

MUNICIPAL PUBLIC HEALTH AND WELLBEING ANNUAL REPORT

2019-20

HEALTH AND WELLBEING ACHIEVEMENTS AND IMPACTS




Maribyrnong
CITY COUNCIL



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BACKGROUND

Council has once again met its requirements under the Public Health and Wellbeing Act 2008 by considering health and wellbeing matters in the Council Plan 2017-21. The core health and wellbeing strategies are highlighted with a blue HW in the Council Plan and actions against these strategies are detailed as part of annual action planning. In addition to the links with the Council Plan strategic objectives, Council's health and wellbeing action is guided by three broad wellbeing outcome areas:

- 1) Our residents are healthy and well
- 2) Our residents feel connected and have opportunities to participate
- 3) Our city is liveable

This approach is summarised in the next diagram, acknowledging the many influences on the health and wellbeing of the community.

The report assists Council in meeting the legislative requirements set out in the Victorian Public health and Wellbeing Act 2008.





Let's Get Active Together Community event 2019. Image by Nico Keenan

Table 1: Maribyrnong's Health and Wellbeing Evaluation Approach

Level	Progress (achievements)	Impact	Outcome	Process
Evaluation question	Have we done what we said we would do?	Are we having the influence we expected?	Have we achieved the change we sought?	How effective is the way we plan?
Frequency	Annually	Annually	Every four years to look back inform the next MPWHP	Every four years to look back and inform the development of the next MPHWP
Outputs	Progress under each health and wellbeing priority	Case studies	Health and Wellbeing Outcomes Dashboard	Report on process (November 2020)

SECTION 1: ACHIEVEMENTS

Year 3 (2019-20) Achievements

Our residents are healthy
and well



HAVE WE DONE WHAT WE SAID WE WOULD DO?

This section describes our year 3 (2019-20) achievements under each health and wellbeing priority.

A key focus of the **Active Maribyrnong Grants** program is to engage more females and children with disability through sport. In the 2019 winter program, all but one of the recipients with disability and half of the female recipients were new to the Active Maribyrnong Grants program, in which they had never received a Grant before.

The 2019 **Spring into Summer Series** had 3,300 registrations across 56 different 5-week physical activity programs delivered entirely by local community providers. The program had over 70% female participation.

Master plans and concept designs for the **West Footscray Community Facilities Plan** went out for community consultation between April and May. The plans, which include designs for the RecWest building, Shorten and Barrett Reserve, and Johnson Reserve, received over 650 comments online and reached over 40,000 people through our social media channels. This will be followed by an extensive review and analysis of the feedback received from the community, with recommendations to Council by late June. The new plans will aim to provide facilities that are fit for purpose and meet both the current and future community needs.

Extensive planning is underway in developing a **precinct plan** to include Highpoint, Maribyrnong Secondary College and Maribyrnong Aquatic Centre. Community engagement will be forthcoming.

Following the adoption of the **Maribyrnong Indoor Stadium Strategy**, consultants will soon begin work on investigating and a potential site for a new 4 to 6 court indoor stadium, as well as the upgrade of an existing facility to cater for the growing demand of high ball sports.

The **Women of the West Action Plan Draft** underwent consultation across the project partners (the Western region Councils) and is now in final draft. The plan provides evidence based strategic direction to project partners in Melbourne's West in the planning, development, and implementation of women and girls' improved participation in sport and active recreation



DOTW
2019



Let's Get Active Together Community
event 2019. Image by Nico Keenan



DOTW 2019. Image by Nico Keenan

Benchmarking is nearing final stages in review of our sports club **Fees and Charges Policy**, allowing us to identify any emerging practices and opportunities in delivering a better service and recognising and supporting our sports club's development.

100 women and 103 men participated in **Daughters and Sons of the West** (2019). The average age of the participants were 50 and 51 respectively and 50% of Daughters of the West (DOTW) and 20% of Sons of the West (SOTW) participants spoke a language other than English. 87% of DOTW and 89% SOTW of participants felt more knowledgeable about each of the health topics.

Approximately 550 people participated in **16 Days of Activism** and **International Women's Day** events and activities, which were delivered in partnership with Women's Health, Community Health, local arts and community organisations.

Maribyrnong was one of ten local councils across the state to participate in the **Gender Equality Bill Implementation Pilot**. Phase 1 has been completed which involved conducting Gender Impact Analysis and adapting the tools for the Women Who Walk project, the Family Violence Policy Review and the Intercultural Exchange planning.

