

CITY OF MELBOURNE

Application for redesignation as an International Safe Community

The City of Melbourne September 2013

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INTRODUCTION

Melbourne: An International Safe Community

Our Vision

“Our city is a place where everyone feels safe and able to be part of our community at any time of the day or night.”

City of Melbourne’s Strategy for a Safer City 2011-13

The City of Melbourne is proud to be formally recognised as an international safe community since 2000. Melbourne was the first Australian capital city to be designated as an International Safe Community, and it remains the only Australian capital city and the first capital city in the southern hemisphere to achieve and maintain this status.

This application for redesignation affirms the City of Melbourne’s commitment to building and promoting a safe and inclusive community and our desire to be a continuing member of the International Safe Community network.

Community safety promotion, crime, violence and injury prevention and drug and alcohol harm minimisation has been an integral part of the City of Melbourne’s work for over 20 years. Our work is underpinned by our strategic framework, the *Strategy for a Safer City*. The Strategy supports the vision and key priority areas of the Future Melbourne Plan, the Council Plan 2009-13, and Melbourne’s Policy for the 24 Hour City. The Strategy also works within the context of a range of Victorian state policies.

Safety is a key pillar of the new Council Plan 2013-17. Under Goal 1: A City for People, safety is addressed as follows:

Goal 1: A City for People

“Melbourne will be accessible, inclusive, safe and engaging. Our streets, buildings and open spaces will be alive with activity. People of all ages and abilities will feel secure and empowered, freely participate in their community and lead healthy lives.”

The following priorities address community safety:

Priority 2. Provide community infrastructure commensurate with the municipality’s growing population and in anticipation of rapid growth in urban renewal areas.

Priority 5. Protect the community from passive smoking by expanding smoke-free areas.

Priority 10. Strengthen partnerships to prevent crime and improve community safety.

Priority 11. Apply crime-prevention-through-environmental-design principles to increase safety in public spaces.

Priority 12. Support the prevention of violence against society's most vulnerable people with a focus on women and children.

Priority 19. Improve the municipality's social and physical accessibility for all ages.

This report highlights how the City of Melbourne has maintained and initiated an organisation wide suite of programs, policies, and strategies that aim to build and promote a safe community.

A PROFILE OF THE CITY OF MELBOURNE

City of Melbourne at a Glance

Community: City of Melbourne

Country: Australia

State: Victoria

Population: 100,611 (2011)

Area: 37.6 square kilometres

Daily visitors: 805,000

Year of International Safe Community designation: 2000

Map 1. Melbourne, Victoria



Map 2. City of Melbourne suburbs



The City of Melbourne is known worldwide as a great place in which to live, work, study, recreate and visit. In 2011, 2012 and 2013, Melbourne was adjudged by The Economist Intelligent Unit as the World's Most Liveable City against the five criteria: stability, health care, culture and environment, education, and infrastructure.

Melbourne is the capital city of the state of Victoria, and is the business, administrative, cultural, and recreational hub of the state. The City of Melbourne is a mix of high density mixed-zone use in the central business district and lower density outer suburbs. Since 2006, the municipality has experienced significant and rapid growth in physical boundaries and population.

The City of Melbourne municipality covers 37.7 square kilometres and has a residential population of around 100,611 (as of 2011). This is a growth of around 35,000 residents since 2006. On an average day, around 805,000 people use the city, and Melbourne hosts over a million international visitors each year. The municipality encompasses the suburbs of Carlton, Docklands, East Melbourne, Kensington, Melbourne, North Melbourne, Parkville, Port Melbourne, Southbank, West Melbourne, and parts of the suburbs of Flemington, and South Yarra.

The municipality has experienced significant physical, administrative and social changes. These changes have presented opportunities and challenges in continuing to build and promote a safe community. In 2008, the municipal boundaries were amended to include the suburb of Kensington and a small slice of the suburb of Flemington. This resulted in a population increase of approximately 4,700 residents or more and changed the profile of the municipality's multicultural community. The

harbour-side suburb of Docklands, which was previously under the administration of the State Government of Victoria, was transferred to the City of Melbourne in 2007.

Melbourne is also a vibrant city by night. The average night-time population is 363,000 (2010). On special event nights such as New Year's Eve, the city's night-time population can swell to 500,000. The median age of Melbourne's population is 28 (2011), which is lower than the greater metropolitan Melbourne average of 36 (2011).

The City of Melbourne, as a local government, oversees Melbourne's Central Business District and several inner suburbs. As a capital-city council, it also speaks on behalf of Melbourne in local, national and international forums.

Multicultural profile

The City of Melbourne is the home, workplace and leisure centre of one of the world's most harmonious and culturally diverse communities. Residents from more than 140 nations live side by side in Melbourne, brought here by four main waves of migration since the first European settlement in the 1830s by mostly Anglo-Celtic people who displaced the area's original inhabitants, the people of the Kulin nation.

47.5per cent of residents within the City of Melbourne were born overseas. Our population springs from a wide variety of countries of origin, including New Zealand, China, Korea, Italy, Somalia, India, and the United Kingdom.

Student profile

In recent years, large numbers of international students from all around the world have contributed to the multicultural fabric of Melbourne. The City of Melbourne hosts many education institutions including universities, private language colleges, and vocational institutions. There are 36,000 international students studying and/or living in the City of Melbourne.¹ The majority of students studying in the City of Melbourne come from Northeast Asia and Southeast Asia. More than 225,000 students (including students in schools, vocational education and higher education institutions) live and study in the municipality.²

Indigenous profile

According to the Australian Bureau of Statistics 2011 Census data, the Aboriginal and Torres Strait Islander population within the City of Melbourne is 262 (163 males and 99 females).

Despite the small indigenous residential population, the City of Melbourne is regarded by many as the hub of the Victorian Indigenous community. Melbourne has always been an important meeting place for the Wurundjeri, Boonerwung, Taungurong, Djajawurrung and the Wathaurung language groups which make up the Kulin Nation.

¹ International Student Strategy (draft), 2013

² <http://www.melbourne.vic.gov.au/AboutMelbourne/Statistics/Pages/SuburbanDemographics.aspx>

SAFETY PROFILES FOR THE CITY OF MELBOURNE

Crime profile

Reported crime statistics for Melbourne Local Government Area

According to Victoria Police reported crime statistics, the *overall* rate (per 100,000 population) of reported crime for the Melbourne local government area has increased by 3.5 per cent from 26,712 in 2010/2011 to 27,643 in 2011/2012.

The rate of *crimes against the persons* decreased by 2 per cent from 3,471 in 2010/2011 to 3,409 in 2011/2012. High volume crime in this category for 2011/12 included Assaults 2,707.

The rate of *crimes against property* increased by 2 per cent from 17,258 in 2010/2011 to 17,557 in 2011/2012. High volume crime in this category for 2011/12 included Theft (other) 5,702 Deception (3,142), Theft (shop steal) 1,938, Theft from motor vehicle 1,785 and Property damage 1,666.

The rate of *drug offences* increased by 2 per cent from 1,481 in 2010/2011 to 1,509 in 2011/2012. High volume crime in this category for 2011/12 included Drug possession / use) 1,281.

The rate of *other crime* increased by 15 per cent from 4,503 in 2010/2011 to 5,168 in 2011/2012. High volume crime in this category for 2011/12 included Behaviour in public (1,481).

Family incident data

According to the Victoria Police family incident reporting data, the number of family incidents for the Melbourne local government area has increased over time. This trend is consistent with all other local government areas in Victoria and is attributed to Victoria Police's improved capacity to respond to family violence incidents through the introduction of the *Code of Practice for the Investigation of Family Violence* in August 2004, and legislative change brought about by the *Family Violence Protection Act* 2008.

Table One. Family incident reports for Melbourne local government area

Family Incident Reports	2007/08	2008/09	2009/10	2010/11	2011/12
Melbourne LGA	408	492	676	673	841
Victoria (State)	31,660	33,891	35, 687	40,839	50,382

Perceptions of safety profile

According to the recent iteration of the Perceptions of Safety survey conducted by Colmar Brunton on behalf of the City of Melbourne in early 2013, the majority of

residents and traders (87 per cent) and city users (81 per cent) feel safe in the central city area.

After a decline in the proportion of residents and traders indicating they feel safe (always or more often than they feel unsafe) from 92 per cent in 2006 to 84 per cent in 2009, in 2013 the proportion feeling safe has stabilised at 87 per cent.

The majority of residents and traders base their perception of safety on factors they have experienced themselves (82 per cent in 2013 compared to 75 per cent in 2009). Other factors that form perceptions of safety have remained consistent with about a third (34 per cent) indicating their perceptions were based on incidents they had witnessed and about a quarter (27 per cent) on incidents they had heard or read in the media. One in five (19 per cent) indicated their perception was based on information they had heard from family and friends.

Among residents and traders, factors most commonly cited as contributing to their feeling of *safety* was Activity and people on the street (49 per cent) followed by Police presence (40 per cent) and Abundant lighting (22 per cent).

For city users, they were significantly more likely to mention activity and people on the street (68 per cent), police presence (24 per cent), abundant lighting (22 per cent), clean streets and buildings (11 per cent) and broad open streets (11 per cent) as contributing to their feeling of safety.

For residents and traders, factors contributing to feeling *unsafe* in the central city area were public drunkenness (39 per cent), groups of people hanging around (28 per cent) inadequate street lighting (18 per cent) and anti- social behaviour (18 per cent).

For city users, they were more likely to mention public drunkenness (48 per cent) threatening and aggressive behaviour (29 per cent) groups of people hanging around (22 per cent) and evidence of drug use (20 per cent).

The highest proportion of respondents perceived they were most at risk of *accidental injury* when using bike lanes (18 per cent never or rarely feel safe) and shared paths (14 per cent never or rarely feel safe). The issues associated with bike lanes and shared paths were drivers endangering cyclists, cyclists endangering pedestrians, cyclist disobeying road rules, there being too much traffic and drivers not giving way.

Injury profile

Every three years and as part of the review of the Strategy for a Safer City, the City of Melbourne commissions Monash University Injury Research Institute to prepare a City of Melbourne Injury Profile. The latest profile was prepared in June 2013.

The profile highlighted that there were an annual average of 1,485 injury hospital admissions and 3,924 injury Emergency Department (ED) presentations among City of Melbourne (CoM) residents over the three-year study period (2009/10-2011/12).

A summary of the data follows:

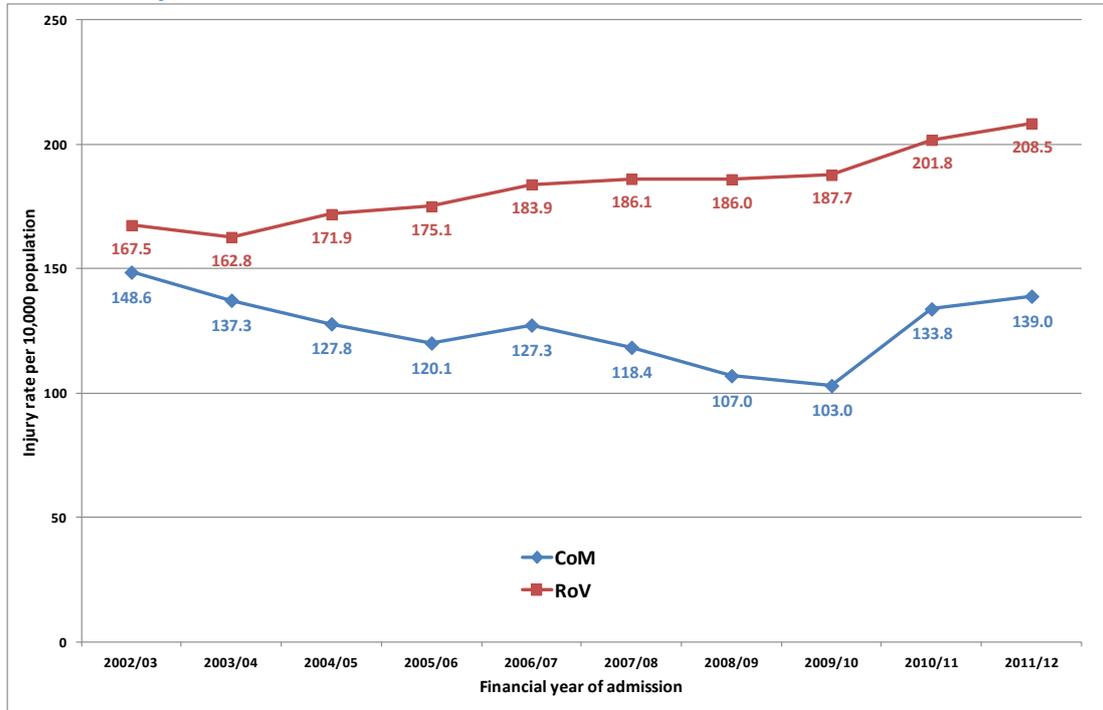
Hospital Admissions

Trends

Over the ten-year period, 2002/03 to 2011/12, there was a non-significant 13 per cent decrease in the unintentional injury admission rate among City of Melbourne (CoM)

