



New South Wales Delfin Lend Lease Master Planned Communities –  
Bingara Gorge, Nelsons Ridge, Ropes Crossing, The New Rouse Hill  
Pacific Safe Community #'s 6-9



Country: **Australia**

Programme started year: **2006**

Pacific Safe Communities Network Membership: **2010**

**Full application available:** [www.safecommunities.org.nz/sc/dllnsw](http://www.safecommunities.org.nz/sc/dllnsw)

Number of inhabitants: **6,650 approximately in total:**

- The Bingara Gorge master planned community has a current population of approximately 50 people and will increase to more than 3,500 residents by 2014.
- The Nelsons Ridge master planned community has a current population of approximately 1,200 people and is expected to grow to 4,250 residents by 2011.
- The Ropes Crossing master planned community has a current population of approximately 5,000 people.
- The New Rouse Hill master planned community has a current population of approximately 400 people and is expected to increase to over 4,500 people by 2019.

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Web address for community as a whole:

[www.delfinlendlease.com.au](http://www.delfinlendlease.com.au)

[www.bingaragorge.com.au](http://www.bingaragorge.com.au)

[www.nelsonsridge.com.au](http://www.nelsonsridge.com.au)

[www.ropescrossing.com.au](http://www.ropescrossing.com.au)

[www.myropescrossing.com.au](http://www.myropescrossing.com.au)

[www.rousehill.com.au](http://www.rousehill.com.au)

[www.ourrouse.com.au](http://www.ourrouse.com.au)

## The programme covers the following safety promotion activities:

### Children 0-14 years:

- The *Welcome Kit* in all four master planned communities contains important injury prevention and community safety information about pool and other water safety, personal safety, home safety, keeping children safe, road safety, being bushfire prepared, poisons information and contact details for local neighbourhood watch groups, and police, ambulance and fire services.
- The *Water Safety Calendar 2009* was produced as a result of a partnership between local schools, all four master planned communities and Life Saving New South Wales. The drawings and paintings in the calendar depict a range of water safety messages from 'swim between the flags' to 'slip, slop, slap'.
- Kidsafe Display Homes have been established in Ropes Crossing and Bingara Gorge. Certified by Kidsafe NSW, these special homes showcase simple features and ideas to keep children safe from injury.
- The Ironbark Ridge Walking School Bus, located within the New Rouse Hill community, promotes a health and active lifestyle, ensures children can walk safely to and from school and teaches children about road safety and personal safety.

### Youth 15-24 years:

- The *Strengthening Parents (Camden and Wollondilly) Project* developed a range of strategies to assist in increasing parents' capacity to effectively deal with the issue of youth drug use. Bingara Gorge is located in the Wollondilly Shire.
- A Youth Engagement Strategy was developed by the Rouse Hill Learning & Community Partnership to ensure the maintenance of a harmonious and inclusive environment for all visitors, residents and workers within the New Rouse Hill.
- In 2008, the Ropes Crossing Skilling and Employment Centre partnered with a local service working with disadvantaged youth to successfully address a graffiti problem. Young people were engaged to paint the roller doors of centre that were subject to constant 'graffiti attacks'. They have since been graffiti-free. The centre is currently negotiating a new project with the group for the painting of electrical substation boxes.



Anti-graffiti Youth

### **Adults 25-64 years:**

- All four master planned communities hold annual Community Days. Activities included safety educational seminars - lifesavers from the local beaches attended the project and discussed water safety at home and at the beach and sun safety, and safety demonstrations are undertaken by local Fire Brigades, SES and Police.
- The Nelsons Ridge community benefits from the Safety Street website which is a part of the *Holroyd Web Watch Project*. The Holroyd Web Watch Project consists of a community safety website and printed pamphlets on community safety and community capacity building information in selected languages.
- The Community Garden at the New Rouse Hill was established in June 2009. It is accessible to the whole community – people of all ages - and is coordinated by volunteers. It is part of the community engagement strategy that commences with the Welcome Program and aims to keep community members connected and involved.

### **Older Adults 65+ years:**

- The Nelsons Grove retirement village, located at Nelsons Ridge, has been designed to encourage older residents to remain active in their retirement as they are able to easily and safely walk to a range of facilities in their local community.
- The Rochford Place Retirement Village, Ropes Crossing, hosts an annual Multicultural seniors' week event which includes a presentation about Safety for Seniors.
- Programs such as *Older, Fitter & Better, Fit & Strong 65 and Beyond, Walk 4 Life*, falls prevention, and general health and well being are provided for seniors in the Nelsons Ridge community by Western Area Health and the Nelsons Grove Village.
- Learn2 at the New Rouse Hill received a grant from Telstra - *Connected Seniors* - to conduct hands on training for seniors wanting to stay connected using mobile and internet technology.

