



City of
Melville



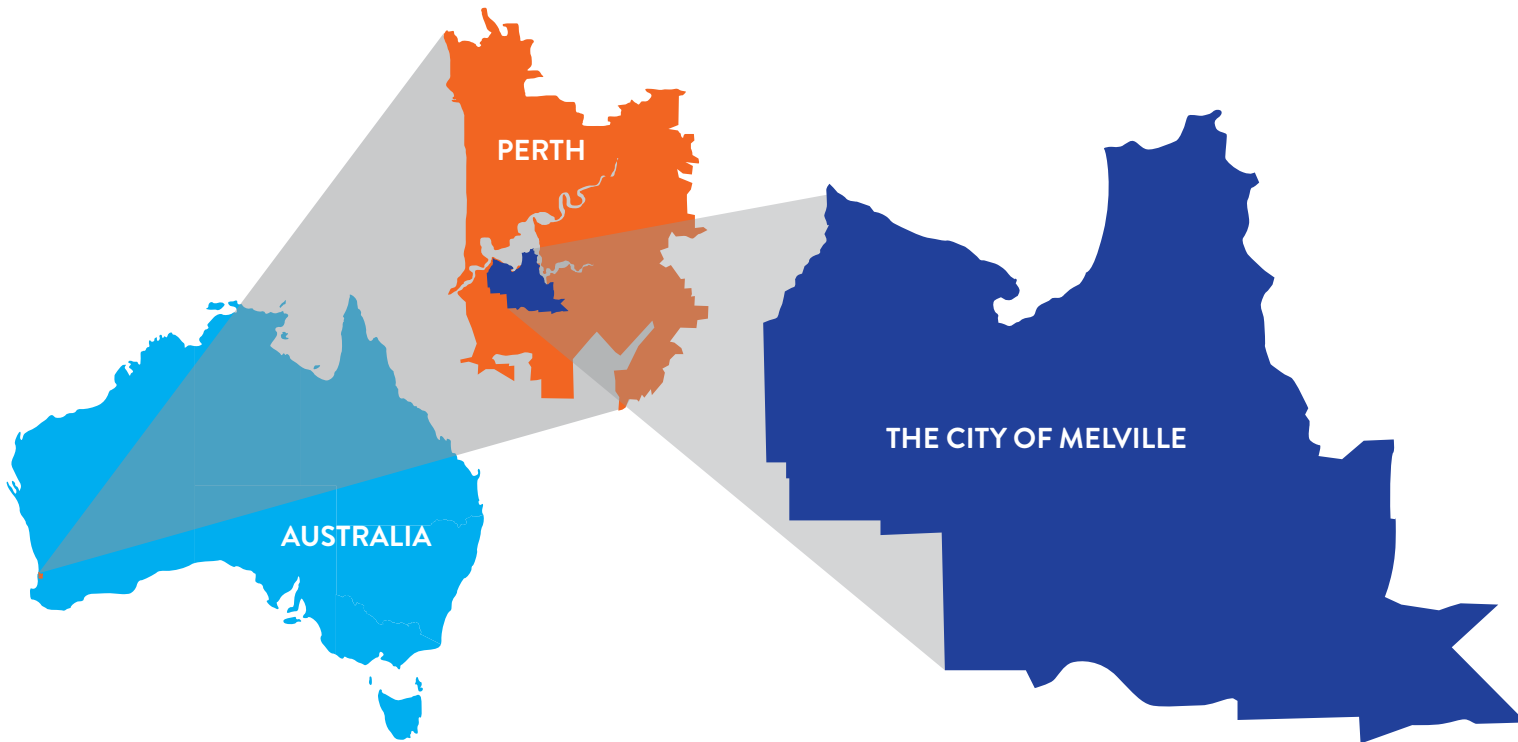
PAN PACIFIC SAFE COMMUNITIES APPLICATION

City of Melville
Safer Melville Program

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INTRODUCTION



OUR PLACE

The river plays an important part in the identity of the City of Melville with:

52km³

Total land area with 300 hectares of bush land

210

210 parks and reserves including 600 hectares of public open space

18km

over 18 kilometres of foreshore for recreation and leisure

The City of Melville is one of the largest local government areas in the Perth metropolitan region. The City is predominantly residential and includes 18 suburbs.

Key employment sectors include retail, health, education, and to a lesser extent, manufacturing. The major retail centre is Garden City Shopping Centre, with a number of smaller centres (Bull Creek, Kardinya Park, Leeming Forum, Melville Plaza, North Lake, Petra Street, Winthrop Village and various areas along the Canning Highway). Melville has a major private hospital (St John of God) and a smaller private hospital (Attadale) and a major regional hospital (Fiona Stanley) The main industrial area is located in the southern section of Myaree.

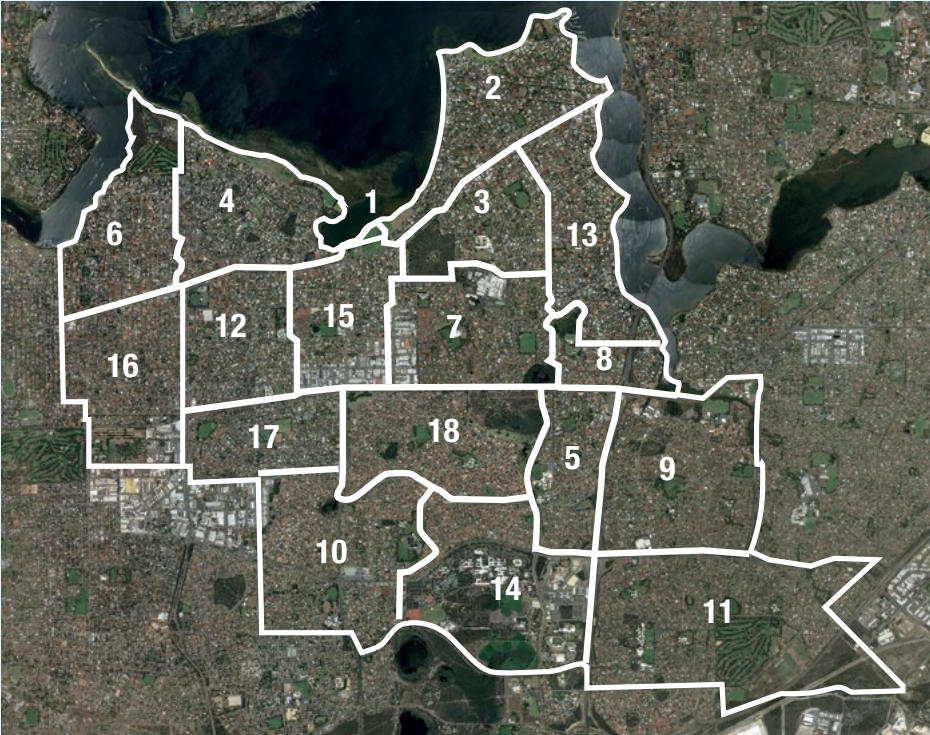
The City of Melville has a 20 year vision guided by the *Local Planning Strategy* – which prepares for forecasted population growth (as indicated by State Government) and focuses on increasing density in and around key activity centres, transport nodes and along

public transport corridors.

In general the *Local Planning Strategy* aims to:

- encourage increased intensity in and around activity centres, transport nodes and along transport corridors;
- provide greater housing choice,
- improve access to different levels and types of retail, commercial and employment opportunities;
- have vibrant and diverse commercial centres that meet both local and regional needs; and
- encourage a sustainable and appropriate transport network.

CITY OF MELVILLE SUBURBS

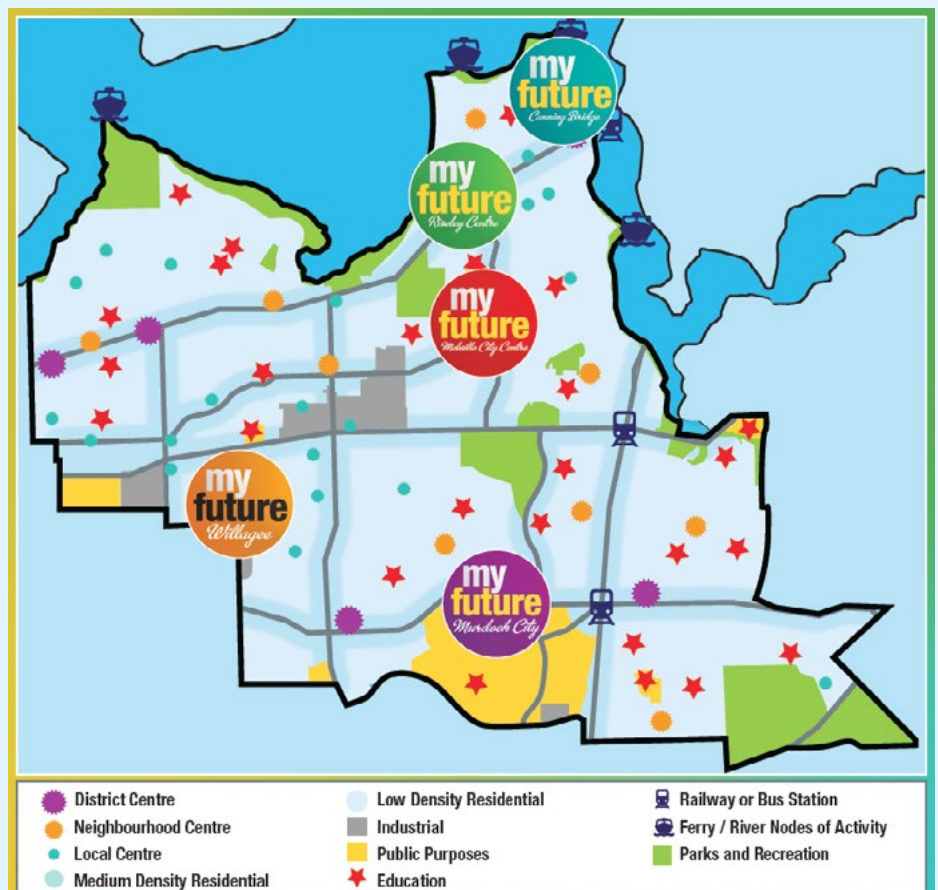


Alfred Cove	1
Applecross	2
Ardross	3
Attadale	4
Bateman	5
Bicton	6
Booragoon	7
Brentwood	8
Bull Creek	9
Kardinya	10
Leeming	11
Melville	12
Mt Pleasant	13
Murdoch	14
Myaree	15
Palmyra	16
Willagee	17
Winthrop	18

LOCAL PLANNING STRATEGY

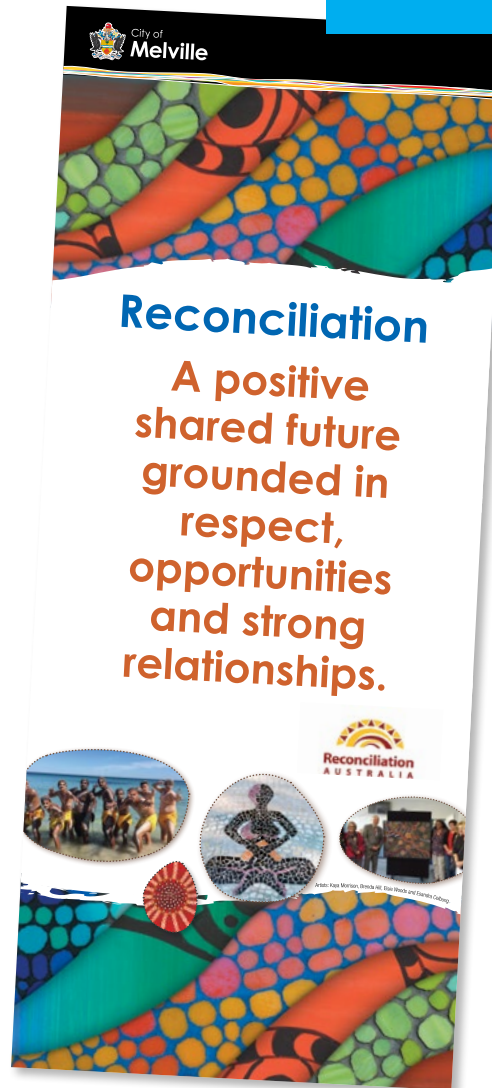
The City of Melville has identified five key activity centres. Click the links below for more information:

- [Canning Bridge Activity Centre](#)
- [Melville City Centre](#)
- [Melville District Centre](#)
- [Murdoch Specialised Activity Centre](#)
- [Riseley Centre](#)
- [Willagee Structure Plan](#)



OUR HISTORY

The City of Melville sits within the Aboriginal cultural region of Beeliar. The Noongar-Beeliar Cultural Group, led by Midgegoroo and Yagan, was the first Aboriginal group in Western Australia to feel the full impact of European settlement. In recognition of this history, the City has developed a *Reconciliation Action Plan* that will turn our good intentions towards reconciliation into action. Our vision for reconciliation between Aboriginal and Torres Strait Islander people and other Australians is for a positive shared future grounded in respect and strong relationships. The *Reconciliation Action Plan* is reviewed annually and identifies actions, timelines, targets and opportunities. Growth was gradual from the late 1800s to the early 1900s, reaching a population of about 2,000 in 1913.



OUR COMMUNITY NOW

Note Census due August 2016 so current Census figures rely on data from 2011
All demographic data prepared by .id the population experts

Population

106,655
ABS ERP 2015

Land area

5,287
hectares (53km²)

Population density

20.17
persons per hectare

Local jobs

42,433
NIER 2015

GRP

\$5.16 billion
NIER 2015

Largest industry*

Health Care and Social Assistance
ABS ERP 2015

Local businesses

10,488
Business Register 2015

Employed residents

54,465
NIER 2015

Economy.id industry structure and industry sector profiles use a National Accounts regional econometric model developed by National Economics (NIER). This model is based on

replicating the outputs of the National Accounts framework for local areas such as LGAs, using a range of data sources to model the accounts to show local trends.

OUR COMMUNITY NOW

Between 2011 and 2036, the population for the City of Melville is forecast to increase by 26,280 persons (25.73% growth), at an average annual change of 0.92%.

Population 2016

106,771

forecast.id

Population 2036

128,415

forecast.id

Change 2016-36

20.27%

forecast.id

City of Melville	2011	2016	2021	2026	2031	2036
Population	102,135	106,771	113,034	117,869	122,928	128,415
Change in population (5yrs)		4,636	6,263	4,835	5,060	5,486
No of Households	39,281	41,008	43,311	45,496	47,751	50,066
Average household size	2.57	2.57	2.58	2.56	2.54	2.53
Population in non private dwellings (age care facilities, hospitals)	1,084	1,262	1,412	1,572	1,712	1,812
Dwellings	40,521	41,867	44,425	46,960	49,457	51,938

It is important to look at the relationship between population and average household size. If the average household size is falling, then there will need to be growth in the number of households (and dwellings for them to live in) to maintain or grow the population.

For more information on forecast demographic data visit
<http://www.melvillecity.com.au/about-melville/about-city-of-melville/demographics-and-forecasts>

2011	City of Melville	Greater Perth	Western Australia	Australia
Median age	40	36	36	37
Median weekly household income	\$1,619	\$1,459	\$1,415	\$1,234
Couples with children	33%	32%	31%	31%
Older couples without children	11%	8%	8%	9%
Medium and high density housing	20%	23%	23%	25%
Households with a mortgage	32%	33%	35%	33%
Median weekly rent	\$350	\$320	\$300	\$285
Households renting	22%	27%	28%	\$29
Non-English speaking backgrounds	19%	17%	14%	16%
University attendance	8%	5%	4%	4%
Bachelor or higher degree	29%	20%	18%	19%
Vocational	14%	19%	19%	18%
Public transport (to work)	11%	10%	9%	10%
Unemployment	4.2%	4.9%	4.7%	5.6%
SEIFA index of disadvantage	1077	1033	1021	1002

CRITERIA ONE

LEADERSHIP AND COLLABORATION

A vision sets out the reasons for an organisation's existence and the ideal state that it aims to achieve. It expresses goals worth striving for and appeals to those ideals and values that are shared by the organisation, its people and the community.

Our Vision:

'Working together to achieve community wellbeing for today and tomorrow'

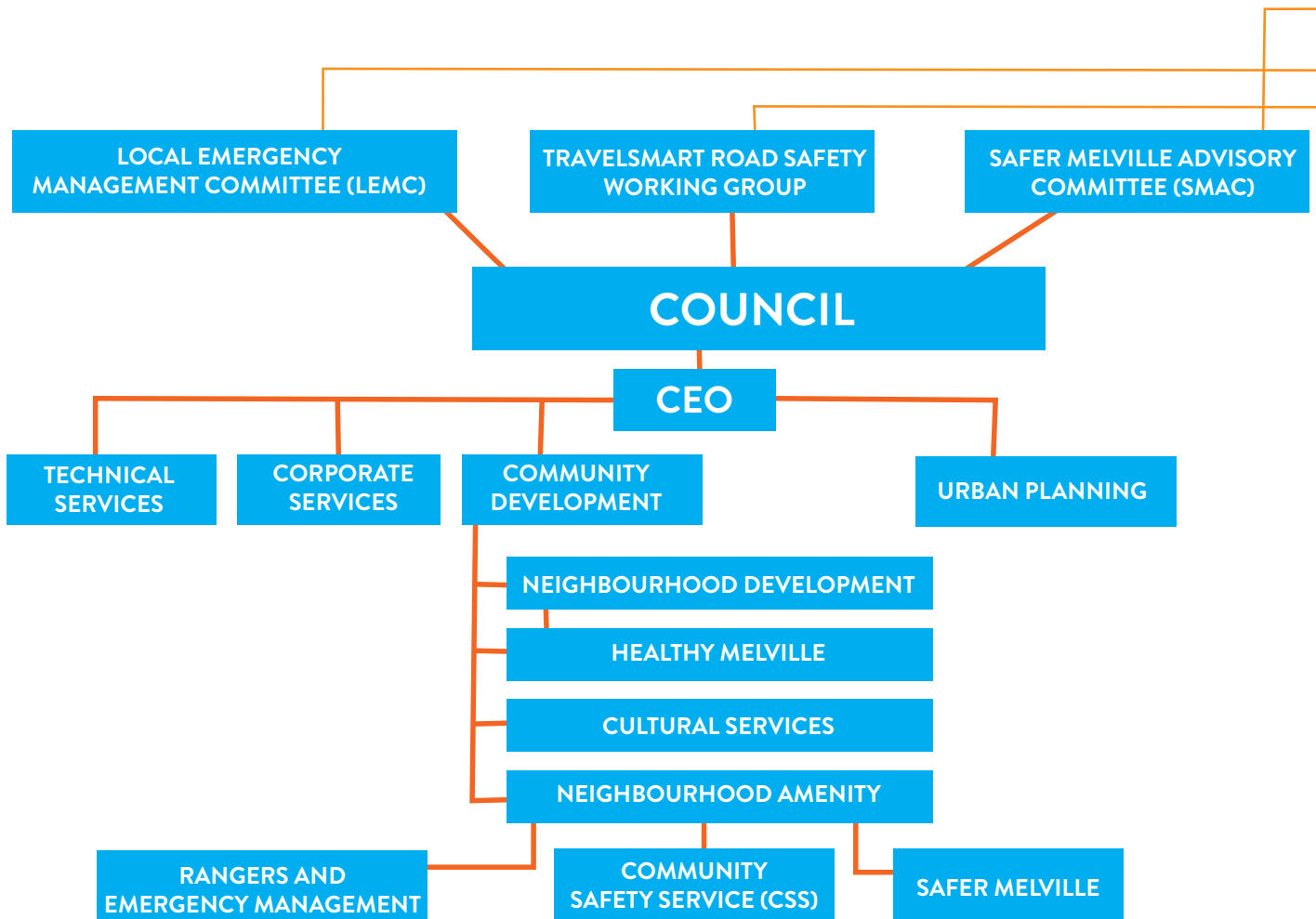
The City of Melville is a vibrant, diversified, healthy, safe and well connected community, living in a place of natural beauty and high amenity

that will be maintained for future generations, while also evolving to meet the challenges of increasing population and ensuring sustained economic prosperity.

The City has a strong focus on safety and crime prevention based on it being identified as a key priority for our community in our strategic community plan – *People, Places, Participation 2016–2026*, which outlines how we will achieve safe and secure communities.

This is important to us because when our communities feel safe, secure

and comfortable using public places and facilities they are more likely to be involved in their communities and to actively participate in civic and community life. The *2012–2016 Safer Melville Community Safety Crime Prevention (CSCP) Plan* is in place to guide the City's efforts in promoting safety and crime prevention (see www.melvillecity.com.au/safermelville).



TRAVELSMART ROAD SAFETY WORKING GROUP

AIM:

To promote TravelSmart activities and alternative travel modes, reduce the number and severity of road crashes in the City of Melville and to encourage and promote all road users, the safer use of roads.

MEMBERSHIP:

Six community members, two councillors and relevant City of Melville staff

The working group meet monthly on the second Tuesday of the month at the City of Melville Civic Centre.

SAFER MELVILLE ADVISORY COMMITTEE (SMAC)

VISION:

To promote safety and injury reduction for people living, working and visiting the City of Melville by applying the Safe Communities framework.

MEMBERSHIP:

- Palmyra Police Station
- Murdoch Police Station
- Community Engagement Division – WA Police
- Department of Education
- Department of Aboriginal Affairs
- South Metro Public Health Unit
- Department of Housing
- Department of Corrective Services
- Wandoo Reintegration Facility
- Serco – Fiona Stanley Hospital
- Injury Control Council of WA (ICCWA)
- Melville Cockburn Chamber of Commerce
- Four community members
- Two City of Melville elected members
- Relevant City of Melville staff

The SMAC meet bi-monthly on the third Wednesday of the month at the City of Melville Civic Centre.

LOCAL EMERGENCY MANAGEMENT COMMITTEE (LEMC)

FUNCTION:

In relation to the City of Melville the function of the LEMC is:

- to advise and assist the local government in ensuring that local emergency management arrangements are established for its district;
- to liaise with public authorities and other persons in the development, review and testing of local emergency management arrangements; and
- to carry out other emergency management activities as directed by

the State Emergency Management Committee (SEMC) or prescribed by the regulations.

MEMBERSHIP:

- Palmyra Police
- Murdoch Police
- Fiona Stanley Hospital
- Department for Child Protection and Family Support
- State Emergency Services (SES)
- Garden City Shopping Centre
- St John Ambulance
- Murdoch University

- Red Cross
- Department of Fire and Emergency Services
- SEMC
- Two City of Melville elected members
- Relevant City of Melville staff.

The LEMC meet quarterly on the third Wednesday of the month at the City of Melville Civic Centre.



The 2012-2016 CSCP Plan outlines what we will do to achieve the safe and secure aspiration in our community plan. One of the strategies in the 2012-2016 CSCP Plan focuses on working with key partners to share knowledge and resources to implement community based initiatives. An action under this strategy was to align to the *International Safe Communities Framework*.

In 2009, the City established the Safer Melville Advisory Committee (SMAC). In 2009 the role of the SMAC was to facilitate formation of local community safety and crime prevention partnerships. An example of one of these local partnerships is the “Where in Willagee” resource. In 2010 the SMAC identified an opportunity to support Willagee residents and to promote safety and crime prevention in the suburb. Willagee was selected because residents in the South West Neighbourhood (which Willagee forms

part of) identified safety as a concern for their community. The 2009-2016 *South West Neighbourhood Plan* identified that an opportunity to take an initial step to support a safer community would be to collate and disseminate information about existing strategies and resources focused on supporting the safety and security in the neighbourhood. All SMAC representatives contributed content to develop the resource which was delivered to every household in Willagee. A process was also put in place to ensure all new tenants placed in Housing Authority properties in Willagee received a copy of the resource.

In March 2013 the SMAC agreed to lead the City in the process to align to the *International Safe Communities Framework*. The City agreed to take on the role of coordinating this process through the Safer Melville Coordinator position. Below are some of the key

milestones undertaken to align to the Safe Communities Framework:

- April 2013 – expanded membership of the SMAC to make it more representative of our community
- May 2013 – reviewed the terms of reference and aligned them to the Safe Communities Framework
- January to June 2014 – developed an injury data chart to be used at the priority setting workshop
- August 2014 – hosted the priority setting workshop in partnership with the Injury Control Council of WA (ICCW) and identified the top six priorities
- January 2015 – established working groups with relevant stakeholders to address priorities identified at the priority setting workshop

CASE STUDY

REVIEW OF THE 2008-2012 CSCP PLAN

The 2008–2012 CSCP Plan was launched to the community in July 2009. As part of our ongoing commitment to safety and crime prevention we reviewed this plan in 2012. This occurred in three parts:

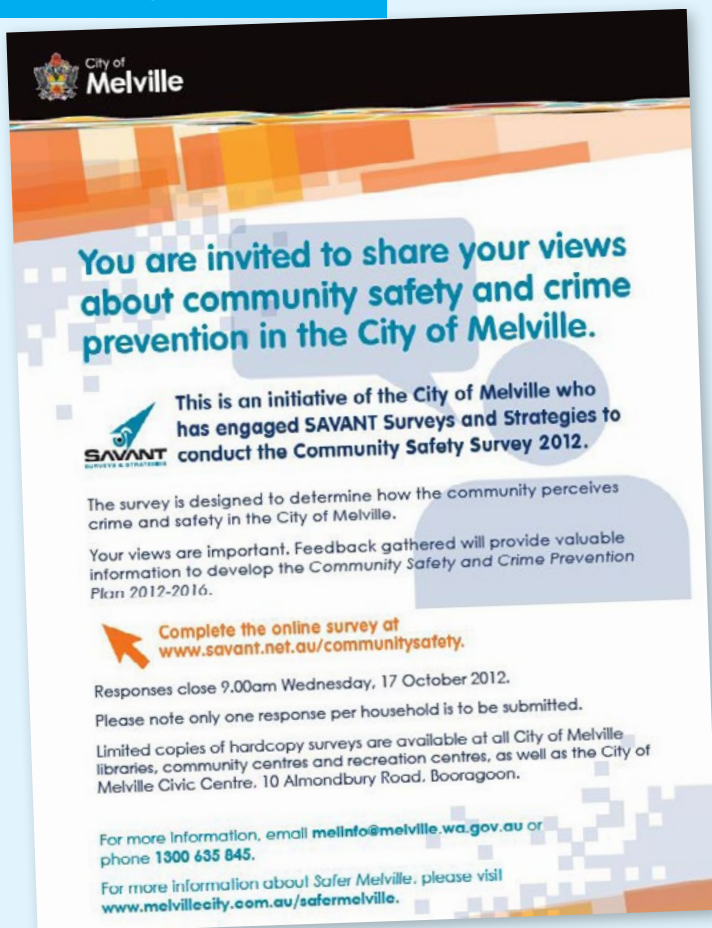
1. Identifying all projects completed as part of the plan and their key performance indicators.
2. Community engagement to identify the perception of safety in our community.
3. Analysis of crime statistics to identify the actual crime rate in our community.

