



17 July 2011

Matt Crews
Parkview
C/O Bluestone Capital Ventures No. 1 P/L
Suite 1, Level 6, 71 Macquarie St,
Sydney NSW 2000

Re: Cronulla Sharks Redevelopment – Inclusive Playground Facility

Dear Matt,

Thank you for the opportunity to meet and discuss the development of an inclusive playground as part of the planned Cronulla Sharks project. The Foundation is pleased to be involved in the creation of an inclusive playground for existing and potential new members of the community, and look forward to sharing our experience and knowledge of social inclusion to help make this concept a reality.

I have attached to this our generic key responsibilities matrix, outlining the usual process for working with a partner, government and the local community to create inclusive play opportunities.

It is the Foundations overall goal to inform and influence the development of play facilities to an inclusive standard. We believe every community should have a facility such as the one we propose in partnership with Bluestone, Parkview and Cronulla Sharks. These playgrounds become intergenerational community hubs, and are enviable community assets. The four already opened are much loved and well used by the residents and guests of the communities, and the increase in visitation proves there is a demand for quality inclusive play in Australia.

We are very grateful for the opportunity to work with your group to develop this excellent facility, and look forward to sharing the journey with you.

Yours sincerely,

Rebecca Ho
Playground Project Manager

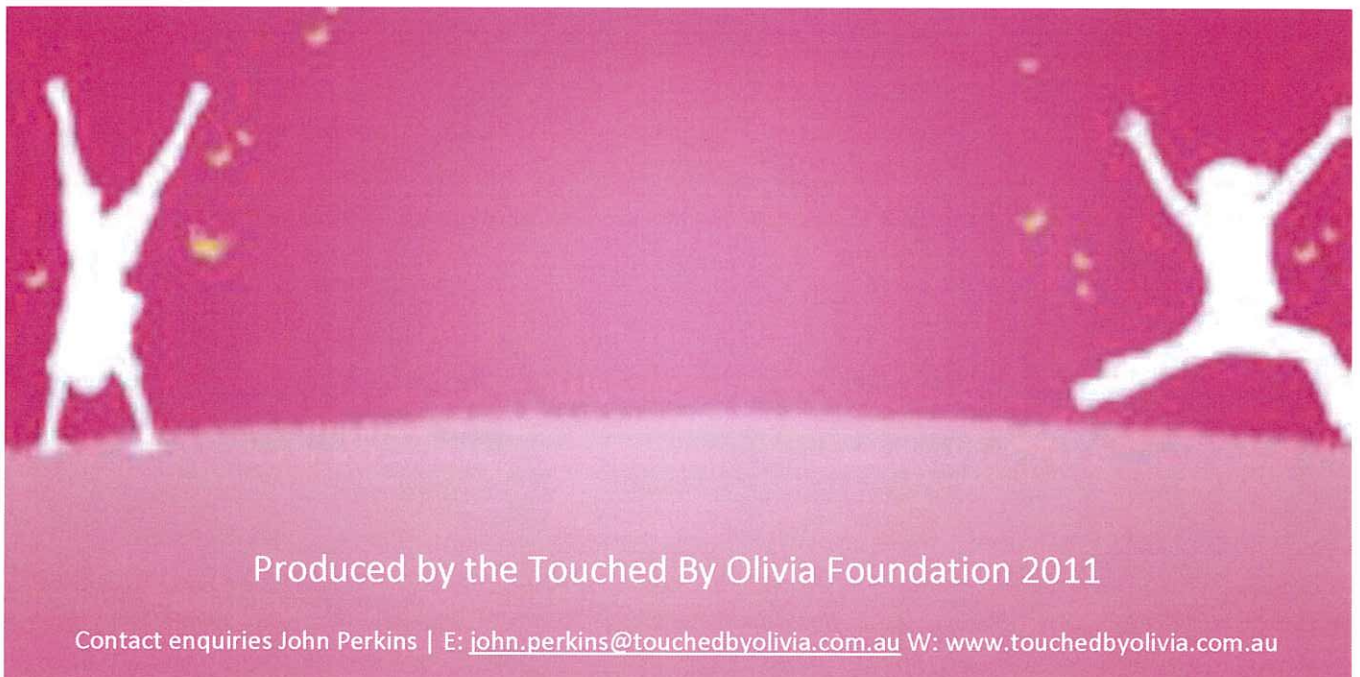
Inclusive Playground Strategy

Positioning Document



"There can be no keener revelation of a society's soul than the way it treats its children and less fortunate."