### **For the following environments:**

#### **Traffic:**

- *Bicycle Safety Checklist - Ready to Ride?* is a general checklist for cyclists in the New Rouse Hill. It includes tips about what to check on the bicycle and road safety tips. It is available on the *Our Rouse* community website – [www.ourrouse.com.au](http://www.ourrouse.com.au).
- Park Assist is a managed car parking system operating at The New Rouse Hill. It promotes a safer car park for both vehicles, and pedestrians.
- The Ironbark Ridge Walking School Bus, located within the New Rouse Hill community, promotes a health and active lifestyle, ensures children can walk safely to and from school and teaches children about road safety and personal safety.
- The Ropes Crossing Community Bus was launched in October 2005 to assist local residents' access community services and facilities, local job seekers travel to and from the Ropes Crossing Skilling and Employment Centre, and community groups to attend special events.
- The Road Safety Education Park at Nelsons Ridge provides an opportunity for young bike riders to undertake simulated scenarios in a friendly park environment to assist them in learning about bike safety and road safety rules.

## Occupational:

- All four master planned communities participate in the annual Safe Work Week during the month of October. Work Safe week include activities such as a two-and-a-half hour *Resuscitation & Emergency Care* training course targeted at adults and children that covers choking, shock, bleeding, fits and seizures through to poisoning, bites and stings, anaphylaxis, allergies, burns, heat rash and asthma education.
- In July 2009, the Ropes Crossing Public School and St Marys North Public School, in collaboration with Delfin Lend Lease, engaged students in a public art initiative around the construction site of the Community Resource Hub. Contributing artworks to 'beautify' the site during construction encouraged young people to take early ownership of the space and delivered important community safety messages on the hoardings surrounding the site.
- The *Nelsons Ridge - Builder Safety Award* recognises construction safety and cleanliness. It was established in 2007 in partnership with the Pemulwuy Marketplace Retailers Association.
- The *Environmental, Health & Safety Residents Incentive Award Programme* recognises individual contributions to either environmental, health or safety initiatives within the Nelsons Ridge community. It was established in 2008 with the support of the Pemulwuy Marketplace Retailers Association.

## School:

- The *Water Safety Calendar 2009* was produced as a result of a partnership between local schools, all four master planned communities and Life Saving New South Wales. The drawings and paintings in the calendar depict a range of water safety messages from 'swim between the flags' to 'slip, slop, slap'.
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Walking School Bus

## Sports and Leisure:

- To promote a clean and safe environment within Nelsons Ridge, the Pemulwuy Community Association launched an annual *Clean Up Day* in 2009.
- Learn2, at Rouse Hill, facilitates access to a range of formal and informal learning options for the community. These include access to free training in resuscitation and emergency care training for adults, children and infants.

### **Violence prevention (intentional injuries):**

- Residents of the Bingara Gorge community are able to provide direct input to the Wollondilly Community Safety Forum on issues relating to all aspects of community safety. These forums, hosted by the Wollondilly Council's Community Safety Committee, are held quarterly.
- The Nelsons Ridge Safety Program was recently established to identify opportunities to enhance overall community safety with a particular focus on youth. It is coordinated by the Pemulwuy Community Group.
- The Ropes Crossing Safety Watch Committee was established in July 2009. In partnership with local council, local emergency service providers and members of the local community, the committee was established to identify opportunities to enhance community safety and promote crime prevention and community safety within the local area.
- The Our Rouse Neighbourhood Committee was established in August 2009. The Committee meets quarterly on the first Wednesday evening of the month.

### **Programmes aiming at "High risk-groups":**

- The Ironbark Ridge *Walking School Bus*, located within the New Rouse Hill community, promotes a health and active lifestyle, ensures children can walk safely to and from school and teaches children about road safety and personal safety.
- The *Strengthening Parents (Camden and Wollondilly) Project* developed a range of strategies to assist in increasing parents' capacity to effectively deal with the issue of youth drug use. Bingara Gorge is located in the Wollondilly Shire.
- A Youth Engagement Strategy was developed by the Rouse Hill Learning & Community Partnership to ensure the maintenance of a harmonious and inclusive environment for all visitors, residents and workers within the New Rouse Hill.
- Programs such as *Older, Fitter & Better, Fit & Strong 65 and Beyond, Walk 4 Life*, falls prevention, and general health and well being are provided for seniors in the Nelsons Ridge community by Western Area Health and the Nelsons Grove Village.
- Learn2 at the New Rouse Hill received a grant from Telstra - Connected Seniors - to conduct hands on training for seniors wanting to stay connected using mobile and internet technology.
- Blacktown City Council initiated a domestic violence prevention campaign through the placement of *This community says NO to domestic violence* signage at strategic locations throughout city. Ropes Crossing promote this key community safety message with signage placed at the entry to the community.
- *Report It, Don't Ignore It*, an initiative of the City of Blacktown Community Safety Coordinating Committee, is heavily promoted within the Ropes Crossing community. The campaign encourages and supports local residents to report crime and anti-social behaviour to the Police. The reporting pad is included in all new residents' Welcome Kits and is also promoted on the community website.