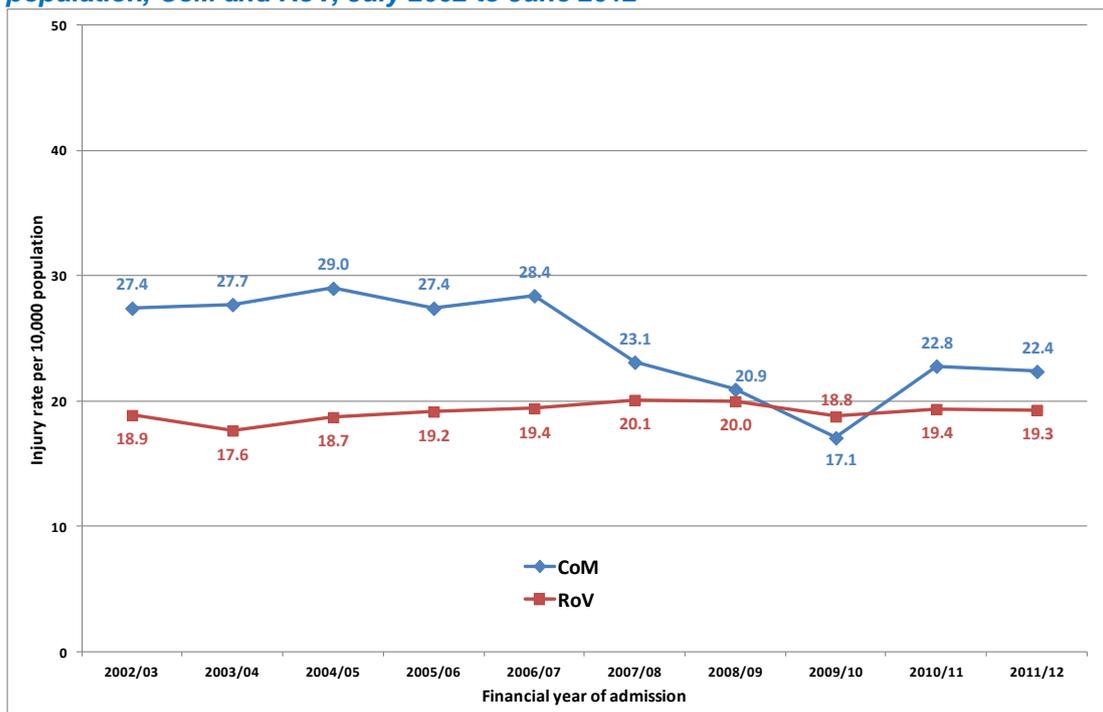
residents compared to a significant 28 per cent increase among residents of the Rest of Victoria (RoV) [Figure 1].

Figure 1: Hospital admission rates for unintentional injury per 10,000 population, Victoria, July 2002 to June 2012



Over the same period, there was a significant 33 per cent decrease in the intentional injury admission rate among CoM residents compared to no change among residents of the RoV [Figure 2].

Figure 2: Trend in hospital admission rates for intentional injuries per 10,000 population, CoM and RoV, July 2002 to June 2012



Profile of **unintentional** injury hospital admissions among CoM residents (n=3,674):

- The 20-29 year age group accounted for the greatest proportion of unintentional injury hospital admissions (25 per cent).
- Males were over-represented (27 per cent).
- Falls were the major injury cause (40 per cent) followed by transport (15 per cent).
- Fractures were the most common injury type (36 per cent) [Table 5] and the upper extremity (30 per cent) was the body region most commonly injured.
- The road/street/highway is the most commonly specified location of injury (27 per cent of cases with specified location) followed by the home (25 per cent of cases with specified location).
- Most (63 per cent) unintentional injury hospital admissions required less than a two-day stay in hospital. Twelve per cent had a length of stay of 8 days or more.
- Residents of postcode 3000 accounted for the highest proportion of unintentional injury hospital admissions (23 per cent).

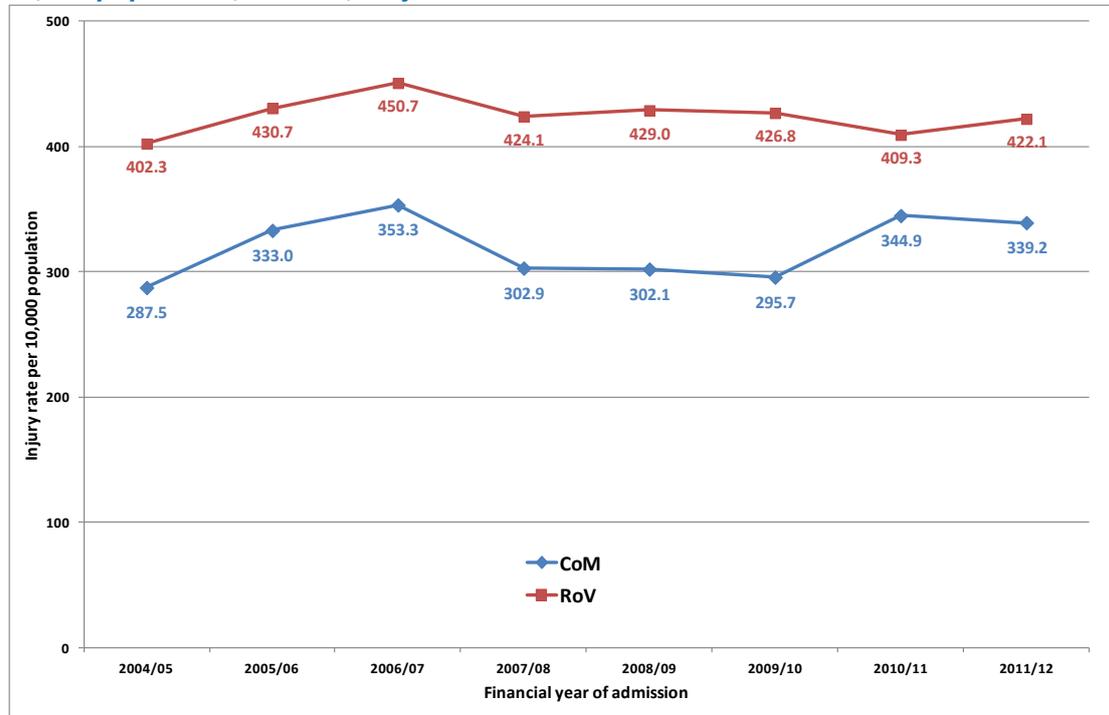
Profile of **intentional** injury hospital admissions among CoM residents (n=608):

- Among intentional injury hospitalisations, 53 per cent were assault and 47 per cent were self-harm.
- The 20-29 year age group accounted for the greatest proportion of intentional self-harm injury hospital admissions (42 per cent) and assault injury hospital admissions (36 per cent).
- Males were over-represented in assault injury hospital admissions (82.5 per cent) while females accounted for a larger proportion of intentional self-harm injury hospital admissions (59 per cent).
- Poisoning by pharmaceuticals was the main cause of self-harm injury (71 per cent of intentional self-harm injury hospital admissions) followed by cutting/piercing by a sharp object (17 per cent). Bodily force was the main cause of assault injury (59 per cent of intentional assault injury hospital admissions), followed by cutting/piercing by a sharp object (15 per cent) or a blunt object (14 per cent).
- The home is the most commonly specified location of self-harm injury (61 per cent of cases with specified location). The home is also the most commonly specified location of assault injury (28 per cent of cases with specified location) followed closely by the road/street/highway (27 per cent of cases with specified location).
- Seventy-two per cent of both self-harm and assault injury hospital admissions required less than a two-day stay in hospital.
- Residents of postcode 3000 accounted for the highest proportion of self-harm (24 per cent) and assault injury admissions (30.5 per cent).

Emergency Department Presentations (non-admissions)

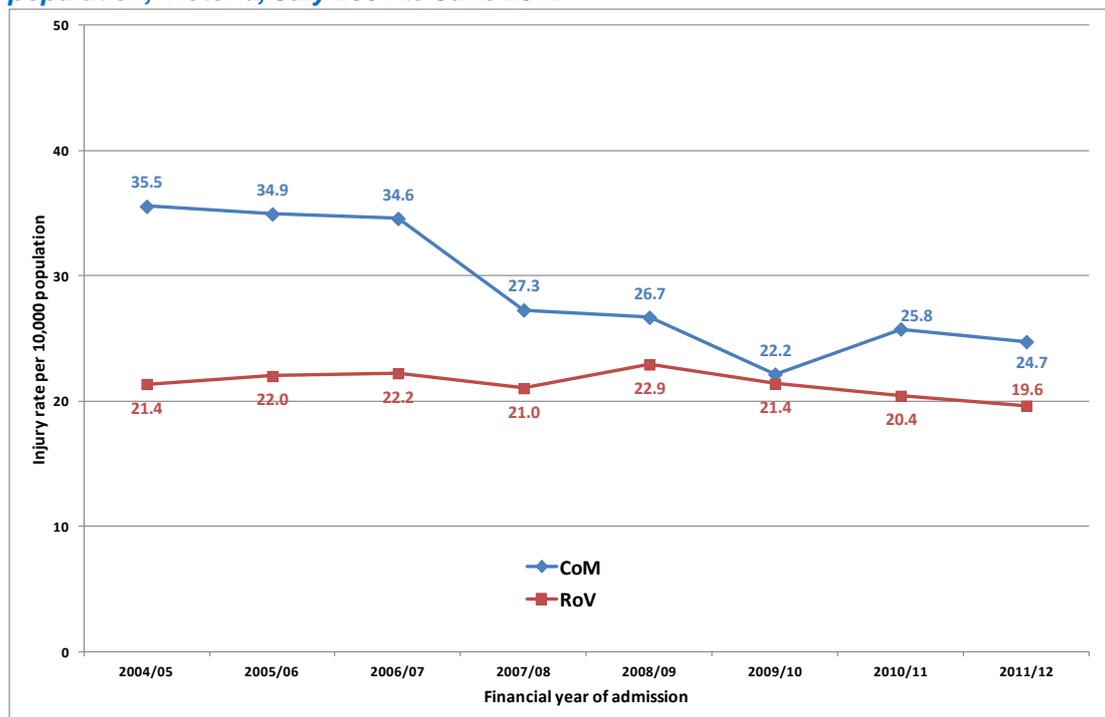
Over the eight-year period, 2004/05 to 2011/12, there was a non-significant 8 per cent decrease in the unintentional injury ED presentations rate among CoM residents compared to a smaller non-significant 1 per cent decrease among residents of the RoV [Figure 3].

Figure 3: ED presentation (non-admissions only) rates for unintentional injury per 10,000 population, Victoria, July 2004 to June 2012



Over the same period, there was a significant 41 per cent decrease in the intentional injury ED presentations rate among CoM residents compared to no change among residents of the RoV [Figure 4].

Figure 4: ED presentation (non-admissions only) rates for intentional injury per 10,000 population, Victoria, July 2004 to June 2012



Over the study period, 2009/10 to 2011/12:

- There were 11,771 injury ED presentations, an average of 3,924 per year.
- Most (81 per cent) injury ED presentations were unintentional and 6 per cent were intentional.
- Residents of postcode 3000 accounted for the highest proportion of injury ED presentations (23 per cent).

Profile of **unintentional** injury ED presentations among CoM residents (n=9,563):

- The 20-29 year age group accounted for the greatest proportion of unintentional ED presentations (38 per cent).
- Males were over-represented (59 per cent).
- Falls were the major injury cause (33.5 per cent), followed by hitting, striking, crushing incidents (19 per cent) and cutting/piercing (11 per cent).
- Dislocation, sprain and strain injuries were the most common injury type (23 per cent) [Table 21] and the upper extremity was the body region most commonly injured (35 per cent).
- The home is the most commonly specified location of unintentional injury ED presentations (32.5 per cent).
- Residents of postcode 3000 accounted for the greatest proportion of unintentional injury ED presentations (23 per cent).

Profile of **intentional** injury ED presentations among CoM residents (n=709):

- Most intentional injury ED presentations were for assault (72 per cent) and 28 per cent were for self-harm.

- The 20-29 year age group accounted for the greatest proportion of intentional self-harm injury ED presentations (51 per cent) and assault injury ED presentations (38 per cent).
- Males were over-represented in the assault injury hospitalisation category (80 per cent) while females accounted for a larger proportion of self-harm injury ED presentations (57 per cent).
- Poisoning by medications was the main cause of self-harm injury ED presentations (42 per cent of intentional self-harm injury ED presentations) followed by cutting/piercing by a sharp object (26 per cent). Being struck by or colliding with another person was the main cause of assault injury (66.5 per cent of intentional assault injury ED presentations), followed by being struck by an object (12.5 per cent).
- The home is the most commonly specified location of self-harm injury ED presentations (59 per cent). For assaults, the road/street/highway is the most commonly specified location of injury (25 per cent).
- Residents of postcode 3000 accounted for the highest proportion of self-harm injury ED presentations (25 per cent) and assault injury admissions (29 per cent).