WHAT DID WE IMPLEMENT FROM THIS PLAN THAT WAS SUCCESSFUL?

A number of projects were very successful. A snapshot of some of these projects is listed below:

- Community education forums attended by over 1,000 people
- Memorandum of Understanding (MoU) with WA Police and as part of this rolled out the Safety Scoop advertising campaign in the local paper and trained an additional 112 staff in the Eyes on the Street Program
- Graffiti Management Plan which resulted in a 65% reduction in reported incidents of graffiti, and 70% reduction in the cost of graffiti in the City of Melville when comparing data from 2008 to 2012
- MoU and sponsorship for the Constable Care Child Safety Foundation which resulted in 10,500 primary school aged children participating in educational presentations between 2008 and 2012
- The City of Melville's Community Safety Service (CSS) submitted over 2,000 intelligence reports to police between 2009 and 2012





Other indicators of the success of the Plan include:

- The Safer Melville program was highly commended in the Outstanding Achievement category at the ICCWA community safety awards in 2010, for making a significant contribution to improving the safety of residents through crime prevention and community safety.
- In the 2011 City of Melville Community Wellbeing Survey, 88% of respondents reported feeling safe in their local community, up 15% from 2009.
- In the 2012 City of Melville Community and Business Perception survey, 82% of respondents were satisfied with safety and security in the City of Melville, up 29% from the 2010 survey review.
- Community satisfaction with mobile security patrols increased to 74% in 2012, up 5% from 2010.
- Community satisfaction with graffiti removal increased to 88% satisfied in 2012, up 5% from 2010, setting the industry high for satisfaction with graffiti removal in 2012.

COMMUNITY ENGAGEMENT TO IDENTIFY THE PERCEPTION OF SAFETY IN OUR COMMUNITY

In 2012 Savant Surveys and Strategies were engaged to conduct the Community Safety Survey 2012 enabling local residents to comment on their perception of safety and how they believe the City should target community safety strategies. All households were sent a flyer inviting them to participate.

The survey was also available online and in hard copy format at remote sites. The same survey was conducted in 2009 so a baseline for comparison was derived. 422 completed surveys were received in 2012 and some of the main findings were:

- The percentage of respondents who indicated they had experienced some type of victimisation in the 12 months prior to completing

the survey (22%) was double the percentage from 2009 (11%). This was likely due to the variations in methodology between the two iterations of the survey.

- Almost ¾ of respondents considered the City of Melville to be a safe place to live.
- 1/3 of respondents demonstrated a good awareness that the City of Melville had a relatively low crime rate.
- Residents appeared to be largely uncertain about the general longitudinal crime trends, tending to disagree that crime had declined or simply indicated they did not know what the recent trends had been.
- Approximately 1/3 of survey participants accurately estimated that crime in the City of Melville was below average relative to the greater Perth metropolitan area.
- Newspapers strongly influenced the City of Melville residents' perceptions of crime and safety issues. Since 2009, there was a large increase in the degree to which respondents rely on web-based statistics.
- The main priority offences local residents wanted us to concentrate on were residential burglary, antisocial behaviour, and graffiti/vandalism.
- Through qualitative responses, residents indicated a number of specific locations that they considered to be crime problem areas and also suggested a number of strategies for addressing these issues. The most easily operationalised approaches were improved lighting in specific areas, targeted public education strategies, and continued efforts to increase the general sense of community in the area.
- Respondents had a good awareness of the currently operating City of Melville crime prevention and safety projects and initiatives, with large increases since 2009.
- There was strong support within the sample of respondents for proposed public education forums across a range of topics (greatest interest for home safety courses, personal safety, and women's safety).

ANALYSIS OF CRIME STATISTICS TO IDENTIFY THE ACTUAL CRIME RATE

Savant Surveys and Strategies also analysed WA Police recorded crime data for the City of Melville. They compared data from the 2009-10 financial year to data from the 2011-12 financial year. The following trends for absolute levels of recorded crime were observed:

- Absolute numbers of recorded assaults declined for WA generally by 0.7%, but increased in the City of Melville by 4.8%. Despite this local increase, as a rate per 10,000 residents the rate for the City of Melville in 2011-12 (34.5) was still much lower than the assault rate for WA, overall (105.6).¹
- Absolute numbers of recorded residential burglaries increased by 26.2% for WA, overall, and increased in the City of Melville by 52.2% over the same period. This increase resulted in the rate per 10,000 residents in the City of Melville (114.2) basically equalling the rate for WA, overall (113.6).
- Absolute numbers of recorded non-residential burglaries increased by 9.9% for WA, overall, and increased within the City of Melville by 38% over the same period. As a rate, the City of Melville was slightly lower (31.8 per 10,000 residents) relative to WA, overall (38.1).
- Absolute numbers of robberies recorded in WA increased by 4.4%. At the same time, robberies increased in the City of Melville by 20% (with relatively small numbers here, from 45 in 2009/10 to 54 in 2011-12).

- As a rate per 10,000 residents, the 2011-12 victimisation produced a rate for the City of Melville (5.3) that was still below the rate for WA, overall (7.4).
- Bucking the recent trends, the incidents of theft of motor vehicles increase for WA (31.0%) and the City of Melville (24.4%) between 2009-10 and 2011-12. The rate of motor vehicle thefts per 10,000 residents for the City of Melville (25.1) was still lower than for WA (34.0) in 2011-12.

HOW DID WE USE THIS INFORMATION TO INFORM A NEW PLAN?

Based on the review, results from the survey and analysis of the crime statistics we identified four key strategies with a number of underpinning actions for the *2012-2016 CSCP Plan*

¹City of Melville population estimates calculated from profile.id.com.au/melville/highlights and WA estimates calculated from www.abs.gov.au/AUSSTATS/abs@.nsf/DetailsPage/3101.0Mar%202012?OpenDocument.



CRITERIA SIX

COMMUNICATION AND NETWORKING

At the City we have a commitment to ensure our residents and relevant stakeholders are provided a fair and meaningful opportunity to participate in the processes of local governance, particularly in circumstances where they are likely to be affected by plans and decisions made by our Council and staff. We acknowledge that effective stakeholder engagement provides the basis for productive relationships, improved dialogue and deliberation, and ultimately, better democracy. Our approach to stakeholder engagement is outlined in our Stakeholder Engagement Council Policy, and Community and Stakeholder Relationships Framework which are based on the Core Values of Public Participation by the International Association of Public Participation (IAP2).

A few examples of community engagement opportunities with a brief


description are listed below.

- Community Wellbeing Survey – an opportunity to reflect on how we, as a community, are going. Every two years we asked residents if the City is a great place to live, work and play.
- Community and Business Perception Survey – an opportunity to find out how satisfied our residential and business communities are with the City of Melville.
- Melville Talks – a community engagement website which aims to bring together the City of Melville community and provide an opportunity to talk about our projects, suburbs and events. See www.melvilletalks.com.au
- Various other communications tools such as our e-news electronic newsletter, the About Melville weekly advertorial in the local

paper, organic and sponsored social media and Mosaic – our quarterly community magazine.

We also provide a number of opportunities for engagement at a service area level, some examples are listed below.

- Delsurvs – short surveys sent to residents who use our services.
- Numerous surveys to inform our plans e.g. Community Safety Survey.
- Events and workshops on particular projects e.g. Shirley Strickland Concept Plan see www.melvilletalks.com.au/shirleystrickland, and annual planning workshops for Neighbourhood Watch (NHW) volunteers.



Did we delight you?
We strive to make the City of Melville a great place to live, yet there is often room for improvement. Please answer the questions below to help us improve. We appreciate your time and effort to provide us with this very valuable feedback.

Community Safety Service	How important is it to you? Provide a score 1-10	How did we perform? Provide a score 1-10
1 How important is the appearance and presentation of our Community Safety Service vehicles and Officers and how do you rate our performance in this area?	<input type="checkbox"/>	<input type="checkbox"/>
2 How important is the 24 hour availability of our Community Safety Service and how do you rate our performance in this area?	<input type="checkbox"/>	<input type="checkbox"/>
3 How important is it that the Community Safety Service responds promptly to your requests, and how do you rate our performance in this area?	<input type="checkbox"/>	<input type="checkbox"/>
4 How important is it that Community Safety Service Officers have the skills and knowledge to provide you with a quality safety service and how do you rate our performance in this area?	<input type="checkbox"/>	<input type="checkbox"/>
5 How important is it that Community Safety Service staff are friendly and courteous when dealing with your requests, and how do you rate our performance in this area?	<input type="checkbox"/>	<input type="checkbox"/>
Please use the space on the other side of this card for any additional comments.		

melvillecity.com.au/css
Community Safety Service

Model of Community and Stakeholder Engagement Framework



COMMUNITY ENGAGEMENT

As an organisation we use a number of means to engage our community. Below is a flyer we have developed to promote how our community can connect with us.



CASE STUDY

TELL THE CITY WHERE TO GO!

In 2016 the City conducted a review of our community's aspirations which were identified in the City's *Strategic Community Plan - People, Places and Participation 2012 – 2022*. We planned for and implemented a community engagement process as part of this review. The purpose of the engagement was to give our community an opportunity to review and clarify their priorities as set out in the current Strategic Community Plan. The engagement objectives were:

- To inform City of Melville residents of their opportunity to participate in the review through an extensive advertising and promotion campaign in February 2016.
- To consult with City of Melville residents on the review using methods including an online survey and public workshops.

COMMUNITY REFERENCE GROUP (CRG)

A CRG was established with members required to:

1. Attend a series of meetings held at the City of Melville Civic Centre between October 2015 and May 2016.
2. Become familiar with the current Strategic Community Plan and assist in revisiting the nine community aspirations, namely:
 - Safe and secure
 - Healthy lifestyles
 - Accessible and inclusive
 - Sense of community
 - Involved and engaged
 - Liveable built environment
 - Clean and green environment
 - Sustainable and connected transport
 - Growth and prosperity

3. Assist us to design the stakeholder engagement process, particularly identifying the key questions for community input.
4. Take a leadership role by actively encouraging community participation in the review.
5. Evaluate the stakeholder engagement process and outcomes with respect to:

- Adherence to IAP2 core values
- The revised Strategic Community Plan and the extent it reflects community aspirations and priorities

We advertised information about the CRG in the local newspaper for a two week period. We selected CRG members based on their experience in representing or acting on behalf of representative groups, networks/



organisations associated with them and a commitment to attend all meetings of the group. Despite strenuous attempts to engage with the Aboriginal and Torres Straight Islander community, no representatives emerged to serve on the group.

The final group composition included:

- A local businessman and member of the Melville/Cockburn Chamber of Commerce
- A retired teacher then consultant researcher in WA History
- A young environmentalist
- A young man with a disability, owner/operator of Another Angle Consulting and Training
- A young man with a disability, self employed as an arts practitioner motivator
- A local non-government service provider from a CALD background
- A local business woman
- Early Years Executive Manager
- A retired member and past committee member of Melville Theatre

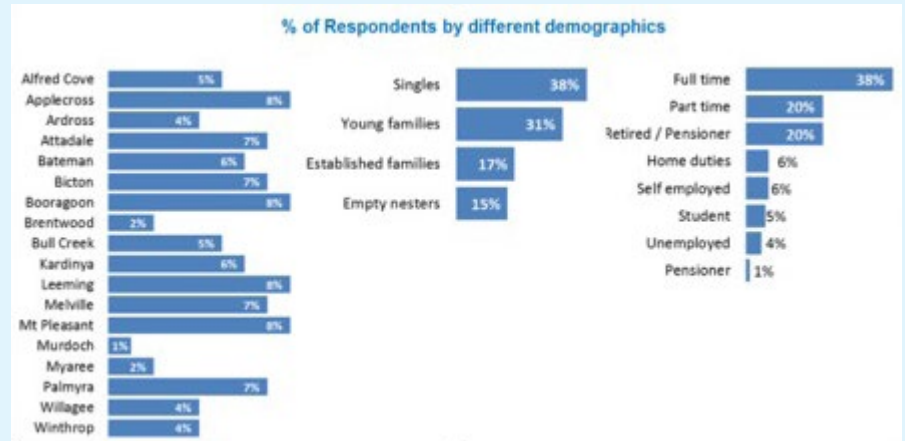
THE ONLINE SURVEY

The purpose of the survey was to test community sentiment on existing aspirations. MelvilleTalks, a new online facility established in December 2015 was the main platform for engagement. Sponsorship was sought from a local business, with Flight Centre Booragoon selected. The City then matched their contribution so we could offer a \$5,000 travel voucher prize as an incentive for people to complete the survey.

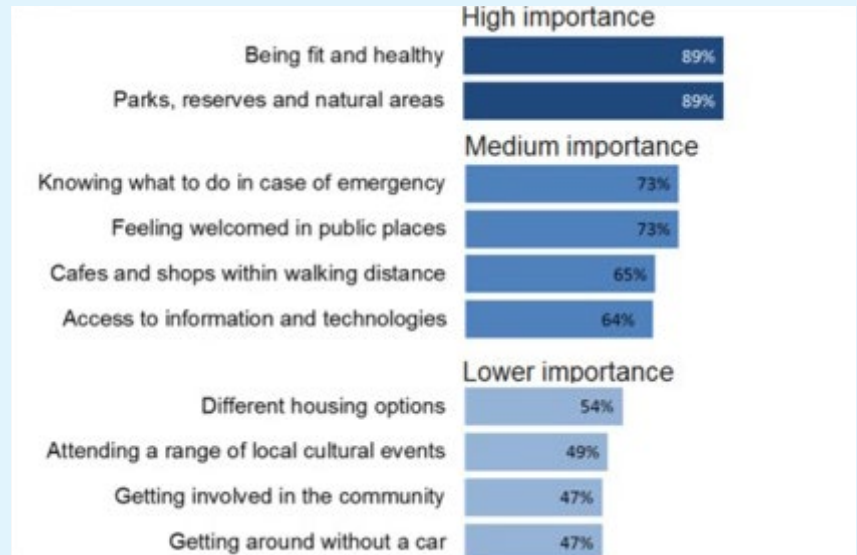
We promoted the survey through:

- Launched at our annual Point Walter Concert – with our Youth Advisory Council wearing branded t-shirts and distributing flyers through the crowd
- Letter box drop of flyers to 40,000 households
- Distribution of posters and flyers at local cafes
- Pull-up banners, posters and flyers in City of Melville buildings;

QUANTITATIVE DATA SUMMARY DEMOGRAPHICS OF PARTICIPANTS



IMPORTANCE RATING FROM SURVEY PARTICIPANTS



- Bus advertisements on main routes through our boundary
- Road signs at major intersections
- Shopalite signage throughout Garden City shopping centre
- Full and half page advertisements in local newspapers
- Articles in newspapers and in our community newsletter - Mosaic
- A 'manned' booth at Garden City Shopping Centre
- Use of all staff and CRG networks and contacts
- Presentations at a range of events hosted by us
- Google and Facebook advertisements
- eNews electronic newsletter

1,367 people completed the online surveys where quantitative and qualitative data were collected. Metrix, a market research company, analysed the quantitative data and the level of importance that respondents placed on the aspirations. They weighted the data against the ABS profile for the City of Melville.

QUALITATIVE DATA

The qualitative data was collected from 'free text' responses to two open questions in the online survey.

- What would make the City of Melville the place of choice to live, work and play?
- What would improve your quality of life?

Qualified staff analysed this data using a software program called Nvivo. We contracted an external consultant to give independent quality assurance services. Nvivo is a software package designed to explore information from a number of sources around a given topic, allowing the user to identify recurrent themes by sorting, grouping and linking qualitative information. Data sources can include Word and Excel documents, pdfs, hand written and scanned documents, audio/visual recordings and transcripts, and online surveys. The word pictorial has been produced using Nvivo and identifies the main themes that were mentioned by survey participants linked to the Safe and Secure aspiration.

COMMUNITY WORKSHOP

After completing the online survey 600 members of the community expressed an interest to participate further participation in the review. A community workshop was hosted on 9 May 2016 and through random selection invited 33 participants of 'the 600' to attend. We also provided an alternative opportunity for those not selected to participate via an online forum on MelvilleTalks which could only be accessed by these 600 people. At the workshop there was a presentation by Metrix Consulting on their analysis of the survey data and facilitated round table discussions on quality of life and quality of place. At the end of the workshop a live poll was conducted where participants used their mobile phones to answer the question: "What needs to happen over the next ten years and how can we get there?" They were able to see all the texted responses on a big screen.



HOW DID WE USE ALL THE INFORMATION WE COLLECTED?

All the data from the "Tell the City where to go campaign" provided enough information for us to create the *2016-2022 Strategic Community Plan*. This plan was adopted by Council in September 2016 and will inform our annual business plans.

YOUR ASPIRATION
SAFE AND SECURE

A COMMUNITY WHERE PEOPLE FEEL SAFE AND SECURE AT ALL TIMES

YOU TOLD US:

“ Safety is the most important factor for me ”

Some examples of the City's role in this aspiration:

- Providing a 24 hour, 7 day a week mobile patrol service - Community Safety Service (CSS)
- Funding and supporting Neighbourhood Watch initiatives
- Partnering with WA Police and third-party providers to deliver community education sessions
- Facilitating Crime Prevention Through Environmental Design (CPTED) of Buildings Policy to encourage lighting, fencing and surveillance and Home Safety Checklist community resource
- Providing a rapid removal graffiti service

CASE STUDY

CITY OF MELVILLE NEIGHBOURHOOD WATCH (NHW) GROUP

NHW is a WA Police program that encourages people to take an active role in their community and their own safety to reduce opportunities for crime to occur. The main function of NHW is based on creating a local network of neighbours who help each other, keep an eye on each other, communal spaces and on their immediate environment.

The City of Melville has an active NHW group made up of committed volunteers in our community.

STRUCTURE OF THE CITY OF MELVILLE NHW GROUP

The NHW program in the City of Melville is supported by the State NHW

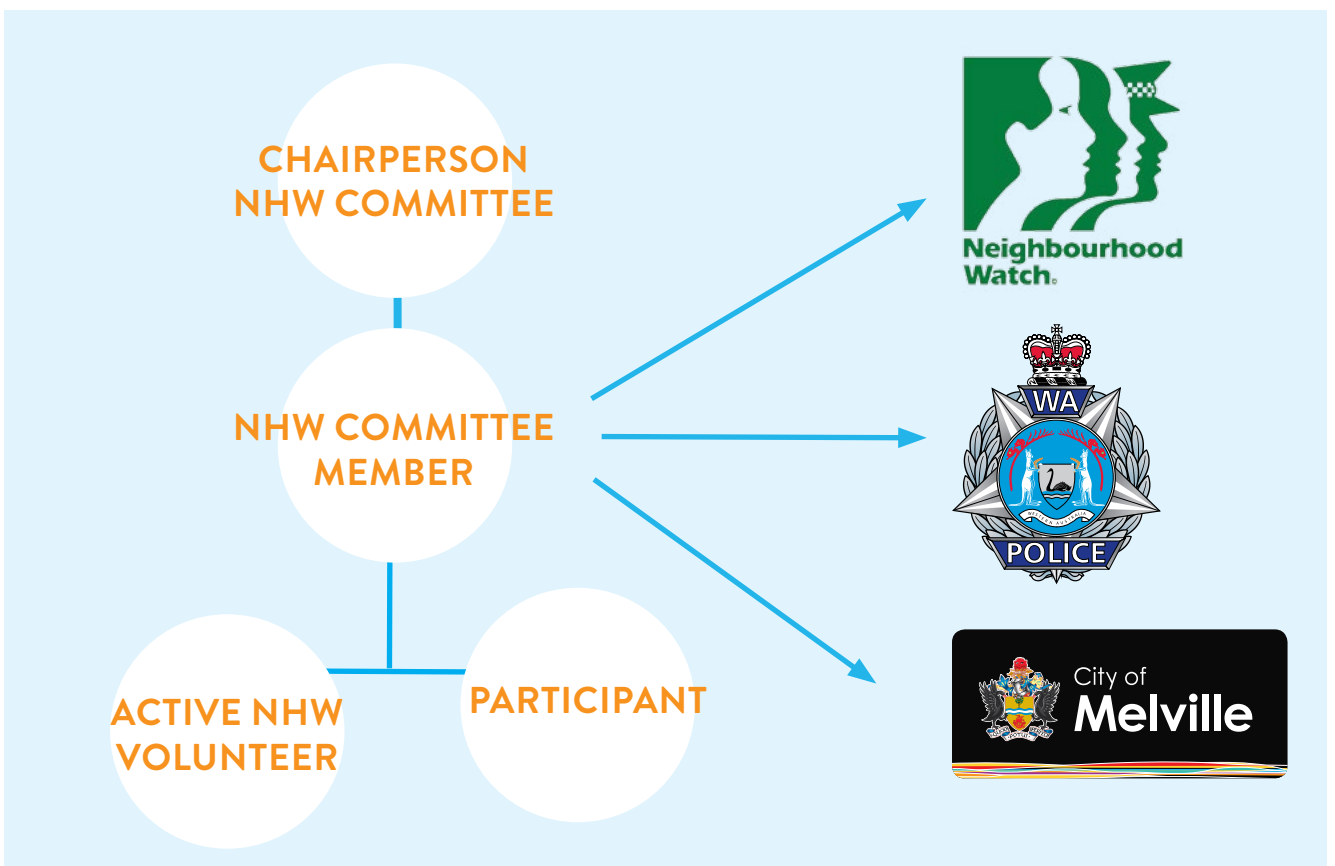
Office, the Murdoch and Palmyra Police Stations, and the City of Melville.

- There are three levels of involvement in NHW in the City of Melville.
- Our NHW Committee Members work in four neighbourhoods.
- They either work together to implement initiatives in their own neighbourhood, or as a group across the City of Melville.
- There are four NHW Committee Member positions for each neighbourhood.
- The Chairperson and Committee Members are eligible for an annual honorarium. Honorariums are a token of the City's thanks for the time and efforts that volunteers put into NHW.

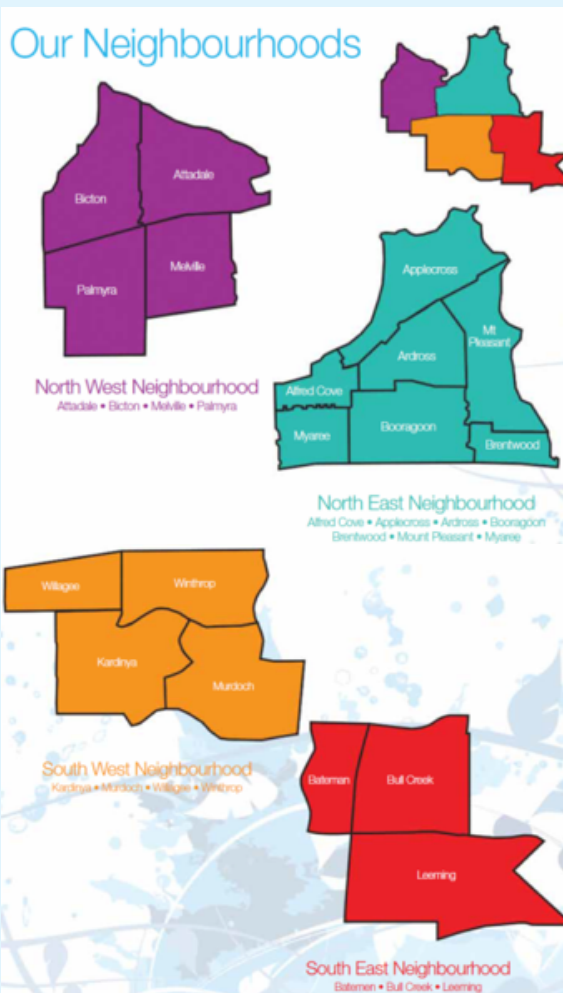
SUPPORT FOR THE NHW PROGRAM IN THE CITY OF MELVILLE

The table on page 20 outlines the support available to the NHW program in the City of Melville.

The City of Melville has an annual budget allocated to support the NHW group. The budget covers the cost of annual honorariums for committee members, events, activities and initiatives, catering and venue hire for bi-monthly meetings and the annual planning workshop, and registration and maintenance of the Friendly Neighbourhoods BBQ Trailer.



City of Melville Neighbourhood Watch – You're not working alone. Funding + Programmes + Information + Partnerships		
City of Melville	WA Police	Neighbourhood Watch WA
<p>Coordinator Community Safety & Crime Prevention</p> <ul style="list-style-type: none"> Support to Neighbour Watch Grants for Neighbourhood Watch activities Developing & implementing Community Safety Crime Prevention Plan Supporting Friendly Neighbourhoods Program <p>Health & Wellbeing Coordinator</p> <ul style="list-style-type: none"> Friendly Neighbourhood Programme – resources: BBQ trailer: Bin stickers: Friendly Neighbourhood cards: Friendly Neighbourhood grants for events: FN Awards <p>Community Safety Service - 24/7 service</p> <p>Neighbourhood Development Teams – support and info</p>	<p>Crime Prevention & Community Liaison</p> <ul style="list-style-type: none"> Eyes on the Street Neighbourhood Watch funding & other funding streams Ewatch Local Police Teams Liaise and support Information & activities Online updates – ewatch, Twitter and Facebook 	<p>State Coordinator</p> <ul style="list-style-type: none"> Resources & Funding Support & Information Strategic plan
		<p>Neighbourhood Watch Australasia</p> <ul style="list-style-type: none"> Funding
<p>Other Organisations & Individuals in the local community</p> <p>Neighbours, community groups, businesses, youth, sport, arts and cultural groups can all be of support for Neighbourhood Watch activities.</p> <p>There is also the opportunity to support their activities as well as create partnerships for programmes.</p> <p>Local MP's offices provide support in terms of information & photocopying.</p>		



NHW COMMITTEE MEETINGS

The NHW committee meet bi-monthly to share information and plan activities and events. The meetings are also attended by the officers in charge at the two local police stations. In June each year the City arranges for an external consultant to facilitate an annual planning workshop for NHW committee members. The purpose of the annual planning workshop is to celebrate the group's achievements and identify key messages and activities for the group to focus on in the coming year. It is an opportunity for volunteers to have a say in planning for the year ahead as well as motivate and encourage new ideas. It also ensures that the group is working in line with State NHW guidelines and the City of Melville's CSCP Plan. Actions that are identified at the annual planning workshop are revisited at bi-monthly meetings to track progress and celebrate achievements.

