

HEALTH+ARTS—HEARTS

SOUTH WESTERN SYDNEY HEALTH AND ARTS **STRATEGIC PLAN 2018-23**



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— VISION STATEMENT

It is our belief that arts and creativity move minds, bodies and spirits towards sustaining healthy lives.

It is our determination that the use of the arts in health environments in south western Sydney becomes a robust and accessible element of healing programs; for people living with illness and disability and for the communities and individuals that care for them.



INTRODUCTION

This Strategic Plan was commissioned by a partnership between the South Western Sydney Local Health District (SWSLHD), Casula Powerhouse Arts Centre (CPAC) and Liverpool City Council in response to the release of the *NSW Health and the Arts Framework*¹ that identified three focus areas;

- Governance
- Partnerships and Funding Key Partners, and
- Operational Support.

The brief for the commission

To research, develop and produce an Arts & Health Strategic Plan for south western Sydney. This includes facilitating, compiling and analysing data from an extensive community and stakeholder consultation. The Strategic Plan should encapsulate key areas of focus including an overall vision statement, specific goals and objectives with key deliverable outcomes within an agreed timeframe. The plan must align itself with key strategic areas covered in the NSW Health and the Arts Framework.²

In response to the brief

- An extensive literature search was conducted and a selective annotated version completed;
- A 13-page survey questionnaire was circulated to over 2,000 people in the sector by e-mail through the SWSLHD and its project partner, Casula Powerhouse Arts Centre. 260 responses were received.
- Three focus group meetings were conducted in Bargo, Harrington Park and Casula with some 38 attendees contributing to the process.

1. NSW Health and the Arts Framework; improving the health of the community through integrating The Arts into the design and delivery of health services and public health messaging; NSW Ministry of Health, NSW Government, 2016.
2. South Western Sydney Local Health District Expressions of Interest Arts & Health Strategic Plan (Consultants Brief).

COMMUNITY PROFILE

South Western Sydney Local Health District (SWSLHD) is the largest and fastest growing district in metropolitan Sydney.

With a population of over 966,000 people, the communities in this district are socially, economically, culturally and linguistically diverse. There are seven local government areas (LGA) in south western Sydney. Each LGA has its own unique population including the multiculturally diverse communities of Fairfield and Bankstown, the rapidly growing communities of Campbelltown, Liverpool and Camden and the rural towns, villages and communities of Wollondilly and Wingecarribee.

Over the next ten years, health services in south western Sydney will face many challenges.

These include:

- Responding to significant population growth and ageing in the district. By 2021, the south western Sydney population will have grown to more than one million people and the number of people who are aged over 65 years will increase by 48%. A focus for this development will be the South West Growth Centre which will experience unprecedented growth. Growth will also occur broadly across the district through urban infill.
- Changing health status, morbidity and mortality associated with ageing and altered life styles and behaviours such as exercise, eating and smoking.
- The impact of socioeconomic inequalities on access to health information and services.
- Changing technology and healthcare practices.
- Responding to Australian and NSW Government initiatives such as the Council of Australian Government National Health Reform Agreement.

These changes will have a significant impact on demand for local health services and the type and range of services required. To meet the needs of our local communities over the next decade, greater attention will be needed in planning and delivering for prevention and treatment services.³

3. South Western Sydney Local Health District website; <https://www.swslhd.health.nsw.gov.au/planning/default.html>





THE KEY AREAS OF FOCUS IN THE STRATEGIC PLAN

In undertaking the community consultations for this strategic plan, certain principles arose repeatedly and pointedly from every group consulted. For this reason, the following sets out not only the key focus areas outlined by the *NSW Health and the Arts Framework*⁴, but also the guiding principles articulated by those who will be most directly affected through the outcomes of this work. The Arising Principles have been placed underneath the Framework Key Areas of Focus to which they relate. These principles will provide insight into the goals and objectives contained in the strategic plan.

The *Arising Principles* provide the rationale for the goals and objectives in the Strategic Plan and are faithfully reflected in the Vision Statement.



4. NSW Health and the Arts Framework; improving the health of the community through integrating The Arts into the design and delivery of health services and public health messaging; NSW Ministry of Health, NSW Government, 2016

NSW HEALTH & THE ARTS FRAMEWORK

KEY AREA OF FOCUS 1

GOVERNANCE

The functions and structures to support a targeted, integrated and systemic approach to health and the arts.⁵

Arising Principles

For long term change to occur, a plan needs the stable support of committed individuals and organisations to provide an ordered, long-term, functional and structural approach to fulfilling the objectives of the plan.