Promoted and supported the participation of girls and women through physical activity and health programs such as **Active Maribyrnong Grants**, **Spring into Summer** series, **Ladies only Swim Nights**, **Daughters of the West**, and the **Big Bang Program**.

I have been greatly encouraged by this program and have learnt so much about all the help and support available in my community.

DOTW 2019 participant



IWD 2020 Madder Square IWD 2020
Madder Square

Actively contributed to the **Preventing Violence Together Partnership** and **Western Integrated Family Violence Committee** (WIFVC) meetings to support and contribute to whole of community actions to prevent and respond to family violence and violence against women.

23 young women from culturally and linguistically diverse backgrounds registered to participate in the **Leaders of the Pack** program delivered by Western Bulldogs Community Foundation, 23 of the participants graduated.

The **Human Relations** education program for newly arrived young people received the **Secretary's Award for excellence in culturally diverse health**. The education program about sexual and reproductive health and respectful relationships for students attending the Western English Language School (WELS) has been delivered in partnership with Women's Health West, cohealth and the Centre for Culture, Ethnicity and Health for 19 years.

Youth Services hosted an event at RecWest Braybrook through **Big Bang** sports program during **16 Days of Activism** enhancing young people's understanding of gender inequality in sport, 19 young people attended the session with 5 young women and 14 young men.

Maribyrnong Community Centre hosted an International Women's Day celebration to launch **In My Generation** photo exhibit featuring photography by **Women Who Walk** a walking group of women in participated in an iPhoneography course. The event was attended by 48 people.

I learnt that women are standing for their rights and it's good to see women getting involved in the community and making change especially in the west.

International Women's Day event evaluation



IWD 2020 Maribyrnong Community Centre. Image by Hannah Veljanovska



16 Days @ Big Bang. Image by Nico Keenan



16 Days Walk Against Family Violence. Image by Nico Keenan

In partnership with **Western Bulldogs Community Foundation** we hosted an International Women's Day event, I am Generation Equality which featured a panel of women from the West promoting gender equality. The event was attended by 85 people.

Successfully re-accredited as a **Breastfeeding Friendly Workplace** by the Australian Breastfeeding Association

Supported Multicultural Centre for Women's Health to deliver **PACE (Participate, Advocate, Communicate, Engage)** a leadership program for migrant women. Braybrook Hub hosted the 5-week program and 20 women from migrant and refugee backgrounds graduated.

Engaged and supported women and men in conversations about gender equity, respectful relationships, and challenging conservative gender norms through the **Sons and Daughters of the West** programs.

Youth Services hosted community and school-based **International Women's Day** events at WELS, Braybrook College and a pop-up event at Maddern Square featuring young female artist.

City Futures and Health and Wellbeing partnered to host a **She Means Business** for migrant women on digital to marketing to grow businesses. The panel featured a diverse group of women in business from the west.

Women's leadership will empower and inspire other women from immigrant backgrounds to never give up and that we can do it no matter what.

PACE 2019 participant



Braybrook
Community Hub.



Maidstone Community Centre.



Children's Week event 2019

In partnership with Carrington Health and VICSEG the **Baby Makes Family** post-natal program was delivered in Vietnamese for 5 families to promote healthy and respectful relationships.

Maternal and Child Health program offered 27 additional family violence consultations either at centres or outreach sites for any women experiencing family violence. The number of consultations has increased significantly since the previous reporting period with education and building confidence through training.

There were 213 sessions promoting healthy and active lifestyles at **Braybrook Community Hub** attended by 5,904 participants throughout the year. The sessions included Yoga, Meditation, Cooking, Eat together to name just few. The food programs not only help to address the food insecurity in the area they also bring weekly opportunities for connection. The food programs have served 4487 meals and made many more valuable connections.

The **Maidstone Community Centre** produced 54 different health and well-being programs/workshops which equated to 720 individual sessions with a total attendance of 6,625 within that period of time. Some of these activities included yoga, Flamenco dancing, vegan cooking, nutrition consultations, Food as Medicine workshops, anxiety workshops, native gardening and Mystery Tours of the West.

In 2019, Fitness Australia elevated Maribyrnong Aquatic Centre (MAC) to a Quality Accredited Fitness Business in Australia, which was accomplished after the centre implemented further strategies to ensure members receive the highest and safest level of health and fitness service. In recognition of this accreditation, MAC was nominated as a finalist in the 2020 Fitness Australia awards

Immigrant women are going to lead our families, life, jobs and for that we need to be ready to do our best.

PACE 2019 participant



16 Days of Activism at Big Bang 2019
Image by Nico Keenan



Capacity Building workshop 2019



16 Days of Activism at Big Bang 2019 Image by Nico Keenan

Soccer tournaments delivered by Youth Services during school holidays supporting young women's and young men's participation in soccer.