ACTIONS IDENTIFIED AT THE 2016 ANNUAL PLANNING WORKSHOP.

A summary of what the group has achieved for the 2015-16 financial year linked to the themes and objectives that the group identified in June 2015 is listed on page 22.

OPPORTUNITIES FOR THE VOLUNTEERS TO EVALUATE, REFLECT AND PROVIDE FEEDBACK

The main method for our volunteers to contribute to the NHW program in the City of Melville is through the annual planning workshop. In addition to the workshop itself the volunteers are given an evaluation form to complete after the workshop. This allows them to comment on the structure and facilitation of the

workshop, and the extent to which their opinions were heard and incorporated into the annual plan for the coming year. On a lower level after each event the event coordinator completes a short report to submit to the State NHW online knowledge bank. This allows them to reflect on their event and identify what worked well, and how they could improve their event in the future. This report is submitted to the State NHW Office for them to include in their online knowledge bank. The knowledge bank is a platform for NHW volunteers across the State to share the successes and learnings with each other. To view the online knowledge bank, visit www.nhw.wa.gov.au/Resources/Knowledge-Bank.

The group have also developed a process and form which allows any departing committee members an

opportunity to provide feedback. The form captures information on their experience of being a NHW committee member as well as any changes the City could make to improve the experience of being a NHW committee member. There is also a process in place to support the NHW Chairperson who takes the lead role in overseeing the committee. There is an annual check in meeting held in July each year which is attended by the Safer Melville Coordinator and the NHW Chairperson. This annual check in celebrates the chairpersons achievements, identifies goals for the coming year, and any training and development opportunities to support them in their role.

Themes & Objectives	Actions
<p>Initiate Obj 1 plan & run community based events</p>	<ul style="list-style-type: none"> Continue information stands at local shops and shopping centres New - 2 senior safety sessions in Willagee and Bluegum partnering with Safer Melville and Neighbourhood Development Team New - revised Reporting Information Champions Workshop. This is a partnership between NHW WA and WAPOL Eyes on the Street programme
<p>Obj 2 identify ways to engage with neighbours 1 to 1</p>	<ul style="list-style-type: none"> Continue information stands at local shops and shopping centres New - Engaging Isolated Seniors pilot in Brentwood partnering with Safer Melville and Neighbourhood Development Team
<p>Obj 3 develop & distribute resources to local communities</p>	<ul style="list-style-type: none"> Access funding for merchandise Continue to provide information and merchandise at all events New - Any resources from NHW WA marketing campaign during Community Safety Week New - opportunity to distribute information during new 4 day festival in Melville in 2017
<p>Inform Obj 4 develop training & information to support and upskill Melville NHW volunteers</p>	<ul style="list-style-type: none"> Identify themes/training for each meeting Attract new volunteers to create a pool of people available to call on to help at specific events New - revised Reporting Information Champions Workshop. This is a partnership between NHW WA and WAPOL Eyes on the Street programme
<p>Obj 5 develop & implement an internal and external communications strategy</p>	<ul style="list-style-type: none"> Contribute information to E watch Continue event reporting to NHW WA Communicate with other volunteers for support, advice and assistance New - when NHW WA launches its communications strategy decide how to support their efforts New - pilot NHW WA online communications platform and invite another NHW group to participate in order to test communication between and within groups New - when Melville City website is revised add more details and reports like this to the Neighbourhood Watch page. Include visual committee structure map. New - explore potential to have a Melville Neighbourhood Watch section in the City of Melville printed newsletter. This could give access to people who don't use online communication methods
<p>Support Obj 6 identify opportunities to partner with other agencies on events and other activities</p>	<ul style="list-style-type: none"> Limestone Festival x 2, Point Walter event, Wireless Hill Anzac Day, Garden City Food Festival, Australia Day [partnering with Bull Creek Lions], Constable Care in the libraries, Brentwood Area celebration New - Melville Events - support 4 day Festival New - link with NHW WA marketing campaign during Community Safety Week Oct 3-9 New - NHW WA - Reporting Information Champions Workshop revised and running late 2016 New - Supporting NHW WA on a number of marketing and communications initiatives detailed in Objectives 4 and 5 New - Supporting Safer Melville and Neighbourhood Development Team on a number of initiatives detailed in Objectives 1 and 2

Themes and Objectives	Actions	Numbers
Initiate		
Obj 1 plan & run community based events	A range of activities - for example, the Bull creek team had a number of activities including morning tea on a Saturday at Bull creek Shopping Centre; tennis club info event and activities with children; shopping centre display	Hundreds of people
Obj 2 identify ways to engage with neighbours 1 to 1	Many of the activities of the team are about interaction and they often have info tables at their local IGA's, at neighbourhood events and in shopping centres	Hundreds of people
Obj 3 develop & distribute resources to local communities	The team developed a policy where they prioritise and vote on merchandise needed as well as seeking funding for procurement. Ordering forms were designed and now in use by the team. Personal alarms were distributed at community forums.	
Inform		
Obj 4 develop training & information to support and up skill Melville NHW volunteers	A lot of results here in terms of internal organisation, training and support including: <ul style="list-style-type: none"> • New committee structure • New meeting process that includes a training/information element • Developed an online induction process for new volunteers • Partnered with NHW WA to run social media workshop for volunteers 	The whole NHW team
Obj 5 develop & implement an internal and external communications strategy	This objective had some good results and the key objective to develop a communications strategy will be achieved with NHW WA in the coming year. Key results included: <ul style="list-style-type: none"> • Contributing information to E watch • NHW details in Safer Melville Guide • New format for event reporting to NHW WA • Communicate with other volunteers for support, advice and assistance 	Increased E Watch subscribers from 369 in June 2015 to 539 at June 2016. An increase of 68.5%
Support		
Obj 6 identify opportunities to partner with other agencies on events and other activities	This is the area that the Melville NHW team have the broadest impact. The whole team supports these big events that attract multi thousands of people. The team successfully partners with other departments within City of Melville as well as organisations within the community. The key large events they supported included: <ul style="list-style-type: none"> • Little Hands • Limestone Festival x 3 • Point Walter event • Wireless Hill Anzac Day • Garden City Food Festival • Australia Day [partnered with Bull Creek Lions] • Constable Care in the libraries • Brentwood 50th Birthday Celebrations • Ardross Primary School - mark your bike event • NHW WA - Melville hosted other NHW groups for a Reporting Information Champions Workshop 	Little Hands – 5000 Limestone Festival x 3 - 1200 Point Walter event – 8000 Australia Day [partnered with Bull Creek Lions] - 1000 Constable Care in the Libraries Brentwood 50th Birthday Celebrations - hundreds of Locals NHW WA - Melville hosted other NHW groups for a Reporting Information Champions Workshop - 50



STAKEHOLDER ENGAGEMENT

The City is an active participant in the South West Metropolitan Partnership Forum (SWMPF). SWMPF is a group of 80 not-for-profit and government human service providers, business and community members in the Cockburn, Fremantle and Melville region in WA who recognise that 'business as usual' - where we all work in isolation of each other to address individual issues that fall within our specific areas of expertise – just isn't cutting it. The SWMPF has come together to pool our resources, unleash our collective creativity and find innovative solutions to the complex social issues we face in our region. The SWMPF is undertaking four collaborative, place-based projects. These projects involve the implementation of a collective, coordinated strategy to address a common social issue in the region (commencing with Vulnerable and At Risk Young People); a collaborative approach to addressing a 'hotspot' community area that has urgent and complex human service issues (commencing with Davis Park, Beaconsfield in the City of Fremantle); coordinated wrap-around services for individuals with multiple needs; and the development of improved tools for social planning. All the projects include the identification of shared outcomes, indicators and measures.

The City has actively participated in the SWMPF common social issue project – targeting vulnerable and at risk 8 to 13 year olds, chairing the working group overseeing this project. This project involves trialling an all-in collaborative approach to address a common social issue that the community has identified as a priority in the region. For more information on this project including progress and outcomes achieved, visit www.swmpf.org.au/swmpf-projects/common-social-issue.

The City is also actively participating in the SWMPF social planning project working group. This project is about improving planning tools across the region of Cockburn, Fremantle and Melville in WA and empowering residents to make informed choices on services. It is concerned with collating and sharing comparable local data and service information to support the SWMPF in its efforts to provide all members of the community with the opportunity to access the services they need. For more information on this project including progress and outcomes achieved, visit www.swmpf.org.au/swmpf-projects/social-planning/.

On an operational level we have tried to engage with a number of stakeholders in the process of establishing working

groups to address the priorities identified through the priority setting workshop. A list of the stakeholders we have tried to engage in working groups are listed below.

Priority issue - falls:

- Council of the Ageing (COTA) - see www.cota.org.au/australia
- ICCWA – see www.iccwa.org.au
- Priority issue – transport accidents:
- Main Roads – <https://www.mainroads.wa.gov.au>
- South Metro Population Health Unit - ww2.health.wa.gov.au/About-us/South-Metropolitan-Health-Service/Our-Services/Population-Health
- WALGA Roadwise - <http://www.roadwise.asn.au>

Priority issue - intentional self-harm:

- Sane – <https://www.sane.org>
- WA Association for Mental Health - <https://waamh.org.au>
- Lifeline WA – <http://www.lifelinewa.org.au>
- Mental Health Commission - <http://www.mentalhealth.wa.gov.au>
- Beyond Blue – <https://www.beyondblue.org.au>
- ICCWA – <https://www.iccwa.org.au>
- Men's Health and Wellbeing WA - <https://www.menshealthwa.org.au>



CASE STUDY

COMMUNITY SAFETY MONTH

Community Safety Month is held Australia wide every October and reminds us that we all have a role to play in making our communities safer. In 2011 we partnered with ICCWA to hold a Community Safety Month event at a local park in one of our suburbs to raise awareness of safety and crime prevention in our community. The event was held in the October school holidays and stakeholders such as NHW, ICCWA, Public Transport Authority and Royal Lifesaving WA were invited to host information stalls. There was a sausage sizzle and other activities such as urban artists working with young people to design and spray their own caps, and a sports trailer with sporting equipment. The event attracted up to 500 people and was well received by the community and all stakeholders involved.

Based on the success of this event we decided to host a Community Safety Month event annually for our community building on the 2011 event. In 2012 we again partnered with ICCWA and engaged additional stakeholders to be a part of our event. The stakeholders involved in 2012 were:

- St John of God – provision of a vehicle and two first aid officers.
- Murdoch Fire Station – provision of a fire truck and crew who distributed stickers and other information.
- WA Police Pipe Band – played at the amphitheatre for an hour of the event.
- Neighbourhood Watch – provision of a free sausage sizzle and information material.
- Surf Lifesaving WA – provision of information material and activities.
- KidSafe WA - provision of information material and activities.
- FarmSafe Alliance WA – provision of information material and activities.
- Transperth – provision of a bus and information material and activities.
- Western Power – provision of a vehicle and information material and activities.
- Worksafe – provision of information material and activities.
- Cancer Council – provision of information material and activities.



- ICCWA – provision of information material and PA system for background music.

The event was attended by 400 people and was well received by the community and stakeholders involved.



In 2013 we identified an opportunity to value add to our annual Little Hands Festival by incorporating a safety component into it. The Little Hands Festival is a free community event which celebrates children aged 0 to 12 years and is hosted in October each year as part of Children's Week. In 2013 the event was also used as an opportunity to raise awareness of safety in our community. In 2013 and 2015 the event engaged over 40 stakeholders who held information stalls and activities specifically for children aged 0 to 12 years. In 2013 and 2015 the events were attended by over 4,000 people and were well received by both those attending and the stakeholders involved. The event was planned in 2014 but had to be cancelled because of bad weather.

In 2016 we were informed that there would be no agency coordinating Community Safety Month as per previous years. We felt that if there was no agency raising the profile and brand of Community Safety Month at a higher level there would be less brand recognition at our local level. As a result in 2016 we rebranded Community Safety Month as Safer Melville Month. For Safer Melville Month 2016 we hosted Constable Care performances for children at four venues across the City of Melville, a Seniors Safety information Session at the Willagee Community Centre and a Cyber Safety Information Session at the Melville Digital Hub.

Over 160 people attended our various Safer Melville Month events during October and our NHW volunteers also hosted three information stalls in Bicton, Applecross and Bull Creek. In addition to the information they handed out to the community they also signed 59 people up to receive safety information from us and local police, through ewatch newsletters.



City of Melville

Safer Melville Month

Creating a Safer Melville is up to all of us!

Join us during the month of October for these activities.

FREE Constable Care performances for children aged 5 to 12

Thursday, 29 Sept	Making the Right Call at Blue Gum Community Centre
Monday, 3 Oct	Celebration at Willagee Library
Tuesday, 4 Oct	Fun Scary at Civic Square Library
Thursday, 6 Oct	Making the Right Call at Bull Creek Library

All events 10.00am till 10.45am

Join us at the libraries for Lego Play during school holidays.

FREE Seniors Safety Information Sessions

Session One

Date: Thursday, 13 October
Time: 10.30am to 12.30pm
Venue: Blue Gum Community Centre, 33 Moolyean Road, Brentwood

Session Two

Date: Friday, 14 October
Time: 10.30am to 12.30pm
Venue: Willagee Community Centre, corner Archibald and Winnscott Streets, Willagee

For more information or to reserve your place, visit www.melvillecity.com.au/safermelvillemonth or call 1300 635 845 | 9364 0666

CASE STUDY

SAFER MELVILLE BRAND

The importance placed on “creating a Safer Melville for all,” is the driving factor to ensure the Safer Melville brand survives and thrives. Over the years, the City of Melville has struggled to get the community to effectively engage with safety, who often missed key messages from the City in the combined aim of creating an even Safer Melville. This leads to an overhaul of the Safer Melville brand, to become more community focused, engaging and vibrant.

BRAND HISTORY 2010 TO 2012

In a bid to engage the community, the City created a designed template advert to be placed in the local paper (the Melville Times) to help spread key messages. Other materials including promotional flyers were produced at this time and followed a similar look and feel.



BRAND EVOLUTION 2012-2014

As the City's Safer Melville marketing material became dated and less attention grabbing, it was decided to revamp and revitalise the Safer Melville brand, to make it, more exciting, vibrant, fun and engaging for everyone who lives, works and plays in the City of Melville. Once the brand was revamped to be given a more vibrant, colourful and friendly feel, a series of adverts (see images to the right) were run in the local newspaper alongside the Police Watch (news) section. This created a stronger associated partnership between the City of Melville and WA Police in an effort to create a Safer Melville.



BRAND REVOLUTION TO NOW

The colourful engaging adverts helped attract attention, but were not uniform in look and feel or consistent in messaging, so it was decided to revolutionise the Safer Melville brand to target not just interested community members, but everyone who lived, played and worked in the City, creating a brand that more people would effectively engage with, involved diversifying the previously targeted demographics of seniors and families, to also include youth, key stakeholders and internal City of Melville staff. This more inclusive brand was created to help spread the key messages of creating a Safer Melville, in a fun and vibrant way that internal staff, key stakeholders and the wider community could identify with. The addition of the popular Lego® characters (see images right), helped to start conversations and grabbed attention, which resulted in much higher levels of engagement and understanding of key elements in creating a Safer Melville.

The image right shows a snap shot of the Safer Melville brand, depicting many safety messages pictorially. The quick go to guide to a Safer Melville is designed to be placed on resident's fridges and contains great information, safety tips and key contacts to help our community stay safe. Once the brand was launched, the Safer Melville section of the City's website was revitalised, ensuring a uniformed brand on and offline. A snap shot of the website is displayed to the right.



Community Safety

Find out what we are doing to create a Safer Melville and how you can be involved – crime prevention is everyone's business!

Download [Your Guide to a Safer Melville](#)

Your Guide to a Safer Melville

Emergencies	Non-urgent police attendance	City of Melville Community Safety Service (CSS)
000	131 444	1300 653 643
	Crime Stoppers	Graffiti removal
	1800 333 000	1800 626 119

Who you Gonna Call?

Or order a hard copy of the booklet.



Community Safety Service (CSS)

The Community Safety Service (CSS) is a highly visible, 24 hour, 7 day a week mobile patrol service that acts as extra eyes and ears for the community and police.



Important Contact Numbers

Do you know who to report suspicious behaviour to? Who you gonna call?



Safer Melville Month

Find out more about safety at free sessions, with great tips from the CSS, local police, Advocare, Neighbourhood Watch and how to stay safe when online. [Click here to register today!](#)

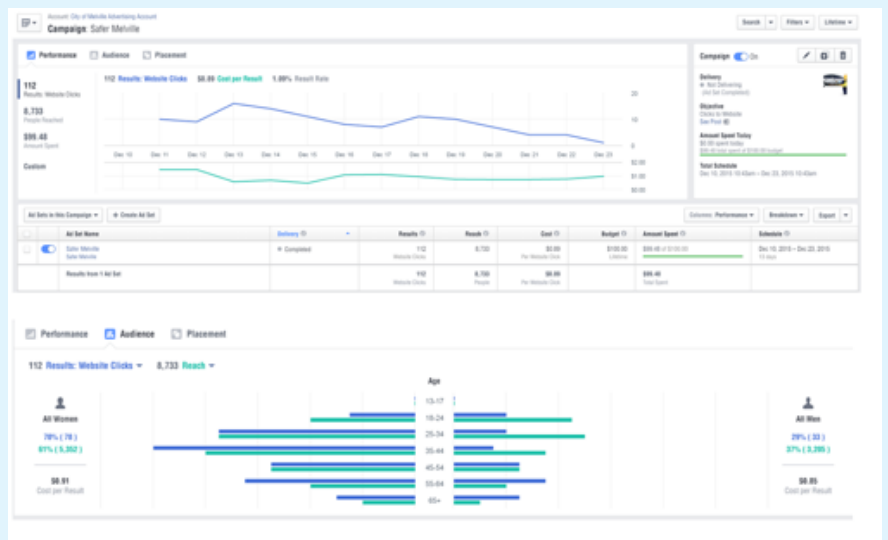


Holiday Watch Patrols

The City's Community Safety Service (CSS) offers holiday watch patrols to residents at no extra cost. Register to have your property patrolled while you're away.

With the revitalised brand for a Safer Melville in place by December 2015, the market was then tested for digital engagement effectiveness via a Facebook campaign. The campaign was launched during December to target responsible party hosting during the festive season. The Facebook statistics can be found to the right.

The success of reaching nearly 24,000 people with a small advertising budget of \$200 illustrates the success of the brand revitalisation and is a great starting point to effectively engage and spread the Safer Melville key messaging to the community.



MARKETING AND COMMUNICATIONS

The diagram below represents the City's strategic approach to marketing and communications. It is taken from our Marketing and Communications Framework which ensures that marketing and communications are considered for any plan, event, activity, forum etc. hosted by the City.



PARTICIPATION

LOCAL GOVERNMENT NETWORKS

LOCAL GOVERNMENT COMMUNITY SAFETY NETWORK

We actively participate in the Local Government Community Safety Network (LGCSN). The LGCSN are a group of people working in safety and crime prevention across the WA region. Some of us work in local or State government and others for organisations with a focus on safety or crime prevention. Our membership is inclusive of all local government authorities (LGA's) across Western Australia, WA Police (both sworn and unsworn officers), the West Australian Local Government Association (WALGA), Department for Local Government, ICCWA and a number of State Government agency representatives. The group meet quarterly, rotating the venue between local governments. In 2015 a working group was established from the LGCSN to help plan and host the meetings, as well as a full day conference

specifically to address the needs of our regional participants. The purpose of the meetings is to support and work with each other to address safety and crime prevention issues in our communities. By working together we can pool resources and deliver better outcomes for our communities. We have mentioned the work we are doing to align to the framework at this forum and will be doing a presentation in partnership with ICCWA at some point in 2017. The presentation will be to raise awareness of the framework and share our learnings and experience.

LOCAL GOVERNMENT METROPOLITAN HEALTH PROMOTION NETWORK

Similar to the LGCSN this network is specifically for people working in the field of health promotion. The City, through our Healthy Melville

Coordinator actively participates in this network. At the November 2014 meeting in partnership with ICCWA we presented to this network on the safe communities framework and our experience aligning to it.

ABSTRACTS

We worked in partnership with ICCWA to submit an abstract for the twelfth Australasian Injury Prevention and Safety Promotion Conference which was held at The University of Sydney, from 25 to 27 November 2015. Representatives from ICCWA subsequently presented at this conference on our behalf. We also partnered with ICCWA to submit an abstract to the World Safety Conference in Tampere, Finland from 18 to 21. The abstract was accepted as a poster presentation.



POSTER PRESENTATION



1. Injury Control Council of WA (ICCW) Australia
2. City of Melville, Australia
Veronica Wells, Megan De Piaz, Sachal Meads, Marc Zan, Tanya Van Stort

BACKGROUND

Best practice indicates community consensus is invaluable in setting priorities and initiatives. Many public health practitioners, including those working in Local Government/province organisations, face challenges implementing evidence informed injury prevention initiatives that address key issues and meet the needs of diverse audiences. Decision makers can be influenced by cost-saving measures, community members can be influenced by fear and/ or subjective media coverage and practitioners are typically influenced (or confined) by limited resources, time and expertise. One method of gaining community consensus while balancing it with evidence is through the analysis of data criteria of the Pan Pacific Safe Community Accreditation.

PAN PACIFIC SAFE COMMUNITY ACCREDITATION

The Safe Community Accreditation is an international, best-practice, evidence based model for improving safety and reducing injury in communities. The model was established in the 1980's. The World Health Organization views the Safe Communities approach as an important means of delivering evidence-based violence and injury prevention strategies at the local level. There are over 110 communities that have Safe Community accreditation in the Pan Pacific Network. To achieve Pan Pacific Safe Community Accreditation, a community (usually led by Local Government) must show competency in six criteria as demonstrated in Figure 1.



Figure 1. Pan Pacific Safe Community Accreditation Criteria

THE PROCESS OF BALANCING DATA AND OPINIONS AS CREATED BY THE PAN PACIFIC SAFE COMMUNITIES ACCREDITATION IS AN ACCESSIBLE, PRACTICAL AND ADAPTABLE MODEL FOR PUBLIC HEALTH PRACTITIONERS AROUND THE WORLD TO USE TO SET PRIORITIES.

ANALYSIS OF DATA - PRIORITY SETTING

An injury prevention/ community safety priority setting workshop, addresses the third criterion: Analysis of Data. This criteria values balancing quantitative data and public opinion to achieve consensus in setting priorities for action. The priority setting workshop provides an opportunity for priorities to be developed in a systematic and thoughtful way, without diminishing current initiatives being developed and encompassing a broad range of evidence.

The workshop commences with the presentation of injury/safety related statistics for that local area. The availability of quantitative data will influence what is shared during this process, however injury related hospitalisation, death and crime statistics are usually obtainable in Australia. A ranking system is applied to the available quantitative data for each injury topic. Following the ranking of quantitative data the focus turns to the public's opinion where workshop participants are given the opportunity to reflect on how different injury topics are impacting their community. Participants rank their agreement or disagreement with probing qualitative statements in relation to the injury topics. At the conclusion of the workshop the results from both the quantitative and qualitative rankings are collated to form the top injury prevention/ community safety priorities for that community.

CASE STUDY: CITY OF MELVILLE, WESTERN AUSTRALIA

In 2014, Western Australian Local Government Authority, the City of Melville, decided to identify their injury prevention priorities. Partnering with Injury Control Council of Western Australia, the City of Melville planned a one day priority setting workshop which involved 43 participants (representing 21 organisations/ community groups). The workshop aimed to gain consensus of both the city's strategic injury prevention priorities as well as the value of becoming a (Pan Pacific accredited) Safe Community. Prior to the workshop the City of Melville:

- Collated quantitative data relating to injuries in the local area
- Coordinated wide-spread promotion of the event to encourage community involvement
- Partnered with the local community by engaging state government departments, injury prevention organisations, health service providers and community groups in the consultations.

The workshop began in the morning with the presentation of injury related hospitalisation, death and crime quantitative data of the City of Melville. A ranking system was applied to the quantitative data to identify priorities in order of most to least importance. In the afternoon the workshop garnered opinions from participants representing government and non-government agencies, health professionals, community groups and local residents. Participants were allocated to groups to ensure a mix of people (specialist experts and community). Participants rated how strongly they agreed or disagreed with ten qualitative statements for each injury topic utilising a five point likert scale. An average of the ratings was calculated to determine the group's final qualitative ranking for each injury topic. The qualitative and quantitative scores were combined and ranked for a final time to finalise the injury prevention priorities for the City of Melville. Through this process a cross section of the community was brought together who collectively identified a set of high priority injury and safety topics.

CONCLUSIONS

Feedback from workshop participants stated appreciation for the opportunity to be involved, encouraged and heard. As importantly, the success of the workshop is now evident with the establishment of working groups and activities, aiming to address each of the priorities in the City of Melville. The process of balancing data and opinions as created by the Pan Pacific Safe Accreditation is an accessible, practical and adaptable for public health practitioners around the world to use to set priorities.



We would like to acknowledge the Department of Health Western Australia for their support with this project.

ONE ON ONE DISCUSSIONS AND PRESENTATIONS TO OTHER LOCAL GOVERNMENTS

Since we embarked on the journey to align to this framework we have been approached by two local governments also interested in this for their organisations. We have met one on one with officers from the City of Joondalup and shared information and documents with them about our involvement in the framework. We have also recently been approached by the City of Mandurah and had informal discussions with them about the framework and our involvement in it thus far. ICCWA invited us to present at their professional development workshop – “Understanding Data to Help Set Priorities” in August 2016. We presented on our priority setting workshop and journey to align to the *International Safe Communities Framework*.