In particular, the following issues were raised during community consultations;

- There is a noted reduction in the employment of art therapists and artists reflecting the health priorities in critical care settings; and
- A reiteration of the positive aspects of including artists and arts practitioners on committees making decisions about arts and health to broaden the development of alternate creative ideas for health care and to raise awareness of successful arts and health models utilised by artists in the health care sector.

5. Op. Cit. P3





NSW HEALTH & THE ARTS FRAMEWORK KEY AREA OF FOCUS 2

PARTNERSHIPS & FUNDING KEY PARTNERS

- *Arts sector organisations*
- *NSW and Commonwealth Government arts agencies*
- *Local government*
- *Philanthropists*
- *Corporations and local businesses*
- *Schools and TAFE*
- *Universities*
- *NSW Government Agencies, and*
- *Other Local Health Districts and Specialty Networks.*⁶

Arising Principles

It is imperative that key partnerships are formed to make effective use of resources and maximise their impact between partners. There is, however, a disparity between those partners that are adequately resourced and those that have limited results.

Questionnaire respondents and focus group participants recognised that partnerships cannot occur without clear commitment between key and, most often, executive individuals in organisations. These commitments are a means of fulfilling stable short, medium and long-term implementation for the strategic plan. The success of this relies heavily on the interest and engagement by executive staff in health and arts and implies a level of advocacy to decision makers in the very first instance.

Additionally, grave concern was expressed regarding the level of resourcing of artists and arts organisations that currently may not have the capacity to add another level of responsibility to their already large workloads. In addition, artists are generally freelance and not in receipt of a regular wage. Nor, as a general rule, are they paid a stipend to sit on committees, while their health counterparts are more likely to have representation included in their position descriptions and are therefore paid for their duties on committees.

Local Government representatives throughout the consultation process actively sought engagement in health and arts and were concerned at the lack of connection with the arts programs in Local Government, and the health and the arts agenda.

6. Op. Cit. P3

NSW HEALTH & THE ARTS FRAMEWORK KEY AREA OF FOCUS 3

OPERATIONAL SUPPORT

Guidelines, resources, evidence, information exchange⁷

Arising Principles

In a declining resource context for arts related to health, it is imperative that commitments are made to provide the necessary human, physical and financial supports to progress a strategic plan. Resources are vital to support stable and significant change, growth and achievement and a means of supporting and mapping success across the South Western Sydney Local Health District.

Concern was expressed through the survey questionnaire and the focus groups that artists and creative practitioners find it very difficult to make their way through the health sector bureaucracy to obtain work or propose and implement a project. While there is acknowledgement that decisions are made higher up the chain of command, and that 'coal face' health workers are often unable to advise them, participants wanted to see;

- More useful information available to help them to make their way through the complex processes, understand the possibilities and the limitations, and to reach the right level of decision-making;
- More recognition of their capacities, their skills and experience and advocacy for their services;
- Better understanding and articulation of the differences in roles between artists working in health and art therapists.

It was noted in responses to the questionnaire that there may be a disparity between the defined position descriptions of art therapists and artists working in the health sector using the arts as therapeutic measures and the capacity respondents believed was possible for use of the arts. When asked 'how do you utilise the arts in your health practice?' the responses are likely to have reflected what was required of health workers, rather than where they saw the potential for use of the arts. This was most marked when comparing those responses to the question 'what is your vision for the use of the arts in health and healing' and the broader and more creative nature of responses to that question.

7. Op. Cit. P3





OUR MAIN FOCUS: A CONTINUUM OF PATIENT/CLIENT CENTRED CARE

This strategic plan has at its heart the healing, support, comfort and wellbeing of all those residents in the SWSLHD who are living with, or experiencing illness and/or disability; those whose wellbeing and quality of life is impeded and those who provide services and care for them.

It is acknowledged that the nature of planning that draws two sectors together is a positive but complex initiative. However, participants in the consultation wanted to see an emphasis placed on strategies that focus services as directly as possible on those they are designed for. In other words, design the programs first, and then fit the services around them.