Mental Health Week event **Switch Off to Switch On** to support young people to take time out from social media, 60 secondary school age students from WELS, Victoria University, Caroline Chisolm Catholic College (CCCC) and Footscray High School participated.

Capacity Building Sessions on screen time, gaming and cyber safety for teenagers was attended by 19 parents and approximately 30 students.

Where There's Smoke Exhibition at Trocadero Art Space Traditional Owners Savanna Kruger (curator), Rubii Red, Charlotte Allingham and Sofii Belling presented an exhibition exploring the climate crisis through the female relationship to, and respect for, country.

Maribyrnong Community Centre offered 14 different types of Health and Wellbeing programs during the year or 311 individual sessions of activities, with attendances of 879 participants. Of these, four were offered in partnership with Australian Multicultural Services with programs aimed at older adults. Four programs were offered for children under the age of 12, with one program specifically for children with additional needs. A highlight was the participation by the Maribyrnong Walking Group in the International Women's Day event - Women Who Walk. The event was a great collaboration between the Health and Wellbeing and Community Development teams with participants at the Centre.

I have been greatly encouraged by this program and have learnt so much about all the help and support available in my community.

DOTW 2019 participant

SECTION 1: ACHIEVEMENTS

Year 3 (2019-20) Achievements

Our residents feel
connected and have
opportunities to
participate





HAVE WE DONE WHAT WE SAID WE WOULD DO?

Developed and endorsed **Libraries Plan 2019-2023**, which articulates the library service's mission and key directions in serving and supporting a growing and highly diverse community over the next four years and into the future.

One Night in Footscray was delivered for the third year. A Footscray Town initiative supported by Victoria University and Maribyrnong City Council, it is a free and accessible program including installations, musical performances, exhibitions, puppetry, dance, and showcasing local businesses the event was attended by 10,000 community members across the night.

StreetWorks was delivered this year in collaboration with 3 schools working with local artist to design murals with young people for each setting through capacity building workshops.

Community-Engaged Artist-in-Residence program invites professional artist to work with and celebrate the communities of Braybrook.

Maribyrnong underwent an intercultural policy analysis using the Intercultural Cities program Intercultural Cities benchmarking process in 2018. In response to the results and recommendations a number of events and activities were delivered in 2019 including delivering an Intercultural Summit in partnership with the City of Ballarat and City of Melton. **Lunch and Learn** staff development program was launched with a session on racism supported by Victorian Equal Opportunity Human Rights Commission. 50 staff from across Council attended on the 18 September.

Maribyrnong Community Centre offered 57 programs and activities during the year, with a total participation of 7,637. Many were offered on a weekly basis providing opportunities for community members to participate in a range of learning and recreational activities which promoted inclusion and connection. One example is The Maribyrnong Community Markets which provided the opportunity for local artists to promote and sell their crafts; as well as providing an opportunity for community members to get together in an informal environment. Twelve community groups and organisations also provided regular programs and activities at the Centre during the year.

Excellent class and cannot wait for the next one. Never felt like this before.

Maribyrnong Community Centre participant



One Night in Footscray 2019



IWD 2020 Maddern Square .



Let's Get Active Together
Community event 2019
Image by Nico Keenan

The development of the **Maribyrnong City Council Reconciliation Action Plan** is in its third and final stage. An internal working group continues to support this work. Organisation protocols for recognition and acknowledgement of Aboriginal and Torres Strait Islander peoples are in draft.

Parent Capacity Building sessions promoting health and wellbeing for children including topics such as building resilience, anxiety, attachment and emotions, screen time and cyber safety. A total of 235 parents and carers attended the session throughout the year.

203 families enrolled in **Maribyrnong Supported Playgroups**. A trial of language specific In Home visits has been delivered as a part of the Maribyrnong Supported Playgroup program 18 families have been enrolled in the in home component.

Pop-up events engaged with families and children, in places where they are to promote services they may not know about. The Pop-up Play in Park events at Angliss and Heatley Reserve were attended by 30 families respectively, and 9 families attended the Footscray Market pop-up play event.

Learning Lab 2020 forms part of the annual community development workshop calendar for not for profit community groups, volunteers and residents of Maribyrnong with a program of learning and development opportunities that build skills and capacity with the additional benefits of building networks. The first workshop was delivered pre the crisis with the session, 'Governing a Community Organisation' on March 11 2020, attended by 25 participants providing very positive feedback.

I enjoyed it much more than I thought I would. As a disabled person with a chronic illness, this type of online presentation is very valuable.