Homelessness profile

Primary homelessness

Data from the 2008-2012 City of Melbourne Street Counts indicate that at least 100 homeless people sleep rough in and around the City of Melbourne. This group of people is predominantly single, male, and Australian born. On average, 40 per cent of those recorded in StreetCount have been homeless for more than five years and many for more than ten years. This suggests the presence of a group of at least 30 to 50 long-term homeless single men who sleep in and around the inner city. In the 2012 StreetCount, a total of 101 people were recorded as sleeping rough.

Furthermore:

- 86% were male and 14 per cent were female.
- 24% of those sleeping rough were aged 41 – 60; 45% were aged 26 - 40 years old; 11% were aged 18-25; 2 per cent were under 18 years old; 3 per cent were aged over 60 years of age. The age of the remaining 15 per cent was unable to be estimated by observation during the Street Count, or not provided to interviewers by participants
- 88 per cent were alone; 6 per cent in a couple; no children were observed.
- 7 per cent of rough sleepers self-identified as Aboriginal or Torres Strait Islanders compared to 3 per cent in 2011; 12 per cent in 2010 and 10 per cent in 2009.

Table two. Population by housing type

Homelessness type	People on the street	People staying with family and friends	People living in rooming or boarding houses	People in SAAP accommodation
Total	101	118	872	211

INTERNATIONAL SAFE COMMUNITY INDICATORS

Indicator 1: An infrastructure based on partnership and collaborations, governed by a cross-sector group that is responsible for safety promotion in their community

Community Safety and Wellbeing Branch

The Community Safety and Wellbeing branch is responsible for the coordination of safety promotion and injury prevention within the City of Melbourne. The branch sits within the Community Development division and is comprised of two specialised units, City People and City Issues. City People works with a particular focus on the most vulnerable members of our community including people experiencing homelessness, young people, migrant youth, international students, and women who have experienced family/intimate partner violence. City Issues works with a particular focus on drug and alcohol harm reduction, crime, violence and injury prevention and safety promotion.

The branch has an annual operational budget of just under AUD\$3 million and comprises the manager, two team leaders and nine officers.

The branch is responsible for coordinating the development, implementation and review of a number of strategies and plans, including the Strategy for a Safer City, Policy for the 24-hour City, Pathways: Homelessness Strategy, International Student Strategy, We Need to Talk: Preventing Violence Against Women Strategy and Action Plan, and the Empowering Young People: Young People's Policy.

Strategy for a Safer City 2011-13

http://www.melbourne.vic.gov.au/CommunityServices/CommunitySafety/Documents/Strategy_Safer_City_2011_2013.pdf

The City of Melbourne's Strategy for a Safer City is Council's key strategic document relating to injury prevention and safety promotion. The City of Melbourne's approach to community safety is holistic. The Strategy identifies and responds to issues relating to community safety, crime and violence, intentional and unintentional injury, and drugs and alcohol. It outlines activities and environmental design elements that encourage positive participation in city life.

In June 2011, Council endorsed the *Strategy for a Safer City 2011-13*. This marked the fourth strategic framework which outlines priority outcomes for a safer municipality since the foundational Strategy for a Safer City was adopted in 1996. The Strategy supports the vision and key priority areas of the Future Melbourne Plan, Council Plan 2009-13, and Melbourne's Policy for the 24 Hour City. The strategy also works within the context of a range of Victorian state policies.

The key issues have been themed under three priority areas: People, Places, and Partnerships. The development and implementation of the *Strategy for a Safer City* is

overseen by a high level committee known as the Melbourne Safe Community Committee.

Melbourne Safe Community Committee (MSCC)

The City of Melbourne established its first community safety committee in 1995. The committee structure and membership are constantly reviewed to ensure relevance. The most recent, the Melbourne Safe Community Committee (MSCC) was established in 2011.

The MSCC has been established to assist with the implementation and review of the Strategy for a Safer City 2011-13. The committee comprises representation from relevant areas of the organisation and external stakeholders including Victoria Police, Department of Justice (State Government), Department of Health (State Government), Salvation Army, Australian Safe Community Foundation, Frontyard Integrated Youth Services, Women's Health West, Monash University Injury Research Institute, and Dousta Galla Community Health.

The role of the MSCC is to:

- Oversee the development, implementation and review of the Strategy for a Safer City.
- Identify and respond to new and emerging crime trends, safety, intentional and unintentional injury, drug and alcohol issues.
- Promote and champion activities defined within the Strategy for a Safer City.
- Ensure the City of Melbourne continues to address the seven criteria for maintaining our International Safe Community accreditation.

In addition to this high level committee, the City of Melbourne also hosts and or attends a number of other committees and working groups set up to address specific issues or areas. These are outlined below.

Melbourne Licensees Forum (MLF) Steering Committee

The Melbourne Licensees Forum Steering Committee meets quarterly. Its key purpose is to discuss and respond to liquor licensing and safety matters relevant to licensed venues. Membership includes representatives from:

- City of Melbourne
- Victoria Police
- Metropolitan Fire Brigade
- Australian Hotel Association (Victoria)
- Victorian Commission of Gaming and Liquor Regulation
- Association of Liquor Licensees Melbourne
- Melbourne liquor licensees and establishments.

This committee is also the leadership group for the Melbourne Licensees Forums which operate in Melbourne West and Melbourne East.

A Team (Public Authorities Team)

City of Melbourne's Events branch, Victoria Police and other emergency services work together to examine and discuss crowd dynamics, public space management and risk management and their influence on events and crowd safety.

Victoria Police – Police and Community Consultative Committees

There are four Police and Community Consultative Committees (PCCCs) in the municipality. These include:

- Central Activity District
- Carlton
- Southbank
- Docklands and West Melbourne.

The committees are managed by Victoria Police and include representatives from the City of Melbourne, residents associations, the business sector and local service providers. The committees meet regularly to discuss neighbourhood / precinct safety issues. Information from the meetings informs place-based responses to community safety concerns.

City Licensing Approvals Forum

City Licensing Approvals Forum meets monthly to discuss any applications to Liquor Licensing (Vic), planning applications lodged with council, applications for Kerbside Cafe Permits that are a concern and matters of procedure and interpretation.

Representation includes Planning Coordinator, Health Services, Street Trading, Community Safety & Wellbeing and Victoria Police.



Licensing and Enforcement Action Committee

Licensing and Enforcement Action Committee meets to discuss and develop actions to manage issues of the 20 worst performing venues in the Melbourne municipality. Representation includes City of Melbourne's Planning Manager and Municipal Building Surveyor; Metropolitan Fire Brigade; Victoria Police Superintendent; and Victoria Police Licensing Inspector.

Safe City Transport Steering Committee

The Safe City Transport Steering Committee represents stakeholder interests on issues of transport and infrastructure. It draws membership from the Victorian Taxi Directorate, the Victorian Taxi Association, Public Transport Victoria, Victoria Police, and the City of Melbourne. The committee meets quarterly.

Key initiatives include:

- The Late Night Transport Map (third edition)

- The expansion and enhancement of the Safe City Taxi Rank scheme, with the installation of the City of Melbourne's first Mega Taxi Rank in Queen Street, a major night-time entertainment area.

One of the key priorities is to enhance safety, including personal safety, in and around transport hubs.

Traffic Management Working Group

In partnership with Victoria Police, VicRoads and internal stakeholders (Community Safety and Wellbeing, Engineering Services and Transport Planning branches), a local Traffic Management Working Group was established in May 2009.

The Traffic Management Working Group meets monthly and acts as a strategic forum for reviewing road injury data, sharing broad experience and new ideas, and contributing to the development of innovative solutions for road management issues within the municipality.

Road Safety Action Group Inner Melbourne (RSAGIM)

www.shareandbeaware.org.au

The Victorian Community Road Safety Partnership Program (VCRSPP) was introduced by VicRoads in 2011. This new model emphasised the importance of partnering with community groups to deliver and develop effective local road safety programs. In response, the Road Safety Action Group Inner Melbourne (RSAGIM) was formed.

RSAGIM is a collaboration of inner Melbourne councils (the Cities of Melbourne, Port Phillip, Yarra and Stonnington), Victoria Police, community members and other stakeholders. The aim is to enhance safety outcomes for vulnerable road users in inner Melbourne including pedestrians, cyclists, public transport users and motorcyclists. This aim is consistent with City of Melbourne priorities. The opportunity for an officer of Council to actively participate on the Executive Group and lead working committees was accepted.

RSAGIM has successfully applied to state government bodies for annual funding to develop projects and targeted counter-measures for action.

Hosier-Rutledge Lanes Steering Committee (HRLSC)

The Hosier-Rutledge Lanes Steering Committee (HRLSC) was established by the City of Melbourne to address safety and amenity issues in the Hosier-Rutledge Lanes Street Art Precinct, through Council's Hosier and Rutledge Lanes – Restoration of Character Project Plan.

The Plan acknowledges the importance of the character of Hosier and Rutledge Lanes, street art, and safety for residents, business and visitors through the implementation of Crime Prevention through Environmental Design (CPTED) principles. Membership of the Committee is drawn from the City of Melbourne, community representatives including residents and businesses, outreach services, Victoria Police, and Melbourne University.

Inner North West Primary Care Partnership

<http://www.inwpcp.org.au/>

The Inner North West Primary Care Partnership (INW PCP) was formed in 2010 from over 30 health and human service agencies within the four local government areas of Melbourne, Yarra, Moreland and Moonee Valley. The catchment includes some 431,536 residents (as of 2009) and three neighbourhood renewal areas.

The vision of the INW PCP is founded on the social model of health, and aims to improve the health and wellbeing of our target population. The INW PCP seeks to achieve this by engaging and collaborating with member agencies in the primary care and acute sectors around integrated health promotion, service coordination and integrated chronic disease management.

The City of Melbourne has been a member of the INW PCP since its inception.

Disability Advisory Committee (DAC)

The Disability Advisory Committee (DAC) has been meeting quarterly for approximately 13 years. The DAC is chaired by a Councillor, and is a formal advisory committee to Melbourne City Council. Core membership on DAC must include representation from community members with a disability.

This committee provides key direction in the development and implementation of the City of Melbourne's Disability Action Plan (DAP). Reports are provided to the Committee on progress of the DAP's implementation. The Disability Advisory Committee is consulted about emerging issues, proposed submissions, access issues and new initiatives.

Melbourne Youth Services Forum (MYSF)

The Melbourne Youth Services Forum is a forum for youth service providers who are located in or service the Melbourne municipality. The forum meets four times a year and includes presentations from local service providers on topics and issues impacting young people.

Family and Children's Advisory Committee

The City of Melbourne Family and Children's Advisory Committee was established in August 2007 and brings together people with broad and diverse knowledge and experience of issues relating to families and children.

The Family and Children's Advisory Committee is an important point of contact between Council and families with children from birth to 12 years and:

- Provides advice on issues relevant to the implementation of the Children's Plan 2010-2013.
- Provides comment on relevant Council policies and strategies.
- Advocates community views on families and children.
- Provides recommendations on methods and techniques to better inform and engage the community on family and children's issues.

- Undertakes a consultative role on family and child related issues across council's functions and services.

The current committee was formed in April 2011. Committee membership was sought on the basis of achieving representation aligned with the key themes of the Children's Plan 2010-2013:

- rights of children
- opportunities to connect and build strong communities
- healthy children
- safer city
- natural and urban environment
- services and infrastructure
- mobility.

City of Melbourne Preventing Violence Against Women (PVAW) Coordination Committee

The City of Melbourne PVAW Coordination Committee was established in June 2012 to oversee the development of the City of Melbourne PVAW Discussion Paper and Strategic Framework. The committee membership will be expanded to include external stakeholders upon Council's final endorsement of the PVAW Strategy which is scheduled for August 2013.

The role of the City of Melbourne's PVAW Coordination Committee is to oversee the development, review and implementation of the City of Melbourne PVAW Strategy.

The PVAW Coordination Committee will:

- Focus on preventing violence against women before it occurs (primary prevention).
- Promote cultural-change to support gender-equitable, safe and inclusive communities and organisations.
- Promote equal and respectful relationships between women and men.
- Work together across all levels of Council and within the community to prevent violence against women.
- Promote the vision and principles of the City of Melbourne *PVAW Strategy and Action Plan 2013-2017*.
- Lead and promote the City of Melbourne as a White Ribbon City.

Western Region Preventing Violence Together Implementation Committee

The City of Melbourne has been a member of the Preventing Violence Together (PVT) in the West Implementation Committee since 2009. The function of the PVT Implementation Committee is to oversee the development and implementation of the Preventing Violence Together: The Western Region Action Plan to Prevent Violence Against Women (PVAW) and coordinate region-wide PVAW activities.