ASCF AND PAN PACIFIC SAFE COMMUNITY NETWORK (PPSCN)

Since aligning to this framework we regularly receive the ASCF newsletter and have contributed content for an article about our journey to align to this

framework. We actively promote the ASCF and PPSCN webinars to relevant officers internally and participate in ones that are topical and relevant to our community.

FUTURE OPPORTUNITIES

We plan to review the 2012–2016 CSCP Plan in late 2016. We will develop and implement an engagement, marketing and communications plan as part of this review. The SMAC will inform the process of the review and will assist in identifying priorities. Some key milestones and timeframes for this review are listed below.

- Develop engagement, marketing and communications plan – October 2016
- Review of current CSCP Plan i.e. what have we done as part of the 2012–2016 Plan, what was successful, and what was not successful – October to December 2016
- Priority setting i.e. what are our community safety priorities (current and future) – this will involve identifying relevant data sources (from our existing surveys, priority setting workshop, crime statistics, our future key activity areas etc.) and where required analysing the data to identify priorities – November 2016 to March 2017
- The SMAC will be involved in working through the data above to identify priorities and questions to engage further with our community in a survey. This will be done in a workshop with the SMAC at the November 2016 meeting
- Development of a community survey based on above – December 2016 to January 2017
- Engagement, marketing and promotion of the survey – February to March 2017
- Collation and analysis of results – March 2017 (summary to be presented to SMAC at March meeting)
- Develop a draft plan based on above – March to May 2017 (presented to SMAC at May meeting for review and discussion)
- Draft CSCP plan presented to Executive Management Team – June 2017
- CSCP plan finalised – June/July 2017 (to be endorsed by SMAC at July meeting)



CRITERIA THREE

PRIORITY SETTING

We are committed to identifying and responding to priorities in our community. The review of the 2008–2012 CSCP Plan allowed us to identify priority issues, target groups and environments to target our efforts. This informed the four key strategies for the 2012–2016 CSCP Plan. The table below provides some information on the priorities identified in this Plan, and what and how we delivered initiatives to address these priorities.

STRATEGY	WHAT IS BEING DELIVERED?	HOW IS IT BEING DELIVERED?	WHICH PRIORITY GROUPS OR ISSUES ARE BEING ADDRESSED?
Increase community awareness and understanding of community safety and crime prevention through marketing, education and community development initiatives	Annual Safer Melville marketing plans	<ul style="list-style-type: none"> Safety Scoop ads with safety tips placed in the local paper at key times during the year e.g. car safety over the summer months, holiday safety over school holidays etc. Safer Melville banners with key safety messages displayed along Canning Hwy, a major arterial road in the City of Melville Updated all information on the Safer Melville section of the City's website Weekly safety tips on social media Produced the "Your Guide to a Safer Melville" resource 	<ul style="list-style-type: none"> Results from the 2012 Community Safety Survey showed that newspapers strongly influenced our resident's perception of crime and safety issues. These strategies were implemented to try and counteract some of the negative articles published in the media around crime and safety. According to the Australian Bureau of Statistics, Census of Population and Housing 2006 and 2011 we also know that in 2011 80% of homes in the City of Melville had an internet connection. We know majority of our community are connected to the internet so a priority is for us to use more electronic methods to communicate our messages to them.
	Sponsorship agreement with Constable Care Child Safety Foundation	<ul style="list-style-type: none"> We sponsor Constable Care who deliver early intervention performances on a range of safety topics to early learning centres, primary and high schools within our boundaries. In the 2015/16 financial year Constable Care delivered 51 performances to over 4,500 children and young people 	<ul style="list-style-type: none"> The Australian Early Development Census (AEDC) is considered a good starting point for identifying the needs of children and families in our community. Results from the 2013 and 2015 AEDC have highlighted suburbs where children are presenting as developmentally at risk, or developmentally vulnerable. We target Constable Care performances to these suburbs to try and address these areas of vulnerability.
	Community education forums on topical issues	<ul style="list-style-type: none"> In March 2015 we hosted the "Who you gonna call?" reporting information workshop in partnership with WA Police and our neighbouring councils. This was to raise awareness of the importance of reporting information to police, and the methods that can be used to report to them. In July 2015 we hosted a Seniors Safety Session with presentations from local police, the Community Safety Service and a local Neighbourhood Watch volunteer. 	<ul style="list-style-type: none"> Results from the 2012 Community Safety Survey indicate that there was strong support for public education forums. Topics for these forums were identified from feedback captured in evaluation forms of those who have attended previous education forums.

STRATEGY	WHAT IS BEING DELIVERED?	HOW IS IT BEING DELIVERED?	WHICH PRIORITY GROUPS OR ISSUES ARE BEING ADDRESSED?
Identify and work with key partners to develop and implement sustainable community safety and crime prevention initiatives utilising shared knowledge and resources	Memorandum of Understanding with WA Police	<ul style="list-style-type: none"> We have been working closely and formally with WA Police through our MoU for more than five years The MoU outlines our shared commitment to achieving a Safer Melville and allows us to share information to assist the police in investigating crime and making arrests 	<ul style="list-style-type: none"> Information and engagement are two of the enablers identified in the WA Police Frontline Policing Priorities. This MoU supports these enablers and supports the WA Police to achieve their identified core roles i.e. tackling crime and keeping the community safe.
	Burglar Beware cocooning program	<ul style="list-style-type: none"> We receive daily or weekly statistics of burglaries in our community. NHW volunteers or our Community Safety Service Officers deliver a letter and brochure to ten houses on either side of the burglary to raise awareness and encourage vigilance. This is a State program supported by us and our NHW volunteers 	<ul style="list-style-type: none"> Results from the <i>2012 Community Safety Survey</i> indicate that residential burglaries was one of the main priority offences local residents wanted authorities to concentrate on. Property crime is also identified as on the WA Police Frontline Policing Priorities.
	NHW program	<ul style="list-style-type: none"> Support of the local NHW group who host information stalls and events across the City to raise awareness of safety and crime prevention. In June each year we host an annual planning workshop for the group where they celebrate achievements, identify successes and actions for the coming year 	<ul style="list-style-type: none"> Engagement is one of the enablers identified in the WA Police Frontline Policing Priorities. Support of the NHW program supports this enabler and supports the WA Police to achieve their identified core roles i.e. tackling crime and keeping the community safe.
	Ewatch	<ul style="list-style-type: none"> We publish bi-monthly ewatch bulletins in partnership with our local police stations This is also a platform for local NHW volunteers to share information and promote events to their local networks This is a State program supported by us. 	<ul style="list-style-type: none"> Results from the <i>2012 Community Safety Survey</i> showed that newspapers strongly influenced our residents perception of crime and safety issues. This initiative was implemented to try and counteract some of the negative articles published in the media around crime and safety. According to the Australian Bureau of Statistics, Census of Population and Housing 2006 and 2011 we also know that in 2011 80% of homes in the City of Melville had an internet connection. We know majority of our community are connected to the internet so a priority is for us to use more electronic methods to communicate our messages to them.



STRATEGY	WHAT IS BEING DELIVERED?	HOW IS IT BEING DELIVERED?	WHICH PRIORITY GROUPS OR ISSUES ARE BEING ADDRESSED?
Contribute to a safe physical environment	Graffiti Management Plan	<ul style="list-style-type: none"> In 2010 the State Government launched the Tough on Graffiti Strategy which provided local governments with a best practice framework for addressing graffiti in our communities. We have a graffiti management plan in place which is aligned to the State Tough on Graffiti Strategy and outlines our approach to addressing graffiti vandalism in the City of Melville. The <i>2014–2016 Graffiti Management Plan</i> takes a holistic approach to tackling graffiti and addresses a key strategy in our <i>2012–2016 Community Safety Crime Prevention Plan</i>. Some of the initiatives we have implemented as part of this plan include offering a rapid removal service, photographing all graffiti before it's removed and uploading the images to the WA Police Goodbye Graffiti database, participating in Juvenile Justice Court Conferencing sessions for young people caught tagging in the City of Melville, and the PHAZE urban art project. 	<ul style="list-style-type: none"> Results from the <i>2012 Community Safety Survey</i> indicate that graffiti/vandalism was one of the main priority offences local residents wanted authorities to concentrate on.
	The Writing's on the Wall	<ul style="list-style-type: none"> We developed a script based graffiti resource designed to be used in a classroom setting. The script was developed by a script writer and was workshopped with students from local high schools to ensure it was realistic and relevant to their age. A set of supporting teaching resources was also developed linked to the Australian Curriculum: Health and Physical Education, and English. The resource discusses many issues faced by adolescents including unhealthy risk taking, self-esteem and coping skills. 	<ul style="list-style-type: none"> Results from the <i>2012 Community Safety Survey</i> indicate that graffiti/vandalism was one of the main priority offences local residents wanted authorities to concentrate on. An action identified in our <i>2014–2017 Health and Wellbeing Strategy</i> was to support environments that discourage risky behaviours.
	Vandalism reduction strategy	<ul style="list-style-type: none"> We identified vandalism hotspots based on the costs of vandalism repair to the City. We conducted security audits at these sites and implemented recommendations to improve the safety and security of the sites. In 2015-16 we audited nine sites and as a result implemented 19 recommendations to improve the safety and security of these sites. 	<ul style="list-style-type: none"> Results from the <i>2012 Community Safety Survey</i> indicate that graffiti/vandalism was one of the main priority offences local residents wanted authorities to concentrate on.
	Designing Out Crime resources	<ul style="list-style-type: none"> We have developed a home safety checklist which incorporates Designing Out Crime principles for our community The checklist is available online and in hardcopy at our remote sites e.g. libraries, community centres. The checklist is also distributed by NHW volunteers at all of their information stalls and events Our Community Safety Service Officers are available to discuss the checklist with our community 	<ul style="list-style-type: none"> Results from the <i>2012 Community Safety Survey</i> indicate that residential burglaries and graffiti/vandalism were two of the main priority offences local residents wanted authorities to concentrate on.

STRATEGY	WHAT IS BEING DELIVERED?	HOW IS IT BEING DELIVERED?	WHICH PRIORITY GROUPS OR ISSUES ARE BEING ADDRESSED?
Deliver an effective Community Safety Service	Community Safety Service – mobile patrol service	<ul style="list-style-type: none"> • The CSS is a 24/7 mobile patrol and surveillance service • The CSS offers holiday watch patrols to residents at no extra cost • We patrol their property numerous times during the day and night while they are aware • We ask them questions such as should there be any cars in your driveway while you are away?, will you be setting any lights on timers? If we notice anything out of the ordinary to what residents told us should be there we contact them or their nominated contact. • In the 2015-16 financial year the CSS: <ul style="list-style-type: none"> • Received over 6,900 calls • Submitted over 4,900 maintenance and graffiti reports • Conducted holiday watch patrols for 729 properties who registered for the service • Conducted over 32,000 targeted patrols based on information from WA Police and community • Submitted 674 intelligence reports to the police • Assisted with 24 incidents of missing persons • Responded to 633 incidents of suspicious activities • Responded to 250 incidents of antisocial behaviour. 	<ul style="list-style-type: none"> • Results from the 2012 <i>Community Safety Survey</i> indicate that residential burglaries, anti social behaviour and graffiti/vandalism were the main priority offences local residents wanted authorities to concentrate on. • Property crime is identified as one of the WA Police Frontline Policing Priorities. • Information and engagement are two of the enablers identified in the WA Police Frontline Policing Priorities. The CSS supports these enablers and supports the WA Police to achieve their identified core roles i.e. tackling crime and keeping the community safe.

PRIORITY SETTING WORKSHOP

On the 8 August 2014 the City of Melville and ICCWA held a priority setting workshop. We followed the process outlined in the ASCF Guidebook titled "Community Based Injury Prevention: Priority Setting Exercise Community Planning Guide". There were 43 people who attended the workshop representing 21 different organisations or community groups. Participants worked through a number of activities to obtain a quantitative, qualitative and finally combined ranking for the priority issues. The final ranked issues from most to least important for our community were identified as:

- 1) Falls
- 2) Transport crashes
- 3) Intentional self harm/suicide
- 4) Exposure to mechanical forces
- 5) Assault
- 6) Unintentional poisoning.

EMERGING ISSUES OR PRIORITIES

In late 2016 we will be undertaking a review of the *2012–2016 Community Safety Crime Prevention Plan*. The review will identify what projects have been completed, what our community's safety priorities are, and a plan on how we will address these priorities over the next four years. To identify the community's current and future safety priorities we will consider the priority crimes, issues, environments and perceptions. We will use the following information to identify our community's safety priorities:

- Existing data already obtained through City wide surveys e.g. Community Wellbeing Survey, review of the Strategic Community Plan
- Priorities identified in the priority setting workshop
- Analysis of crime statistics
- Analysis of graffiti removal and vandalism repair data

- Engagement with our community and key stakeholders via a survey, interviews, workshops etc. to check the priorities and where necessary delve further into these priorities. A full engagement and marketing and communications plan will be developed.

The SMAC will be involved in identifying our community's safety priorities and will endorse the new plan once it has been developed.

CASE STUDY

AN AGE-FRIENDLY CITY

Population Forecasts indicate that by the year 2020, 30.3% of the City of Melville population will be seniors. The *City of Melville Local Planning Strategy* has examined economic modelling and includes increasing the number of dwellings by at least 11,000 by the year 2031. This increase is aligned with the Central Subregional Strategy, Planning Western Australia. The City's Strategic Urban Planning Directorate anticipates that this higher density of dwellings may increase the number of accessible dwelling for seniors within the City of Melville.

We acknowledge that we are heading towards a time where there will be more ageing adults in Australia than there will be children. We are committed to working towards an Age-Friendly Melville to advance the aspirations and wellbeing of the ageing community. We have been actively engaged with the World Health Organisation (WHO) Age-Friendly Cities project since 2007. The WHO defines an age friendly community as "one that optimises opportunities for health, participation and security as people age, and adapts its structures and services to be accessible to, and inclusive of, older individuals with varying needs and capacities".

We have developed two documents to advance the aspirations of our senior's community. The Directions from Seniors (DFS) strategies were based on information received from senior's focus group participation to progress towards the establishment of an Age-Friendly City. The City of Melville's *Age Friendly Strategy – DFS* is embedded within both the City's Strategic Community Plan and Corporate Plans.

The *Age-Friendly Melville Strategy, DFS 2007–2009*, and the 2010-2012 DFS identified priority domains of:

- Transport

- Housing
- Communication and Information – Community Support & Health Services
- Respect, Inclusion and Social Participation.

REVIEW OF THE DFS 2010–2012

The *DFS 2010–2012* was reviewed with the below being a summary of this review. A written survey was used as an evaluation tool during the review of the DFS. A total of 622 surveys were collected from residents who were from a varied range of cultural backgrounds and suburbs within the City. The survey specifically focused on the domains in the *Strategic Community Plan* and WHO Guidelines the surveys provided an opportunity for seniors to share their opinions in relation to the domains that had been identified. The surveys also captured information from a wide age range and cultural backgrounds of City of Melville seniors across all suburbs to ensure that a wide range of seniors in the community had a chance to complete the survey, many methods of distribution were used. Surveys were delivered at the following places:

- Aged care facilities
- City of Melville libraries
- Senior Day Care Centres
- Seniors Forums
- Network meetings
- Seniors related service providers
- Community events
- Home and Community Care participants.

TRANSPORT

Transportation, including accessible and affordable public transport, is a key factor influencing active ageing. Being able to move around a city determines social and civic participation as well as

accessibility to community and health services (WHO, *Global Age-friendly Cities: A Guide*, 2007). In 2011 the *City of Melville Community Wellbeing Survey* recorded a general decline of 27% in the use of public transport compared to 2009. Research generically in Perth denotes the major transport users as school age children, university students and seniors. As the senior population ages the necessity to utilise public transport generally increases. Gaps in the service in some City of Melville suburbs such as Leeming, Applecross foreshore and Bicton, as well as weekend services continue to be an issue. A further finding from the surveys is the inadequacy of public transport routes. This issue is also highlighted in the *WHO Global Age-friendly Cities: A guide 2007*. Residents complain that several areas of the City are not covered, that it's difficult to cross the entire City, or there are poor connections between buses and other means of transport. (WHO, 2007, pp21). The establishment of a community or CAT bus has been identified as worthy of further consideration. As a response to this issue the City has two accessible 20 seater buses managed by Melville Cares Inc that are available to community groups.

HOUSING

Appropriate housing is essential for safety and wellbeing. Adequate housing and access to community and social services can influence the independence and quality of life of older people. Appropriate housing is required to allow older people to age comfortably and safely within the community in order to feel universally valued (WHO, *Global Age-friendly Cities: A Guide*, 2007). Comments and conversations with seniors indicated that seniors would like to stay in their own homes as long as possible. Survey results also

showed that residents within the City of Melville would like to see an increase in high care bed facilities within the City. The 2011 statistics showed that within the City of Melville there were a total of 424 high care beds and 423 low care beds. The Department of Health and Ageing recommends that there are 44 beds per 1,000 residents over 70 years of age. In 2012 the City had 11,255 residents that were over the age of 70, this indicates that the City is in line with the Department of Health and Ageing recommendations.

To address the issue of lack of appropriate housing, a number of well attended forums and presentations were held between 2010 and 2012. These included:

- Seniors forum hosted by the City of Melville with a presentation from a guest speaker from the Senior's Housing Centre. This forum was presented by the Department for Commerce, Consumer Protection in April 2012.
- Senior's forum in May 2011, presented guest speaker, Martin Spencer, City of Melville, Senior Strategic Planner looking at different housing options and schemes available.
- Martin Spencer also presented to the Royal Australian Air Force Association (RAFFA) residents at the meeting, on the new Local Planning Strategy and its housing diversity.
- A number of retirement villages have also expanded to address the lack of housing and affordability issue within the City. These included:
 - Royal Air Force Association, 66 new apartments and 2 short stay apartments
 - St Ives in Murdoch, 60 new villas, and 60 being constructed.

A further issue identified through the surveys was that seniors felt unsafe in their own homes. To address some of these issues around safety, the following senior safety sessions were held:

- Home Safety Session, March 2010, attended by 105 residents
- Senior Safety Session, June 2010,

attended by 130 residents

- Senior Safety Session, August 2010, attended by 210 residents.

RESPECT, INCLUSION AND SOCIAL PARTICIPATION

The City of Melville advocates and promotes programs and initiatives which target respect, inclusion and social participation for seniors. There are a number of factors which contribute to an older person feeling socially included within their community. Respect and social inclusion of older people depends more than upon societal change; factors such as culture, gender, health status and economic status play a large role. "The extent to which older people participate in the social, civic and economic life of the city is also linked to their experience of inclusion" (WHO, Global Age-Friendly Cities: A Guide 2007).

The 'health' of the community can be determined by the wellbeing of its citizens, the City of Melville's Community Wellbeing Survey 2011 acknowledged that seniors rated their quality of life the highest (84%) across all age groups. However, further analysis showed that only 27% of seniors answered yes to the question "I feel valued and appreciated by my family and friends". This may be contributed to the 'new-age' younger global family which may leave many older people isolated in their community and country without immediate family contacts and support. This occurs across all cultures and is further impacted by cultural shifts in the traditional role of caring for ageing parents (Hooyman, N., Kiyak, A, 2010 Chapter 2).

Education and Awareness forums and information sessions were held by the City for seniors to learn more about the resources in the community and to give them an opportunity to ask questions about their individual needs, sessions included:

- 'Get on Board' program in partnership with Transperth and AMP (Garden City)

- RAC's presentation on 'Your Driving Future'
- 'Walk over October' which promoted alternative transport for seniors
- The City maintains other measures to keep seniors informed and involved which include:
- Keeping the City's website updated with information relevant for seniors
 - Regular updating of information at the Community Information Centre, located at Garden City Shopping Centre
 - Distribution of the City's Seniors Information Directory

The Melville Volunteer Resource Centre (MVRC) offers varied volunteering roles within the community, many of which are suitable for seniors. Statistics show that between 2010 and 2012 the Melville Volunteer Resource Centre received 668 referrals of seniors aged 60 and over (64% were female and 36% male). There is a predominance of active female over male seniors in the City. This female to male ratio reflects the longevity of female seniors and also the link to their increased social orientation through participation, attendance at events, accessing Libraries and/or Community Centres. The 2010-2012 statistics showed a substantial increase from the 2007-2009 period, where there were only 116 referrals which went through the MVRC. This increase in volunteers reflects that seniors within the community are becoming more active and aware of the volunteering services which are available to them.

Although not indicated in the surveys directly, older cultural and linguistically diverse (CALD) seniors often have language barriers that impact on use of community services and participation in social opportunities. As this group population increases, some thought will need to be given to providing information in a range of languages. "By the year 2026 around one in five older people in Western Australia will be from a CALD background". 88% of Western Australia's seniors from a CALD background reside within Perth Metropolitan area. Almost 8% of this settlement is within the City of Melville

(Government of Western Australia, 2012). It is important to recognise the role that CALD seniors make in preserving values, wisdom, culture and language, as well as links with their homelands.

It should be noted that there is greater risk of further isolation within CALD communities; research done by David Hardie in 2010 showed that seniors from a CALD background face a higher risk of being socially isolated within their community (Sidney Myer Fund & the Myer Foundation, 2010). Discrimination which also contributes to social isolation is also a significant area of disadvantage for CALD seniors

who face many barriers for negative stereotyping in regards to their age as well as dealing with racism and negative perceptions of their capacities that can be due to some factors including language restraints.

DEVELOPMENT OF THE DIRECTIONS FROM SENIORS 2013-2017 PLAN

When analysing the survey results for the period of 2010-2012, the following priorities were identified by seniors, these priorities formed the basis of the DFS 2013-2017:

1. Reduced ability to maintain property and garden (Housing)
2. Accessibility and affordability of housing and aged care facilities and rising costs of living (Housing)
3. Concerns regarding community safety and feeling personally unsafe (Safety)
4. Difficulties in crossing major highways and heavy traffic roads as a pedestrian, hazards on footpaths, lack of footpaths, lack of convenient transport, lack of and ease of car parking near service provision/ shopping centres (Safety)
5. Information and communication (Information and Communication).

More information on our Age-Friendly initiatives and Directions from Seniors can be found at www.melvillecity.com.au/seniors.



CASE STUDY

CONTRIBUTING TO A SAFE PHYSICAL ENVIRONMENT

Results from the *2012 Community Safety Survey* indicate that graffiti/vandalism was one of the main priority offences local residents wanted authorities to concentrate on. As a result of this, a key strategy in our *2012–2016 CSCP Plan* is to “contribute to a safe physical environment”. We have implemented a number of initiatives to address this strategy which have yielded some really positive results. The most significant has been in reducing the cost and incidents of graffiti removed in our community. A summary of the initiatives we have implemented as part of this strategy are listed below.

Crime Prevention through Environmental Design (CPTED) or Designing Out Crime (DOC)

CPTED or DOC is proven crime prevention approach that has been shown to reduce opportunities for crime. The idea is to design or modify environments in ways that reduce or prevent crime. We have a CPTED of Buildings Policy that ensures planning for development and redevelopment within the City of Melville takes into consideration DOC principles. We use data on the cost of graffiti removal and vandalism repair to identify high risk environments in our community to identify measures to improve the safety and security of these sites. We conduct security audits of these sites and use CPTED principles to make recommendations for improvement. We have developed an internal CPTED audit form which we use for City of Melville sites and put recommendations into Pathway or Archibus – two of our reporting systems – for actioning. In 2015-16 we audited nine sites and as a result implemented 19 recommendations to improve the safety and security of these sites. Examples of some of the recommendations

implemented include:

- Under pruning or clearing of vegetation to improve sightlines,
- Installation of lighting; and
- Undertaking a lighting audit which identified numerous lights not working which were subsequently repaired.

We also offer DOC training for staff, local NHW volunteers and on some occasion's staff from other local governments. We also try to raise awareness of DOC in our community and encourage them to apply the principles to their properties to reduce the risk of being burgled. We have developed a home safety checklist which is available online and in hardcopy for our community.

The checklist is distributed at events and information stalls and is available in our libraries, community and recreation centres. We actively promote the checklist on social media, our community newsletter, Mosaic, and in the local paper in our Safety Scoop advertising campaign. We have also hosted home safety education forums in the past where local police and our CSS officers have spoken about DOC and our checklist and how it can be applied to people's property.



Graffiti Management

In 2010 the State Government launched the Tough on Graffiti Strategy which provided local governments with a best practice framework for addressing graffiti in our communities. We have a Graffiti Management Plan in place which is aligned to the State Tough on Graffiti Strategy and outlines our approach to addressing graffiti vandalism in the City of Melville. The 2014–2016 Graffiti Management Plan takes a holistic approach to tackling graffiti and addresses a key strategy in our 2012–2016 Community Safety Crime Prevention Plan. Actions from the Plans and examples of initiatives which have been effective in our community thus far are listed below.

