



CD25/53 Implementing Menstrual Equity Initiatives in the City of Melville

Ms M Pickering, Director Community Development

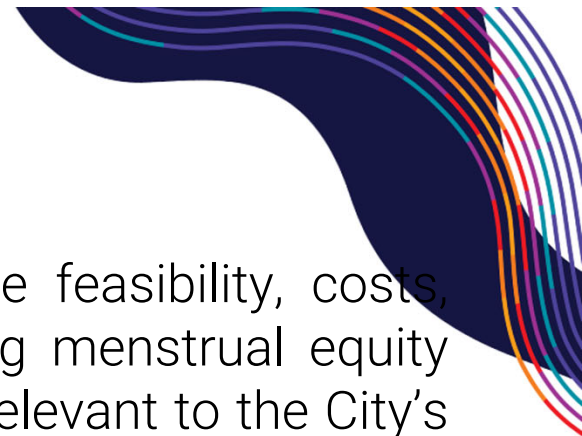


City of
Melville

Responds to Council resolution (15.1) OMC 15 July 2025:

That the Council:

1. Requests the CEO to prepare a report that explores the feasibility, costs, funding options, and strategic alignment of implementing menstrual equity initiatives; consider a range of initiatives and approaches relevant to the City's context and community needs.
2. Requests that the report be presented at the November 2025 Elected members Engagement Session (EMES), with a formal report incorporating feedback and recommended actions brought to Council for consideration in December 2025.
3. Considers the inclusion of menstrual equity objectives in future strategic planning and policy development related to health, wellbeing, gender equity and environmental sustainability.



Background and current initiatives

Share the Dignity:

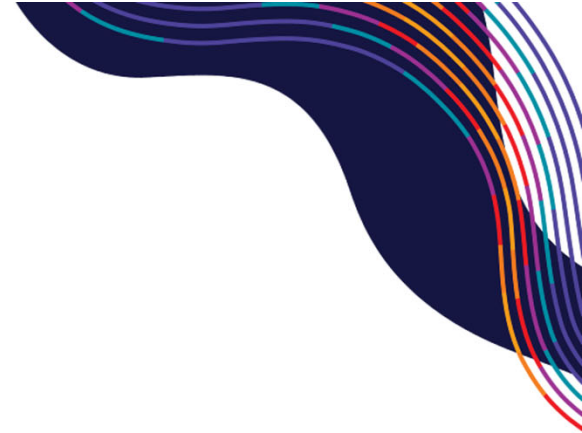
- National charity tackling period poverty since 2015
- 2024 Bloody Big Survey: 389 respondents in Melville

Strategic Alignment

- Aligns with City Vision: Vibrant, Sustainable, Inclusive.
- Supports Council Plan for the Future 2024–2034:
 - Healthy Safe and Inclusive Outcome objectives

City of Melville initiatives supporting menstrual equity:

- Free menstrual products at Willagee Community Centre.
- Reusable Product Rebate Program (since June 2022):
 - 50% rebate (up to \$50) on cups, pads, underwear, swimwear.
 - Shared sustainability pool approx. \$7,000.
 - Uptake: 2024–25: 76 rebates, \$2,889 total.



Officer Recommendation

That the Council:

1. Request the CEO to register its interest in participating in Share the Dignity's Council Care's Program; and
2. Requests the CEO to increase the annual operating budget as part of the 2026-27 Annual Budgeting process by \$3,000 to include:
 - a) Increasing the City's existing Rebate for Sustainable Menstrual Products by \$1,500; and
 - b) Promoting a collection and donation basket program and the City's participation in the Shared the Dignity Council Cares Program.

Financial implications of the Officers Recommendation - \$6,000 per annum





Agenda Briefing Forum

December 2025



City of
Melville