The Western Regional Action Plan was officially launched in December 2010. In October 2012, the Preventing Violence Together partnership was awarded \$600,000 funding from the Department of Justice for the implementation of the United project.

United is a collaborative plan to embed sustainable, evidence-based strategies for the prevention of violence against women and their children before it occurs within the partner agencies and communities in the western region.

Indicator 2: Long term, sustainable programs covering both genders and all ages, environments, and situations

Strategy for a Safer City 2011-13

The City of Melbourne's Strategy for a Safer City is Council's key strategic document relating to injury prevention and safety promotion. The City of Melbourne's approach to community safety is holistic. Our *Strategy for a Safer City 2011-13* identifies and responds to issues relating to community safety, crime and violence, intentional and unintentional injury, and drugs and alcohol. It outlines activities and environmental design elements that encourage positive participation in city life.

In June 2011, Council endorsed the *Strategy for a Safer City 2011-13*. This marked the fourth strategic framework which outlines priority outcomes for a safer municipality since the foundational Strategy for a Safer City was adopted in 1996. The Strategy supports the vision and key priority areas of the Future Melbourne Plan, Council Plan 2009-13, and Melbourne's Policy for the 24 Hour City. The strategy also works within the context of a range of Victorian state policies.

The key issues have been themed under three priority areas: People, Places, and Partnerships.

Priority Area One: People

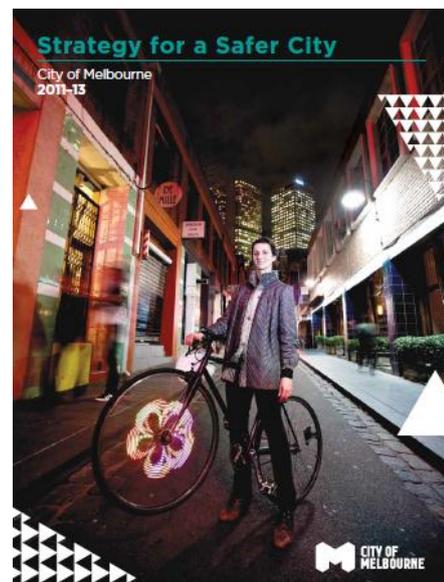
Goal People are proud of the municipality of Melbourne, participate in city life and have a shared responsibility for Melbourne's reputation as a safe and liveable place.

Priority Area Two: Places

Goal Melbourne is a municipality of safe, inviting and diverse places which are connected and accessible, day and night.

Priority Area Three: Partnerships

Goal The City of Melbourne's key partners share a commitment to and responsibility for Melbourne's status as a safe and liveable community.



City of Melbourne's Policy for the 24 Hour City

The City of Melbourne's *Policy for the 24 Hour City* is a framework for action. It utilises principles of harm reduction, social and community wellbeing, economic prosperity, land use planning, public place design and management and service excellence. The framework assists by ensuring competing needs are balanced as the city moves from day through night and responses to city issues are integrated and coordinated.

The Policy identifies four priorities for action:

- Activation and cultural context: activating a diverse range of areas and activities, supporting a diverse economy in the city, and working to facilitate the development of a safe, inclusive, and vibrant culture that respects competing needs and differences.
- Infrastructure and physical context – ensuring public space is managed effectively and appropriate infrastructure develops to support the 24 hour city.
- Regulation and operational context – applying appropriate controls to regulate the night and late night environment.
- Partnerships – working with all stakeholders, including service providers, traders and businesses, Federal, State and other local governments; as well as local residents and communities, to ensure a holistic and consultative approach is taken to addressing the issues associated with the 24 hour city.



Crime and Violence Prevention

Melbourne Community Safety Audit Program and Toolkit

The Melbourne Community Safety Audit Program is a joint initiative of the City of Melbourne and Victoria Police. This community-based initiative aims to improve both real and perceived safety in the municipality. It involves communities as active partners in crime prevention. The program provides the opportunity for residents, traders and businesses within the municipality, to communicate and address safety, security, and amenity issues in their local neighbourhood or street. The program involves the community in Crime Prevention through Environmental Design (CPTED) training and auditing. All participants receive a free one-hour training session in CPTED and how to conduct safety audits.

Once the audit is completed, a Site Security Assessment Report is prepared by Victoria Police. The safety issues and recommendations for improvement identified in the Assessment report are then incorporated into an Improvement Plan which is prepared and managed by City of Melbourne. The Improvement Plan is used as a

tracking tool to ensure improvements are completed by the relevant areas of Council and responsible agencies.

Recent community safety audits have been conducted in the Carlton housing estate, Kensington train station area, Hosier-Rutledge Lanes in the CBD, Errol Street Shopping Precinct in North Melbourne, and Queensbridge Square in Southbank.

Safe City Cameras Program

To promote city safety, 54 closed circuit TV (CCTV) surveillance cameras are installed in the city. A further 9 cameras will be installed in 2013-14.

The cameras operate in areas where anti-social behaviour or criminal activity are more likely to occur. The cameras are linked to a control centre staffed 24 hours a day. Signs and pavement plaques have been placed in areas where activity is being monitored.

The program aims to provide a safer environment and reduce crime levels by deterring potential offenders and helping in crime detection.

The camera program assists the City of Melbourne and the Victoria Police to work together to improve response times to crime and other emergencies. The program was developed to:

- Contribute to the provision of a safer physical environment.
- Assist Victoria Police to reduce crime levels by deterring potential offenders.
- Aid detection of crime, breaches of laws, identify offenders and assist with emergency response.

Camera locations are identified in conjunction with Victoria Police.

CCTV Patrol Vehicles

<http://www.melbourne.vic.gov.au/CommunityServices/CommunitySafety/Pages/CCTVPatrolVehicles.aspx>

The City of Melbourne operates a security patrol vehicle fitted with 360 degree CCTV surveillance cameras.

The program operates on Friday and Saturday nights from 10pm to 6am and patrols throughout the city. It does not operate during the winter months.

The surveillance cameras record in real time. Electronic media is downloaded at the end of each shift. Vision can be accessed later if required only by approved authorities such as the Victoria Police.

Drugs and Alcohol Harm Minimisation

Activities Local Law 1999

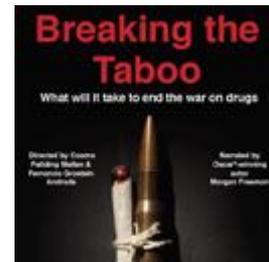
<http://www.melbourne.vic.gov.au/AboutCouncil/CouncilProfile/LocalLaws/Pages/Activities.aspx>

The Activities Local Law 1999 sets out provisions for the prohibition of the consumption and possession of liquor in prescribed public areas of the city. The local law provides for the responsible management of public places so as to enhance the enjoyment of them by the general public, especially during major events. The provisions control the consumption of liquor in public places and other places within certain areas of the municipality and during certain periods of the year. Victoria Police are charged with the responsibility and authorised under the local law to enforce these provisions. Local Laws Officers play an education role only.

Drugs in Focus Film Festival

The Drugs in Focus Film Festival is an annual City of Melbourne event held in conjunction with Drug Action Week that encourages discussion about current drug trends and policy through the medium of film.

Films sourced internationally highlight the complexity of drug and alcohol issues and policy responses. As part of the event, a question and answer panel of industry experts discuss the film's themes of harm minimisation, policy challenges, and impacts of drug use on our communities.



Now in its sixth year, the Drugs in Focus Film event held a screening of the film *Breaking the Taboo* in June 2013. The film touches on the social, economic and health consequences that arise out of the global demand for and use of illicit drugs. Due to popular demand, two additional screenings of the film will be held at the Australian Centre for the Moving Image (ACMI) in July 2013.

Syringe Management

<http://www.melbourne.vic.gov.au/CommunityServices/Health/Pages/Syringedisposal.aspx>

Syringe Bin Servicing and Maintenance Program

The City of Melbourne provides almost 400 syringe bins for the proper and safe disposal of syringes at a number of public and private locations throughout the municipality. Syringe bins are installed in public toilets, parks, and laneways across the municipality. The syringe bins are maintained and serviced by an external contractor.



Daily Cleanup and Private Property Response

This service involves a weekday patrol of drug use areas to collect syringes and related paraphernalia which have been discarded. These items are retrieved from public streets and laneways as well as adjoining alcoves, drains, doorways, ledges and other areas in the municipality. Patrol routes vary regularly, depending on movement of injecting drug use activity and are identified in consultation with the contractor.

The Private Property Response Service provides a syringe disposal service for traders and residents for the collection of syringes and related paraphernalia from the external environs of private properties in the city, within one working day after receipt of request.

Syringe Container Exchange Service

The City of Melbourne provides a free community based syringe disposal container exchange service for residents, workers and visitors who need to dispose of syringes. These containers are able to be exchanged at the City of Melbourne offices during business hours. Where customers are unable to visit the above service in person or within these hours, arrangements can be made for containers to be delivered and/or collected free of charge from properties within the City of Melbourne.

Syringe Bins for Businesses Program

The City of Melbourne supports businesses to safely manage and dispose of syringe-related waste. In line with this support, the City of Melbourne offers to provide and install up to three syringe disposal bins free of charge to eligible businesses in the municipality.

Safe Syringe Disposal Training and DVD

The City of Melbourne provides free training on request to all interested parties and organisations for the safe disposal of syringes. This training is delivered by a contracted service provider. A complimentary short DVD on the safe disposal of syringes is available for delivery.

Injury Prevention & Transport Safety

Bicycle Plan 2012-16

The City of Melbourne is committed to becoming a cycling city with a safe and connected network of bicycle-friendly routes.

The Bicycle Plan 2012-16 is the City of Melbourne's plan for bicycle infrastructure and programs to make Melbourne safer and more attractive for current and future cyclists.

The plan focuses on creating a strong bicycle network and improving links between existing routes, particularly in the central city, and encouraging people of all ages and abilities to take up cycling or cycle more frequently for local trips. More than 50 large and small-scale projects have been proposed or completed in the Plan to strengthen the bike network both on- and off-road.



Construction and Improvement of Bicycle Lanes

The City of Melbourne is investing \$5.6 million to install 15 kilometres of new and upgraded bicycle routes, complementing the 120 kilometres of on- and off-road routes in the municipality. New and upgraded bicycle routes include:

- Albert Street bicycle lanes
- La Trobe Street bicycle lanes
- Clarendon Street safer bicycle lanes
- Exhibition Street bicycle lanes
- Improved signage at the entrance of River Esplanade, Docklands
- Jim Stynes Bridge.

Safe City taxi ranks

<http://www.melbourne.vic.gov.au/CommunityServices/CommunitySafety/Pages/SafeCitytaxiranks.aspx>

The Safe City taxi rank scheme aims to address concerns about getting home safely late at night. Managed by the City of Melbourne, the ranks provide a safer environment for passengers waiting for a taxi and for taxi drivers waiting for passengers.



Each rank is staffed by a security officer in a distinct uniform, is monitored by security cameras, has additional lighting and clear signage.

As part of our continued commitment to city safety, the City of Melbourne has made further improvements to the Safe City taxi rank scheme. A mega taxi rank has now been opened in Queen Street. Stretching between Little Collins Street and Bourke Street, this rank also provides traffic marshalls to assist taxi drivers, and a food and beverage service provided by the Salvation Army.

Safer by Design

Application of Crime Prevention Through Environmental Design (CPTED) Principles

CPTED principles play an important role in the way many of our community safety programs are developed and implemented. CPTED is a multi-faceted approach to reducing opportunities for crime, improving community perceptions of safety, and strengthening community bonds. CPTED emphasises the relationship between the immediate physical environment and the social behaviour related to crime.

CPTED principles are incorporated in the City of Melbourne's Lighting Strategy, Urban Design Strategy and Mixed Use Planning, Graffiti Management Plan, Public Toilet Plan, Safe City Cameras Program, Safe City Taxi Rank scheme and Community Safety Audit program.

A number of City of Melbourne staff from across the organisation have received training in CPTED principles, and the City of Melbourne has passed on this expertise to both non-government and government stakeholders.

Public Lighting Strategy 2013 (Draft)

There are more than 14,000 street lights within the City of Melbourne. Street lights and lighting can play an important role in improving safety and amenity at both day and night. The Public Lighting Strategy recognises that people's sense of wellbeing results from a complex amalgam of factors. At night, these include way-finding and visual comfort, as well as road safety and personal security.

The new Public Lighting Strategy 2013 consolidates and updates the Public Lighting Strategy 2002 and the Sustainable Public Lighting Action Plan 2005-2010. The new Strategy addresses five major themes:

Designing the Luminous City – reinforcing Melbourne's physical form: Aims to ensure a consistent, attractive and balanced approach to the design of lighting throughout the City of Melbourne.