Action: Ensure rapid graffiti removal, effective management and use of the City of Melville graffiti database and efficient graffiti reporting methods for the community

- Rapid removal service
- Photos taken of all graffiti removed and uploaded to the State Goodbye Graffiti database
- Database accessible by police and is accessed by them when ever someone is apprehended tagging etc. in the community
- Easy reporting processes for community – phone and online. Actively promoted to the community
- CSS patrol 24/7 and report any graffiti for removal

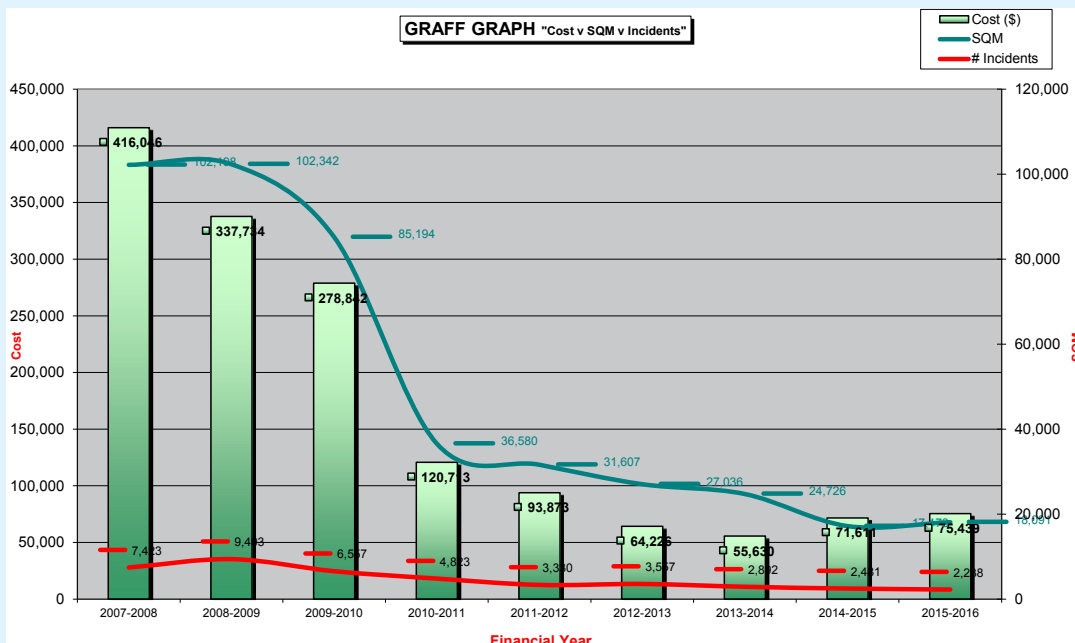
Action: Implement, promote and participate in graffiti prevention and education opportunities

- Information and FAQ's on City of Melville website educating community of graffiti and how to manage it including DOC principles (www.melvillecity.com.au/safermelville)
- Urban art projects at hot spot sites – numerous grants obtained for one off projects and PHAZE runs as an ongoing project at various skate parks (www.melvillecity.com.au/phaze)
- Development and distribution of The Writing's on the Wall educational resource (www.melvillecity.com.au/TWOTW)
- Attendance at Juvenile Justice Team court conferencing sessions and mediation sessions for young people caught tagging in the City of Melville. This is used as an opportunity to educate them about the cost of graffiti and the effect it has on the community as well as offer them opportunities such as PHAZE to contribute positively to our community
- Promotion and distribution of various resources e.g. flyers, magnets etc. about graffiti prevention at NHW information stalls held at a number of the City's high profile events e.g. Little Hands Festival, Limestone Concerts and Point Walter Concert

Action: Work with and advocate key stakeholders to address graffiti vandalism

- City of Melville staff member managing graffiti removal contract works very closely with local police as well as the State Graffiti Team. This staff member uploads the photos to the database and often provides intelligence to police to assist in arrests.
- City of Melville staff member is a representative on the State Graffiti Taskforce representing all metropolitan Local Governments.
- City of Melville provided support to the State Graffiti Team for them to host their annual Graffiti Networking meeting at the City of Melville in September 2016.

We were also successful in our recent grant application for just over \$18,000 in funding from the WA Police Graffiti Fund to upgrade handheld devices and software currently being used to collect and upload pictures of graffiti to the State Goodbye Graffiti database. This will allow the City to more efficiently record all graffiti removed within our boundaries and upload images of it to the WA Police Goodbye Graffiti database.



HOW DO WE KNOW WE HAVE BEEN SUCCESSFUL?

Incidents of graffiti vandalism in the City of Melville have more than halved since 2007. In the 2007-08 financial year, City spending on graffiti removal peaked at \$416,046 with a total of 7,423 incidents. By comparison, in the 2015-16 financial year the City spent only \$75,439 to remove graffiti across a reduced 2238 incidents. The graph below shows trends in costs and incidents of graffiti removed between the 2007-08 and 2015-16 financial years.

In 2015 we conducted a community wellbeing survey to reflect on how we, as a community, are travelling. Results from the community wellbeing survey indicate that 95% of all residents

remain happy with the City of Melville as a place to live. Safety and Security, and Lifestyle factors are the top two drivers of overall happiness with City of Melville as a place to live. Safety and Security included feeling safe in the local community/out in public, feeling you can turn to a neighbour for help and feeling trustworthy of your neighbours.

In April 2016, the City of Melville invited residents to complete a community perception survey to evaluate community priorities and measure Council's performance against key indicators in the Strategic Community Plan. 401 computer assisted telephone interviews were completed with a random sample of the community; results are benchmarked with other councils offering the same services. Based on this the City of

Melville is leading the industry in regards to satisfaction in 12 areas – graffiti removal services being one of them. Results indicate that 89% of respondents were satisfied with graffiti removal services.

In April 2016, the City of Melville invited businesses to complete a Business Perceptions Scorecard to evaluate the City's performance. In total, 101 businesses completed the scorecard. Results are benchmarked with other councils offering the same services. Based on this the City of Melville is leading the industry in regards to satisfaction in five areas – safety and security being one of them. Results indicate that 70% of respondents were satisfied with graffiti removal services.



CASE STUDY

WORKING IN WILLAGEE

Willagee is a suburb located in the South West Neighbourhood of the City of Melville. The Census population of Willagee in 2011 was 4,764 with 13.6% of this population being young people aged 10 to 19 years old. In 2011 Willagee scored 949.4 in the

SEIFA Index of Disadvantage. The index measures the relative level of socio-economic disadvantage based on a range of Census characteristics e.g. low income, low educational attainment and high unemployment. It is a good place to start to get a general view of

the relative level of disadvantage in one area compared to others and is used to advocate for an area based on its level of disadvantage. See table below for further information and comparisons.

Index of Relative Socio-economic Disadvantage

City of Melville's small areas and benchmark areas

Area	2011 Index	Percentile
Winthrop	1,113.8	98
Applecross	1,109.2	97
Leeming	1,105.2	96
Attadale	1,103.2	96
Mount Pleasant	1,102.8	96
Bateman	1,100.1	95
South East Melville	1,095.9	94
Ardross	1,094.3	94
North East Melville	1,089.4	92
Booragoon	1,087.3	91
Bull Creek	1,083.5	90
Melville	1,082.7	90
City of Melville	1,078.6	87
Bicton	1,072.4	85
North West Melville	1,072.0	85
Alfred Cove - Myaree	1,067.9	83
City of Canada Bay	1,067.0	83
Kardinya	1,063.1	81
South West Melville	1,049.2	74
City of Monash	1,044.9	72
Murdoch	1,034.9	66
City of Cockburn	1,034.6	66
City of Canning	1,034.2	65
Greater Perth	1,033.4	65
South West Group	1,032.9	64
Palmyra	1,032.9	64
Western Australia	1,021.5	58
Brentwood	1,015.0	54
Australia	1,002.0	47
Willagee	949.4	24

Source: Australian Bureau of Statistics, Census of Population and Housing 2011. Compiled and presented in profile.id by .id, the population experts.



The local primary school in Willagee, Caralee, has approximately 17% Indigenous students and approximately 18% of students with English as an Additional Language (EALD). Caralee's Index of Community Socio-Educational Advantage (ICSEA) is 968 which is below the national average of 1,000. This is in part due to the relatively high ratio of Department of Housing residences in Willagee compared to surrounding suburbs. As a result, many students at Caralee present with social and emotional problems due to social disadvantage, which leads to them being at educational risk, due to an inability to engage at school or with support services available in the community. We have a number of initiatives in place to support and work with the Willagee Community and it has been identified as a key activity area in our Local Planning Strategy.

WILLAGEE STRUCTURE PLAN

In 2013 the City developed a structural plan for Willagee. This plan provides a spatial framework and implementation pathway to deliver the outcome the community needs and wants. Over 100 residents came together for a workshop contributing their thoughts and aspirations for the future of Willagee. The Willagee Structure Plan has been prepared in response to the community's thoughts and ideas. The plan was developed to meet the following performance measures:

- Commercial viability – a rationale for evolution, location and revitalisation of centres
- Place activation – builds on place making principles and enables a range of development opportunities encouraging growth, diversity and affordability of housing
- Collaborative partnerships – delivered in partnership with key stakeholders to enable the regeneration of Willagee
- Outcomes – communicate the vision for Willagee and will be accessible and inclusive.

Visit www.melvillecity.com.au/myfuturewillagee for more information on the Willagee Structure Plan.

CARAWATHA PARK

Carawatha Park is located on the Corner of Archibald and Stacey Streets, Willagee. This unique park on the site of an old primary school oval, opened to the public in February 2015. The City of Melville carried out extensive community engagement from mid-2012 to develop plans for this unique new park. A design was then developed from this process, incorporating the community's ideas. The result is a one-of-a-kind park, catering to all age groups, including older children, teens and young adults who are often left out of park designs. It allows for many people to use it simultaneously, engaging in activities together yet having their own space, almost like different rooms in a house. The park will eventually connect to the intended mixed redevelopment of the old Carawatha Primary School site that has now been demolished.

The park contains:

- Children's nature play area including water play, swings, large slide mound with wide polished concrete custom slide, sand play, tree deck, balancing beams, stepping stones, an arched climber over a stepped feature log.
 - A 'bush tucker' theme including fruit trees such as Macadamia and Lily-pilly.
 - Extra edible plantings including a lemon tree, almonds, mulberries, Irish strawberry tree, strawberry and pineapple guavas.
- Wood carvings are scattered throughout the park and bushland for park visitors to discover.
 - Teen space including skate path, outdoor ping pong table, custom basketball hoop, pivot basket swing and a sheltered 'lounge' area.
 - Plenty of paths perfect for wheels of all kinds, from scooters, bikes and skateboards to prams and wheel chairs.
 - An open grass area for ball play, including a set of AFL practice goals.
 - Outdoor exercise equipment shaded by Macadamia trees.
 - A two plate barbecue.
 - Shade shelters and a shaded picnic lawn.
 - Plenty of seating.
 - Custom concrete furniture including a chess table setting and a 'bar stool' next to the barbecue.
 - Big people's and little people's picnic table settings.
 - An accessible toilet.
 - Lighting until 10.00pm in the summer, 8.00pm in the winter.
 - Drinking fountains including dog bowl, accessible design and a step up for the little ones.
 - A small car park (there are plans in motion for more, but you may have to park in the surrounding streets if the current car park is full).
 - Inclusion of accessible elements.
 - Adjoining bushland which is being rehabilitated and has a local Friends Group.



WILLAGEE HUB

The Willagee Hub incorporates the Archibald Street shops, Willagee Library and Willagee Community Centre. Willagee Community Centre and Library connect the community through vibrant, inclusive community based activities. They offer activities fostering mutual support and the sharing of skills and resources. They are a meeting place for all local residents and groups to come together in a relaxed welcoming environment. Financial counselling is a free service offered to City of Melville residents who need information and assistance about making decisions on their financial issues and regaining financial control of their lives. A Financial Counsellor is available for appointments at the Willagee Community Centre and can also provide emergency relief to those in need. There are also activities for children and young people include a crèche facility for playgroups to meet and youth drop in after school activities. There are a number of courses and lessons on using computers and smart devices and recreational activities like badminton, yoga and tai chi which operate out of the Willagee Community Centre. The centre also supports a range of special interest groups such as choir, sip, sew and socialise, art and writers groups and has a community garden.

WILLAGEE COMMUNITY ENGAGEMENT OFFICER

The Willagee Community Engagement Officer (WCEO) is an Education Assistant who works with 'at risk' young people at Caralee Community School (CCS), the local primary school in Willagee, and the Willagee Library. The WCEO works two days per week and is jointly funded by the City of Melville and Department of Education. The WCEO works with 'at risk' young people from 10.00am to 2.30pm at CCS and to run a homework club at the Willagee Library from 3.00pm to 4.00pm two days a week. From 10.00am to 2.30pm the WCEO visits the 'at risk' young people during their classes and together with their teachers identifies what their home work requirements are and what support they need. From 3.00pm to 4.00pm the WCEO attends the Willagee Library and provides support to 'at risk' young people based on the needs identified during that day.

Key characteristics of the WCEO Position

- Engage the children in literacy and numeracy tasks at school and then in the library after school.
- Possess an Education Assistant or similar qualification with relevant PD and professional experience in literacy and numeracy instruction.
- Develop effective relationships with 'at-risk' children at school within the school's behaviour management policy and continue this relationship outside of school in the library.
- Work with Indigenous and non-Indigenous children at school. In the Willagee library, continue to work with a culturally diverse range of children including secondary students where appropriate.
- Liaise and collaborate with teachers at school and the Willagee library staff to tailor learning programs that suit the needs of the student.
- Provide a healthy afternoon tea for students who engage in the program and adhere to the behaviour expectations of the school and Willagee library.
- Provide students opportunities to engage with the Willagee library 'collection' (ICT, books and resources) so they can become lifelong independent learners.



WILLAGEE INTERAGENCY GROUP

We have established an informal group made up of relevant stakeholders who meet quarterly to discuss issues specific to Willagee. This informal meeting allows stakeholders to share important information about families in the community who may require support and most importantly linking them to relevant referral processes. The following stakeholders participate in this group:

- Palmyra Police Station (local police station)
- Department for Child Protection and Family Support
- Department of Housing
- Disability Services Commission
- Caralee Community School (local primary school)
- Melville Senior High School (local primary school)
- Willagee Library (local library)
- Willagee Community Centre (local community centre) staff e.g. Community Development Officers, Aboriginal Engagement Officers and Youth Workers
- City of Melville staff working in safety and crime prevention.

KAYA LANE

The City of Melville believes in place making as a tool for community building. Providing a space for people of all ages to meet, and a place for structured activities and events has activated this part of Willagee that has been vulnerable to vandalism and antisocial behaviour in the past. The community (especially young people) have used this space in a temporary capacity to attend after school activities and for community engagement and have enjoyed the safety and feel of the temporary area (orange cones used to block off road). The Ping Pong Table is strong and vandal proof and a community art project to paint the table has ensured the table has not been 'tagged'. The whole community can use this table at their leisure and it will provide a free, unsupervised activity.

There is artificial turf which provides a 'break' in the grey asphalt - making it a space to lay out bean bags and encourage outdoor reading, playgroups



and tai chi. The wooden seating/planter box acts as a bollard, seating and also a community garden (a continuation from the Community Centre's community garden opposite). It also provided income to the local Men's Shed in Bicton who would build the structure. The fixed shade/rain structure provides a space for people who are accessing our mobile pop up services and gives them a place out of the elements as there is no other shelter in this area.

After consultation with the community as well as stakeholders (shops, library, community centre, dance studio and primary school) in regards to how we could use this space, it was identified that by closing the 'laneway' from traffic, this would provide a safe space, 24 hours a day, 7 days a week where the local and wider community will be able to participate in community activities and events that are planned for this space. In addition to this we will be providing a space for young people to 'hang' after school as the space is between the primary school, high school, community centre and the local shopping hub. There are also programmed activities in this space for young people and the wider community such as after school activities, library activities, playgroup activities, tai chi for seniors, outdoor movie nights and a school holiday program.

POP-UP SERVICES

Free Pop-up support is a unique service delivery model operating at the Willagee Hub. External human service agencies

attend on Monday mornings to deliver their services to marginalised members of the community, who would not typically access mainstream services. Agencies doing outreach are not paid by the City, we have advocated on behalf of the community for their participation, and their continued attendance is due to the program facilitating a link to their target demographic in an innovative way.

The City of Melville is on average an affluent area. As a result there are few human services that have set up in the catchment. Despite this, there remain pockets of disadvantage, and these communities do not have access to human services that exist in LGA's where disadvantage is more widespread. Residents and human service providers identified services that they considered would be useful locally, and where barriers to access were present. The program was designed to reduce these barriers, by leveraging outreach support from external agencies.

Agencies work from mobile offices (trucks fitted out with office equipment). Two agencies have their own trucks, and the City hires one additional truck. Agencies refer clients to one another on the day, and service users do not need appointments. The program operates from the Willagee Hub area, in Kaya Lane, in between the Willagee Community Centre and Willagee Library.

We have leveraged buy-in from partners through the opportunity to engage

with community members they would not otherwise meet. Feedback from participating agencies is that they are seeing clients who would not normally attend their headquarters, but feel comfortable attending free pop-up support. For example, Palmerston Association has indicated that people have come through after visiting the Freo Street Doctor, and after initial contact some are attending their Fremantle office. They had not previously accessed the service at their headquarters, and may not have without this soft introduction.

Participating services have included:

- Freo Street Doctor (GP, nurse and social worker referral)
- Palmerston Association (drug, alcohol counselling)
- Moorditj Djena (Aboriginal health service, podiatry, diabetes testing)
- Headspace (Youth counselling, mental health awareness)
- Partners in Recovery (assistance with complex mental health issues)
- Aboriginal Health Advocate, Health Consumer Council
- City of Melville Financial Counsellor

We liaise with these organisations and residents regularly to ensure continued relevance. If the service is no longer required by the community, this model is agile enough to change as community requirements change. The concept of 'pop-up' is big in retail; however it has not yet been fully explored in a community services context. The Freo Street Doctor and Moorditj Djena have been working under this model for many years. We have added value for the community, working cooperatively to achieve community benefits by co-locating relevant services at the same place at the same time in the Willagee Hub.

GRANT FROM CRIMINAL PROPERTY CONFISCATION GRANTS PROGRAM

The City has secured \$97,130 in funding from the October 2015 funding round to implement a number of initiatives as part of the A Safer Melville project over a two year period from October 2016 to October 2018.

The grant application will fund two core initiatives:

1) Development of a targeted online awareness campaign

This will focus on priority crime issues in the City of Melville. The proposal is to develop a series of animated crime prevention video clips to be promoted to the City of Melville community. The topics of the video clips will be determined by the priority crimes occurring in the Palmyra and Murdoch Police sub districts. The video clips will contain information on a crime topic as well as a "call to action" encouraging the community to prevent crime occurring in their local areas. The video clips will be actively promoted through a marketing and communications strategy on a local, State and National level and will have the capacity to be used internationally too. The City of Melville will dedicate sponsored advertising to ensure the video clips have the most reach among social media outlets. Once developed sharing these free video clips will be encouraged and WA Police and other local governments will be able to use them too.

2) Engagement of a Youth Engagement Officer (YEO)

The YEO will work across the Willagee Hub to develop and implement programs to engage and support young people 'at risk' in the community. The YEO will engage with youth utilising a strengths based approach at community programs and activities. They will plan and implement programs and activities at hotspots in the community. The person in the position will work with the young people to set boundaries for their behaviour in the Willagee hub. The focus of the programs will be on creating opportunities for young people to be positively involved in the community as well as educating them on drug related harm. Programs will also have a focus on building resilience and building self confidence in young people. The YEO will also use these programs as an opportunity to identify young people's skills and how these skills can be built on and used to make the program sustainable.

In response to local issues, the following themes will be embedded into the program:

- Drug and alcohol awareness – through partnership with Palmerston Association/Drug and Alcohol Office, working with WA Police and with Noongar Outreach Services
- Anti-social behaviour and its opposite – community respect, through music and arts programs that use this as a theme, as well as community volunteering programs, working with WA Police and Noongar Outreach Services
- Resilience and leadership – through a strengths based approach, which is embedded in the City of Melville community development approach. This will be applied to sports and culture themes.

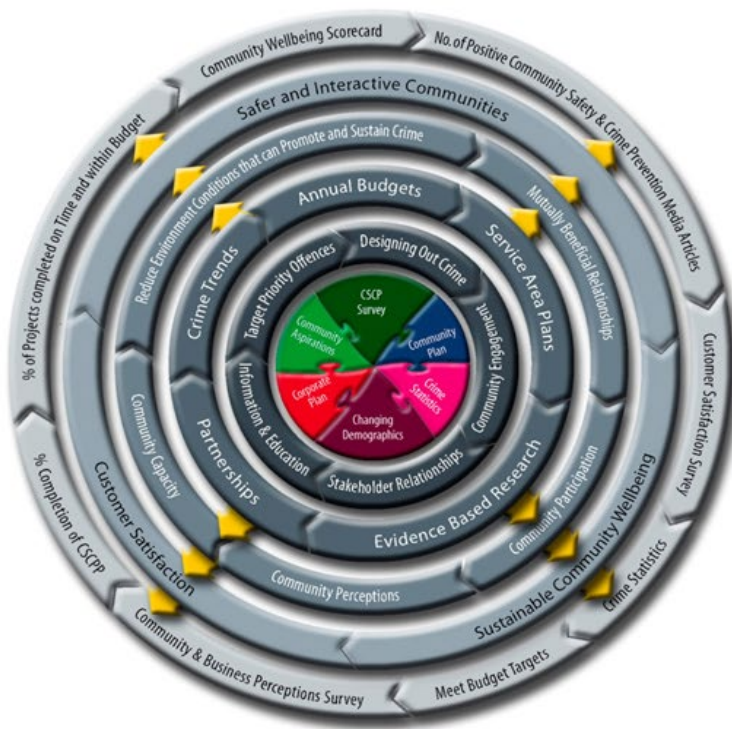


CRITERIA TWO

PROGRAMME REACH

At the City we adopt an Asset Based Community Development approach for the sustainable development of our community based on their strengths and potentials. We have a Community Safety Crime Prevention Framework which outlines our approach to creating safe and secure communities. We believe that for our community safety and crime prevention activities to work, they must be evidence-based, built on knowledge derived from research and community consultation, and delivered in partnership with the community to create a sense of community spirit, empowerment and increased community participation.

The Community Safety Crime Prevention Framework



These Strategic Drivers

- Community safety crime prevention survey
- Community plan
- Changing demographics
- Corporate plan
- Community aspirations
- Crime statistics

Are being addressed by this approach

- Stakeholder relationships
- Designing out crime
- Community engagement
- Information and education
- Targeting priority offences

Which is planned and influenced by

- Service area plans
- Annual budget
- Evidence based research
- Partnerships
- Crime trends

To achieve results in these key areas

- Mutually beneficial relationships
- Community participation
- Community perceptions
- Community capacity
- Reduce environment conditions that can promote and sustain crime

To pursue outcomes of

- Safer & interactive communities
- Sustainable community wellbeing
- Customer satisfaction

Measure by

- Community wellbeing scorecard
- No. of positive community safety & crime prevention media articles
- Customer satisfaction survey
- Crime statistics
- Meet budget targets
- Community & business perception survey
- %Completion of Community Safety Crime Prevention Plan (CSCPP)
- % of projects completed on time & within budget

In order to be compliant with the Local Government Act, in 2016, we conducted a review of our community's aspirations which were identified in People, Places and Participation 2012–2022, our Strategic Community Plan. This involved identifying everything we have done to address our community's aspirations.

We have done a lot of work to address our community's aspirations playing many of the roles mentioned above. The links below and table on page 50 illustrate the products and services we provide to achieve community aspirations and corporate goals.

COMMUNITY	WEB LINK FOR MORE INFORMATION ASPIRATION
Safe and Secure	www.melvilletalks.com.au/aspirations/safe-and-secure
Healthy Lifestyles	www.melvilletalks.com.au/healthy-lifestyle
Accessible and Inclusive	www.melvilletalks.com.au/accessible-and-inclusive
Sense of Community	www.melvilletalks.com.au/sense-community
Involved and Engaged	www.melvilletalks.com.au/involved-and-engaged
Liveable Built Environment	www.melvilletalks.com.au/liveable-built-environment
Clean and Green Environment	www.melvilletalks.com.au/clean-and-green
Sustainable and Connected Transport	www.melvilletalks.com.au/transport
Growth and Prosperity	www.melvilletalks.com.au/growth-and-prosperity

In addition to the work we have done to address our community's aspirations and to implement the 2012–2016 CSCP Plan we have done a lot of work to address the priorities identified through the priority setting workshop. Our approach to addressing the six priorities identified at the priority setting workshop was to establish working groups made up of relevant internal and external stakeholders. This was a very useful approach and allowed the working groups to identify a number of opportunities to partner and value add to each others programs/ initiatives. We have established working groups and are making progress to address three of the six priorities identified at the priority setting workshop.

WE'RE ABOUT MORE THAN JUST ROADS, RATES AND RUBBISH!

Most people think we're just about roads, rates and rubbish. But community expectations don't stop there, and we play many roles to fulfill them.



Provider
We directly provide a range of programs, events, publications and classes.



Partner
We maintain productive working relationships with a range of government and private entities, charities, and not-for-profit organisations which align with our values and vision.



Regulator
We administer the application of laws and regulations to ensure community safety, wellness and sustainability.



Funder
We provide funds to worthwhile causes which align with Melville community aspirations. Our community grant programs support bright ideas.



Facilitator
We help facilitate products and services in consultation with other entities to ensure positive results for the City.



Advocator
We seek to shed light on issues which matter to our community, advocating for causes of significance and ensuring positive community involvement is recognised.



Monitor
We listen to community needs, analyse ongoing and emerging issues, and seek to plan for the future.

Provider
We directly provide a range of programs, events, publications and classes.

Partner
We maintain productive working relationships with a range of government and private entities, charities, and not-for-profit organisations which align with our values and vision.

Regulator
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Monitor
We listen to community needs, analyse ongoing and emerging issues, and seek to plan for the future.



YOUR ASPIRATION
SAFE AND SECURE

- GSB patrol
- Noise control
- Animal and pest control
- Street lighting
- Graffiti removal



YOUR ASPIRATION
SUSTAINABLE AND CONNECTED TRANSPORT

- Roads and footpaths
- Travelsmart program
- Parking
- Traffic management
- Bus shelters



YOUR ASPIRATION
HEALTHY LIFESTYLE

- Health promotion and education
- Administering the Health Act 2016
- Facilities and recreational planning
- Supporting sports clubs
- LeisureFit centres and programs



YOUR ASPIRATION
CLEAN AND GREEN

- Street trees
- Parks and reserves
- Waste and recycling collections
- Drain and storm water management
- Illegal dumping response



YOUR ASPIRATION
GROWTH AND PROSPERITY

- Planning schemes
- Home occupation applications
- Business resource hub and events
- Urban planning
- Language and technology classes



YOUR ASPIRATION
SENSE OF COMMUNITY

- Libraries, Museums and Galleries
- Community Centres
- Events
- Community funding
- Learning programs
- Education resources
- Volunteer resource centre

Here are some examples of how the City helps achieve community aspirations through the delivery of the Corporate Business Plan 2016-2020, which is influenced and informed by the Strategic Community Plan 2012-2022. Visit www.melvillecity.com.au to view the plans.