## Data Analysis:

The master planned communities of Bingara Gorge, Nelsons Ridge, Ropes Crossing and the New Rouse Hill together with Delfin Lend Lease have a commitment to monitoring and responding proactively to injuries within its master planned communities at all stages of community building and involving all community members including staff and contractors who provide services to the sites during construction.

### *Workplace Injuries*

- Lend Lease has developed a web based safety reporting system - Safety Dashboard - to provide a central reference point for all key safety data from across the business. At New South Wales projects, between June 2006 and June 2009, there was the equivalent of 8 days lost due to incidents. The majority of incidents involved labourers, and was a result of slips and trips, cuts, falls, or involved property damage.
- Injury data reported by the Chief Health Officer, New South Wales, indicates that in 2006-07 there were 9,048 hospitalisations of residents aged 15 to 64 years due to workplace injuries.

### *Injury related deaths*

- There were approximately 3,300 injury-related deaths in 2006 and 150,000 injury-related hospitalisations in 2006-07 in New South Wales.
- Injury and poisoning is the leading cause of death among people aged 1 to 45 years.
- In the 0-14 year age group, motor vehicle crashes (31.8%), drowning (19.7%), unintentional threats to breathing (such as choking and accidental strangulation or suffocation, 9.9%), exposure to unspecified factors (8.6%) and interpersonal violence (7.5%) were the leading causes of injury death.
- For both the 15-44 year and 45-64 year age groups, suicide, motor vehicle crashes, and unintentional poisonings were the leading causes of injury death.



Participants at the Learn 2 Programme

### *Hospitalisation for injury*

- In the period 2004-05 to 2006-07, the most common causes of injury-related hospitalisations were falls, motor vehicle crashes, self-harm and interpersonal violence.
- In the 0-14 age group the most common specified causes of hospitalisations were falls (40.3%), being unintentionally struck by or against an object or person (8.7%), motor vehicle crashes (7.2%), and cut/pierce (4.3%).
- Amongst people aged 65 years and over falls was the most common cause of hospitalisation, and accounted for a much greater proportion of the injury-hospitalisations than for other age-groups (73.1%).

### *Road Traffic injuries*

- Motor vehicle transport was the second leading cause of injury death in New South Wales residents during 2002-2006 and accounted for 18.6% of all injury deaths.
- The greatest number of deaths were among motor vehicle occupants (237), followed by pedestrians (54) and motor cyclists (49).
- In the year 2006-07, there were 15,527 hospitalisations of New South Wales residents for injuries due to motor vehicle crashes, a hospitalisation rate of 226.9 per 100,000 population.
- The greatest number of these hospitalisations were for motor vehicle occupants (7,592), followed by motor cyclists (4,307), pedestrians (1,454) and pedal cyclists (364).



Road Safety Education Park

### *Falls injuries*

- In 2006, 240 (75%) of the 321 fall-related deaths (definite and probable) among males, and 302 (95%) of 319 fall-related deaths among females were in people aged 65 years and older.
- More than half (27,133) of all fall-related hospitalisations were for people aged 65 years or over, a rate of 2746.6 per 100,000 persons.

### *Drowning*

- In 2006, there were 82 deaths caused by drowning in New South Wales residents, a rate of 1.2 deaths per 100,000 persons.
- Drowning is the second leading cause of injury-related death in New South Wales children (0-14 years), responsible for 19.7% of injury-related deaths in that age-group.
- Approximately one in eight drowning deaths was of children aged 0-4 years, a rate of 2.3 deaths per 100,000 in this age group.
- The most common locations for drownings of children aged 0-4 years in New South Wales during January 1995-April 2001 were swimming pools (42%), bathtubs (20%), dams (16%) and lakes or rivers (15%).

### *Unintentional poisoning*

- In 2006-2007, there were 3,692 hospitalisations of New South Wales residents due to unintentional poisoning, giving a rate of 53.6 per 100,000.
- Children aged 0-4 years have the highest rates of hospitalisation for unintentional poisoning, followed by young adults aged 15 to 29 years and elderly people aged 85 years and over

### *Interpersonal violence*

- In 2006, 67 New South Wales residents died as a result of interpersonal violence (homicide), a rate of 1.0 deaths per 100,000.
- In 2006-07 there were 7,414 hospitalisations of New South Wales residents as a result of interpersonal violence, a rate of 110.1 per 100,000.