- *Safety and Amenity* – improving pedestrian safety and amenity: Aims to ensure that public lighting provides the required levels of illumination so that the use of the city environment is appropriate and safe.
- *Attracting the Evening Crowd* – bringing more activity into Melbourne's public spaces: Aims to support and promote Melbourne as a 24 hour city that can be enhanced by innovative and successful lighting programs.
- *Designing the Sustainable City* – minimising the negative impacts of outdoor lighting: Aims to promote efficient technology, responsible management practices and other forms of energy conservation.
- *Keeping the Lights Shining* – maintaining quality lighting assets: Aims for a proactive maintenance program for all light assets to ensure all other strategies are implemented to deliver quality lighting and safety outcomes while managing operating costs and energy consumption.

Graffiti Management

In July 2009, the City of Melbourne introduced a new Graffiti Management Plan. Graffiti and 'tagging' can have adverse impacts on perceptions of community safety.

The plan focused on:

- eradication
- engagement
- education
- enforcement.

The City of Melbourne recognises there is widespread concern about graffiti tagging within the municipality. At the same time, tourists and visitors regularly view street art murals.

This plan distinguishes between the need to remove unwanted graffiti applied without permission and street art murals placed on walls and infrastructure with the blessing

of property owners and in accordance with the Council's approval criteria and planning laws.

The main changes in the new plan include:

- Dedicated mobile graffiti removal vehicles to travel around the city and remove graffiti on sight.
- More emphasis on proactive programs such as the Graffiti Education Program in schools, the street art permit process and the graffiti mentoring program.
- Strengthening of relationships with Victoria Police, the Department of Justice, neighbouring Councils and with Government and non-Government authorities.
- Changes to make sure the plan is consistent with the State Government Graffiti Prevention Act, which was introduced in 2007.

The Graffiti Management Plan is currently under review.

Emergency Management

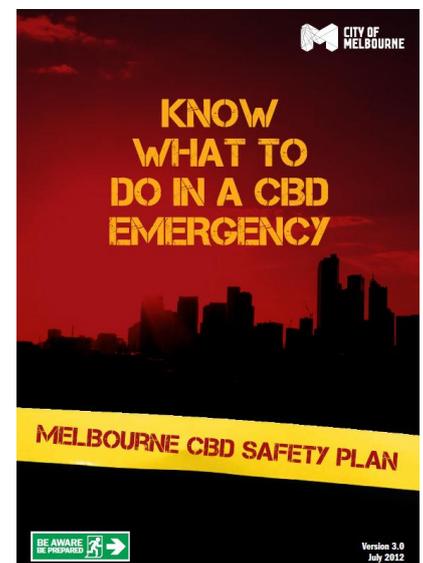
Melbourne CBD Safety Plan

<http://www.melbourne.vic.gov.au/CommunityServices/EmergencyManagement/Pages/CBDSafetyPlan.aspx>

Council's ongoing commitment to the city is to provide safety and security for all people within the municipality. An important part of this is to be prepared for any emergency.

The Melbourne CBD Safety Plan acknowledges that it is paramount to be prepared for a wide range of possible 'significant events', from major natural disasters such as fire or flood, to a hijack or even terrorist event.

The Plan establishes a framework for a coordinated response for the safety of people within the CBD. It was developed in partnership with Victoria's emergency management agencies, support agencies and all stakeholders. The Melbourne CBD Safety Plan is a joint initiative between the City of Melbourne, Victoria Police, Department of Human Services and the Office of the Emergency Services Commissioner.



Summer Sense Program

Summer Sense is a program that is initiated each summer season by the City of Melbourne to educate and inform members of our community to prepare and take preventative action in readiness for extreme heat days.

There are many free drinking fountains in Melbourne city centre. A tap in Bourke Street Mall also provides free filtered water for the refilling of water bottles. A map of drinking fountains in the



Melbourne CBD can be downloaded free from the City of Melbourne website.

New Community Infrastructure

Boyd Community Hub

<http://www.melbourne.vic.gov.au/CommunityServices/CommunityFacilities/Boyd/Pages/WhatisBoyd.aspx>

Boyd is the City of Melbourne's first integrated community service space, transformed from the heritage-listed site of the former JH Boyd Girls High School at 207 City Road, Southbank.

The design has preserved the original heritage character of the building, improved its sustainability and created new spaces to accommodate a range of services and facilities.

The multi-use facility features the Southbank Library, Family Services including Maternal and Child Health, Parenting Services, Family Support and Counseling, community meeting rooms and Creative Spaces artist studios. A self-service information point for general Council enquiries is also available where people can renew their pet registration, pay rates and infringement notices, accounts and invoices.

Central City Community Health Centre and Women's Space (CCCHS)

The Central City Community Health Service has been established by the City of Melbourne as Australia's first dedicated health service for highly vulnerable people who are marginalised and threatened with, or experiencing homelessness. The City of Melbourne provided a building in the city centre to be re-developed for social housing and for the establishment of an on-site community health service.

The Centre is managed by a community health service in conjunction with a wide range of allied health and community support agencies. These agencies provide legal aid, financial support, medical services, social support and health and wellbeing programs.

In response to safety issues for homeless women the service has a designated women's space and employs female medical and associated practitioners.

Carlton Baths Redevelopment and Carlton Baths Family Resource Centre

In early 2013, Carlton Baths reopened after a \$15 million redevelopment by the City of Melbourne.

The redevelopment is part of our commitment to improving the wellbeing of our residents and visitors by developing places where community services can be accessed easily and affordably. The success of the redevelopment also relates to the valuable input we received as part of the consultation process.

The baths are now a more sustainable, easy-to-use and extended facility with a variety of features including:

- purpose-built, state of the art gymnasium and group fitness rooms
- modern and larger change rooms
- bigger and better spaces for Family Services including maternal and child health and playgroups
- multi-purpose and community spaces
- upgraded stadium
- customer friendly and centralised reception
- baby capsule and bus hire.

Swanston Street Redevelopment

Swanston Street is the iconic spine of Melbourne, and is an important transport and activity hub for the people who live, work, and visit every day.

In 2012, Swanston Street was upgraded to become a more accessible, enjoyable and safer place for everyone to use. Key features of Swanston Street include four tram zones which have no vehicle access, and an elevated road for cyclists. The tram zones feature improved facilities for commuters including more shelters, seating and electronic next tram arrival information.



New tram stops have been constructed at RMIT University, the State Library, Bourke Street Mall and City Square to provide all abilities safer access to trams.

Grants and Sponsorship

<http://www.melbourne.vic.gov.au/AboutCouncil/grantssponsorship/Pages/AboutGrantsSponsorships.aspx>

The City of Melbourne offers a wide range of grants and sponsorship opportunities to individuals, community organisations and businesses in the arts, recreation, events and business sectors.

Grants and sponsorships help recipients to deliver quality programs, events, products and services which are of great benefit to Melbourne and which bring a wide range of social and economic returns to the city.

Community Grants program

The Community Grants program is delivered by the City of Melbourne to support and empower people and communities to become engaged, to connect and to take local action. The objectives of Community Grants program are to:

- Build relationships and allow Council to partner with community to support shared outcomes.
- Provide the opportunity for community to identify and respond to local issues, concerns and priorities that link with Council priorities.
- Build community capacity and empower the community to take an active role in improving their quality of life.
- Foster community involvement and participation.

Community Grants are provided to schools and not for profit sports and community organisations to improve people's quality of life. The program has a focus on local and/or vulnerable people.

Applicants are required to outline how they will contribute to one or more of the outcomes listed below:

- *People are healthy*: Relates to people's physical and mental health and wellbeing, and to increasing opportunities for physical activity.
- *People are safe*: Relates to people's perceptions of feeling safe within their community or their knowledge of how to reduce personal injury and harm.
- *People are connected and participate*: Relates to people's connections to their community. Community often relates to geographic locations but can also relate to family networks, support networks, people with common or shared beliefs, values, friendships, interests and activities. Participation relates to people volunteering, participating in civic life, being engaged in decisions and involved in planning, developing and delivering solutions.
- *People have knowledge and skills*: Relates to people having the opportunity for lifelong learning and gaining the knowledge and skills required to participate in education, employment and their community.
- *People feel they belong*: Relates to people having the opportunity to freely express and celebrate who they are, regardless of culture or identity. People feel they belong and have an understanding of other people, their culture and identify.

For the 2013 calendar year, the City of Melbourne funded a total 172 projects to the value of \$667,128.

Other City of Melbourne grant and sponsorship programs include:

- Events partnership program
- Social enterprise and microbusiness grants
- Small business grants
- Business events sponsorship program
- Triennial Arts program
- Triennial Events sponsorship program
- Annual arts grants
- Community use of town halls
- Individual athlete grants
- Indigenous grants.

Indicator 3: Programs that target high risk groups and environments, and programs that promote safety for vulnerable groups

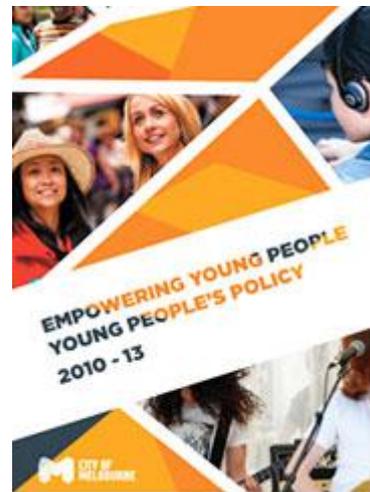
Young People

Empowering Young People: Young People's Policy 2010-13

<https://www.melbourne.vic.gov.au/getinvolved/PastConsultations/Pages/DraftYouthPolicy.aspx>

Empowering Young People is a policy that acknowledges and addresses the varying needs and interests of young people aged 12 to 25 years who live, study, work and visit the city. It takes into account that while there are many young people in the municipality who have opportunities to meaningfully participate and contribute to their communities, there are others by virtue of disadvantage and discrimination who do not.

It is therefore essential that the Policy takes full account of the needs of young people across the municipality which includes in particular: marginalised young people such as those that are homeless or at risk of homelessness; young refugees and asylum-seekers; Indigenous young people; young people with a disability; and gay, lesbian, bisexual, transgendered and intersexed (GLBTI) young people.



The following five goals steer the City of Melbourne's policy action on young people:

- Goal 1** – Participation, leadership and empowerment
- Goal 2** – Healthy and active young people
- Goal 3** – Fulfilling learning and earning potential
- Goal 4** – Safe places to go and things to do
- Goal 5** – Effective partnerships and joint responses.

Youth Support Services

<http://www.melbourne.vic.gov.au/CommunityServices/ForYouth/Pages/YouthSupportServices.aspx>

The City of Melbourne funds three major youth service providers in the municipality who provide a range of crisis, social support, recreation and education programs for vulnerable young people in the central city and neighbourhood areas.

The following organisations deliver youth services on behalf of the City of Melbourne from 2013-2016:

- Melbourne Citymission - CBD Youth Service

- Doutta Galla Community Health - Kensington/North Melbourne Community Youth Service
- Drummond Street Services- Carlton/Parkville Community Youth Service.

Melbourne Respects

The prevalence of young adults as victims and offenders of violence in the City of Melbourne was highlighted during the data analysis and community consultation phase of the development of Council's previous and current *Strategy for a Safer City*.

A number of research and consultation projects were undertaken in 2008 and 2010/11 to assist the City of Melbourne determine effective strategies for reducing crime and violence amongst young people.

In late 2008, the City of Melbourne contracted Communities That Care Ltd to undertake the research project. The aim of the research project was to review major data sources and evidence-based literature to help identify ways to reduce violence and intentional injury among young males and recommend ways of profiling victims, offenders and incident specifics including type, location and times where incidents are most likely to occur around the City of Melbourne.

A key recommendation highlighted the need to involve young people residing within the City of Melbourne to encourage their participation in strategies to reduce violence. The potential for youth volunteers to be involved in collecting additional information to assist in data linkage be investigated.

In 2010/11, People First Total Solutions and Travellers Aid Australia were commissioned by the City of Melbourne to engage a range of stakeholders and young people to plan and develop on the ground initiatives that will help reduce the level and impact of violence occurring within the central city particularly among young adult males aged between 20-39 years.

A significant learning from this project is that young people do not connect with the more nebulous concept of reducing violence in Melbourne. They do connect to the immediate concerns over their immediate personal safety. To engage young people in further project, a tangible immediate personal impact on themselves and their peer groups is essential.

Say Something Youth Anti-Violence Campaign

<http://saysomething.org.au/>

Following on from the Melbourne Respects project, the City of Melbourne entered into a partnership with Crime Stoppers Victoria in early 2012 to develop and deliver the Say Something youth anti-violence campaign.

The campaign encourages young people who witness acts of violence to report it, confidentially – if you see something, say something! A youth friendly website and an iPhone app was also developed to help empower young people to report crime more easily.