People, Places, Participation 2016 – 2026	Social	Environment	Economic	Business Excellence
Safe and Secure	Animal and Feral Wildlife Control; Fire Breaks; Graffiti Removal; Street Lighting; Vandalism and Abandoned Vehicle Response; Community Safety Service (CSS); Alarm Response; Holiday Watch Services; State Emergency Service (SES)	Midge and Mosquito Management; Neighbourhood Development; Noise Control; Pest Control; Weed Control; Hazardous Materials	Crime Prevention; Graffiti Removal Hotline; Traffic Management; Community Safety Service (CSS)	Emergency Management; Liquor Licensing; Neighbourhood Development; Planning Services; Building Maintenance; Emergency Management; Dogs (restricted areas, registrations, dog attacks, barking dogs, dog pound); Freedom of Information; Hairdressing Establishment Assessment; Insurance Claims; Pool Applications and Fencing Requirements; Public Liability
Healthy Lifestyle	Food Safety Inspections; Midge and Mosquito Management; Parks and Gardens; Recreation Centres; Point Walter Golf course; Kidsport; Learn to Swim Programmes; Creche Services; Universal Access & Sensory Playground – Piney Lakes	Air Quality Management; Black and Grey Water System Approval; Noise Control; Parks and Gardens; Rat Bait program; Nature Playgrounds; Bidi Kaitijny Aboriginal Women's Trail	Air Quality Management; Contaminated Site Monitoring; Liquor Licensing; Neighbourhood Development; Noise Control; Youth Sport Grants and Scholarships; Activelink	Liquor Licensing; Neighbourhood Development; Health Services; Health and Wellbeing; Notifiable Disease Investigations; Public Swimming Pool Audits; Accreditation to AS4801: Health & Safety Management System
Sense of Community	Citizenship Ceremonies; Community Art, Art Awards; Community Centres, Events and Grants; Emergency Relief and Financial Counselling; Libraries; Local History; Neighbourhood Watch; Melville Volunteer Resource Centre; Youth Advisory Council; Better Beginnings Literacy Program; Community Information Centre; Friendly Neighbourhoods Awards; Libraries; Museums and Galleries; Sculpture Walk; Senior Service Directory; Children and Family Service Directory; Senior Citizens Centres; 6 Educational DVD Resource & 'The Gathering' DVD, 'The Writing's on the Wall' script based resource; Facilities	Environmental Education Services; Environmental Services; Planning Services; Environmental "Friends of" Groups; Melville Volunteer Resource Centre; Neighbourhood Development; Piney Lakes Environmental Education Centre; Planning Scheme	Employment; English and Computer Classes; Translating and Interpreting Services; Melville Volunteer Resource Centre; Emergency Relief and Financial Counselling; Strategic Urban Planning; Grants; Melville Age Friendly Accessible Business; Libraries; Percent for Art Scheme; Melville Digital Hub.	Disability Access and Inclusion Planning; Planning Services; Reconciliation Action Plan; Youth Advisory Council City of Melville Website (Text and Contrasts); Community Engagement; Melville Cockburn Chamber of Commerce; Neighbourhood Development; Neighbourhood Watch; Strategic Urban Planning; Town Planning Scheme; Community Partnership Funding; Elections; Employment; Scheme Amendments; Council/Committee Meetings; Public Open Space Management; Ranger Services; Youth Development Funding; Customer Feedback
Clean and Green	Drainage Maintenance and Storm Water Management; Illegal Dumping Response; Parks, Reserves and Gardens; Streetscape Management; Waste Management and Verge Collections; Lighting Maintenance	Black and Grey Water System Approval; Foreshore Rehabilitation; Parks and Gardens; Waste Management and Recycling Collection; Weed Control; Bins and Bin Hire; Streetscape Management (incl. street trees)	Air Quality Management; Storm Water Management; Vandalism Response; Waste Management and Collection	Environmental Education Services; Environmental "Friends of" Groups; Water Quality Management; Accreditation to ISO 14001: Environmental Management System
Sustainable and Connected Transport	Community Transport; Parking; Road Construction and Maintenance; Traffic Management; TravelSmart Programs;	Community Transport; Road & Footpath Maintenance; Bus Shelters; Advocacy at State & Commonwealth levels for high quality transport outcomes	Community Transport; Parking; Road & Footpath Maintenance; Traffic Management	TravelSmart Programs; Public Accessways; Crossover Construction
Growth and Prosperity	English Classes; Children's Programs; Neighbourhood Development; Planning Scheme; Building Control; Illegal Structure Investigation; Landscapes and Streetscapes; Street Lighting; Underground Power Scheme; Digital Hub; Foreign Language Resource and Learning Centre; Friendship Programs / Sister Cities; Melville Talks: eNews; YourTutor	Engineering and Design Services; Parks and Gardens; Storm Water Management; Weed Control Environmental Services; Strategic Urban Planning; Traffic Management	Parking; Planning Services; Road & Footpath Maintenance; Sign Maintenance and Licensing; Liquor Licensing; Neighbourhood Development; Strategic Urban Planning; Civic Construction and Maintenance; Tenders; Business Hub; Demographic data on website	Building Applications and Approvals; Planning Services; Pool Inspections; Strategic Urban Planning; Melville Cockburn Chamber of Commerce; Strategic Urban Planning Community Engagement; Elections; Melville Cockburn Chamber of Commerce; Demolition Licences; Home Occupation Applications; Property Settlement Enquiries; Roads (numbering, naming); Tenders

The table below lists all of the initiatives identified and supported by the working groups for three of the six priorities identified through the priority setting workshop.

PROJECT OR INITIATIVE NAME	LEAD ORGANISATION	ISSUE BEING ADDRESSED	EVIDENCE BASED	TARGET POPULATION	TIMEFRAME	OUTCOMES	PARTNERS	COMMENTS
Informative advertorial series	City of Melville	Promoting strength and balance	Falls identified as the top priority through the priority setting workshop through numerous data sources (causes of hospitalisations, annual bed days in hospital, approximate hospital costs, total deaths, crime statistics, workers compensation claims and number of calls to the Poisons Information Service)	People aged 75 years and older	Jun to Aug 2015	People in the target group are more aware of tips and activities to promote strength and balance	ICCWA and Council of the Ageing (COTA)	Content from ads was also posted on social media
Build your balance workshop	City of Melville	Promoting strength and balance to prevent falls		Over 55's	Sep-15	People in the target group are more aware of how to improve their strength and balance	ICCWA	Well received
Seniors Assistance Fund	City of Melville	Numerous (purpose statement)		Over 60's	Ongoing	Provides short term or one-off support services to help seniors maintain their independence in their own home	Care Options	\$75 000 allocated annually - administered by Care Options
Active in the Park sessions	City of Melville	Increased physical activity, balance and strength		All	2015 - ongoing	Increased opportunity for physical activity outdoors	St John of God, Melville Holden	Pilot project launched in March 2015 - well received so far
Identifying and promoting Healthy Melville Heroes								Concept discussed at stakeholder meeting. Still to be developed.

PROJECT OR INITIATIVE NAME	LEAD ORGANISATION	ISSUE BEING ADDRESSED	EVIDENCE BASED	TARGET POPULATION	TIMEFRAME	OUTCOMES	PARTNERS	COMMENTS
Provision of discounts for seniors at LeisureFit centres	City of Melville	Encourage accessibility		Over 60's	Ongoing	Encourage participation in physical activity at LeisureFit centres and encourage social inclusion	None	Seniors discounts already in place.
Have a go day planned at LeisureFit Melville in 2016								Funding application submitted - received notification of it being unsuccessful.
Inclusion of SOYF brochures in Healthy Melville packs	City of Melville	Increased awareness and knowledge of healthy ageing		Over 55's	Ongoing (new campaigns launched 6 monthly)	Adopt healthier and safer lifestyles	ICCWA, Dept. of Health	Distributed via static displays at various events e.g. Healthy Lifestyle Expo
ICCWA to attend Melville Aged Services Network	ICCWA			Networking with other health providers to increase services to Melville residents	before 30 June 2016	Health Providers working in Age Friendly are more aware of activities and gaps of service provision	City of Melville and numerous health care providers	ICCWA to attend meetings and identify opportunities to present
Share relevant information from ICCWA falls prevention campaign and COTA on social media	City of Melville, COTA, ICCWA	Falls prevention and healthy ageing		Over 55's	Jan 2016 onwards	Adopt healthier and safer lifestyles	ICCWA, COTA	To be logged in City's social media calendar. City's corporate social media pages to like ICCWA and COTA pages
Community forum in Feb 2016 - Love, Laughter and Longevity	City of Melville	Healthy ageing		Over 55's	Feb- 16	Empower positive thinking and social connectedness	COTA	Article referencing the link between laughter yoga and physical wellbeing
Living Longer Living Stronger Program at LeisureFit centres	COTA and City of Melville	Physical activity		Over 55's	Ongoing	Improve physical activity, strength and balance, and encourage social connectedness which slows deterioration		Operating for 12 years

PROJECT OR INITIATIVE NAME	LEAD ORGANISATION	ISSUE BEING ADDRESSED	EVIDENCE BASED	TARGET POPULATION	TIMEFRAME	OUTCOMES	PARTNERS	COMMENTS
Personal Choice research project	ICCWA	Promoting strength and balance		Health Professionals (working with older adults) and community members over 60 years	Oct-15	Production of a report with recommendations on specific activities to promote strength and balance.	ICCWA	Research findings did not provide conclusive evidence that some activities are more beneficial than others; hence report has not been published for general public. Opportunity for external agency to complete greater research to complete the project
ICCWA offers grants every 6 months on a variety of falls prevention topics	ICCWA	Provide support for organisations to raise awareness of falls prevention messages in their community		Organisations running community engagement activities for older adults	Funding rounds will be in May and Nov 2016	Provision of funding for organisations to raise awareness of falls prevention in their community	Any org. successful with their funding applications	City of Melville staff are receiving Stay On Your Feet enews with grant information
Mall walking	COTA	Physical activity and encouraging social connectedness		Over 55's	Ongoing	Participation in activities that improve physical activity, strength and balance, and encourage social connectedness which slows deterioration	City of Melville, AMP and Stockland	Started by City of Melville in 2003 through a grant
Healthy Lifestyle Expo 2015	City of Melville	Healthy ageing		Over 55's	Annually	Increase awareness and participation in activities that improve physical activity, strength, balance and encourage social connectedness which slows deterioration	City of Fremantle and City of Cockburn	Held at LeisureFit Melville in 2015 - chair yoga, zumba gold, tai chi, belly dancing, laughter yoga

PROJECT OR INITIATIVE NAME	LEAD ORGANISATION	ISSUE BEING ADDRESSED	EVIDENCE BASED	TARGET POPULATION	TIMEFRAME	OUTCOMES	PARTNERS	COMMENTS
Support for various groups that provide physical activity and social inclusion programs	City of Melville	Physical activity, social connectedness		Over 55's	Ongoing	Increase awareness and participation in activities that improve physical activity, strength, balance and encourage social connectedness which slows deterioration		Support through community hire rates and promotion of programs
Provision of two LeisureFit centres	City of Melville	Physical activity, social connectedness		Over 55's	Ongoing	Increase awareness and participation in activities that improve physical activity, strength, balance and encourage social connectedness which slows deterioration	City of Melville	Various seniors focused programs e.g. aqua aerobics, lifeball
Seniors Services Directory	City of Melville	Physical activity, social connectedness		Over 55's	Ongoing	Increase awareness of support and opportunities for seniors to participate in the City of Melville		Directory which is available online and in hard copy

City of **Melville**

1. HEALTHY AGEING TIPS

SAFE COMMUNITIES

Did you know?

Around half of the physical decline associated with ageing is primarily due to lack of physical activity. Physical activity has enormous benefits to the body and it gets even more important to continue to exercise once you are over 50 to:

- Maintain muscle mass, strength and physical endurance
- Maintain coordination and balance
- Maintain joint flexibility and mobility
- Maintain bone strength
- Avoid increased body fat levels
- Avoid increased blood pressure
- Maintain good mental health
- Reduce risk of various diseases including cardiovascular disease and stroke

Exercise is important for every body at every age!

To find out more about healthy ageing and programs in your local area, visit www.melvillecity.com.au/seniors or call 1300 635 845 | 9364 0666.





PRIORITY ISSUE: TRANSPORT ACCIDENTS

PROJECT OR INITIATIVE NAME	LEAD ORGANISATION	ISSUE BEING ADDRESSED	EVIDENCE BASED	TARGET POPULATION	TIMEFRAME	OUTCOMES	PARTNERS	COMMENTS
State and National black spot funding	City of Melville and Main Roads	Traffic crashes at identified black spot sites	Transport accidents identified as the second priority through the priority setting workshop through numerous data sources (causes of hospitalisations, annual bed days in hospital, approximate hospital costs, total deaths, crime statistics, workers compensation claims and number of calls to the Poisons Information Service)	Road users	Ongoing	Reduce the number of crashes at black spot sites	Main Roads, Federal Government	Yearly funding round, the City can apply for as many black spot sites as needed
Crash investigation team	Main Roads	Serious and fatal crashes		Road users	Ongoing	Identify road improvements to prevent serious and fatal crashes	City of Melville, WA Police	Road safety audits are conducted to identify improvements
Regional road groups - funding	City of Melville and Main Roads	Road condition and maintenance		Road users	Ongoing	Ensuring roads are well maintained	Main Roads	The City applies for funding yearly

PROJECT OR INITIATIVE NAME	LEAD ORGANISATION	ISSUE BEING ADDRESSED	EVIDENCE BASED	TARGET POPULATION	TIMEFRAME	OUTCOMES	PARTNERS	COMMENTS
School zone signs	Main Roads	Speeding around schools		Road users around schools	Ongoing	Raise awareness of 40km/h speed limits around schools		Main Roads moving towards installing solar flashing signs at all school zones
Speed and red light camera project	State Government and WA Police	Speeding and driving through red lights		Road users	Ongoing	Reduce congestion by trying to get cars off the road	Main Roads, Department of Transport	The City has installed counters at various locations to monitor number of bicycles using paths
Shared paths	City of Melville	Cyclist and pedestrian safety		Cyclists and pedestrians	Ongoing	Identify improvements to inform the design of roads to ensure they are safe	Main Roads, IPWA	The City has a council policy to provide guidance and direction in the application of the road safety audit process
Road safety auditing process	City of Melville	Road safety hotspots		Road users	2008 - 2020	Provide guidance and direction for organisations to improve road safety	Numerous	Applies the Safe Systems model
Towards zero - road safety strategy 2008 - 2020	Road Safety Commission	Road safety		Road users	Ongoing	Raise awareness of road safety in the community	City of Melville and other local governments	The City displays and distributes resources at relevant events
Number of education resources	WALGA Roadwise and Road Safety Commission	Road safety behaviours		Road users	ongoing	Ensure road safety organisations are aligned to the Safe System model and the Towards Zero strategy	City of Melville and other local governments	The City uses this guideline when applying for funding to ensure proposed projects are aligned to the Safe System Model
Safe system toolkit	Road Safety Commission	Coordinated efforts to target road safety		Organisations working road safety	Checks are conducted on one day each month	Educate parents to install child restraints correctly	WALGA Roadwise	City staff received training from WALGA Roadwise to become accredited child restraint checkers and fitters

PROJECT OR INITIATIVE NAME	LEAD ORGANISATION	ISSUE BEING ADDRESSED	EVIDENCE BASED	TARGET POPULATION	TIMEFRAME	OUTCOMES	PARTNERS	COMMENTS
Child car restraint checking and fitting	City of Melville	Child safety in vehicles		Parents of young children	ongoing	Utilise information gathering technologies to solve transport challenges to make roads safer	None	This refers to the application of communication technologies to manage transport problems. The City of Melville are key stakeholders and can submit requests for these systems to be used if a need is identified
Intelligent transport systems	Main Roads	Road safety		Road users	ongoing	Ensure road safety initiatives are evidence based	City of Melville	The City uses this information to identify locations for black spot funding and to assist with evaluating initiatives
Crash data - available to local governments	Main Roads	Road safety		Road users	Launched 2011	Raise awareness of 50km speed limits	WALGA Roadwise	The campaign was launched in 2011. Resources are still available on request.
Safe Speed promise campaign	City of Melville	Reduce speed to 50km		Road users	Ongoing	Raise awareness of road users travelling speed	None	The trailer is deployed daily based on complaints of speeding by the community
SAM trailer	City of Melville	Speeding		Road users	Trial closure implemented on 28 September 2015	Reduce congestion and providing a safe link for cyclists and pedestrians	None	This project involved a trial closure of Macrae Road. There was lots of public consultation as part of this trial.
Macrae Road project	City of Melville	Cyclist and pedestrian safety		All road users	Ongoing	Establishment of a reference group to guide the City's Road Safety and Travel Smart activities	All stakeholders on the reference group	This committee is currently being re launched. While the over arching committee meets every 4 months and community working group has been established which meets monthly. The purpose of the working group is to implement actions and report back to the committee accordingly.
Road Safety and Travel Smart Committee	City of Melville	Road Safety and Travel Smart		Community members with an interest in Road Safety and/or Travel Smart programs	Launched in 2005 - now ongoing	Raise awareness of speeding around schools	Local schools	Resources are available to schools request.

PROJECT OR INITIATIVE NAME	LEAD ORGANISATION	ISSUE BEING ADDRESSED	EVIDENCE BASED	TARGET POPULATION	TIMEFRAME	OUTCOMES	PARTNERS	COMMENTS
Silhouette kids - awareness campaign	City of Melville	Speeding around schools		Road users around schools	Ongoing	Ensure consistency in how the City investigates road safety complaints by the community	None	The complaints process is captured through the City's pathway reporting system. The Road Safety Team conducts investigations based on these complaints.
Complaints process re traffic hotspots	City of Melville	Road safety		City of Melville residents	Every 3 years	Measure traffic volumes and speed - assists in identifying road safety hot spots	WA Police	Information from this survey is provided to WA Police to assist them in identifying roads to target for speeding. The information also assists the City in monitoring the condition of the roads
Traffic survey - identification of areas of excessive speed with results supplied to police	City of Melville	Road safety		Road users	Completed	Establish a link between planning and the road safety team	None	This has been achieved by the road safety team now being included in meetings with planning re new developments
Build existing relationships with planning so all new developments go through road safety team for comments on proximity to main roads	City of Melville	Road safety		Road users	To be completed by June 2016	Review the City's management of it's fleet structure	None	A continuous improvement team has been established to review the management of the City's fleet structure. Part of the review conducted by this team will be around purchase of fleet vehicles that minimise the impact on the environment but still maintain car safety ratings
Investigate City of Melville fleet policy re car safety rating given these cars often end up in the community	City of Melville	Safety rating for fleet cars		City of Melville staff	Ongoing	Raise awareness implications of drink driving, speeding and distracted drivers in the target group	Funding through Lotterywest, Department of Health, RAC, WALGA Roadwise and Men's Advisory Network	This educational DVD is actively promoted
6 DVD resource	City of Melville	Drink driving, speeding and distracted drivers		Young people aged 17 - 25 in the City of Melville				



January 2015						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1 PUBLIC HOLIDAY	2	3	4
5 Coomora Rd west of 112 E bound	6 Coomora Rd west of 112 E bound	7 Canning Ave Outside 11 W bound	8 Canning Ave Outside 11 W bound	9 Antill St For 2015	10	11
12	13 Kitchener Rd Opp 103 w bound	14 Kitchener Rd Opp 103 w bound	15 Kitchener Rd 132 W bound	16 Kitchener Road parking bays at Kadidjny park E bound	17	18
19	20 Davenport Rd Parkland east of Layman	21 Davenport Rd Parkland east of Layman	22	23	24	25
26 PUBLIC HOLIDAY	27 Kitchener Rd next to Melville tennis club	28 Kitchener Rd next to Melville tennis	29	30	31	

City of Melville

DON'T RISK YOUR CHILD'S SAFETY!

The City of Melville is offering FREE fitting of car child seats, by a qualified child car restraint fitter. If you're unsure about how to fit your child's car seat, book now for a free fitting.

**The first Tuesday of every month
9.00am to 12noon
Fittings take 30 minutes**

To book, email ruth.behn@melville.wa.gov.au with your name, preferred date and preferred time.

For more information, visit www.melvillecity.com.au/roadsafety or call 1300 635 845 | 9364 0666

*Valid for City of Melville residents only



PRIORITY ISSUE: INTENTIONAL SELF HARM

PROJECT OR INITIATIVE NAME	LEAD ORGANISATION	ISSUE BEING ADDRESSED	EVIDENCE BASED	TARGET POPULATION	TIMEFRAME	OUTCOMES	PARTNERS	COMMENTS
Establish and host the first meeting for a working group to address this priority	City of Melville	Intentional self harm	Intentional self harm identified as the third priority through the priority setting workshop through numerous data sources (causes of hospitalisations, annual bed days in hospital, approximate hospital costs, total deaths, crime statistics, workers compensation claims and number of calls to the Poisons Information Service)	Men aged 25 to 44 years in the City of Melville	First meeting of working group held in July 2016	Identify what is already happening to address intentional self harm in our community.	The following organisations have been invited to be a part of this working group: Mental Health Commission who oversee the State Suicide Prevention Strategy Men's Health WA Lifeline WA Beyond Blue ICCWA Sane Western Australian Association for Mental Health	At this point we are struggling to get support to be a part of our working group. Stakeholders are interested in participating but don't have the resources to commit. In our efforts up to this point it has become clear that there is a lot happening to address this priority but it is not being done in an coordinated way. There is a great State Suicide Prevention Strategy but gaps exist in implementing it. We see this group as initially playing an advocacy role to State and Federal Governments for a coordinated approach to this priority issue.
Advocating State and Federal Government for leadership and coordination	City of Melville	Intentional self harm		Anyone affected by suicide in the community	October 2016	Raise awareness in State and Federal Government of lack of coordination and support to address suicide	SMAC representatives	We met with the State Shadow Minister for Mental Health in October and have a meeting with the State Minister for Mental Health on 17 November 2016.
How are you going mate – really?	City of Melville	Male suicide		Men aged 25 to 44 years and the support people in their lives	None identified – we need support from partners before we can proceed	Raise awareness of the following key messages in the target group: Know the signs Start the conversation Reach out	<ul style="list-style-type: none"> None identified – hoping the working group will be an opportunity to gather support 	We are proposing to develop a website and awareness campaign based for the target group based on three simple key messages. This has been implemented successfully in Canada (Keep Him Here campaign) and the US (Suicide is Preventable campaign)

CRITERIA FOUR

DATA ANALYSIS AND STRATEGIC ALIGNMENT

A Strategic Community Plan is a long-term overarching document that sets out our community's vision and aspirations for the future. It also sets out the key strategies and actions required to achieve these aspirations. The Strategic Community Plan identifies how we will get from where we are now to where we want to be. Our Strategic Community Plan – People, Places, Participation 2016–2026 provides the City of Melville and others, with a clear understanding of what matters most to the communities within Melville and guides the way in which we, and others, plan for the future and deliver services. It is the community's plan but achieving the identified aspirations will rely on the collective commitment and combined actions of the City of Melville, government agencies, residents, the business community and community groups. These are our community's aspirations:

Our community is part of the greater Perth community and whilst our Strategic Community Plan tells us what our community aspires to, the plans and aspirations of other communities and the requirements of State and Commonwealth legislation will also influence what needs to be done. By aligning our long term planning with the priorities of State Government and other relevant agencies we will be able to build stronger partnerships, achieve greater coordination of decision making and ensure efficient use of available resources.

To support the successful implementation of our Strategic Community Plan, the City has developed a long-term (four year) Corporate Business Plan. This Plan directs the City's resources, assets and funding towards the priorities, key projects and activities to assist in implementing community aspirations set out in our Strategic Community Plan – People

Places Participation 2016-2026. It sets out what and how the City of Melville

ASPIRATION	OBJECTIVE
Clean and green	Clean and well-maintained parks, reserves, natural areas and public open spaces where everyone can socialise, be active and be safe.
Sustainable and connected transport	Better public transport, cycling and walking infrastructure and responsive traffic management.
Growth and prosperity	Encourage development of small businesses in our suburbs and local communities
Sense of community	A range of local community services, events and cultural activities throughout the year for people to get to know one another and do things together.
Healthy lifestyle	Opportunities for a healthy lifestyle both indoors and out and about in local parks and suburbs walking, running, cycling and exercising individually or in groups.
Safe and secure	People feel safe and secure at all times wherever they are and whatever they are doing.

will do this and what funding will be required over the four year period of the Plan.

At an organisational level, we analyse a number of different data sources to identify our community's priorities. Below is list of some of the data sources not already mentioned in this report and some key findings from them.

COMMUNITY WELLBEING SURVEY

The Community Wellbeing Survey is designed to measure and report the progress of the City's Strategic Community Plan which informs big picture plans and the annual budget. The last survey in 2015 was conducted by an external research company and surveyed more than 400 randomly selected residents who gave their opinion on the City and priorities.

What is the Community Wellbeing Survey?

Before we can look to planning for the future, we need to reflect on how we, as a community, are travelling. The community wellbeing survey has been the first step in a strategic planning process which will go public in the first half of 2016, providing opportunities for the wider community to tell us about their priorities for the future.

What is the level of happiness with living in the City of Melville? 95%

95% of all residents remain happy with the City of Melville as a place to live.

Safety and Security, and Lifestyle factors are the top 2 drivers of overall happiness with City of Melville as a place to live.

Safety and Security included feeling safe in the local community / out in public, feeling you can turn to a neighbour for help and feeling trustworthy of your neighbours. Lifestyle factors included feeling the City is a good place to raise a family and grow old, and the City has an attractive environment and sufficient open spaces for leisure activities.

Personal Wellbeing Measures

	2013	2015
Standard of Living	89%	94%
Personal Relationships	88%	90%
Achieving in Life	82%	88%
Health	82%	83%
Financial Security	74%	83%
Work/Life Balance	71%	71%

Compared to 2013, residents' personal wellbeing measures have improved in all areas, with standard of living, financial security and what they are currently achieving in life showing the greatest increase.

Greatest Areas of Happiness

The City is a good place to raise a family

The City is a good place to grow old

The City has a sufficient range of open spaces for leisure activities

Ability to walk around the neighbourhood

The City has an attractive environment that the community can be proud of

What would residents like to see the City of Melville improve?

While the vast proportion say there's nothing that the City could do to make it better, the main suggestions for improvement include creating more cycle paths, more cafés / restaurants, and improving public transport.

