choices. (note: this is not our internal LED upgrades, etc.)

	Strategic focus	Key Activities	Local Hero alumni partners (org + year)	Community network partners	Retailer Partners	Owners & support	Focus area
Community & Customer Experience	BX-led Customer & Community Activations & Experiences	The Caringkids Giving Tree	Margaret Skagias – CaringKids 2020		Kmart, Big W, Target, Kidstuff, Read On Booksellers	BX	
		Fill my Closet (Activation name TBA)	Keith Donnelly – Keiths Closet 2021		Reaching out to all retail	BX	
		Pantry Top Up (Activation name TBA)	Rachel Smith – Pantry4ThePeople 2021		Woolworths, Coles, Aldi, Bakers Delight, Eastgardens Fruit Market,	BX	
		White Ribbon Day	Belinda Casselden – Hope Believe Shine 2021		N/A	BX	
		Local Heroes Nominations/Celebration 2022	N/A				
Community & Customer Experience	Cultural Experiences (BX)	Lunar New Year	N/A		Yes – various according to cultural moment	BX	
		ANZAC Day	TBA			BX	
		NAIDOC Week	TBA	Local Council and community groups		BX	
		Remembrance Day	TBA			BX	
		Chanukah	TBA			BX	
Community & Customer Experience	Community Access to our spaces	Lions Club The Salvation Army CaringKids Cancer Foundation Alumni Local Heroes	Various heroes will be contacted offering them the option to utilise the Community Space	Local Council and community groups	N/A	BX, CX	
Safety & Wellbeing	Community Connection & Wellbeing initiatives	South East Community Connect Host their mobile health and language services, Playgroups			NA		
		Caring Kids Donation Drive Host a toy swap event in centre	Margaret Skagias – CaringKids 2020		Kmart, Big W, Target, Kidstuff	BX	
		Maroubra Movement Host a mental health seminar in centre	Keith Donnelly – Keiths Closet 2021		NA	RM	
		Seniors Week Working with Bayside Council to deliver a week of activities			NA		
	Customer & Community	South Sydney Juniors and/or Sydney FC visit to centre to run skills clinics and meet & greets		Jessica Sergis	Opportunities with Rebel Sport	FM with support of centre Com	

Action Plan: portfolio-wide initiatives

Table 2 – portfolio-wide programs








This table lists the portfolio-wide programs and is pre-populated with key information for your team. Please include information in columns C-F of what things your centre is doing to bring these programs to life.

	A. Strategic focus	B. Key Activities	C. LH Alumni partners	D. Community Partners	E. Retail Partners	F. Bespoke inclusions
Community & Customer Experience	Westfield Local Heroes	<ul style="list-style-type: none"> Nomination – 22 Feb-14 Mar Assessment – 19 Apr – 3 June Community voting – 2-22 Aug Announcement – 13-26 Sept 	<ul style="list-style-type: none"> Encourage all to nominate Encourage all to vote Invite all alumni to event 	<ul style="list-style-type: none"> Encourage all to nominate Identify potential panel assessors Encourage all to vote Invite key partners to event 	<ul style="list-style-type: none"> Encourage all to nominate Identify potential panel assessors Encourage all to vote Invite key partners to event 	Pending their organisation, partnering with activations in Q4 and into 2023
	Grassroots partnerships	Playbook and tools to be provided to all centres in Q1 to support you to identify the right partnerships	n/a for Q1 [Once the playbook has been shared, centre team to add Local Hero alumni or finalists who become partners in this program]	n/a for Q1 [Once the playbook has been shared, centre team to add community stakeholders who become partners in this program]	n/a for Q1 [Once the playbook has been shared, centre team to add retail partners who become partners in this program]	
	Community sites	Updated management pack, creative and tools to be provided to all centres in Q1 to support promotion and awareness of the sites	We will be seeking to engage with specific charities from our last year's Local Heroes finalists.	Local Police, Bayside Council		
	Asset Team volunteering	Every employee can access 2 volunteering days a year. Staff are encouraged support their Local Hero and community partners by organising team events. This has the added bonus of connecting our people with each other and our communities	Local Heroes Finalist from 2021 (Beaches Clean Up program). Looking for all staff to use 1 volunteer day to assist in H2.	Looking to partner with and support the local PCYC by asking staff to volunteer to serve breakfast to the local youth after their boxing program.	We will be asking our major food retailers such as Coles, Woolworths etc to partner with us and donate food.	
Safety & Wellbeing	Mental health first aid	Facilitated training to be rolled out to all CX team members who didn't complete in 2021. shortened training also suitable as a refresher for any team member who wants it.	n/a	n/a	n/a	

2022 Diversity, Equity & Inclusion Action Plan – Table 3

Amplifying our Scentre Group Diversity, Equity and Inclusion (DE&I) pillars is a focus area for the D&I Council. Centre Teams are encouraged to align their community initiatives with DE&I pillars that are most relevant to their trade areas. Meanwhile, the working groups identify scalable opportunities that centre teams can tap into. Click on the pillar boxes (column 2) or visit My Scentre for [more information on Diversity and Inclusion at Scentre Group](#).

ACTION: Please list how you are recognising the D&I pillars, whether it is customer-facing, internal-only or both.