The program was extended to include an outdoor media campaign which is currently being promoted and advertised in key hotspots throughout the City.

1. Say something about assaults “Jimmy” campaign and television commercial: <http://vimeo.com/43015127>
2. Say something about sexual assaults “Rachel” campaign and television commercial: <http://vimeo.com/66376313>



Skate Safe

<https://www.melbourne.vic.gov.au/ParksandActivities/ActiveMelbourne/WalkingCyclingandSkating/Pages/Skatesafe.aspx>

The Skate Safe program aims to talk to skaters as peers. A Skate Safe Code of Conduct, skate ambassadors, and other information encourages skaters to consider other footpath users and share city space. It also addresses busy routes and limited access spots to make it easier for everyone to get around our streets.

The Skate Safe Code of Conduct is designed for skaters and BMX riders to help avoid conflict or collisions on our streets. Skate ambassadors educate skaters on safe skating and help businesses throughout the municipality understand the best way to engage with skates to reduce confrontation if issues arise.

Since the program was launched, thousands of skateboarders and businesses have been engaged with great results.

People with a Disability

Our Melbourne – Disability Action Plan 2010-13

Our Melbourne Disability Action Plan 2010-2013 aims to lead a cultural shift within our community by focusing on the varying ability of individuals, rather than viewing people with disabilities as separate or distinct members of our community. The Plan:

- Designates responsibility for implementation of specific strategies to applicable areas of Council. This whole of Council approach ensures all Council departments are addressing access issues.
- Outlines Council's policy and action plan to identify access barriers and implement strategies that will enhance inclusion and participation opportunities for people with disabilities.

The City of Melbourne is now developing its next Disability Action Plan 2013-2016 which will build on the achievements of previous Disability Action Plans and ensure the next plan will meet the changing needs of the residents of Melbourne and its many visitors.

Mobility Equipment – Partnership with Travellers Aid

City of Melbourne has developed an agreement with Travellers Aid for the hiring out of mobility equipment. This service has taken over from the Melbourne Mobility Centre which closed in December 2012. This support services enhances ease of access and therefore contributes to the safety and wellbeing of those with mobility restriction.

Travellers Aid provides the following features and services from its locations at Southern Cross and Flinders Street Stations:

- Equipment for hire including motorised wheelchairs, manual wheelchairs, scooters, walking frames, crutches and canes for the vision impaired
- Availability of mobility equipment from two locations at Southern Cross and Flinders Street Station
- Information for people with mobility and sensory disabilities
- Information about city attractions, events, facilities
- TTY telephone and accessible web access
- Scooter battery re-charge facilities
- Accessible tea, coffee and refreshment facilities
- Volunteer-driven commissionaire services including companion services, transfer services and 'meet and greet' services.

Good Access is Good Business Program

Council regularly delivers workshops to educate the business community on the importance of providing access for all. The information is easy to understand and outlines customer service practices that respond to the needs of people with a disability.

Council in 2012 reviewed this program with the aim of improving the service with an increased focus on use of new technology.

The *Good Access is Good Business – Access Checklist* and the *Good Access Handbook* will be updated and modified to make this information more user-friendly. The upgraded checklist sets out a range of measures for assessing the safety and accessibility of hotels, retail outlets, cafes and restaurants, late night entertainment venues, theatres and cultural venues, educational institutions, banks, financial and legal services, tourism services, and facilities and venues.

Footpath Access

The City of Melbourne is continually implementing access upgrades to enhance ease of access to footpaths across the municipality for people with a disability. This includes the installation of Tactile Ground Surface Indicators (TGSIs), curb ramps and white delineation lines to help those with vision impairment locate curb ramps.

Recharge Scheme

The aim of the Recharge Scheme is to improve access to the city and its attractions. The Scheme is being developed across the municipality to ensure residents and visitors can use their motorised electric scooters and wheelchairs without fear of their batteries running low. Library services have been identified as the first location for the Recharge Scheme to be located.

City of Melbourne libraries are currently equipped with recharge points for anyone using electric scooters or wheelchairs. The designated power points are available to recharge the batteries for standard mobility aides (users need to supply their own battery charger). Recharge points are also available at Travellers Aid sites at Flinders and Southern Cross Stations. The recharge points are free to use.

Expansion of the Scheme has been planned for 2013 to include mounted battery chargers (so users do not need to provide their own) at all library sites in the City of Melbourne. The Southbank Library at the Boyd Centre is co-located with maternal and child health, parenting services and family support and counselling, as well as artist studios and a café. Having recharge in this Centre will provide better access to all of these services for people using electric wheelchairs and scooters.

Accessible amenities

The City of Melbourne website provides information to residents and visitors about accessible and safe venues, services and facilities that make the trip into and around the city easier and more enjoyable. It also provides a guide to some of the city's accessible restaurants, bars and cafés.

The City of Melbourne produces mobility maps, which provide information about access and facilities for people of limited mobility. There are currently three maps available:

- Melbourne CBD mobility map
- Entertainment and sporting precinct map
- Melbourne Docklands precinct mobility map.

These maps are available on the City of Melbourne website and in all Visitor Centres.

Accessible Melbourne publications

The City of Melbourne produces various publications that provide key access information for visitors and residents. Information for people with mobility, vision and hearing impairments are provided in the following publications:

- Active City sport and recreation access guide
- Accessing Melbourne – for people with mobility-related impairments, people who have difficulty negotiating the physical environment and others
- City Eating – an access guide
- City Bars – an access guide
- Accessibility Management Fact Sheet – a guide for planning and development projects on good design concepts, accessibility considerations, legislative requirements and where to go for further information.

Older People

An age-friendly Melbourne means a city that addresses the needs, services and priorities of older people. We're trying to make sure Melbourne is as 'age-friendly' as possible to ensure the city and its services, activities and offerings are accessible to everyone.

As the residential population in the City of Melbourne exceeds 100,000 people, we are looking at the needs of everyone who will live or work in and visit the city while growing older.

Using the Age-Friendly City framework, which was developed by the World Health Organization (WHO), City of Melbourne is engaging with older people who live or work in or visit the city to determine what currently works, what could be improved and what options could be developed in the future. These conversations cover all aspects of the life of the city, from public space and transport plans to community services and the provision of information. The City of Melbourne is in the initial stages of embarking upon.

Lifelong Melbourne Plan 2006-2016

The Lifelong Melbourne Plan 2006-16 creates opportunities for positive and healthy ageing. With the number of city residents aged over 55 expected to increase by 75 per cent to almost 20,000 in less than a decade, the City of Melbourne has developed Lifelong Melbourne 2006–2016.

The Plan responds to this challenge for Council, and how Council can meet the changing needs of a growing elderly population. Five themes are key within the Plan:

- Greater choice of support for older people will be required to suit their individual and changing needs.
- More support to foster independence and self-care will need to be provided.
- Information that promotes independence, security and lifelong learning will be important.
- Active and supportive neighbourhoods for older people will need to be created.
- Residential and home-package care for older people that is locally accessible and appropriate will need to be boosted.

Home and Community Care Program

The Home and Community Care program funds a range of services designed to support older people to stay active, independent and living at home for as long as possible. Services include:

- Around the house: working with older people to keep their house clean and safe and helping them with basic maintenance tasks inside and out.
- Eating well: helping older people to eat well by assisting with shopping; working beside older people to prepare meals or providing delivered meals.
- Out and about: connecting older people with an interest group or social opportunities; helping older people to get to places they want to go.
- Self-care: working with older people to manage personal tasks such as having a shower and getting dressed.

- Managing older people's health: access to a range of professional services such as nursing, physiotherapy, occupational therapy and podiatry in their home or at a centre, helping older people to manage their health issues and build their strength and ability to stay active.

Out and About Publication

Out and About is the City of Melbourne's six-monthly newsletter for seniors living in the City of Melbourne. It covers a range of topics and provides information on coming events and activities for seniors in the City of Melbourne. The newsletter includes important safety information for seniors including accessibility updates across the municipality, practical information (smoke alarm battery changing reminders), and health and wellbeing information.

Strength Training

The City of Melbourne has developed an activity guide based on activities that promote the wellbeing of older people. The calendar is promoted and distributed through service provider networks and community health centres. It includes a list of falls prevention activities including Tai Chi, Strength Training and Group Exercises.

Living at home assessment and Occupational Health & Safety facility audit

Council's Ageing and Inclusion Team conduct an OH&S assessment of each person's home entering the Home and Community Care program. This assessment is primarily looking at the environment in and around the home to ensure that it is a safe workplace for the direct care staff who provide the support service. The information is shared with our service contractor. In addition the initial assessment process looks at an individual's activities of daily living, things like mobility access in the home and community, if there are individuals at risk of trips, falls etc Council's assessment team and contractors work with occupational therapists to make modifications, supply aids or retrain individuals.

An OH&S representative goes out on an annual basis to carry out an occupational health and safety inspection of our four senior citizens venues to ensure a safe and secure environment for staff and seniors.

Safety forums

Ageing and Inclusion branch run regular safety forums for older people who live or meet in the City of Melbourne. The forums cover topics such as perceptions of safety, safe travelling, and safety at home.

Falls prevention calendar

In 2009 the City of Melbourne produced a Falls Prevention Calendar. The aim of the calendar was to raise awareness of falls prevention strategies relevant to older people and people with a disability, to promote local strength training activities and link to other relevant services and general health promotion.

Active Service Model

The City of Melbourne's Ageing and Inclusion Team work with older people and people with a disability using the Active Service Model (ASM). The ASM supports a person centred, timely, and flexible intervention that prioritises client capacity building and restorative care, to maintain or promote a client's strengths and enable them to live as independently as possible.

Indigenous People



The City of Melbourne collaborates with its Aboriginal and Torres Strait Islander communities to celebrate and support Aboriginal and Torres Strait Islander cultures throughout Melbourne, and oversees an annual program of community education activities to support reconciliation.

Reconciliation Action Plan 2011-14

The City of Melbourne was one of the first local governments in Australia to commit to a Reconciliation Action Plan under the Reconciliation Australia Program.

The City of Melbourne's 'Reconciliation Action Plan 2011–14' outlines our strategic approach to reconciliation over the next three years. The decision to enter into a third action plan with Reconciliation Australia is a demonstration of our commitment to Aboriginal and Torres Strait Islander peoples.

Through the plan the City of Melbourne will:

- Build and maintain respectful relationships with Aboriginal and Torres Strait Islander people.
- Show leadership by demonstrating and encouraging respect for Aboriginal and Torres Strait Islander peoples and their cultures.
- Identify opportunities within our organisational business objectives for Aboriginal and Torres Strait Islander people.

The Plan includes the Statement of Commitment and a range of actions to improve cultural, social and economic outcomes for Aboriginal and Torres Strait Islander

peoples. Council-wide projects, such as the Homelessness Strategy and the Prevention of Violence Against Women Strategy, were developed in consultation with Aboriginal and Torres Strait Islander people and consider the specific cultural needs of Aboriginal and Torres Strait Islander people.

Indigenous Unit

The City of Melbourne's Indigenous Unit comprises two dedicated staff members who work with key stakeholders to advance the interests and needs of the local indigenous community.

The Indigenous Unit's work focuses on:

- Monitoring and reporting on the City of Melbourne's Reconciliation Action Plan.
- Ensuring the City of Melbourne's Aboriginal and Torres Strait Islander Statement of Commitment is recognised and supported through the organisation's strategies and actions.
- Advising the City of Melbourne on Aboriginal and Torres Strait Islander issues, interests and culture.
- Being the contact point for the Aboriginal and Torres Strait Islander community.
- Raising awareness and promoting Melbourne's Aboriginal and Torres Strait Islander history, culture, issues and achievements through funded events and initiatives.

Multicultural communities

Young African Community Project

The 'Young African Community Project' is a community development project that aims to work collaboratively with young people from across Melbourne's diverse African communities to develop a range of community initiatives that will respond to the needs of young people and strengthen relationships between the City of Melbourne and young African communities. This project was initiated based on information that evidenced increases in the levels of significant social, health and safety issues confronting some young African people in the City of Melbourne.

This information identified an increase in late night offending by some young 'African' (males and females) between 13 and 18 years of age. These concerns were deepened by reports from a number of local agencies that had recorded increased numbers of Young African males and females presenting to services with an array of complex needs.

In 2012 and 2013 the City of Melbourne worked with leaders and young people in the African Community to develop a range of activities, these included:

- African Career Expo
- Round table – African Australian's in Melbourne community discussion
- Contemporary Issues forum
- Supported employment traineeship (Seed)
- Break Dancing on canvas – Youth dance program
- Proactive media stories
- Scoping of agency partnerships in developing cultural competency training
- Africa's Got Talent
- Africa Day Gala Dinner.

Multicultural Hub

The City of Melbourne's Multicultural Hub is a friendly place, where people from Melbourne's many different cultures can get together to work, share and learn in a safe and supportive environment. It's also a low-cost venue, with rooms in various sizes available for hire.