Learning Lab participant



Children's week event 2019



Braybrook Community Hub



Children's week event 2019

The **Maribyrnong Children's Network**, continues to work with local services to support the children and families in the community. Family Day Care providers joined the network in the last year.

The **Children's Week Picnic in 2019** was designed to be child centred event and allowed council staff and local practitioners to connect with families.

The development of the **Strategy for Children, Young People and Families** was informed by children and young people from Footscray, West Footscray, Braybrook, Kingsville and Maribyrnong. 226 children were consulted and 212 of those children used drawing to support their ideas.

Braybrook Community Hub provided 610 sessions promoting community connection with 6470 participant attendances across all Lifelong Learning and Inclusion programs. The delivery of programs, activities and services was also supported by 771 Volunteer attendances, equating to 9729 volunteering hours. This incorporates our FILLs program, food programs, concierge service and events.

This program is not only a learning experience, but a social outing for the senior students who may not get out much.

Computer class participant



Engagement and support of LGBTIQA+ young people through **Wear it Purple Day 2019** at Footscray and Braybrook Secondary Schools and **IDAHOBIT Day 2020**. Provided online session facilitated by Minus 18. Weekly LGBTIQA+ support groups at Footscray High School SAGA and Braybrook College Wavelength.

Youth Services provided weekly drop in at Braybrook Community Hub for local young people covering activities including craft, cooking, movies and socialising.

Braybrook Holiday Program to engage local young people delivered by Youth Services during school periods, activities including sailing, movies.

Maidstone Community Centre provided 1, 312 sessions promoting community connection with 12,353 participant attendance across all Lifelong Learning and Inclusion programs and events. Some stand out programs and highlights were partnering with St Vincent de Paul, the Centre for Multicultural Youth and local primary schools to run the Maidstone Reading club on a weekly basis, supporting 5 work experience students from Footscray High School to set up a social enterprise, Winter Spread the Warmth community lunches, playgroup that attracts 90 people a weekly, and the end of year Funk Fever Disco attended by over 200 people.

This program is not only a learning experience, but a social outing for the senior students who may not get out much.

Computer class participant

SECTION 1: ACHIEVEMENTS

Year 3 (2019-20) Achievements

Our City is Liveable



HAVE WE DONE WHAT WE SAID WE WOULD DO?

The **Braybrook Regeneration Project** has begun in partnership with the Victorian Planning Authority (VPA), Department of Health and Human Services (DHHS) and Department of Jobs, Precincts and Regions (DJPR) which will see the renewal of existing DHHS public housing stock.

The draft **Housing Strategy** and other strategies in the Maribyrnong Planning Scheme will be translated to reflect the new Planning Policy Framework and Municipal Planning Strategy (set by State Government), replacing the Municipal Strategic Statement and Local Planning Policy Framework. A Planning Scheme Amendment will be prepared to implement the translated policy to the Maribyrnong Planning Scheme.

The draft **Development Contribution Plan** for Maribyrnong was endorsed by Council to go out for community consultation. The Development Contribution Plan identifies the required infrastructure to support growth and residents, which land developers contribute towards.

The **Central West Structure Plan** review is currently underway, consultation has taken place with 160 responses received. The consultation has informed an Issues and Opportunities paper which will be followed by the revised Structure Plan with recommendations for the Planning Scheme Amendment.

The **Community Advocacy Group for Climate Change** was established, with 15 community representatives.

Since 2015 Maribyrnong has achieved net **zero carbon emissions** for its operations.

We are a member of the **Inner West Air Quality Reference Group**, which met 23 times, resulting in the compilation of a 150 page report recommending a number of regional air quality improvements. The report has gone to state government for action on the recommendations. The reference group is made up of 15 community representatives and 3 local councils.

Implemented **raised intersections** on Richelieu St / Burns St and **raised pedestrian crossings** at Norfolk St/ Studley St intersection to promote safe travels in local streets.



Raised pedestrian crossing Norfolk Street

The **Advocacy Priorities** report was endorsed by Council in on 10 December 2019. The report outlines the ten priority issues and for future advocacy including the new Footscray hospital, cycling and pedestrian safety, sport and leisure facilities, valuing our waterways, climate change actions and waste management, and affordable and quality housing.

The **Footscray Smart City for Social Cohesion** (Footscray SC2) Program has begun year 1 of 3 years of implementation. Data collection has begun across the implementation sites, between the Victoria University Footscray Campuses. Three digital kiosks have been installed to display public information.