Nelson Mandela



Produced by the Touched By Olivia Foundation 2011

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Children have the fundamental right to play, and that regardless of ability, all children have the right to access the same services

UN Committee for the Rights of a Child

Provide more opportunities for people with a disability to participate in and enjoy Australia's economic and social life.

Top Priority Australian Social Inclusion Policy



Childhood obesity has increased 40% between 1995-2005, and over 25% of Australian children are obese or overweight.

Australian Institute of Health and Wellbeing 2010 Report



The International Issue

Children in Australia are playing less and have fewer community-based areas that facilitate play. As a result, obesity is on the increase. This issue is compounded by the fact that more than 8% of the most vulnerable children in Australia are excluded from play.

Touched By Olivia Foundation aims to help address these issues by facilitating partnerships with community groups to roll out Inclusive Playgrounds across Australia.

Australia has given a global commitment to advocate change in both government and planning strategies, with a goal to become aligned with the conventions detailed in the UNICEF Rights of Children and the United Nations Committee for Rights Child. Australia is moving towards fulfilling that promise with the federal government's creation of a Social Inclusion Policy, focused on supporting children at greatest risk of long term disadvantage.

So why does the Australian Research Alliance Children and Youth report prepared for UNICEF in 2008 state that despite our economic prosperity, Australia is underperforming on key indicators for health and wellbeing of our children?

The research holds the key:

- 42% of kids are not involved in sport (1)
- 630,000 Australian children spend 40+ hrs of screen time per fortnight (1)
- Kids playing in their local neighbourhood has decreased from 71% to 21% within the last generation (3)
- 65% of families have both parents working. (2)
- 8% of our youth have a disability. 50% of these are either severe or profound, with 75% of these disabilities being neurological, and not physical (4)

1. Australian Institute of Health and Wellbeing 2010; 2. ARACY Report 2010;
3. Play England Manifesto 2007; 4. Australia Bureau of Statistic 2003

What Touched By Olivia is doing to help

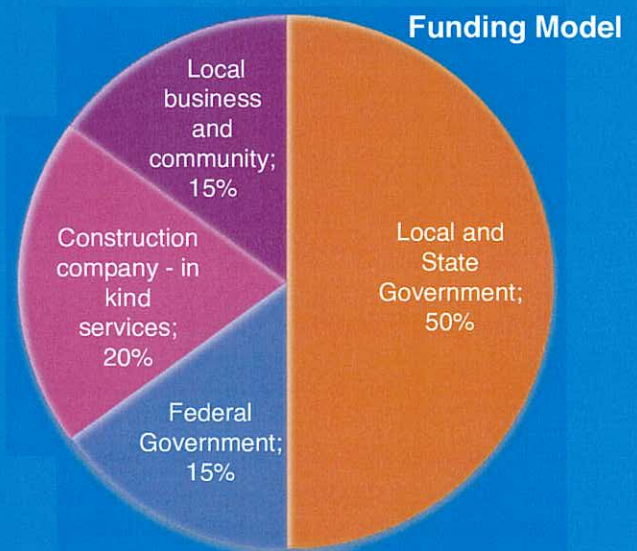
We aim to help facilitate a “Livvi’s Place” Inclusive Playground in every Australian Community.

Inclusive playgrounds form the foundation of a socially inclusive community. An inclusive playground is one where all children, regardless of age or ability, play, and socialize, side by side. Inclusive playgrounds can become a reality within every community, through government and industry acceptance of a set of guiding principles for inclusive playground design.

Research shows children, who by the age of 5 play with children with disabilities, grow up accepting their differences the same way you would those with brown hair or blue eyes .