Please note the following framework for the timelines:

Short = 1 - 2 years

Medium = 3 - 4 years

Long = 5 years



KFA's	GOALS	OBJECTIVES	TIME
1	To establish a governing arts and health committee for South Western Sydney Local Health District (SWSLHD) that includes representation from authoritative health and arts organisations across a range of contexts, experienced health and arts practitioners across a range of disciplines and contexts, consumers, carers, and art therapists. The committee should also address the inclusion of people with disabilities, Aboriginal and Torres Strait Islander people, people from culturally and linguistically diverse backgrounds, and ensure gender, age and district representation.	South Western Sydney (SWS) Health & Arts Committee established with clear Terms of Reference including; <ol style="list-style-type: none"> a driving role in the fulfilment of the Health & Arts Strategic Plan, the necessity to meet formal representational requirements of interdisciplinary and multi disciplinary practices from both health and arts and across the community, the provision of working definitions for health and the arts/creativity, the development of clear policies for health & arts including; conclusive definition and working model for 'health' (i.e. clinical and non-clinical) and 'arts/creative', alignment with NSW government ministers and departments responsible for health and the arts. 	Short
2	To establish strong senior leadership in both health and the arts overseeing and driving the establishment of health and arts as a priority in their organisations.	Both health and arts executive leaders with authority are appointed to take up office bearing roles on the SWS Health & Arts Committee (Co-Chairs, Chair and Deputy etc.).	Short
3	To develop a position description for, recruit and appoint a District Health and Arts Co-ordinator in keeping with the NSW Health and the Arts Guidelines for Designing and Managing Arts programs in NSW Health services and facilities.	A SWS H&A co-ordinator is appointed with a clear role to affect short, medium and long-term change in the Local Health District.	Short
4	As a priority, to have the SWS Health & Arts Committee review existing definitions and develop district-specific definitions for 'health' (i.e. clinical and non-clinical) and 'arts/creative' based practices in health.	Definitions are developed and included in all information and policy regarding health and arts in SWS.	Short
5	As a priority to define the differences and similarities between the roles artists and arts practitioners play and those of art therapists.	In consultation of artists, arts practitioners and art therapists, their roles are clearly defined and included in all material on SWS Health & Arts program.	Medium

PARTNERSHIP AND KEY FUNDING PARTNERS

KFA's	GOALS	OBJECTIVES	TIME
	<p>Partnerships with arts sector organisations</p> <p>6 To provide artists who work in the health sector, or are seeking work in the health sector with comprehensive information about practices, processes, procedures, requirements and resources available.</p>	<p>An arts and health co-operative for artists working in the health sector is established hosted by an arts and/or health organisation such as Accessible Arts NSW, Information & Cultural Exchange (ICE has a Western Sydney brief) or the National Association for the Visual Arts (NAVA).</p> <p>(Note: a more appropriate body may be the Institute for Creative Health. It hosts an Arts & Health Leadership Group for artists and arts practitioners and also provides professional development for artists working in/wishing to work in the health sector.)</p>	<p>Medium</p>
	<p>Partnerships in NSW and Commonwealth Government arts agencies (funding)</p> <p>7 To support artists applying for grants to undertake health and arts projects and programs.</p>	<p>An information package on existing and potential funding for arts/health projects is developed and provides access to funding advice and guidance.</p>	<p>Short</p>
	<p>8 To have adequate funding and budget to provide arts to clients/patients over 12 month period where appropriate rather than on a temporary basis.</p>	<p>A working relationship with funding authorities is established on the development of longer-term project based health and arts proposals to ensure their impact is maximised.</p>	<p>Medium</p>
	<p>9 To provide employment opportunities for artists in the health sector by providing funding programs that achieve health outcomes as a priority.</p>	<p>A funding program is established specifically for health and the arts that provides a range of funding opportunities across the health sector, including working in partnership with art therapists and other health practitioners.</p>	<p>Medium</p>
	<p>10 To achieve effective communication between political/funding bodies and implementation committees.</p>	<p>A clear and concise communications plan is established identifying key targets for communication and strategies for establishing ongoing dialogue across both sectors. Accessible tools for communication across the sector are developed. (see Operational Support)</p>	<p>Short</p>

KFA's	GOALS	OBJECTIVES	TIME
	Partnerships with Local Government		
11	To link Local Government cultural development Officers with South Western Sydney Primary Health Network (SWSPHN).	A forum and communication link is established between district based Local Government Cultural development officers and area health officers to examine the capacity for collaboration between the two sectors.	Medium
12	To establish an arts presence from the planning phase of new hospitals or refurbishments of hospitals. (Note: See also partnerships with universities for information held by Local Government bodies)	A partnership is formed with the Local Government and Shires Association of NSW to examine the potential for construction by-laws and funding guidelines for hospital builds to include professional arts workers on the design team for refurbishments or new constructions of hospitals in SWS.	Medium
	Partnerships with philanthropists, corporations and local businesses		
13	To address the challenge of potentially accessing funds from philanthropists, corporations and local businesses for health and arts programs.	Recommendation That a meeting is held with Creative Partnerships Australia and other individual arts philanthropic organisations to explore the potential for sponsorship development. Some research needs to be conducted into this area of support in case new opportunities have emerged. (See Institute for Creative Health).	Long

PARTNERSHIPS CONT.