Priority Areas

Opportunities to have your say on important decisions that affect the community

How well your local councillors represent the views of the community

People in the community know one another

Availability of local employment

Strategic Community Plan and Corporate Business Plan Integration

Our Purpose The City of Melville Vision: *"Working together, to achieve community wellbeing, for today and tomorrow"*

What we try to achieve

Community wellbeing, as influenced by the community's aspirations and priorities as detailed in the Strategic Community Plan, 2016 - 2026.

QUALITY OF LIFE



clean and green

QUALITY OF PLACE



sustainable and connected transport

CUSTOMER SATISFACTION



safe and secure



healthy lifestyles



sense of community



growth and prosperity

Business Excellence

To achieve this the organisation must also be successful and sustainable across the "quadruple bottom line" considerations: financial, social, environmental and governance.



Australian Business Excellence



Quality Assurance

How we contribute to community wellbeing (our approach)

Key aspiration specific plans:

Environmental Improvement Plan
Foreshore Restoration Strategy
Natural Areas Asset Management Plan

Parking Strategy
Bike Plans
Transport Management Strategy

Safer Melville Community Safety and Crime Prevention Plan

Health and Wellbeing Strategy
Public Open Space Strategy

Neighbourhood Plans
Cultural Vitality Plan
Directions from Young People
Directions from Seniors
Aboriginal Reconciliation Plan
Disability Access and Inclusion Plan
Strategic Plan for Libraries and Museums

Local Economic Development Strategy
Local Commercial and Activity Centres Strategy
Local Planning Scheme 6
Structure Plans

- ▶ Internal Business Management System which is externally audited against and internationally accredited / certified to:
 - ISO 9001: Quality Management System
 - ISO 14001: Environmental Management System
 - AS/NZS 4801 Occupational Health and Safety Management Systems
 - ICCS 2015-2020: International Customer Service Standard
- ▶ City of Melville Frameworks

Underpinned by:

- ▶ Delivery of over 200 products and services, as listed on page 17 or see A-Z of City of Melville Services on the website
- ▶ Management of assets to ensure; fit for use, appropriate infrastructure into the future (as according to capital works and asset management plans for: buildings, fleet, furniture, IT assets, jetties, lighting, natural areas, parking meters, parks, paths, public art, recreation equipment and roads)

COMMUNITY AND BUSINESS PERCEPTIONS SURVEY

Every two years residents and the business community are asked about their perceptions of services, infrastructure and facilities, to help inform future plans and improvements. The latest surveys were in March and April 2016 respectively. An external research organisation took a comprehensive survey of more than 400 residents and 100 businesses. The results are statistically valid, being at the 95% confidence level.

WHAT DID THE COMMUNITY SAY?

- 97% are satisfied with the City of Melville as a place to live
- 78% are satisfied with the value for money from rates
- 90% are satisfied with the City of Melville as a governing organisation

Priorities from residents for the City to focus upon are:

- Informing and consulting residents about local issues
- The condition of roads
- Traffic management
- Parking
- Footpaths and cycleways

Industry high standards set for community satisfaction with:

- City's overall image

- The range of commercial services available in the area
- Library and information services
- Community buildings, halls and toilets
- Housing density and design
- Parking
- Streetscapes
- Street lighting
- Storm water drainage
- Weekly waste collections
- Recycling services
- Graffiti removal services

What did businesses say?

- 83% are satisfied with the City of Melville as a place to operate their business
- 71% are satisfied with the City of Melville as a governing organisation

Priorities from businesses for the City to focus on are:

- Informing businesses about local issues
- Traffic management
- Parking in commercial areas

Industry high standards set for businesses' satisfaction with:

- Safety and security
- Roads
- Traffic management
- Street lighting
- Access to public transport.

We also analysed a number of different data sources to develop an injury data chart as part of the priority setting

process. This data chart was used in the priority setting workshop where we identified the top six priorities for our community. The following sources of information were used to develop the injury data chart.

- Major causes of hospitalisations by external causes for City of Melville residents (2007 – 2011) - Department of Health
- Annual bed days for City of Melville residents by condition (2001) – Department of Health
- Approximate hospital costs for City of Melville residents by condition (2011) – Department of Health
- Total deaths for City of Melville residents by condition (2006 – 2010) - Department of Health
- Crime Statistics for the City of Melville (2007 – 2011), WA Police
- Workers Compensation Claims in the City of Melville (2008/2009; 2011/2012) – Work Cover WA
- Number of calls to the Poisons Information Service (Aug 2013 – May 2014)

Once we had identified the top six priorities for our community through the priority setting workshop we decided to drill the data down further to identify specific target groups within each priority. Below is a summary of the lower level data that we obtained through this process. At this stage we have only drilled the data down to a lower level for three of our six priorities.

INJURY DATA CHART

		Injury Category					
		1	2	3	4	5	6
		Falls	Exposure to mechanical forces	Transport crash	Intentional self harm	other injury caused by other person/s	Unintentional poisoning
Data Source	Hospitalisations (2007 - 2011)	3188	1224	876	432	318	153
	Bed Days (2011)	3656	545	639	170	87	104
	Cost (2011)	\$6,725 392	\$1,436 114	\$1,476 108	\$465 211	\$259 645	\$265 838
	Deaths (2006 - 2010)	42	-	21	54	-	20
	Police (2007 - 2011)	-	-	-	-	1905	-
	Work Cover (2008/2009; 2011/2012)	310	352	-	-	-	21
	Poisons Information Service (Aug 2013 - May 2014)	-	-	-	6	-	303

FALLS – DATA SUMMARY

Number of accidental falls hospitalisations by age group for City of Melville residents

AGE RANGE	NUMBER
0 – 9 years	295
10 – 19 years	218
20 – 29 years	137
30 – 39 years	102
40 – 49 years	154
50 – 59 years	245
60 – 69 years	266
70 – 79 years	431
80+ years	1340
Total	3188

Major causes of hospitalisations by external causes for City of Melville residents (2007 – 2011) - Department of Health

PERCENTAGE OF ACCIDENTAL FALLS HOSPITALISATIONS BY AGE AND GENDER FOR CITY OF MELVILLE RESIDENTS						
	0-4yrs	5-14yrs	15-24yrs	25-44yrs	45-64yrs	65+yrs
MALE	0.7%	10.0%	24.1%	29.6%	27.1%	8.5%
FEMALE	1.1%	5.0%	19.7%	23.7%	22.9%	27.6%

Major causes of hospitalisations by external causes for City of Melville residents (2007 – 2011) - Department of Health

In summary, in the City of Melville:

- Majority of falls were in those aged 70 years and over
- Of the hospitalisations, around 30% were male. Therefore more females than males are affected

FALLS - STRATEGIC ALIGNMENT

The falls priority is linked to a number of local and State wide strategies. The various strategies are listed with a brief summary.

An Age-Friendly WA: Seniors Strategic Planning Framework 2012-2017

This State framework outlines the planning principles to enable older Western Australians to age with dignity, maintain their independence, play active and valued roles and have their rights respected and upheld. Initiatives implemented to address the falls priority link specifically with the following pathways to an age-friendly WA:

- Promoting health and wellbeing
- Welcoming and well-planned communities and
- Opportunities to contribute.

The framework also links to a number of other WA strategies and programs. More information on the framework and these links can be found at www.dlhc.wa.gov.au.

People, Places, Participation 2016–2026

This is the City's strategic community plan that sets out our community's vision and aspirations for the future. It also sets out the key strategies and high level actions required to achieve these aspirations. Initiatives implemented to address the falls priority link specifically with the following aspirations of our strategic community plan:

- Safe and secure
- Healthy lifestyles and
- Sense of community.

Age-Friendly Melville - Directions from Seniors 2013–2017

(see www.melvillecity.com.au/seniors)
The City continues to participate in the WHO Age-Friendly Communities network working towards an Age-Friendly Melville. Our vision is for an Age-Friendly City that provides:

- An age-friendly environment that benefits all the community as well as future generations
- Opportunities for people to increase their quality of life as they age

- Accessible services to all people to meet their needs and lifestyle choices
- An inclusive environment that contributes to the wellbeing and personal growth of our older residents and
- Policies, services and structures to support and enable all to actively age and become more connected to our City.

Initiatives implemented to address the falls priority link specifically with the following goals of our Directions from Seniors strategy:

- Respect, inclusion and social participation
- Communication and information and
- Community support and health services.

Health and Wellbeing Strategy 2014–2017

(see www.melvillecity.com.au/healthymelville)

This strategy shows how the City will work with partner organisations, agencies and the community to support wellbeing during the 2014 – 2017 period. The strategy mission is “improving the health and wellbeing of the City of Melville community through social, built, natural and economic environments for health”. Initiatives implemented to address the falls priority link specifically with the following strategies of our Health and Wellbeing Strategy:

- Identifying the priority injury issues within the community
- Being more active
- Facilities and services which are easily accessible to all and
- Being involved and connected to the community.

TRANSPORT ACCIDENTS – DATA SUMMARY

Total hospitalisations for City of Melville residents by transport accident condition

MAJOR CONDITIONS	NUMBER
Motor vehicle/motorcycle occupant/rider injured	477
Pedal cyclist injured	260
Pedestrian injured	66
Other transport accidents	50
Water transport accidents	23
Total	876

Major causes of hospitalisations by external causes for City of Melville residents (2007 – 2011) - Department of Health

Number of transport accident hospitalisations by gender for City of Melville residents

GENDER	NUMBER
Male	603
Female	273
Total	876

Major causes of hospitalisations by external causes for City of Melville residents (2007 – 2011) - Department of Health

In summary, in the City of Melville:

- Majority were motor vehicle/motorcycle occupant or rider injured in transport accidents
- Followed by pedal cyclists injured in transport accidents
- The age group most affected by transport accidents is the 25 to 44 year olds
- Total number of hospitalisations was greater in males than females
- The percentage of males aged 25 to 44 years affected was higher than that for females
- In females – highest percentage of transport accidents were in those aged 65+ years

TRANSPORT ACCIDENTS – STRATEGIC ALIGNMENT

The transport accidents priority is linked to a number of local and State wide strategies. The various strategies are listed with a brief summary below.

State Towards Zero – Road Safety Strategy 2008-2020

The Towards Zero strategy takes a longer term view of road safety based on evidence that demonstrates a long term strategy with short term action plans is more effective in achieving dramatic reductions in death and serious injury on our roads. It incorporates the Safe System which aims to improve road safety through four cornerstones. Initiatives implemented to address the transport accidents priority link specifically with the following cornerstones:

- Safe road use – integrating behaviour change programs with improved enforcement to make them more powerful
- Safe roads and roadsides

- investing in safe system infrastructure improvements
- Safe vehicles – promoting the update of safer vehicles.

More information on the strategy can be found at www.rsc.wa.gov.au.

People, Places, Participation 2016–2026

Initiatives implemented to address the transport accidents priority link specifically with the following aspirations of our strategic community plan:

- Safe and secure
- Healthy lifestyles and
- Sustainable and connected transport.

Age-Friendly Melville – Directions from Seniors 2013-2017

Initiatives implemented to address the transport accidents priority link specifically with the following goals of our Directions from Seniors Strategy:

- Transport



INTENTIONAL SELF-HARM – DATA SUMMARY

NUMBER OF INTENTIONAL SELF-HARM HOSPITALISATIONS BY GENDER FOR CITY OF MELVILLE RESIDENTS	
GENDER	NUMBER
Males	128
Females	304
TOTAL	432

Major causes of hospitalisations by external causes for City of Melville residents (2007 – 2011) - Department of Health

PERCENTAGE OF INTENTIONAL SELF HARM HOSPITALISATIONS BY AGE AND GENDER FOR CITY OF MELVILLE RESIDENTS						
	0-4yrs	5-14yrs	15-24yrs	25-44yrs	45-64yrs	65+yrs
MALE	0.0%	0.6%	23.7%	42.3%	25.6%	7.7%
FEMALE	0.0%	3.6%	34.0%	38.6%	18.4%	5.4%

Major causes of hospitalisations by external causes for City of Melville residents (2007 – 2011) - Department of Health

- The age group most affected is the 25 to 44 year olds
- Although the total number of intentional self-harm hospitalisations in males was smaller than the number of females, the percentage of males aged 25 to 44 years affected was similar than that seen for females

INTENTIONAL SELF-HARM - STRATEGIC ALIGNMENT

The intentional self harm priority is linked to a number of local and State wide strategies. The various strategies are listed with a brief summary below.

Suicide Prevention 2020: Together we can save lives

The Suicide Prevention 2020 strategy aims to reduce the number of suicides in Western Australia by 50% over the next decade. It seeks to balance investment in community awareness and stigma reduction, mental health and suicide prevention training and coordinated services for high risk groups. We have had the most challenge pulling together a working group to address this priority. While there is a great State strategy in place there is no one organisation taking the lead role in implementing it or overseeing it. The proposed initiatives identified to address the intentional self harm priority link specifically with the following action areas of the State strategy:

- Greater public awareness and united action across the community
- Local support and community prevention across the lifespan
- Shared responsibility across government, private and non-government sectors to build mentally healthy workplaces
- Timely data and evidence to improve responses and services.

More information on the strategy can be found at www.mentalhealth.wa.gov.au. People, Places, Participation 2016-2026.

People, Places, Participation 2016–2026

Initiatives implemented to address the intentional self harm priority link specifically with the following aspirations of our strategic community plan.

- Safe and secure
- Healthy lifestyles and
- Sense of community.

Health and Wellbeing Strategy 2014–2017

Initiatives implemented to address the intentional self harm priority link specifically with the following strategies of our Health and Wellbeing Strategy:

- Reducing harmful drug and alcohol use
- Identifying priority injury issues within the community
- Keeping mentally healthy
- Facilities and services which are easily accessible to all and
- Being involved and connected to the community.

CRITERIA FIVE

EVALUATION

The City of Melville has been aligning to the Australian Business Excellence Framework which is an integrated leadership and management system that describes the elements essential to sustain high levels of performance. In 2015 the City received a Gold Award as part of the Australian Business Excellence Awards which recognise outstanding achievement against a set of internationally recognised and rigorous criteria, demonstrating a commitment to sustainable results, systems and processes. One of the categories of this framework is results and sustainable performance. This has created a culture within the organisation to focus on evaluation. We recognise that evaluation is an area we need to further develop particularly in the Safer Melville Program. As a result, we have established a partnership with a Criminology Lecturer at Murdoch University (which is within our boundaries). Through this partnership we will now offer students studying criminology work integrated learning opportunities. These opportunities will be focused on evaluating some of our key Safer Melville services and projects and we hope through this partnership we will also get the opportunity to up skill our staff in this field.

We are currently engaging with a student to assist in evaluating the effectiveness of our Community Safety Service (24/7 mobile patrol service). This evaluation will include research into the effectiveness of mobile patrols as a concept locally and nationally, we well as evaluation of our Community Safety Service.

At the City we use a number of different methods to evaluate what we do. Below are some examples of the evaluation methods we have used for some of our projects.

- Paper based surveys (see example below) – most commonly used to obtain feedback from people who attend community information forums
- Counts – some examples of counts include number of participants attending information forums, number of positive newspaper articles, number of intelligence reports submitted to police etc.
- Poll everywhere – this is an audience response system that uses mobile phones, twitter and the web. Responses are displayed in real-time for the audience to view. See www.pollereverywhere.com.
- Interplan (see right) – our corporate

reporting tool that captures KPI's, tasks and actions identified in our business planning process. All of the KPI's identified in the 2012 – 2016 CSCP plan are listed and tracked in Interplan. These will be used in the review of the CSCP plan.

We have also been capturing data to evaluate the initiatives that have been implemented or supported to address the priorities identified at the priority setting workshop. The table below outlines all the initiatives identified by the working groups for each priority, as well as the evaluation measure and any results which may be available at this stage.

City of Melville

EVALUATION: SENIORS SAFETY SESSION 13 OCTOBER 2016

We aim to continuously improve on, and deliver education forums in response to needs in the community. We value your feedback so please take the time to complete this form at the end of this session.

Age (please circle): 50 – 59 years 60 – 69 years 70 – 79 years 80 years and over
Gender (please circle): Male Female

Please tick the most appropriate response to the statements below:

Speakers: Community Safety Service (CSS)	1 – Strongly Disagree	2 – Disagree	3 – Neither Agree nor Disagree	4 – Agree	5 – Strongly Agree
Presented useful information					
Presentation was engaging					
Answered questions appropriately					
Other comments for speakers from CSS:					

Speakers: Neighbourhood Watch (NHW)	1 – Strongly Disagree	2 – Disagree	3 – Neither Agree nor Disagree	4 – Agree	5 – Strongly Agree
Presented useful information					
Presentation was engaging					
Answered questions appropriately					
Other comments for speakers from NHW:					

Speakers: City of Melville Digital Hub – Cyber Safety	1 – Strongly Disagree	2 – Disagree	3 – Neither Agree nor Disagree	4 – Agree	5 – Strongly Agree
Presented useful information					
Presentation was engaging					
Answered questions appropriately					
Other comments for speakers from City of Melville Digital Hub:					

Please turn over to complete

My Actions Showing 3 of 3

Title	Progress Comment	Updated	Status	% Complete	Target	Completion Date	Period	Progress	Performance	Tasks
1.1.2.11 Review of the 2013-2016 Community Safety Crime Prevention Plan and progression towards the creation of the 2017-2021 CSCP	8/8/2016 1) Published ewatch	<input type="checkbox"/>	In Progress	24 %	8.00		Oct 2016 (16/17)	<div style="width: 24%;"></div>	GREEN	<input type="checkbox"/>
1.1.2.12 Review of the Graffiti Management Plan which will be included in the CSCP moving forward	8/8/2016 1) Conducted CPTED audit of the site identified for	<input type="checkbox"/>	In Progress	24 %	8.00		Oct 2016 (16/17)	<div style="width: 24%;"></div>	GREEN	<input type="checkbox"/>
1.1.2.13 Progression towards Safe Community Designation	8/8/2016 1) Drafting application for Pan Pacific accreditation	<input type="checkbox"/>	In Progress	24 %	8.00		Oct 2016 (16/17)	<div style="width: 24%;"></div>	GREEN	<input type="checkbox"/>

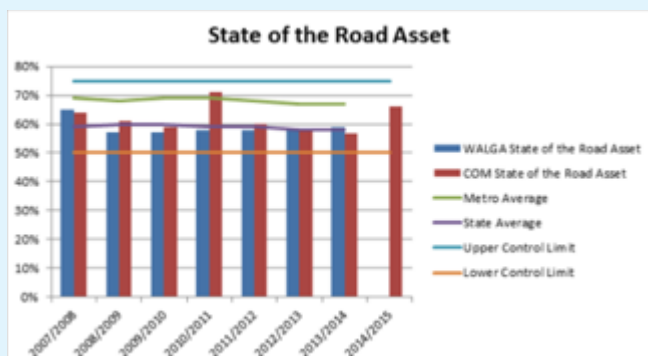
PRIORITY ISSUE: FALLS			
PROJECT OR INITIATIVE NAME	OUTCOMES IDENTIFIED	EVALUATION MEASURES	RESULTS (IF APPLICABLE)
Informative advertorial series	People in the target group are more aware of tips and activities to promote strength and balance	Number of ads placed Number of social media posts	3 advertorials placed in the Melville Times, 3 social media posts on Facebook and Twitter
Build your balance workshop	People in the target group are more aware of how to improve their strength and balance	Number of participants	35 participants
Seniors Assistance Fund (SAF)	Provides short term or one-off support services to help seniors maintain their independence in their own home	Number of people assisted to address falls through SAF	48 people assisted between March 2015 and March 2016. Data shows that support is being requested for safety equipment such as rails, lift chairs, toilet frames and home modifications such as ramps, levelling of uneven pathways etc.
Active in the Park sessions	Increased opportunity for physical activity outdoors	Numbers attending	From March 2015 to March 2016; approx. 900 people attended the over 55's active in the park classes. Approx. 26% of attendees at all ages fitness classes were over 55.
Provision of discounts for seniors at LeisureFit centres	Encourage participation in physical activity at LeisureFit centres and encourage social inclusion	Number of seniors memberships	As at May 2016 - 534 seniors memberships are active
Inclusion of SOYF brochures in Healthy Melville packs	Adopt healthier and safer lifestyles	Number of events attended by Healthy Melville	Healthy Melville attended 122 events between March 2015 and March 2016
ICCWA to attend Melville Aged Services Network	Health Providers working in Age Friendly are more aware of activities and gaps of service provision	Attendance at meetings	2016 meeting dates are 28 April, 14 July, 15 Sept, and 24 Nov
Share relevant information from ICCWA falls prevention campaign and COTA on social media	Adopt healthier and safer lifestyles	Number of social media posts	Commenced April 2016
Community forum in Feb 2016 - Love, Laughter and Longevity	Empower positive thinking and social connectedness	Number of attendees, feedback from attendees	90 attendees, positive feedback. Full results available on request.
Living Longer Living Stronger Program at LeisureFit centres	Improve physical activity, strength and balance, and encourage social connectedness which slows deterioration	Number of sessions offered Number of participants	There are 9 Living Longer Living Stronger sessions offered per week. Current members of the program as at January 2016 is 251
Personal Choice research project	Production of a report with recommendations on specific activities to promote strength and balance.	Production of final report	Report produced and available for the City of Melville if required.
ICCWA offers grants every 6 months on a variety of falls prevention topics	Provision of funding for organisations to raise awareness of falls prevention in their community		Plan to apply for one of these grants to extend the Active in the Park program

PROJECT OR INITIATIVE NAME	OUTCOMES IDENTIFIED	EVALUATION MEASURES	RESULTS (IF APPLICABLE)
Mall walking	Participation in activities that improve physical activity, strength and balance, and encourage social connectedness which slows deterioration		COTA runs 2 mall walking sessions a week at Garden City Shopping Centre. There are 376 registered walkers at Garden City with an average of 110 walkers participating in each session for March 2016.
Healthy Lifestyle Expo 2015	Increase awareness and participation in activities that improve physical activity, strength, balance and encourage social connectedness which slows deterioration	Number of attendees	Attended by 700 people
Support for various groups that provide physical activity and social inclusion programs	Increase awareness and participation in activities that improve physical activity, strength, balance and encourage social connectedness which slows deterioration	Number of categories in the Seniors Services Directory	here are 23 categories covering a wide range of topics in the Seniors Services Directory. Categories range from topics such as accommodation and entertainment to sport and recreation, mobility assistance and social clubs. Over 150 community groups, organisations or services are listed
Provision of two LeisureFit centres	Increase awareness and participation in activities that improve physical activity, strength, balance and encourage social connectedness which slows deterioration	Number of seniors focused classes offered Average participation in seniors focused classes	There are 5 seniors focused classes offered. They are Forever Fit Aqua, Forever Fit Strength, Lite Pace, Lifeball and Living Longer Living Stronger. Average participation in Forever Fit Aqua is 34 per class and in Forever Fit Strength is 9 per class
Seniors Services Directory	Increase awareness of support and opportunities for seniors to participate in the City of Melville	Number of seniors focused classes offered Average participation in seniors focused classes	Directory available online and in hardcopy on request

PRIORITY ISSUE: TRANSPORT ACCIDENTS

PROJECT OR INITIATIVE NAME	OUTCOMES IDENTIFIED	EVALUATION MEASURES	RESULTS (IF APPLICABLE)
State and National black spot funding	Reduce the number of crashes at black spot sites	Number of black spot projects implemented	There were 5 black spot projects implemented between May 2015 and May 2016
Crash investigation team	Identify road improvements to prevent serious and fatal crashes	Implementation of identified improvements	There have been no improvements identified within the City of Melville between May 2015 and May 2016
Regional road groups - funding	Ensuring roads are well maintained	Road condition maintained or improved	The state of the City's road assets has improved over the last 4 financial years. See graph below.
School zone signs	Raise awareness of 40km/h speed limits around schools	Driver compliance to 40km/h speed limits	An assessment by Main Roads and WA Police shows that electronic school zone signs have resulted in better driver compliance to 40km/h limits
Speed and red light camera project	Reduce speeding and road users driving through red lights	Reduction in crashes at sites where speed and red light cameras are installed	Evaluation conducted by Curtin University in May 2012 indicated that the preliminary results found that the upgraded red light speed cameras significantly reduced all reported crashes, right angle/ right turn through crashes, rear-end crashes and serious injury crashes by 19%, 41%, 20% and 72%, respectively.
Shared paths	Reduce congestion by trying to get cars off the road	Number of bicycles using shared paths	Data from counters installed on shared paths comparing data from 2012/13 to 2014/15 are listed below: West abutment of Canning Bridge 1346 to 1596 West of Dunkley Ave 706 to 871
Road safety auditing process	Identify improvements to inform the design of roads to ensure they are safe	Number of road safety audits conducted	The City conducted 3 road safety audits between May 2015 and May 2016
Towards zero - road safety strategy 2008 - 2020	Provide guidance and direction for organisations to improve road safety	Various targets as outlined in the strategy	According to the Road Safety Commission "over the past three decades, we have halved the number of road crash fatalities in Western Australia while our population has nearly doubled".
Number of education resources	Raise awareness of road safety in the community	Availability and reach of education resources	Road safety messages are distributed to staff via email during holiday periods and posted on social media. The community reference group will also be working on a schedule to set up library displays in the future
Safe system toolkit	Ensure road safety organisations are aligned to the Safe System model and the Towards Zero strategy	Demonstrated use of the toolkit	7 grant applications submitted between May 2015 and May 2016 using the Safe System toolkit

PROJECT OR INITIATIVE NAME	OUTCOMES IDENTIFIED	EVALUATION MEASURES	RESULTS (IF APPLICABLE)
Child car restraint checking and fitting	Educate parents to install child restraints correctly	Number of restraints checked/fitted	Between May 2015 and May 2016 we have checked 65 child car restraints
Intelligent transport systems	Utilise information gathering technologies to solve transport challenges to make roads safer	None currently identified	None currently identified
Crash data - available to local governments	Ensure road safety initiatives are evidence based	Usage and application	The City uses this information on a daily basis for monitoring, and identification of hot spots
Safe Speed promise campaign	Raise awareness of 50km speed limits	Number of people who took the Safe Speed Promise pledge since the launch date	801 people took the Safe Speed Promise pledge since the launch date
SAM trailer	Raise awareness of road users travelling speed	Calendar/schedule outlining trailer deployment	See image below for calendar outlining trailer deployment locations
Macrae Road project	Reduce congestion and providing a safe link for cyclists and pedestrians	Traffic counts on Macrae Road before and after trial closure	Traffic counts on Macrae road were 2164 before the trial closure and 888 after the closure
Road Safety and Travel Smart Committee	Establishment of a reference group to guide the City's Road Safety and Travel Smart activities	Number of meetings held, number of members on the committee and working group	Currently there are 6 members on the Road Safety and Travel Smart Committee. It is currently being re established with meetings due to commence again soon
Silhouette kids - awareness campaign	Raise awareness of speeding around schools	Number of times the awareness campaign has been taken up since it was launched	The awareness campaign has been taken up 3 times since it was launched
Complaints process re traffic hotspots	Ensure consistency in how the City investigates road safety complaints by the community	Number of investigations conducted	128 investigations were conducted between May 2015 and May 2016
Traffic survey - identification of areas of excessive speed with results supplied to police	Measure traffic volumes and speed - assists in identifying road safety hot spots	Availability of up to date information	Data is available to the City of Melville. Each street is surveyed every 3 years (this is for roads classified as distributor roads or higher)
Build existing relationships with planning so all new developments go through road safety team for comments on proximity to main roads	Establish a link between planning and the road safety team	Comments provided to planning on relevant development applications	The Road Safety team receive information from planning about developments via email and have the opportunity to provide comments
Investigate City of Melville fleet policy re car safety rating given these cars often end up in the community	Review the City's management of it's fleet structure	Completion of the review	Due for completion end of June 2016
6 DVD resource	Raise awareness implications of drink driving, speeding and distracted drivers in the target group	Usage of the resource in the last six months, post viewing feedback from the target group	See case study three for more information



CASE STUDY

ACTIVE IN THE PARK

Active in the Park are our free weekly outdoor group fitness classes. They were launched in November 2016 and provided City of Melville residents with free outdoor group fitness opportunities. In its first two seasons we hosted the following classes:

- Functional Fitness – a cross train class incorporating a variety of bodyweight and core exercises to strengthen and tone the entire body
- Active Light – for those who are starting out or want to enjoy a

simple fun class. Basic low impact moves at an easy to follow pace

- Family Fitness – fun bodyweight and core exercises to strengthen and tone every body (suitable for children aged 8 to 16 years with parent participating)
- Yoga – stretch and strengthen all parts of the body, including the mind. Improve posture, breathing, balance and coordination while improving flexibility.