Despite neurological disorders making up 75% of disabilities, numerous “all ability, all inclusive, playgrounds” have neglected to take children, parents and carers with disabilities and neurological conditions into consideration. It is our understanding that Livvi’s Place Inclusive Playgrounds are the first to ever take into consideration children with neurological disorders such as autism or aspergers.

Touched By Olivia Foundation has developed a very successful model in partnership with local government, businesses and the community for the deployment of inclusive playgrounds. The playgrounds remain local government playgrounds.



The Results

Award

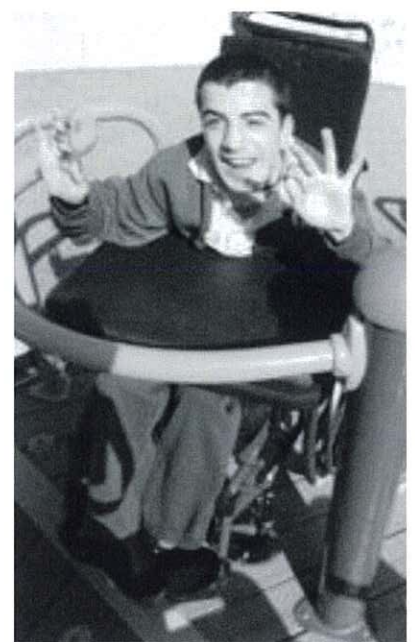
- Livvi’s Place, Five Dock Best Playground in Australia - Parks and Leisure Australia, 2010
- IPWEA Award for Best Community Facility, 2010

Need

- Playground use increasing 1000% from 150 people visiting per week to over 1500 per week.
- Over 10% of visitors at anytime have a physical or neurological disability.

Demand

Livvi’s Place, Dubbo opened early 2011, Livvi’s Place, Brisbane open June 2011. Ryde, Penrith, Adelaide, Perth and Melbourne in 2012



What we are asking from Government

That every community has an inclusive playground within 10 years

The one-off financial commitment would total only \$10 million - the equivalent of a donation of 50 cents from every Australian.



The Benefits

- **Social Inclusion** - Our children will grow up accepting children with a disability as they accept kids with blue eyes or brown hair.
- **Reducing Childhood Obesity** - Reducing childhood obesity – we are experiencing a 1000% increase in the number of children playing at Livvi's Place Inclusive Playgrounds.
- **Inclusive Playground Standard** –Touched By Olivia Foundation is working with leading academics, practitioners, designers, disability groups and government to ensure a nationally consistent standard for inclusive playgrounds. Touched By Olivia Foundation has established an expert panel of industry leaders to ensure that the inclusive playground standard is successful. All designs and intellectual property are made freely available to other communities.



What Happens Next?

Federal and State governments to set policy that aligns with UNICEF's Child Friendly City and the Federal Government's own social inclusion policy to enable ALL children to play regardless of their ability. Every child has access to an inclusive playground.

This will create a generational change for our children and our communities.



Key Responsibilities

Item	LL	TBOF	Local Govt	Community
Initial meeting with Local Government Executive	R	A		
Formal Meeting with Local Government Executive, and gain formal commitment. Local Government is project owner.	A	R		
Find local community cause	A	A	R	
Develop relationship with local special need schools and community groups	O	R	A	A
Pass on design knowledge, and processes, to Local Government Design Lead		R	A	
Choose location	A	A	R	A
Involve design stakeholders in design process (special need schools, community groups, academics and parents)		A	R	A
Involve local media and politicians in process	O	A	A	R
Develop design advisory panel		R	A	A
Develop community "signature" design elements	O	A	A	R
Obtain, if required, State/ Territory PPP dispensation		A	R	
Develop friends of playground group		A	A	R
Local fundraising, business, government and community		A	A	R
Final workgroup design approvals	AA	AA	R	AA
DA and formal consultation			R	
Construction drawings	R		A	
Project management, letting of sub contractor contracts, and encouragement of in kind work from sub contractors	R	A	A	A
Media and PR	AA	AA	AA	R
Media and politicians – Official opening		A	A	R
Friends of playground- ongoing development			R	A
Ongoing media, web, best practice development	A	R	A	A

Key

R- Responsible, A- Assist, O- involvement optional, AA= Assist and approve