D&I Pillar		Day of Significance	Key Activities	Community Network & Local Hero partnership	Retailer Partnership	Owners & support
	<u>Gender Equity & connect</u>	Mar 8 – Intn'l Women's Day	Guest speaker at CX team event	Bayside Women's Shelter	Any other retailers who celebrate/ participate	Courtney Peterson
	<u>Multi-cultural capability</u>	Mar 21 – Harmony Day	<ul style="list-style-type: none"> •Volunteer days, guest speaker at CX team event •Bayside Council to activate in centre •Host SECC to promote programs they run 	South East Community Connect	Any other retailers who celebrate/ participate	Daniel Gomez
	<u>Indigenous – Australia & NZ</u>	May 27-Jun 3 Reconciliation Jul 3-11 NAIDOC Wk Jul 13 – Matariki	<ul style="list-style-type: none"> •Partner with Bayside Council to host in centre event •NAIDOC colouring in competition and craft packs 	Uncle Vic	N/A	Joel Whittaker
	<u>LGBTQ</u>	Aug 26 - Wear It Purple Day	Guest speaker at CX team event	ACON	Any other retailers who celebrate/ participate	Rhiannon
	<u>Mental Health & Wellbeing</u>	Sep 8 - RUOK Day	Guest speaker at CX team event, community site	Maroubra Movement Keith's Closet	Any other retailers who celebrate/ participate	Nick Barns & Madison Perrone
	<u>Domestic & Family violence</u>	Nov 25 - Intn'l Day for elimination of violence against women	Volunteer days, guest speaker at CX team event, product donation drive	Bayside Women's Shelter Belinda Casseldon (Hope Shine Believe)	Beauty brands and department stores	Lyn Robinson & Cathie Roberts
	<u>All Abilities</u>	Dec 3 - Intn'l Day of Persons with Disabilities	<ul style="list-style-type: none"> •Volunteer days, guest speaker at CX team event •Volunteer days 	Autism MATES Little Heroes Swim Academy	Any other retailers who celebrate/ participate	Mark Smith



Appendix

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- Westfield Local Heroes Alumni Framework
 - 2020 Westfield Local Heroes Top 10
 - Community Plan Network
 - Helpful Resources & Contacts



Westfield Local Heroes Alumni Framework

Reaching out to your Westfield Local Hero alumni and key community partners a couple of times a year can go a long way to establishing advocates for the Westfield Local Heroes program, and for our community initiatives. Phone them to offer the Community Site, to check-in or even identify mutually beneficial partnerships. Read the [Alumni Framework](#) for more information about :

- **Alumni touchpoints:** Implementing semi-regular contact with your alumni that costs nothing and takes only a few minutes of your day. (More information about the below touchpoint opportunities is in the Alumni Framework.)
- **Exiting relationships** with previous heroes to free up your time

JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	OCT	NOV	DEC
	Nominations Tue 22 Feb - Mon 14 Mar						Vote Tue 2 Aug- Mon 22 Aug		Announce Tue 13 - Mon 26 Sept		

CENTRE LED PRIORITY COMMUNITY TOUCHPOINTS with all Local Hero alumni and key community partners

Pre-promote LH program to all alumni & community partners	Call to action for all alumni & community partners to nominate						Call to action for all alumni & community partners to vote		Invite alumni & key community partners to announce ment	Invite to activate Christmas Gift Wrap	
Review Local Hero alumni 4 weeks before each DE&I day of significance and personally invite relevant finalists and heroes from all years to activate the community site. See below for key dates.											
	8th – Intn’l Women’s Day 21st – Harmony Day		27 th Reconciliation		5 th – NAIDOC Week 13 th - Matariki	27 th - Wear it Purple Day	9 th – RUOk Day		25 th Intn’l Day for elimination of violence against women	3 rd – Intn’l Day of persons with disabilities	

2022 Community Plan Network

Our community partners and Westfield Local Hero alumni who we maintain regular contact with, or who we would like to connect with. Contact the relationship owner for contact information.

Organisation	Representative	Purpose of relationship	SCG owner
La Perouse Indigenous Land Council	Sally Walker	Assist the LPIC with their motto of "Creating Pathways for Community"	BX Team
Bayside Council	Sherie Skaines	Build on current relationship to stay informed and be involved in local activities	BX Team
University of NSW	Economics Department	Engage with the millennial demographic who are local to our trade area.	BX Team
La Pa Diva's	Bayside Council	Engage with local indigenous community to celebrate the community history in the trade area	BX Team
Maroubra LAC	Constable Hannah Gibson	Provide police the opportunity to meet and educate the general public on crime and safety matters that directly effect our trade area	RSM
MATES	Randa Habelrih	Work with the foundation which our business is closely related to and try to influence mental health issues in the industry	BX Team
Local Schools	Per each school	Partner with neighbouring schools and build relationships to reduce the impacts of unruly youth in the area and around the centre	RSM
Sydney Childrens Hospital	Nicola Stokes	Partner with Sydney Childrens Hospital to support local families in need.	CX Team
PCYC	TBC	Potentially provide space for workshops or exercise activity in centre.	RSM
La Perouse Indigenous Land Council	Sally Walker	Assist the LPIC with their motto of "Creating Pathways for Community"	BX Team



Community Resources

Share your great work

- Measure and debrief your initiative
- Share your completed debrief pwilson@scentregroup.com

See all Community Plans & initiatives across the portfolio

- [Community Plans](#)

Stay in touch with all Westfield Local Hero actions

- [Local Heroes Hub](#)

Charity requests, workplace giving, volunteering

- [Community Hub](#)

Community Team



Pam Wilson
National Community Exp Manager



Becky Edney
Community Experience Manager



Siobhan Trinder
Community Experience Executive



Jessica Mangion
Community Experience Assistant