Sessions were held at the following outdoor parks in the City of Melville:

- Thompkins Park, Alfred Cove
- Winthrop Park, Winthrop,
- Carawatha Park, Willagee
- Jeff Joseph Reserve, Applecross
- John Connell Reserve, Leeming and
- Point Walter, Bicton.

We received sponsorship from St John of God Hospital in Murdoch and Melville Holden to host these sessions. The Active Light classes were specifically targeted to over 55's. From March 2015 to March 2016; approx. 900 people attended the over 55's active in the park classes. Further-more approximately 26% of attendees at all ages fitness classes were over 55. We designed a survey which was available for completion online to get feedback from participants on the Active in the Park sessions. Below is a summary of feedback from the 104 completed surveys we received:

- 89% of respondents believed it was important for the City to provide free exercise classes
- 95% of respondents recommended Active in the Park classes to family and friends
- 80% of respondents said they would attend Active in the Park classes in the future

This feedback and attendance figures at the various classes and locations helped to identify which were most popular and where the most demand is. This has informed planning for the next season of Active in the Park sessions which commenced in Spring 2016.



Healthy Melville aims to provide fitness classes to serve and benefit the community through to 2016.

Please take five minutes to fill out this short 10 question survey so Healthy Melville staff can analyse the overall satisfaction and response from participants.

Your responses are imperative to measure the success rate for Active in the park classes and to provide supporting evidence for Healthy Melville funding into 2016.

1. In a typical week, how many days would you exercise?

- I don't regularly exercise
- Once a week
- 2 to 4 days a week
- 5 to 7 days a week

2. What is your age?

- 17 or younger
- 18-20
- 21-29
- 30-39
- 40-49
- 50-59
- 60 or older

3. Are you currently a member of Leisurefit gym or any other gym?

- I am a member of Leisurefit
- I am a member of another gym
- I am not a member of any gym
- My gym membership has expired

4. Are you male or female?

- Male
- Female

5. Was Active in the Park classes length too long, too short or about right?

- Much too long
- Slightly too long
- About right
- Slightly too short
- Much too short

6. Overall, how would you rate Active in the Park classes?

- Excellent
- Worth attending
- OK
- Not good at all

7. Before joining Active, had you heard of Healthy Melville?

- Yes
- No
- Possibly

8. Do you believe it is important for the City to provide free exercise classes?

- Yes
- Neutral
- No

9. Have you recommended Active classes to family and friends?

- Yes, they joined up
- Yes, but they did not attend
- No

10. Will you attend Active in the Park classes for summer 2016/17?

- Definitely
- Maybe
- Unsure



Healthy Melville
Bringing health to LIFE

Active

— IN THE —

Park

FREE OUTDOOR FITNESS CLASSES

17 October - 10 December 2016
TIMETABLE

City of Melville LeisureFit

START DATE	DAY	TIME	CLASS	LOCATION	PARTICIPANTS
17/10/16	Monday	6.00-6.45pm	Functional Fitness	Tompkins Park, Dunkley Ave	All ages*
18/10/16	Tuesday	8.30-9.15am	Active Light	Deep Water Point	Seniors
19/10/16	Wednesday	9.30-10.00am	Tunes for Tots	Deep Water Point	2-4 years (adult/parent supervision required)
20/10/16	Thursday	3.30-4.15pm	PlayFit	Piney Lakes	Primary school age
22/10/16	Saturday	7.15-8.00am	Yoga	Jeff Joseph	All ages*

*Children must be supervised by a parent/guardian at all times.

Register to attend at www.melvillecity.com.au/active
Check the webpage or the City of Melville LeisureFit Facebook page for all updates. *Terms and conditions apply.*

Functional Fitness
Kick start your week with X-Train – a variety of bodyweight and core exercises to strengthen and tone the entire body.

Active Light
This is a great class for those who are starting out or just want to enjoy a simple fun class. Basic, low impact moves at an easy to follow pace.

Tunes for Tots
Dance, move, sing songs and have some fun with your little one.

PlayFit
Children love to play and be active. PlayFit is just as it sounds, a play based activity class, getting children active through games and play.

Yoga
Stretch and strengthen all parts of the body, including the mind. Improve posture, breathing, balance and coordination while improving flexibility.

LeisureFit Booragoon
Marrion Street, Booragoon

LeisureFit Melville
Corner Canning Highway & Stock Road, Melville

Phone 9364 0800
Web www.melvillecity.com.au/active
Facebook facebook.com/leisurefit

Major sponsors:

Co sponsors:

Healthy Melville
Bringing health to LIFE

CASE STUDY

LIVING LONGER LIVING STRONGER

Living Longer Living Stronger (LLLS) is an evidence based progressive strength training and exercise program designed specifically for the over 50's operating in Western Australia since 2004. Progressive Strength training has been shown to have a huge impact on wellbeing and quality of life, and LLLS provides safe, fun and personalised sessions in approved facilities by expert trainers. In addition to functional strength, progressive strength training has a proven impact on:

- Arthritis
- Sleep Disorders
- Type 2 Diabetes
- Bone Density/Osteoporosis
- Cardiovascular Function/Disease
- Balance/Gait/Falls Prevention
- Cognitive Function

We hold the following LLLS sessions at our LeisureFit Melville and LeisureFit Booragoon recreation centres:

- Monday: 6.00am to 8.30am and 9.30am to 12.30pm
- Tuesday: 1.00pm to 3.00pm
- Wednesday: 9.30am to 12.00 noon
- Thursday: 6.00am to 9.00am and 1.00pm to 3.00pm
- Friday: 6.00am to 8.30am and 9.30am to 12.00 noon
- Saturday: 10.00am to 12.00 noon

The upfront cost for this program is \$55 (covering physical testing and the writing of an individual program, then its only \$7 per visit for City of Melville residents (\$8 for other participants).

We also produce a monthly LLLS newsletter to for participants to stay up to date on all LeisureFit LLLS news and events. Every three months LeisureFit also provides a morning tea for all LLLS patrons. These morning teas are a great way to meet new people and to find out more about the staff. When possible, a guest speaker is provided to discuss relevant topics relating to seniors and health and fitness. From May 2015 to May 2016 we hosted three morning teas on the following topics:

- Seniors rights
- Osteoporosis and Arthritis
- Home care

As at January 2016 we have 251 members in our LLLS program.



Free Morning Tea

What: Free Morning Tea and Guest Speaker
When: Thursday 24th March 2016
Time: 10:45am-11:45am
Where: Olympus – Pegasus meeting room at LeisureFit Melville, Cnr Stock Rd and Canning Hwy
Who: Guest Speaker from Home Care Today – Bob Ziegler

The way home care is delivered in Australia has changed. Older people now have more choice and control over the service they receive and how they are delivered – Find out more at this free information session!

If you would like to attend, please write your name on the attendance list in the group training office and note the date in your diary! OR RSVP to reception on 9364 0808.

I hope to see you all there!

LLLS Newsletter April 2016

Welcome to all new members!

Thank you to those members who were able to come along to last months morning tea. We had a great speaker come along from COTA WA, but unfortunately not too many members were able to attend. Therefore we will try to get Bob Ziegler in again for another talk in the near future.

Dates to remember in April
School holidays 8th April—26th April 2016—see below for entertainment for the grandkids while you workout!
Anzac Day Public Holiday—Monday 25th April 2016 we are CLOSED

Day	Session Times
Monday	6.00am - 8.30am 9.30am - 12.30pm
Tuesday	1.00pm - 3.00pm
Wednesday	9.30am - 12.00pm
Thursday	9.30am - 12.00pm
Friday	
Saturday	

Struggle to maintain your workout routine during school holidays?
We have the answer when you are called upon to be a "LeisureFit Kids Club"
 (Ages 8 years to 11 years)
April 2016 School Holidays
 Mondays 9.15am—11.45am, Wednesdays 8.45am—11.45am and Thursdays 9.00am—11.45am
 2 hours maximum per child per session
 \$5.50 per session. \$7.50 per session non-members

LLLS Newsletter May 2016

Welcome to all new members!

With the cooler months approaching, we may need a little extra motivation to get up and get going. How about getting a new program from your instructor...?

- It is free of charge
- It can be done during any LLLS session
- Remember—your program should be changed every 3 months if you are coming on a regular basis, to get the best results!
- Talk to your instructor today about having yours changed on your next visit to the gym.

Day	Session Times
Monday	6.00am - 8.30am 9.30am - 12.30pm
Tuesday	1.00pm - 3.00pm 9.30am - 12.00pm
Wednesday	6.00am - 9.00am
Thursday	1.00pm - 3.00pm 6.00am—8.30am
Friday	9.30am - 12.00pm
Saturday	10.00am - 12.00pm

change is good: it can lead to growth

Commit yourself to a specific goal.
Habits—break old and start new.
Action—take one step at a time.
Never give up...expect lapses to occur.
Goal-oriented...focus on the positive.
Evaluate and reward yourself.

Don't Forget
 You can use the main gym during these session times if the LLLS room is too busy...Or
 If you are a LeisureFit member, you can use the main gym anytime.

CASE STUDY

'6' DVD

In 2007 we produced a DVD resource called '6 Mates 6 Stories'. Its objectives are to:

- increase the acceptability of the target group's help seeking
- increase acceptance of and support for marginalised groups within this demographic
- counteract risk factors for suicide; and
- enhance probable protective factors amongst young men. This includes development of coping skills, problem solving ability through peer connectedness.

The resource utilises a series of vignettes. These six films and sets of learning experiences are designed to support teachers or facilitators in assisting the target group. Characters and their situations within this resource parallel those typically faced by males in this demographic. The '6 DVD' was devised from feedback sourced from the City of Melville's, 'Who Said It Is Easy Being a Guy' publication. This publication was developed to support young males with emotional health issues inclusive of self-esteem, bullying, same-sex attraction, family discord, relationships and drug and alcohol use. The '6 DVD' was developed for those within the target group who are illiterate or less prone to reading booklets. Resource delivery is within peer group environments utilising peer-group discussion. This includes those accessing youth outreach services; attending secondary high schools in metropolitan and regional areas; frequenting drop in centres and those detained within juvenile detention centres.

The '6 DVD' comprised six characters with six very different thought-provoking situations.

These characters/roles include:

- I. Phil – Realising I'm alright;
- II. Alex – Dating and its dramas;
- III. Jamie – Coming out to mates at the café;
- IV. Todd – Arrested and nobody cares;
- V. Tom – Breaking up is hard to do; and
- VI. Ben – Drinking and driving.

In 2010 we contracted a consultant to evaluate this resource. The full evaluation report is available on request. Below is a summary of some key points from the facilitators evaluation i.e. schools or outreach organisations:

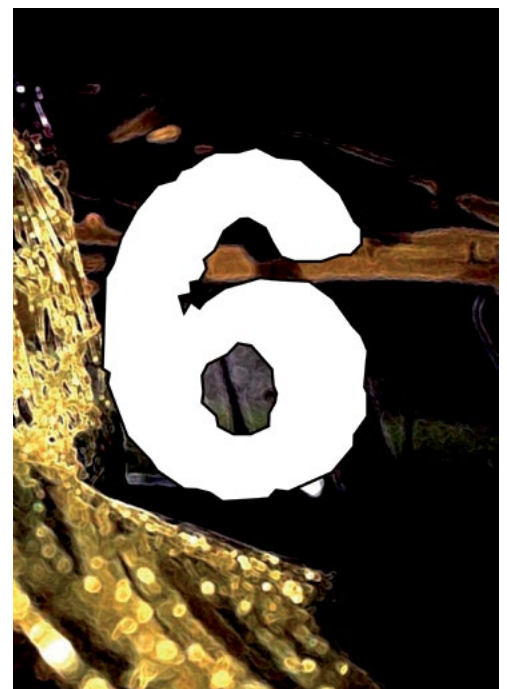
- Respondents were from a sample of those who a copy of the dvd
- The sample size for the facilitator evaluation was 243
- 56.6% of respondents had used the DVD in the last six months in an educational setting
- 82.5% of respondents reported that the DVD promoted group discussion in an educational setting
- 75% of respondents had used the DVD in the last six months in an outreach setting
- 100% of respondents reported that the DVD promoted group discussion in an outreach setting

Below is a summary of some of the key points from the impact evaluation i.e. young people who had viewed the DVD

- Respondents were from Belridge Senior High School and Mazenod College
- The sample size was 144
- Students viewed the DVD at their school and the teacher facilitated a group discussion
- 79% of respondents from Belridge thought the DVD was believable
- 56% of respondents from Belridge said the DVD made them stop and think

- 65% of respondents from Belridge said they had learned something from watching the DVD
- 86% of respondents from Mazenod thought the DVD was believable
- 68% of respondents from Mazenod said the DVD made them stop and think
- 76% of respondents from Mazenod said they had learned something from watching the DVD

Since the launch of this resource we have sold 1082 copies of the '6' DVD. These sale figures and the results of the evaluation indicated the effectiveness and demand for resources to engage young people. Since the launch of '6' we have also produced a DVD called "The Gathering" and a script based resource called 'The Writing's on the Wall'. More information on these resources can be found at www.melvillecity.com.au/community-and-facilities/youth/High+School+Resources. You can also view the '6' DVD from this link.



CASE STUDY

THE WRITING'S ON THE WALL

According to the ABS Census 2006, in the Fremantle Health District the City of Melville had the highest proportion of young people aged between 15 and 24. This age group comprised 15.8% of the total population of the City of Melville. This along with the fact that the City removed over 37,000 square metres of graffiti at a cost of over \$300,000 in 2011, and findings from research into graffiti-writers indicated a need to develop a resource for young people about graffiti and its underlying causes. Graffiti and vandalism was also identified as one of the priority offences the community wanted authorities to focus on in the 2012 *Community Safety Survey*.

Dr Myra Taylor from the University of Western Australia Crime Research Centre conducted a study of graffiti-writers and published the results in an article titled "Addicted to the Risk, Recognition and Respect that the Graffiti Lifestyle Provides: Towards an Understanding of the Reasons". Her study found that adolescent graffiti-writers argue that their involvement in graffiti writing provides them with a rush, which over time becomes addictive. Graffiti-vandalism is an extremely costly act of youthful anti-social behaviour, and is known to be an entry port into juvenile crime. The study also notes that risk-taking has long been recognised as part of the adolescent domain and estimated that 50% of all adolescents engage in some form of delinquent activity during their adolescent years. In summary, Dr Taylor suggests that the idea of graffiti-writing being an addiction moves the issue beyond educational and criminal domains into the sphere of adolescent mental health. She also suggests that addiction is the manifestation of poor coping abilities for dealing with traumatic events or everyday life stresses. In the case of

the graffitiists involved in the study there was considerable evidence of multiple personal stresses.

These findings supported the Writing's on the Wall project concept to develop a tool to engage young people in discussion about graffiti and its underlying causes and delves into the link mental health has in graffiti offending whilst providing young people with information on how to access important support services in their community. The City of Melville developed two DVD's - '6' and 'The Gathering' - which have proven to be successful as alternative methods to engage young people. Part of developing these DVD's involved workshopping their scripts with young people. The unexpected success of the use of scripts as an engagement tool sparked the idea for a script based education resource.

The Writing's on the Wall is an educational resource developed by The City of Melville as a pilot project in 2013. The script based resource was developed to be used by high schools and is aimed at teachers of Year 9 and 10 students. The script was developed by a professional script writer and workshopped with students from local high schools to ensure it was realistic and relevant to people their age. The result is a very credible dialogue - the language is real; its how young people speak. Young people responded well to participating in these workshops and the script was well received by the target group.

The script delves into the life of Jason Hepworth. Jason is a child from a dysfunctional family. His mother suffers from depression and alcoholism and his father is aggressive and violent. Jason's parents are in the process of splitting up. Forced to move from the family home to a more affordable

neighbourhood, Jason finds himself disconnected from his established community at a time when everything seems to be falling apart. He meets some new kids that are into shoplifting and 'tagging' and heads down that path with his new buddies. Criminal behaviour ensues with dire consequences.

The supporting teaching resources link with the Australian Curriculum: Health and Physical Education through the following contexts of learning: Mental Health; Drug Education; Stress and Coping; and Help Seeking. The resource also links with the Australian Curriculum: English. The resource comes packaged as a kit which contains 25 copies of the script, one copy of the teacher resource, and a CD containing all the resources electronically. The resource is housed in a box which is easy to transport between classes and store on shelves. The resource was made available free of charge to all secondary schools in the City of Melville area. It is available for purchase to other schools around Australia.

The resource was promoted locally and Nationally through a marketing and communications campaign. The campaign did achieve some good media hits with radio proving the best avenue, followed by online media exposure.

The hits that were achieved included:

- Radio interview on 6PR in WA
- Radio interview with ABC NSW North Coast
- Mention on the Department of Education's website
- Radio interview on MTR in VIC
- Story on education blog, NOVA
- Story on Education Today (Minnis Journals)
- Story on Girl.com.au.

The Writing's on the Wall was also shortlisted as a finalist in the 2015 Constable Care Child Safety Awards in the Education category.

The resource was evaluated by Painted Dog Research in June 2014. Over 120 high school students, mostly 14 years old, took part in the study which produced positive results. These will be outlined further in point 3. The Writing's on the Wall project was co-funded by the Western Australia Police Graffiti Team and was officially launched by the Honorable Liza Harvey, Police Minister on 3 September 2013.

An excerpt of the script from The Writing's on the Wall can be found at www.melvillecity.com.au/twotw.

The outcomes of The Writing's on the Wall were:

- Increase awareness of graffiti related crime and its underlying causes including mental health issues, drug and alcohol consumption and unhealthy risk taking behaviour in young people and the wider community
- Increase awareness in young people and the wider community of support and information services available to prevent engagement in graffiti and other crime.
- Increase awareness of mental health support services available to young people.

Painted Dog Research conducted evaluation of The Writing's on the Wall against these outcomes in June 2014. The research comprised of self-completion paper based surveys pre and post test. The surveys were administered to six year nine classes from Applecross Senior High School engaging over 120 students in the evaluation. The research found that reactions to The Writing's on the Wall were very positive. Overall, the research

found that the resource performed well in achieving its intended outcomes having had a number of positive impacts on the target audience.

Key summary statements from the evaluation were:

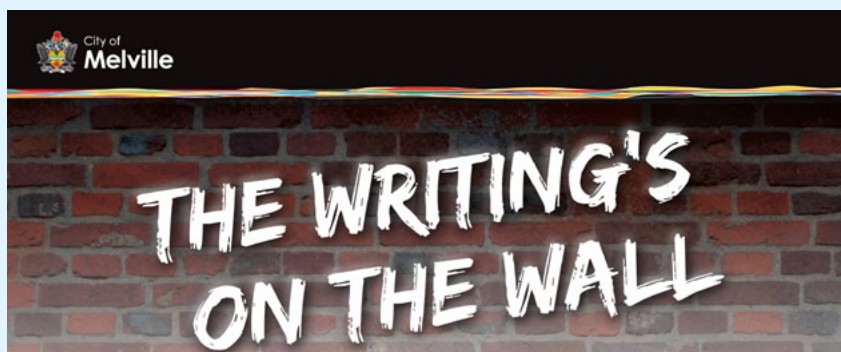
- The resource communicated the importance of seeking help with stress and the consequences of unhealthy risk-taking behaviours.
- The resource has increased students awareness of the underlying causes, which lead to graffiti and other unhealthy risk-taking behaviours.
- Students are more likely to understand that those who engage in these acts are often experiencing emotional, social or family issues.
- Student's awareness of coping mechanisms increased after reading the script.
- The overwhelming majority of student's state they are more aware of effective coping strategies such as exercising, positive self-talk, and talking to parents since reading the resource.
- 80% of students stated they learnt more about where to seek help after reading "The Writing's on the Wall".
- More than three quarters of students, state the resource taught them more about the consequences of graffiti and the legal, social and financial impacts it has.
- Those who previously graffitied are also more aware of the potential for accidents to happen during the act too.
- After reading the resource students are more likely to perceive those who graffiti as experiencing emotional issues and/or problems at home. 49% held this belief before reading the script, 71% after.

- After reading the script 80% of students felt more informed about effective coping strategies to use when feeling stressed or upset.
- 80% of students learnt more about where to seek help after reading the resource.
- 90% of students having read the script indicated that they would encourage a friend to seek help if they were finding it difficult to cope with problems at home or school.
- 90% of students having read the script felt more likely to help someone dealing with stress.
- Students that participated in the trial and had themselves graffitied in the past demonstrated significantly greater understanding of the underlying issues after reading the script.

A full copy of the evaluation results is available on request.

The resource is packaged as a kit with 25 copies of the script, one copy of the teaching resources and a CD with all the documents electronically. This means that once a school or organisation has one copy of the resource they can easily replicate it. All high schools within the City of Melville received a free copy of the resource and the resource is available for sale to schools outside the City of Melville and any other interested organisations. There are a number of package prices available to suit a variety of budgets including purchasing the CD version only thus eliminating cost as a barrier to access the resource. A bulk print run was done however income from sales will be used to fund any future reprints that are required to ensure funding is always available to produce the resource.

To date the City has distributed 84 copies of The Writing's on the Wall Australia wide.



Testimonials from teachers and students

'The resource is very useful. The text is one that deals with content that the class found very appealing and I found the layout of material made it very readable especially the character parts presented in blocks of colour.' Year ten English Teacher

Students

"What I liked most about 'The Writing's on the Wall' is that it not only teaches you something, it is very entertaining and gets the point across'

"'The Writing's on the Wall' taught me the consequences of graffiti and why some kids graffiti"

"It is relevant to people my age because the boy, Jason is around our age and the causes of graffiti can occur in everyday lives – parents arguing, parents breaking up."


The things I liked the most was that it is relatable for the age demographic, and it's not artificial. It has real-life scenarios and it's enjoyable to play a role."

"The script made me think differently about people who tag or get in trouble with the police because I suppose tagging or whatever you might do that is 'wrong' is just a way of drowning out whatever might be happening in your life."

"I enjoyed the whole class participating and listening to the script because that doesn't happen often"

Script as literacy tool

Observations from City of Melville officers and the evaluation researchers demonstrated the willingness of the students to participate in taking parts in the script and reading out aloud in class. Even English as a Second Language students and students in classes with low literacy levels showed their keenness to be involved in this activity. Students who did not have reading parts also remained silent and engaged whilst following the reading of the script in their copy. The uniqueness of this highly participative activity and the contemporary language and humour used throughout was viewed the rationale for this success.



THE WRITING'S ON THE WALL


A Cutting Edge Educational Resource

Developed to be used by high schools and youth focused organisations, The Writing's on the Wall script is a story about families and young people; the consequences of poor decision making and unhealthy risk taking behaviour; the importance of help seeking and a glimmer of hope...

The script-based resource is aimed at teachers of Year Nine and Ten students and links with the Australian Curriculum: Health and Physical Education, and English.


The resource can also be used by youth focused organisations to engage young people in discussion about unhealthy risk taking harms and consequences, stress and coping and encouraging help seeking behaviour.

"The resource is very useful. The text is one that deals with content that the class found very appealing and I found the layout of the material made it very readable especially character parts presented in blocks of colour"
– Chris Mancini, Year 10 English Teacher, Leeming Senior High School.



"I enjoyed the whole class participating and listening to the script because that doesn't happen often"
– Jacinta, Year 10 Student.

"The script made me think differently about people who tag or get in trouble with the police because I suppose tagging or whatever you might do that is 'wrong' is often just a way of drowning out whatever might be happening in your life"
– Year 10 student.



The Writing's on the Wall Resource

Each kit contains 25 copies of the script, one copy of the teacher resource, and a CD containing all the resources electronically. The resource is housed in a box which is easy to transport between classes and store on shelves.

Cost: \$85.00 plus \$20.00 postage and packing within Australia.

For additional details and the order form go to www.melvillecity.com.au/twotw or call 1300 635 845.