The Multicultural Hub is owned by the City of Melbourne and is managed by the AMES, Victoria's largest local provider of multicultural support services.

The Multicultural Hub is an opportunity for the City of Melbourne to help strengthen community connections and foster good will. The hub is a central place for the city's culturally diverse communities to meet, interact, collaborate and create opportunities for the sharing of knowledge.

Since 2009, the City of Melbourne has entered into a funding and service agreement with the following agencies to deliver a range of service and programs targeted at our multicultural community:

Eritrean Communities in Australia

The Eritrean Communities in Australia organisation is funded to deliver services to the African community within the City of Melbourne. The service provision is designed to meet the specific needs of these communities including:

- Provision of after-hours / weekend services and projects
- Bridging intergenerational gaps within the community.
- Educating African communities about systems and processes within broader society.
- Improving the health and wellbeing outcomes for African communities.
- Developing pathways to support successful settlement for African communities.

North Melbourne Legal Service Inc.

North Melbourne Legal Service is funded to deliver Community Legal Education sessions targeted with a focus on culturally and linguistically diverse communities.

People experiencing homelessness

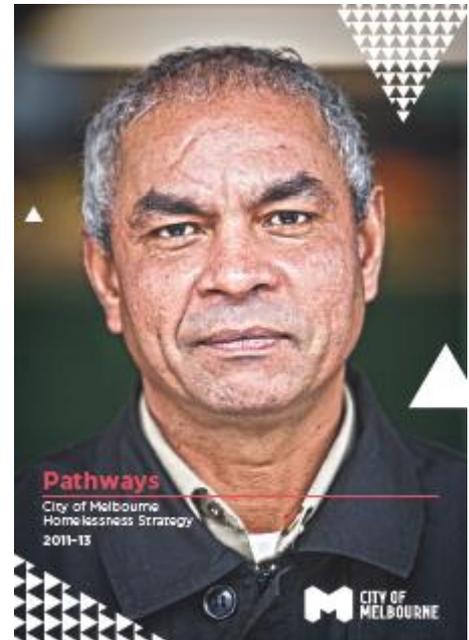
Pathways: City of Melbourne Homelessness Strategy 2011-13

The City of Melbourne is committed to responding to the needs of people experiencing homelessness, and those at risk of homelessness, by supporting services, strengthening partnerships and building strong and inclusive communities.

The strategy focuses on supporting people who are in the primary or tertiary categories of homelessness; that is, people sleeping rough and people living in boarding/rooming houses in the City of Melbourne.

StreetCount

StreetCount is an annual count of people sleeping rough in the streets and parks of Melbourne and has been undertaken over the past five years. In 2013 a new approach was adopted which involves undertaking a qualitative study engaging people over a ten to twelve week period with the aim of gaining a better understanding of the daily experience and journey of people sleeping rough in Melbourne. Results of this most recent study will be available at the end of 2013.



Begging

The City of Melbourne works closely with the State Government, Victoria Police, community agencies and service providers to ensure provision of assistance and support is available to people who beg. This approach involves providing practical short term responses including understanding and monitoring the issue, providing a street presence, supporting enforcement, providing education and advocating for appropriate welfare and social services.

The City of Melbourne has advocated for the development and enhancement of outreach and support services such as Salvation Army 24/7 outreach team, Central City Community Health Services at the Drill Hall and agencies such as Living Room and Hanover Outreach have been key players in facilitating the provision of a greater range of health and support services for vulnerable people in the CBD.

Resolution of the complex issues underlying begging requires continued advocacy to State and Federal Governments, development of new and innovative programs to better support marginalised people and exploration of new avenues of funding, development and maintenance of partnerships with all levels of Government, the community sector, philanthropic and private sector investors to provide appropriate support and accommodation services.

Helping Out Booklet

The City of Melbourne provides an annually updated Helping Out booklet which lists support services in and near the city that can help with everything from accommodation and food to legal advice and financial aid. Approximately 16,000 of the booklets were distributed in 2012/13.

The Kitchen Meals Program

Under the terms of a 4 year funding agreement, this program provides a weekly nutritious meal on Saturdays to adults who are homeless or at risk of homelessness as well as a safe place to meet and spend time.

SecondBite - A Bite Ahead

Also under the terms of a 4 year funding agreement, this program provides volunteering and training opportunities as well as pathways to employment for homeless and/or vulnerable members of the City of Melbourne community.

Café Meals Program

The City of Melbourne provides funding to Dousta Galla Community Health Service to deliver the Café Meals program which targets people who are experiencing homelessness, are isolated and have poor nutritional status. The Café Meals Program aims to improve access to safe, affordable and nutritious local food, foster social connection and facilitate an inclusive approach for provision of food services to vulnerable groups and promote participation in participation in community life.

Where the Heart Is Festival

The City of Melbourne provides funding to the Royal District Nursing Service to produce, in partnership with over 40 organisations, the *Where the Heart Is Festival*. This is an annual celebration of the skills and optimism of the diverse community groups who are homeless or at risk of homelessness in inner and metropolitan Melbourne. 2013 was the tenth year of the Festival.

Central City Community Health Service (CCCHS) Brokerage Fund

The CCCHS Brokerage Program aims to provide individuals, couples or families with access to emergency funds which can prevent or reduce the impacts of homelessness, isolation and improve health and wellbeing.

International Students

The City of Melbourne has a dedicated team within the Community Safety and Wellbeing branch which works for the needs of international students.

The personal safety of international students is being addressed as part of our coordinated approach. The City of Melbourne is working with a number of partners (including the Victorian Government, Victoria Police, Salvation Army, Australian Federation of International Students and a number of education providers), to address student wellbeing and needs.

Our programs focus on connecting international students with their local community, the place that will be their home for the period of their study, to reduce social isolation, encourage access to mainstream services and programs and enhance the positive experiences of their time in Melbourne. The City of Melbourne hosts a number of events each year aimed at enhancing the health, wellbeing and safety of international students who live, work or study in the city or just visit.

International Student Strategy

The City of Melbourne is developing an International Student Strategy. This Strategy will provide a framework and action plan from which the Council will continue to develop the programs and initiatives that enhance the wellbeing of international students in this municipality. It will also acknowledge and promote the substantial contribution international students make to Melbourne's diverse social and cultural fabric and the broad knowledge sector in Melbourne.

The Strategy is due for completion in October 2013.

Student Welcome Desk at Melbourne Airport

<http://www.melbourne.vic.gov.au/CommunityServices/ForYouth/Pages/StudentWelcomeDesk.aspx>

The Student Welcome Desk program was established by the City of Melbourne at Melbourne Airport to improve the study experience of international students. Introduced in 2008, following a report commissioned by the Committee for Melbourne in conjunction with key education bodies in Victoria, the program is designed to improve the international student experience. The program runs for seven weeks per year and is designed to meet peak international student arrival periods.

International students are provided with a free welcome kit and advice from City of Melbourne volunteers about:

- health and safety
- where to go for help and support
- getting around Melbourne
- accommodation
- practical information on getting started in Melbourne
- invitations to events
- places to visit.



Since the program began, more than 50,000 free welcome kits have been distributed to international students and more than 10,000 queries answered. The Student Welcome Desk program has become not only an important part of a safe and warm welcome to Melbourne for international students, but also a vital and memorable part of the international student experience. The program was awarded an IEAA (International Education Association Australia) Excellence Award for Best Practice/Innovation in 2011.

Lord Mayor's Student Welcome Event

Held annually at a public meeting space in the CBD, the Lord Mayor's Student Welcome event is produced by young people for young people, giving international students an opportunity to meet other students and enjoy cultural arts, workshops and performances from around the world.

Students can also obtain useful safety information from stallholders at the event, including the Metropolitan Fire Brigade, Victoria Police, and YEAH Red Aware – Youth Empowerment Against HIV/AIDs. Welcome events are usually held in March each year. The program was awarded an IEAA (International Education Association Australia) Excellence Award for Best Practice/Innovation in 2009.

The Couch – International Student Centre

<http://www.salvationarmy.org.au/find-us/victoria/melbourne614/melbourne614-services/the-couch-614/>

The Couch provides a safe, non-commercial lounge space for international students in Melbourne. The space allows students to connect with support services and information on a range of issues including housing, employment, counselling, student services, legal aid, and more. Affordable meals are provided at cost price to student, and an environment is created in which students can engage, socialise, and interact. This will contribute to their positive experience whilst studying in Melbourne.

The International SLAC runs clinics from The Couch. Under this partnership ISLAC runs from this location as a drop-in clinic on Wednesday evenings. As well as ISLAC staff, this clinic is attended by volunteer lawyers, migration agents and paralegals as well the regular Couch volunteers.

A number of stakeholders have run workshops and forums at The Couch, including the Melbourne Fire Brigade, the Victorian Police, International Student Legal Advice Clinic, Multicultural Centre for Women's Health, the Victorian Immigrants and Refugee Women's Coalition, Australian Taxation Office and the Department of Immigration and Citizenship.

'On The Move' Transport Safety Handout

<http://www.melbourne.vic.gov.au/CommunityServices/ForYouth/InternationalStudents/Pages/OnTheMove.aspx>

The 'On the Move' handout contains 10 tips to help international students travel safely around Melbourne.

Metro Trains Community Education

In July 2013, the City of Melbourne hosted a **Metro Trains Community Education** session for staff and student representatives who live and or study in the City of Melbourne.

Metro Trains Community Education Unit provides public transport education sessions to international students on the use of MYKI, personal safety and many other issues that international students face regarding public transport.

The session is free of charge and is dedicated to helping international students travel safer and provide some valuable tips and hints on how they can use MYKI; and in some cases even save some money.

Families and Children

Children's Plan 2010-13

Our vision is that Melbourne's children are respected, healthy, safe and connected. The City of Melbourne's Children's Plan 2010-13 recognises the rights of children, respecting their right and ability to help shape the city. A part of our vision is that a liveable city for children is a liveable city for all. The Plan complements the City of Melbourne's commitment to being a UNICEF Child Friendly City, in which children are active agents and children's rights are reflected in policies, laws, programs and budgets.

Theme 4 of the Plan – 'Safer City' – outlines how we will work to improve the real and perceived safety of the city for children. The actions we will work towards are:

- Working with Victoria Police, the Victorian Government, the Victorian Child Safety Commissioner, children and their families, community and residents' groups, businesses, government bodies and other organisations and groups to deliver services and develop policy to enhance the safety for all who live, work, study in and visit the city, including children and families.
- Taking a whole-of-council approach to tackling the adverse effects of vandalism, litter and anti-social behaviour on children's confidence and development.
- Relaying children's and families' concerns and advocate about safety to other relevant bodies, including transport providers and developers.

Family support

Family support workers can assist you and your family to overcome challenges that may be practical or emotional. Some practical areas of assistance offered are:

- housing advocacy
- support in financial matters
- advice regarding legal matters.

Emotional issues can manifest in many ways, therefore we offer support through difficult times. Some of these challenges can be:

- parenting challenges such as children's behaviour, discipline strategies and routines
- family conflict or family violence
- drug, alcohol or gambling dependence
- mental health issues including depression and anxiety, recovery from grief, loss and trauma
- feelings of isolation
- refugee settlement and immigration issues.

As part of our service we provide bilingual support workers and offer interpreters where required. Appointments can take place in your own home, at one of our centres or at any other agreed location.

Drop in Maternal and Child Health Open Sessions

The City of Melbourne has drop-in maternal and child health sessions for all families living in the City of Melbourne. These sessions are for families who have missed an appointment or have concerns about themselves or their babies. The drop-in sessions are located at: The Harbour Family and Children's Centre, Family Services at Carlton Baths, and the North Melbourne Community Centre.

Parent Information Program – Child safety

Each year about 240 Australian children (aged 0-14 years) are killed and 60,000 are hospitalized because of unintentional injuries. In order to reduce childhood unintentional injuries, this program aims to create awareness of current issues that affect children's safety and provide practical support to families to improve the safety environment for children, covering risk areas such as road safety, drowning, fire and poison prevention, home safety and playground safety.

Playground Tobacco Ban

The City of Melbourne is committed to protecting the community from public health risks and in June 2012 created a local law which makes it an offence to smoke in or around a children's playground or childcare centre.

Women

We need to talk: Preventing violence against women strategy and action plan (in draft)

The City of Melbourne is the first capital Council in Australia to develop a strategy focused primarily on the prevention of violence against women (PVAW).

The vision of the City of Melbourne PVAW Strategy is to:

Position the municipality of Melbourne as one of the world's safest cities. We condemn men's violence against women in all forms and support a culture that ensures women enjoy respect, equal opportunity and participation at work, at home and in community life.

The City of Melbourne aims to work with community and stakeholders to address violence against women in the following settings:

Setting One. In the Workplace

Objectives:

- Promote equal and respectful working relationships between men and women.
- Increase staff knowledge and response to family violence and the underlying causes of violence against women.
- Support staff to speak out when they are confronted with attitudes and behaviours that support violence, sexism and discrimination.
- Position the City of Melbourne as a leading organisation across Victoria and Australia in the prevention of violence against women.