Council endorsed the **Maribyrnong Significant Tree Register 2020** which identified approximately 80 trees of significance across the city. To ensure the protection of the trees, planning controls both temporary and permanent, have been prepared and amendments to the Planning Scheme commenced. In early June the Minister for Planning approved the temporary controls (for 2 years) and public consultation on the permanent controls to protect the trees is about to commence.



IWD 2020 Maribyrnong Community Centre.
Image by Hannah Veljanovska

Maribyrnong City Council is committed to fostering inclusive, creative and innovative spaces for the Maribyrnong community. The **Footscray Library, Cultural and Community Hub (NeXT)** will aim to provide the growing municipality with a future focused, innovative and creative learning centre. Following the endorsement of the NeXT Feasibility Report and Business Case on 22 October 2019, Council committed to engaging with stakeholders and the community. There were 36 participants across 3 workshops, 633 document downloads, 1219 completed surveys. The feedback will be presented back to community and Council in June 2020. Some of the commonly expressed sentiments highlighted that NeXT should be a place that is welcoming and accessible, and must consider community members diversity.

Council has worked on the development of 42 **sport and recreation infrastructure** projects designed to increase participation and improve safety and use of sports and recreation facilities. The projects aim to provide physical, social and mental health and wellbeing benefits to the community.

In partnership with VicRoads the speed limits have been reduced on **local roads in Kingsville, Yarraville and Footscray to 40 kilometres per hour** in an effort to decrease the risk of serious injury or fatality and to encourage more residents to use sustainable methods of transport like walking or cycling.

Victoria Walks was engaged to undertake a review of the 2011 Walking Strategy. The results to seek funding for the development of a new **Walking Strategy** for Council.

Adopted a new 10 year Bicycle Strategy in April 2020, it focuses on improving safety, separated bicycle access to schools, shops and train stations across Maribyrnong. It seeks to improve on what we have, increase bicycle facilities, increase the number of bicycle hoops and make Maribyrnong a place where people ride bikes.

SECTION 2: RESPONSE TO COVID-19





Let's Get Active Together
Community event 2019.
Image by Nico Keenan

Context

COVID-19 is a respiratory illness caused by a new virus, and can be spread from person to person.

Symptoms include fever, coughing, a sore throat and shortness of breath, currently there is no treatment.

The World Health Organisation declared the global pandemic of COVID-19 in March this year and by June it had claimed the lives of 408, 025 people around the world. The first case was first confirmed in Australia in late January 2020.

Australia's federal, state and territory and local governments have since put restrictions in place to slow the spread of the virus. The restrictions have impacted how we work in and with our community. The impacts of lockdown, isolation and social distancing measures have had immediate impacts on health and wellbeing and we know there are members of our community who have experienced these impacts to a greater extent and this has been considered in the planning and delivery of our response. Here are a number of highlights regarding our response to the public health, community, social and economic impacts of COVID-19.

Our response

Library programs such as **Baby Rhyme Time**, **Story time**, **Coding Club** and **Book Clubs** are being delivered online.

Maternal and Child Health continue to provide 10 key visits with a mix of face-to-face, phone and video consults.

Wellbeing through Art is being delivered online for new parents needing additional support adjusting to parenthood.



The **2020 Get Active!** Expo had over 1,600 registered participants as the program was due to commence but was unable to progress due to COVID. The **2020 Get Active! at Home Series** currently has over 1,200 registered participants. There are 22 different 6-week programs delivered entirely by local providers.

2020 SOTW and **DOTW** programs have been postponed. However 90 men have registered for this year's program and are being engaged, along with past participants from both programs, through online exercise programs and health webinars. Plans are being made to commence modified SOTW and DOTW programs later in the year.

Community Connectors provide residents affected by the COVID-19 pandemic with information and referrals to local services via Council's COVID-19 phone line. Residents can be referred to food relief, family violence, mental health support and other Council services. In more complex cases, the Community Connectors can provide advocacy or short term case work. Community Connectors have developed Council's Food Relief Policy, in response to direction from the Victorian Government to support local residents in this capacity. They have also worked with Foodbank to provide nappies, formula and clothing to local families. The Community Connectors also manage the Precinct Response Team, who provide welfare checks for isolated older residents and deliver items from Emergency Relief providers. Over an 8 week period from April 2020, 65 households have been provided with food relief support and the phone line has received over 100 enquires.

The **Together Apart Rapid Relief Fund** was Arts and Culture's response, redeploying its budget into the fund. This fund has supported a total of 44 projects, including 18 arts organisations and 26 local practitioners to pivot their work to digital outcomes for the community including free classes, 'live' performances, film projects, interactive workshops and children's shows.