KFA's	GOALS	OBJECTIVES	TIME
	Partnerships with schools and TAFE		
14	To develop proactive arts and health partnership projects that serve as models for application across the SWSLHD.	A series of joint arts/health projects are designed, developed and implemented in a variety of health settings utilising the skills of artists and health workers. The models are evaluated, reviewed and documented.	Medium
15	To introduce programs for health practitioners to generate a better understanding of the value of creativity to wellbeing.	An advocacy package/workshop is designed to be delivered across the district as part of health staff on-going training and for use at conferences and in forums.	Medium
16	To partner with a training provider (e.g. TAFE NSW) on the provision of accredited courses (e.g. Certificate IV) for artists wanting to work in the health sector.	A Certificate IV Course is established in Health and Arts in partnership with TAFE NSW for delivery across the TAFE NSW sector at a subsidised rate for artists.	Medium
17	To incorporate arts knowledge/benefits into health sector education.	A component is included in tertiary training in health and wellbeing that addresses the models for the use of arts in health settings.	Long
18	To examine whether there are occupational health issues with artists'/arts workers'/therapists' practices.	A partnership is established with Liverpool Hospital to examine a mechanism for determining artists'/arts workers'/art therapists' occupational health and wellbeing.	Medium
19	To identify opportunities for existing school and TAFE NSW programs along the continuum from life to death to collaborate on using the arts in a variety of health settings.	Communication with the wellbeing network, sustainable living network, and community and placemaking networks is established along a continuum of service delivery in local communities.	Long

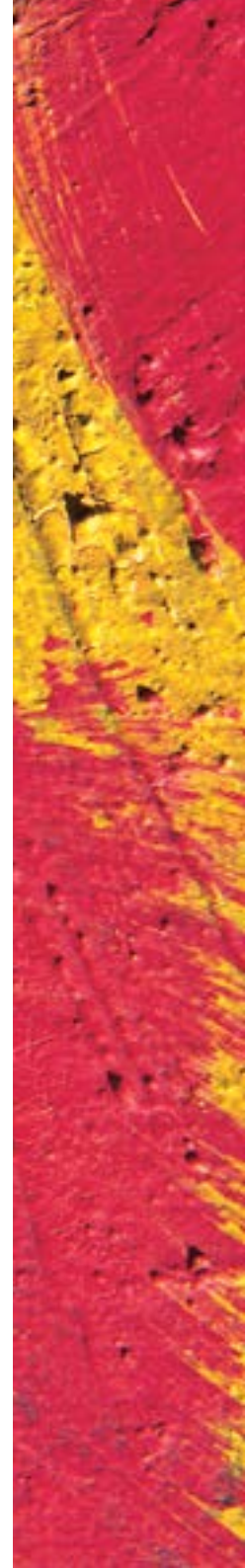
KFA's	GOALS	OBJECTIVES	TIME
	Partnerships with Universities		
20	To identify a partner in the education sector that can assist with establishing state-of-the-art, efficient and effective communication tools in health and arts e.g. Western Sydney University.	A partnership is formed with an appropriate communications unit or School at Western Sydney University and a database, or system of collection and storing information is developed to serve the health and arts sector in south western Sydney (possibly western Sydney in general).	Medium
21	To dovetail information sources for health and arts across the south western Sydney region including people, programs, resources, networks, organisations, individuals, research etc. Some councils have databases of community artists; knowing who the local people are.	Sources of information are identified and accessed e.g. lists of artists and arts workers engaged in the health sector held by Local Governments, local libraries, the National Association for the Visual Arts, ICE (Information and Cultural Exchange), regional galleries, community arts centres and local arts co-operatives and organisations.	Medium
22	To provide easy access to collated and up to date information on health and arts developed for south western Sydney for use by health and arts professionals, artists, community groups, carer groups, Local Government and those living with disability or illness.	A specific and stand alone database of information across both health and the arts sectors is established and connected but not integrated with other data bases.	Long
23	To identify existing information, research and working programs linked to both hospital and community based health facilities to assist in planning and piloting programs in arts and health.	Form a partnership with the Western Sydney University (WSU) (which is currently working with University of Sydney on health and the arts) and the major hospitals in south western Sydney to gain access to research material that would otherwise not be accessible for planning purposes.	Medium
24	To identify and take advantage of research that is being undertaken by health and study institutions for the purposes of planning and programming.	Through the partnership with WSU and major hospitals, ascertain what resources the National Disability Insurance Scheme can provide towards the Health and Arts Program, and how it might link to their wellbeing, ACI, dementia, Ingham, Alzheimer's Australia, and other research programs.	Short

PARTNERSHIPS CONT.