## Crime

- Wollondilly Shire, in which the Bingara Gorge master planned community is located, has an overall low incidence of crime in comparison with its neighbouring local government areas. Areas of concern identified in the Wollondilly Shire Council's Community Social Plan 2004-2009 included assault, theft and driving offences.
- Crime in Holroyd Shire, in which the Nelsons Ridge master planned community is located, has remained stable over the past few years. Issues of concern to community members include assault, domestic violence, malicious damage, retail theft, stealing from vehicles and fraud.
- Blacktown City's Crime Prevention Plan 2009-2013, which incorporates the Ropes Crossing master planned community, identifies five local crime priority areas: Assault – domestic violence related, Robbery, Break and Enter – dwelling, Steal – from motor vehicle and Malicious Damage to property.
- In 2006, the total number of recorded crime incidents in The Hills Local Government Area, which incorporates the New Rouse Hill master planned community, was 17,953. Of these total offences, 57.5% were for driving offences, with theft making up another 18.1%.

### Publications: (Scientific)

*Building Sustainable Social Capital in New Communities – Report to the Industry Partner, The University of Queensland and Delfin, 2007*

### Produced information material, pamphlets:

Some examples of materials produced by New South Wales Delfin Lend Lease master planned communities that have a significant injury prevention and community safety focus include:

- Residents' Welcome Kit
- Community Newsletters
- *Water Safety Calendar 2009*
- Youth Engagement Strategy, the New Rouse Hill
- Community websites - [www.ourrouse.com.au](http://www.ourrouse.com.au) and [www.myropescrossing.com.au](http://www.myropescrossing.com.au)



Nelson Ridge Family Fun Day

### Participation in Safe Community conferences:

- 2010 Crime Free Housing Seminar: Is it possible to design neighbourhoods to prevent and reduce crime? University of Sydney
- 2008 International Safe Communities Conference, Christchurch
- 2008 Young people, crime and community safety: engagement and early intervention, Melbourne
- 2007 'The Essential Role of Industry in Promoting Safer Communities: Child-resistant packaging and preventing child poisoning' forum facilitated by the Queensland Safe Communities Support Centre, Brisbane
- 2006 'Building Blocks', Queensland Safe Communities Conference, Townsville
- 2005 Inaugural Queensland Safe Communities Conference, Brisbane
- 2004 Creating Child Friendly Cities Symposium, Brisbane (*This symposium was organised by Griffith University and Delfin Lend Lease to bring together the most insightful thinkers dealing with urban children's issues in Australia and New*

*Zealand. The symposium was the first Australian research-based forum to focus specifically on how urban development and urban policy affects children.)*

Delfin Lend Lease has also been a major sponsor of the above conferences and forums.

**Other:**

2005 – Member, Queensland Safe Communities Support Centre

2006 – Member, Australian Safe Communities Foundation

Delfin Lend Lease has a Memorandum of Understanding with the Queensland Safe Communities Support Centre which includes a commitment to provide funding support to specific projects and to promote the principles of the Safe Community model throughout Delfin Lend Lease communities. Delfin Lend Lease has a Statement of Intent with the Australian Safe Communities Foundation Inc which includes a commitment to demonstrate a shared commitment to safety and injury prevention in communities across Australia. Delfin Lend Lease also has a well-established and effective working relationship with the Victorian Safe Communities Network.

**Staff**

**Number:** Delfin Lend Lease (New South Wales) currently employs approximately 90 people. Each Master Planned Community has a project team comprising a number of key roles that incorporate community safety and injury prevention. These include the Project Director, Environmental Health and Safety Manager, Community Development Manager, and Sport and Recreation Manager.

**Organization:** Delfin Lend Lease (New South Wales)



Shane O'Brien DLL  
Safe Communities Project Manager

**Specific intersectoral leadership groups:**

**Pemulwuy Community Group** – This community leadership group was established in December 2008 to promote the positive continued growth of Nelsons Ridge as a safe and vibrant community. The Pemulwuy Community Group coordinates the Nelson Ridge Safety Program.

**Ropes Crossing Community Services Inc.** - This group was established in August 2009 to provide community leadership and support and promote community events in Ropes Crossing. Ropes Crossing Community Services Inc. works collaboratively with the Ropes Crossing Safety Watch Committee on issues relating to community safety.

**Our Rouse Neighbourhood Committee** – This committee was established in August 2009 as part of the broader Our Rouse Community Association. The main purpose of the Rouse Neighbourhood Committee is to promote community connectedness, involvement and safety within the New Rouse Hill.