Braybrook Community Hub have moved to online programs, which has been challenging as many of our community are not digitally connected, they have limited digital literacy or they have limited data allowances. This is something that Braybrook will focus on when we can reopen. Anecdotally we know that digital constraints have had a major impact on people's mental health and being able to connect and be connected during lockdown.

The **Family Inclusive Language & Literacy Support (FILLS)** program is currently being offered online and is still supported by volunteers through the Braybrook Community Hub. This is done using many platforms such as Zoom, Facetime, email and telephone calls.

Braybrook Community Hub run a weekly program of '**Community Catch up Calls**' to keep in contact with the community, and understanding their needs from some of our more vulnerable community members. A weekly newsletter also provides various important information with helpful links.

Immediate **financial relief** was provided to businesses with discounts and deferrals for commercial rates, and refunds for Council permit fees. Critical funding delivered to the City's five trader associations by paying the membership renewal fees for more than 180 businesses. Business Improvement District (BID) grant recipients were assisted to pivot their existing funding towards new and emerging needs.

Provision of information and advice was scaled-up significantly with the monthly **Business Bulletin** increased to a daily edition for the critical weeks of Stage 3 restrictions in Victoria. Flyers were made available in eight different languages and disseminated to key small business services including local accountants and bank branches.



Braybrook Community Hub

Business workshops were moved online and seven additional webinars were organised with experts on key issues such as cashflow, commercial leases and mental health.

The **#keepmarikind** marketing campaign was launched to support small business with daily social media posts, newspaper articles and a directory on Council's website.

New business applications continued to be received online and over the phone, with approximately 30 enquiries per month.

Maidstone Community Centre produced a variety of online classes and videos for adults and children to support them at home, including two interactive Music for Hip Toddlers classes a week, a Stories, Music and Make Believe class, and a weekly playgroup step by step photographic art activity sheet for pre-schoolers. Adults are being supported through online yoga and computer classes, take home English packs for our ESL students, and some great practical videos made up for the general community such as Funky Sewing, and Home Maintenance for Women. Regular welfare checks were also made to the elderly, and CALD community groups who access the community centre.

Maidstone Community Centre are also producing weekly newsletters which are emailed out to over 900 local residents and mailed out to 200 people who don't have access to technology. Facebook has been an important platform to engage with 2600 followers. The **People of Maidstone** series has been highlighting local's strengths, feelings and positive community action to foster kindness, empathy and connection.

Youth Services hosted a **parent evening** on supporting parents of teenagers thought the challenges and opportunities of COVID lockdown attended by 19 parents.



Let's Get Active Together event
2019. Image by Nico Keenan.

Chat to a Youth Worker is response to COVID-19 to stay engaged with young people connected to youth services program prior to COVID-19 and supporting young people affected by COVID-19 to seek support, 367 young people have been contacted.

Chillout Packs provided to 100 students across Footscray High School, Braybrook College, WELS, CCCC and Maribyrnong College. The packs have been provided to the most vulnerable students as identified by school wellbeing staff during COVID-19.

Due to COVID-19 all programs and activities at **Maribyrnong Community Centre** were postponed until further notice. However, due to the support from tutors and instructors a number of programs were able to continue online including the 4 programs for older adults and a cooking program for children. New programs were developed for online participation including a circus program for pre-school aged children and an art and craft program for primary school children. Maribyrnong Community Centre developed a weekly newsletter which was distributed via email, regular post or letterbox drop to keep connected with our community. Maribyrnong Community Centres Facebook page was also a positive way to keep connected with our community during this period.

New parent groups are being delivered online over 3 weeks instead of 6 weeks and are capped at 12 parents per session.

Parent Capacity Building sessions continue to be delivered online.

SECTION 3: IMPACTS

Year 3 (2019-20) Impacts

Case Studies



COMMUNITY LEADERSHIP

Case Study

The vision for Community Leadership is to support informed, connected, active community leaders who work alongside and with Council to make Maribyrnong a vibrant and resilient community. Our formal Community Leadership Programs are a significant investment in people and the development of our local Human and Social Capital. This project is a recognition that the future of this city depends on the relationships between Council and its community in order to meet the growing and diverse needs of the community.

I have a greater appreciation of the community and the people within Maribyrnong and how we all have this collective synergy to want to give back to the community and also do more to make it one of the most loveable and liveable cities

2019 Participant



16 Days 2020 A Fundamentally Flawed Love Story

COMMUNITY LEADERSHIP

Aims

The vision for Community Leadership is to support informed, connected, active community leaders who work alongside and with Council to make Maribyrnong a vibrant and resilient community. Our formal Community Leadership Programs are a significant investment in people and the development of our local Human and Social Capital. This project is a recognition that the future of this city depends on the relationships between Council and its community in order to meet the growing and diverse needs of the community.