OPERATIONAL SUPPORT

KFA's	GOALS	OBJECTIVES	TIME
	<p>25 To link with partner universities to look at opportunities for research projects to be taken up by graduate and PhD students etc.</p>	<p>Opportunities for PhD students, or students studying medical courses are investigated to undertake specific research into arts and health for their theses or research projects. In particular, the University of Technology Sydney, Shopfront program is examined as a highly effective model.</p>	<p>Short</p>
	<p>Partnerships with NSW Government Agencies</p>		
	<p>26 To establish communication, exchange of information, and the promotion of health and the arts in South Western Sydney Local Health District across both sectors.</p>	<p>A Health and the Arts Expo in south western Sydney is conducted to open pathways through partnerships with hospitals, universities, health and arts sector networks to explore models, communicate and to motivate the development of Health and the Arts programs and projects across the sector.</p>	<p>Long</p>
	<p>27 To showcase what is being done in south western Sydney and elsewhere, identify models for what could be done and partnerships that could emerge between health and the arts in the local health district.</p>	<p>The models, initiators, practitioners and resources are documented and included in the Health and Arts database.</p>	<p>Long</p>
	<p>Guidelines</p>		
	<p>28 To undertake collaborative, sustained, broad and deep advocacy for health and the arts across both sectors promoting awareness of allied health, art therapy, arts practice based health intervention, music therapy, arts based therapy, prevention and wellbeing, and best practice models that achieve these outcomes.</p>	<p>Advocacy package is designed and developed, including strategies for promotion of Health and arts across both sectors in south western Sydney and the varying roles that artists and art therapists play in health and healing.</p>	<p>Medium</p>
	<p>29 As part of the package, to provide an easy to understand guide that helps people identify the forms and nature of art therapy that are appropriate for their set of circumstances.</p>	<p>The above package utilises all forms of media, including social media, for advocacy of health and arts, including;</p> <ul style="list-style-type: none"> a. The variables in patient needs; b. The impacts on mental health; c. The need for individual health strategies in patient centred care; <p>across the continuum of health care using the arts.</p>	<p>Medium</p>

KFA's	GOALS	OBJECTIVES	TIME
	<p>30 To appoint 'champions' who will promote arts and health in all its forms and in all the ways it can be used for patients in healing and establishing healthy lives.</p>	<p>'Champions' (e.g. Ahn Do) are appointed, briefed and engaged to promote health and the arts through their networks and media coverage where possible.</p>	<p>Medium</p>
	<p>Resources</p> <p>31 To identify an operational base for the functions of a specialised health and arts body to be hosted or housed that is not associated with either sector, but provides the necessary functions to roll out the Strategic Plan.</p>	<p>An operational base for a health and arts organisation is established utilising the skills and knowledge of the SWS Health and Arts Committee.</p>	<p>Short</p>
	<p>32 To identify partnerships that can provide various functions for the Health and Arts body to operate.</p>	<p>Sustainable and reliable partnerships are formed that support the health and arts body to operate into the future.</p>	<p>Short</p>
	<p>Evidence</p> <p>33 To gather evidence that can be used in advocacy, the design of programs, promotion, training and funding strategies.</p>	<p>Please see Partnerships with Universities - No 21.</p>	<p>Medium</p>
	<p>Information Exchange</p> <p>34 To conduct an audit of resources; artists, health workers and practitioners, organisations, available spaces and health and/or arts events in both arts and health sectors.</p>	<p>Develop strategies that will collect and share the information and knowledge in both sectors for the benefit of those in need of health and arts services and those who work in both sectors.</p>	<p>Medium</p>
	<p>35 To build connections, share knowledge, communicate between sectors, inform patients, carers and those living with illness of the services, arts and health care models, resources, individuals and organisations that can assist with the care and treatment of those living with illness or disability and those caring and providing services for them.</p>	<p>Develop a database and active information gathering and sharing campaign serviced by an arts network/ interagency that will explore the support that is available to fulfill information exchange across and within each network.</p> <p>NOTE: (See No 6 in Objectives; Institute for Creative Health and 22 and 23 in the Partnerships KFA that provides further strategy for gathering and sharing information and resources.)</p>	<p>Medium</p>









NOTES