The program was specifically designed to build knowledge, skills, networks and confidence of individuals to be active in their communities and contribute to positive change. It aims to empower individuals and groups to be part of creating positive change and actively contribute to a diverse, connected and capable community.



I feel more connected to my community and have developed and active network of others in my neighbourhood who are committed to the same causes

2017 Participant



COMMUNITY LEADERSHIP

2019 Graduation

Background

Since 2015 council have delivered five formal community leadership programs. Two of these were focussed on revitalising the Braybrook community called “Braybrook on Board” (2015 and 2016), and one “Growing our community” focussing on an environment and sustainability theme (2017). In 2019 the name ‘Connecting Maribyrnong’ was chosen as the new title for the program to reflect the overall purpose of community leadership. ‘Connecting Maribyrnong’ was delivered in 2019 and 2020.

Purpose of evaluation

The purpose of the evaluations have been to understand the impact of the leadership program on the participants knowledge, skills, confidence and sense of connection. The evaluations have also help to inform future planning an delivery of building community leadership in the City of Maribyrnong.

Methodology

Each program was evaluated through satisfaction surveys (weekly and at the end of program) and reflection exercises (end of program) with participants. With individual reports produced for each program and an internal Community Leadership review undertaken in 2017.

Consistently participants reported high level of satisfaction with the program. Also consistently participants reported both skill and personal development; increase in confidence, increased community connections, greater understanding of council and a desire to be more active in the community.

Community leadership is seen as important by local government in both rural and urban settings in order to mobilise communities to engage in volunteering and civic processes

2017 Participant



COMMUNITY LEADERSHIP

A fundamentally flawed love story,
16 Days of Activism 2019

Summary of findings

Participation

Participation in council's Community Leadership program is open to adults (over 18) with a connection to Maribyrnong (live, learn, work, recreate here) and subject to competitive application process. With each varying program having varied criteria in line with program focus/topic.

From 2015 – 2020, there were 79 Graduates of council's formal community leadership programs. Of these graduates 24 were men and 55 women. Over all programs more than 50% of participants also spoke one or more languages other than English and ages of participants ranged from 19 – 76 years of age.

Program Design

Participant's feedback across the years has helped to inform the current model which is a 13 week program. The program consist of nine classroom sessions delivered over three months, two showcase events, one full day local area excursion, attendance at an Ordinary Council Meeting and a graduation ceremony.

For me, leadership is giving a voice to migrant and refugee communities and advocating for equity and pathways to education, employment and leadership roles

2015 Participant



COMMUNITY LEADERSHIP

A Fundamentally Flawed Love
Story, 16 Days of Activism 2019

Summary of findings

Networking

Following graduation, participants were supported by the Community Development Team to develop and implement leadership action and projects across the municipality with seed funding. These initiatives and projects have been as diverse as the participants. To ensure participants remain connected and active in the community, ongoing networking and learning opportunities continue to be provided by council via the Community Leaders Network and the Learning Lab.

Investing in community leadership allows council to build its relationship and understanding of community. It also allows community to build their relationship with and understanding of council. It is proven to empower and engage. To build skills and networks. To strengthen social connection and civic participation. It connects people, ideas and passion so together community and council can to action and initiate change and find local solutions.

Now I understand that the most valuable and important thing in being a community leader is listening to the community wants and needs and then acting upon them

2019 Participant

INTERNATIONAL WOMEN'S DAY 2020

Case Study

International Women's Day (IWD) is celebrated on 8 March all around the world to commemorate women who have changed history and acknowledge the global issues that perpetuate gender inequality.

Each year, the United Nations announces a theme for IWD celebrations to focus conversations around a significant issue. The 2020 IWD theme for celebrations was 'I am generation equality' and Council delivered a number of different events, across the municipality, to provide inclusive opportunities for all members of the Maribyrnong community to be involved.

I support women's rights

2020 IWD attendee



Maribyrnong Aquatic Centre



Background

IWD events create an opportunity for people of all backgrounds to unite and have meaningful conversations about how to advance towards gender equality.

At this year's IWD events, staff and community were brought together through a number of ways to facilitate conversation and connection representing 2020s galvanising moment towards gender equality. In total, seven IWD events were hosted by Council from different departments and community services.

The 2020 IWD events:

- **She Means Business** Workshop
- Maribyrnong Aquatic Centre FREE activities: women's only night, IWD breakfast, women's only yoga
- International Women's Day 2020: **I am Generation Equality**
- International Women's Day in Madderly Square
- Maribyrnong Community Centre IWD Walk
- **In My Generation** photo exhibition launch

A number of other IWD events were also supported by Council in 2020 however data was not available for this at the time this evaluation was compiled and therefore not included.

The delivery of 2020 IWD events is underpinned by key actions listed in objectives 2 and 6 of the 2019-21 Action Plan and Evaluation Framework.



I am Generation Equality.
Image by Nico Keenan.

Purpose of evaluation

The 'impact' level of the Evaluation Framework set the scope for impact analysis, which aims to understand the influence each IWD event had on the community. In addition to the impacts analysis, this evaluation also aims to identify areas for improvements and effective practices to inform planning for future IWD events.

Evaluation questions:

Impact

1. Did International Women's Day events increase community awareness and understanding of gender inequality?

Recommendations for future practice

2. How can we increase participation/engagement for future IWD?
3. How can the delivery of International Women's Day activities be improved?

I love to support local events for women

2020 IWD attendee



Methodology

Different data collection methods were used to measure community engagement and impact for each IWD event. Subsequently, this data was used to evaluate whether the IWD events achieved the Strategy's objectives and identify areas for improvement.

Quantitative data collection methods: Engagement analysis

- Facebook: number of posts, like, comments, shares, event attendance/interest records
- Eventbrite: number of registrations, demographic information
- Attendance records, number of people who attended the event

Qualitative data collection methods: Impact analysis

- Voluntary online follow-up survey: survey response rate, participant experience and feedback
- Photo-voice: participant biography and personal reflections
- Staff observational records & reflections: participant discussions and interaction
- Event partner follow-up questions & discussion: staff responses to follow-up questions

Hearing from multicultural female entrepreneurs – you can't be it if you can't see it! So great to see and hear from these inspiring women

2020 IWD attendee



In my generation photo exhibition launch.
Image by Hannah Veljanovska

Summary of findings

Did International Women's Day events increase community awareness and understanding of gender inequality?

- 2020 IWD events engaged a new audience: 117 (69% of the total attendance) attendees reported that this was the first time they had attended an IWD event.
- Staff reflections also showed that most of the local women involved in the 'Women Who Walk' project and the IWD 'In my Generation' photo exhibition had not heard about IWD, let alone celebrated it, prior to their participation in the project.
- 'I am Generation Equality' increased attendees awareness about local advocacy and understanding about local challenges and issues associated with gender inequality; such as, gender stereotypes, intersectionality and self-care.
- General feedback from all events demonstrated strong expressions of inspiration and desire to be involved in community action and local advocacy. The momentum generated by the IWD events has potential to inspire and transfer to community-led action and initiatives that continue to raise awareness and drive cultural change towards gender equity.

How far we've come in challenging stereotypes, but how far we still need to go

2020 IWD attendee

Summary of findings

How can we increase participation/engagement with future IWD in the future?

It is imperative to utilise different types of engagement strategies to ensure IWD events are inclusive and representative of the diverse community in Maribyrnong. Below is a list of recommendations to enhance the effectiveness of engagement strategies for future IWD events.

- **Social Media Approach:** Monitoring of engagement through Facebook, directly from Council, revealed that a total of 24 posts resulted in 224 Facebook interactions and 238 event registrations. The low investment and high return from online engagement is extremely valuable and can be enhanced by leveraging through relevant and reputable individuals who can reach target population groups. Social media engagement frameworks can be used to assist with planning a successful online engagement strategy.
- **Community-led Approach:** Encouraging collaborative processes which provide opportunities for shared planning and decision making, capitalises on the wealth of lived experience, expertise and connections in our community.
- **Collaborative Approach:** Utilising partnerships to increase organisational capacity to deliver targeted promotion of events will result in reaching a larger audience and reduce the strain on resources. Effective planning and coordination of multiple engagement strategies will help to avoid missing opportunities to connect with different population groups and over stimulating others; which may lead to adverse effects.

It's important to support women and our community.

2020 IWD attendee



Summary of findings

How can the delivery of International Women's Day events be improved?

The four areas include:

1. Strengthen collaboration and organisational partnerships
2. Incorporate more community-based strategies
3. Plan and co-design events specific to target population groups
4. Design a coordinated approach to monitoring and evaluation

The full report is available upon request.

We are stronger when we overcome challenges together

2020 IWD attendee

The Municipal Public Health and Wellbeing 2019-20 Annual Report was prepared by the Health and Wellbeing team.

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