Setting Two. In the Community

Objectives:

- Embed cultural change to support a safe and inclusive community.
- Raise awareness of violence against women and children in the community.
- Foster relationships, organisations, communities and cultures that are gender equitable and non-violent.

Setting Three. In the Home

Objectives:

- Promote healthy, equal and respectful relationships between men, women and children in families.
- Improve victims/survivors and perpetrators access to resources and systems of support.

The Strategy is scheduled for final presentation to Council in August 2013.

White Ribbon City and campaign partnership

In June 2012, the City of Melbourne joined the White Ribbon campaign by officially becoming a White Ribbon City and Campaign Partner. This commitment includes the ongoing promotion of the White Ribbon campaign in the City of Melbourne including the development of annual white ribbon activities, sale of White Ribbon merchandise and recruitment of White Ribbon male ambassadors and female champions.



VicHealth Bystander Action Pilot Project

In 2012, VicHealth invited the City of Melbourne to pilot the Bystander Intervention project. The Bystander Intervention project seeks to understand ways in which workplaces can support the pro-social action of employees, and act as pro-social bystander organisations themselves in the primary prevention of violence against women.

The project objectives include:

1. To increase individual bystander's knowledge of sexism, sex discrimination, sexual harassment and violence against women; awareness of the impacts of these behaviours and the costs of not taking action; awareness of range of pro-social bystander strategies; skills in taking pro-social bystander action; and skills in minimising the perceived costs of taking pro-social bystander action.
2. Promote organisation cultures that encourage pro-social bystander action; and minimise the perceived social and workplace costs of taking pro-social bystander action.

So far, one training program has been delivered with selected staff and a further two training programs are being organised for senior management and staff from across the organisation.

Organisational cultural change strategies are also being developed including a Pro-social Bystander Action Plan and a Gender Equity Audit of Council's Human Resources policies and procedures.

The pilot project is still underway and is due for completion in June 2014.

Other PVAW awareness raising activities

A number of activities have taken place during 2012 and 2013 to help raise awareness of violence against women, including:

- Development of a Preventing Violence Against Women in the City of Melbourne discussion paper.

- Development of a social media campaign titled “We Need to Talk”. Over 80 staff from across the organisation including the CEO, directors and managers participated, featuring in a series of vignettes to highlight the prevalence of violence against women and the need for Council and community to work together to prevent it.
- Hosting of a Preventing Violence Against Women lunchbox session for City of Melbourne staff.
- Hosting a free event on International Women’s Day titled I don’t wanna play house. A play written, directed and performed by Tammy Anderson, based on her own upbringing and abuse.
- Hosting of a Melbourne Conversations event titled “Bosnia to Melbourne: standing against violence against women”.

Safe Spaces for Women pilot project

Melbourne Library Services provided a free Women’s breakfast program for 12 weeks during the months of April to June 2013 from 7:30am to 9:30am. The program targeted women experiencing homelessness. In addition to a free feed, women were able to access the internet, shower and bathroom facilities and participate in group activities. The 12 week pilot program is currently being evaluated.

The City of Melbourne in partnership with the Women’s Information and Referral Exchange (WIRE) offered a free Women’s Lunch Program during the months of April to June 2013 from 11am to 3pm. The Lunch program offered a safe space for women experiencing homeless and an opportunity to connect with other women and local services. The 12 week pilot program is currently being evaluated.

Road Users

Road Safety Plan 2013-17

The draft City of Melbourne Road Safety Plan 2013-17 follows on from the previous Road Safety Plan 2005-09. The plan has been developed within a highly collaborative framework through engagement with a range of key stakeholders, comprising government agencies, advocacy groups, community and business groups, and the wider public.

The plan sets out a number of environmental, behavioural, regulatory, and policy actions that aim to create an urban environment that is both physically and socially supportive of the needs of people when they are walking, cycling, and motorcycling – as the most vulnerable road users.

This focus on vulnerable road users is consistent within the internationally-adopted Safe System approach, which acknowledges the frailty and fallibility of human beings while refusing to accept that an injury is acceptable as a result.

Road Harmony Project: Move Mindfully Melbourne www.movemindfully.com.au

Since 2009, the City of Melbourne has partnered annually with the Squeaky Wheel group to deliver the Road Harmony project. The key objective of this collaboration has been to raise safety awareness by and towards cyclists through community-based social marketing campaigns. The focus of the 2011-2012 campaign was expanded to include pedestrians, with the core of the campaign being the concept of 'moving mindfully'.

The Move Mindfully in Melbourne campaign was the result of a creative collaboration between the City of Melbourne, the Squeaky Wheel, iconic Melbourne cartoonist Oslo Davis and graphic designers SouthSouthWest.

The campaign delivered positive road safety messaging around complying with road rules through safe interaction and demonstrating preferred behaviours. Analysis of road user accident data and VicRoads crash data identified priority behaviours that formed the basis for messaging and cartoons.

The cartoons were complemented with additional key messages delivering tips and hints on how to negotiate each situation for the best road harmony outcome and encouraging compliance with safe interactions around the priority behaviour.

The project's materials were trialled during the 4-week period of Melbourne Bikefest (17 February -17 March 2012). The featured cartoons highlighted:

- illegal left turns by cyclists
- unexpected opening of car doors onto cyclist;
- absence of acknowledgement of other road users (bike boxes and situational awareness)
- speed on shared paths
- illegal road crossings by pedestrians.

The dissemination of materials was focused around Road Safety hotspots in the Central Activity District. Maps showing these hot spot locations was also produced and distributed alongside the cartoons. International students comprise a significant part of the City of Melbourne's resident population and thousands of students commute daily, from elsewhere in Victoria, to study in the municipality. This represents a large population of users and proportion of residents who are here each day or night and whose road safety needs and behaviours must be considered.

Move Mindfully in Melbourne Bicycle tours were designed and delivered within the framework of the Move Mindfully program, so that the road safety messages could be imparted to international students. The tours educated international students on road safety issues and increased their awareness of sustainable transport options.

All bike tours were fully booked and interest in the tours increased during the project, with almost 40 students showing interest in participating in the last tour on 4 May. Numbers and feedback has proven that there is a demand for a bike tour/bike education program, that is free, guided and equipped with (Melbourne Bike Share) bikes and helmets.

DirtGirl Wheelie Workshops

The DirtGirl Wheelie Workshops were developed as a bicycle education program and delivered at ArtPlay during the Sustainable Living festival. The program was targeted at children and their families. They were designed to be fun and engaging whilst delivering serious bicycle safety messages, with a particular focus on cyclist visibility and cycling safety requirements ie helmets, bells, lights etc.

Grogger: Don't Get Smashed Pedestrian Safety Program www.grogger.com.au

Between November 2007 and November 2008, Victoria Police statistics indicated that over 200 pedestrians were hit by vehicles in the Melbourne CBD. 70per cent of those incidents resulted in injury.

In 2008, the City of Melbourne developed Grogger, a video game with a simple yet profound message for pedestrians who are under the influence of alcohol: Don't Get Smashed. The game highlights the dangers for pedestrians who are injured when under the influence of alcohol. Grogger is based on the classic arcade game Frogger, challenging the player to cross a busy CBD street to get to Flinders Street Station.

Grogger was launched with a widespread social media campaign, and a launch at Melbourne's Federation Square in December 2008. People were invited to get behind the game controls and watch their success on the Square's big screen.

Late Night City Users

Urban Navigator App – ‘Ur Nite Nav’ App for Smartphones

In 2012, RSAGIM commissioned the Office of Urban Transformations Research (OUTR) in the school of Architecture and Design at RMIT University, to develop a prototype for a pedestrian wayfinding tool – the Ur Nite Nav mobile phone App.

The aim of the App is to provide the user with safe and accessible travel information. The prototype was designed as a live, interactive travel guide that provides information on: up to date transport options transport availability – particularly in the night environment, and alternative routes.

A second stage of the project is currently under development. This stage will build on the strengths, weaknesses and recommendations from stage one, which was the development of a prototype.

Initially, the app will be available for the iPhone, with an Android app to follow.

Late Night Transport Options Map

In association with Victoria Police, the City of Melbourne’s Late Night Transport Options Map for city users is a pocket-sized map detailing late night transport options with tips for travelling safely late at night.

The map has locations of Safe City taxi ranks, NightRider bus services and where police stations and toilet facilities are around the central city.

Late Night Venue Owners and Liquor Licensees

Melbourne Licensees Summit

<http://www.melbourne.vic.gov.au/enterprisemelbourne/industries/hospitality/licenseesforum/Pages/LicenseesSafetySummit.aspx>

More than 100 licensees and managers of licensed premises within the City of Melbourne gathered on Wednesday 14 April 2009 to identify safety and security issues, and strategies to deal with them.

The summit focused on positive, creative actions that venues could put in place themselves to manage the demands of the late night economy. The licensees came up with more than 73 recommendations to improve safety and security in the city. The summit's organisers, the Melbourne Licensees Forum Steering Committee, shaped the ideas into an action plan.

Themes that emerged included the need to improve late night transport out of the city, coordination between police and venues, and staff/management training. The summit was facilitated by the City of Melbourne, as part of a continuing effort to find solutions to city safety issues and encourage a partnership approach with licensees, Victoria Police and the State Government.

Melbourne Licensees Alcohol Action Plan

The Melbourne Licensees Alcohol Action Plan 2009-2012 was developed to help maintain and improve the safety and enjoyment of patrons, visitors and everyone in the City's entertainment precincts. It had both short term actions and long-term strategies that were implemented as a result of the inaugural Melbourne Licensees Summit held in April 2009. Key themes identified at the summit included:

- policing and security
- venue management practices
- venue to venue collaboration
- the culture of drinking, the culture of violence and individual patron responsibility
- transport and amenity
- media.

The development and implementation of the action plan was managed by the Melbourne Licensees Forum Steering Committee. Activities implemented included: the No Excuses campaign; conflict resolution training; the development of protocols to manage drugs and weapons in and around licensed premises; as well as a memorandum of understanding regarding working with promoters.

This work also led to the development of the Venue Compliance Essentials (VCE) resource. The resource contains information regarding key responsibilities of late night venues including the responsible service and consumption of alcohol. The MLFSC with the support of City of Melbourne launched the resource in May 2011 and was distributed to over 260 late night venues across the Melbourne Municipality.

Research to evaluate the implementation of the action plan and the industry collaboration undertaken highlighted that a significant outcome of the summit was the

increased role of the Melbourne Licensees Forum and its members to add value to safety and security in Melbourne's late night environment.

'No Excuses!' Campaign

The No Excuses! campaign targets antisocial behaviour and violence in and around licensed premises. In particular, the campaign educates patrons about the \$460+ on-the-spot fine and the consequences of their actions if they choose to misbehave.

Licensees including the Association of Liquor Licensees Melbourne (ALLM) were successful in applying for a grant through the City of Melbourne Community Safety Grants to develop an advertising campaign which promotes the on-the-spot fines to the wider community. This industry developed initiative was supported by Responsible Alcohol Victoria, City of Melbourne and Victoria Police.

Since the launch of the 'No Excuses!' campaign in December 2009 the Department of Justice has worked with licensees and the City of Melbourne to redevelop the campaign for statewide use. It is now available for any licensed venue, local government or police region for local use anywhere in Victoria. To download a copy visit www.justice.vic.gov.au

'Don't Miss the Party' Campaign: Patron Code of Conduct

Licensees are united in their campaign to encourage responsible patron behaviour in and around licensed premises. This includes promoting responsible consumption of Alcohol. This campaign aims to foster safe and secure licensed environments within the city and send clear messages to patrons that behaviors' including verbal assault, physical assault, any act of vandalism, intoxication, discrimination and illegal drugs on premises will not be accepted.

The campaign focuses on behaviors' that are welcomed. This focus showcases licensee's determination to encourage notions of hospitality, hospitable late night venues and venue environments where patrons and community members can enjoy a drink responsibly, the entertainment on offer and Melbourne's night life without hindrance from anti-social behaviour.

Don't Miss the Party also informs patrons about what is expected when you enter a venue and educates patrons that if they break the code they would face fines and be banned from the venue for up to one year.

Tourists

City Ambassadors Program

City Ambassadors wear distinctive red uniforms and provide assistance with directions, public transport enquiries, events, and general questions about Melbourne to visitors. City Ambassadors are approachable, friendly, equipped with extensive local knowledge, and make visitors to the city feel at ease. City Ambassadors can be mainly found along Swanston Street at busy corners such as Flinders Street and Bourke Street.

Tourism Information Facilities

There are two dedicated tourist information facilities that offer quality advice for visitors to Melbourne. The Melbourne Visitor Centre at Federation Square and the Melbourne Visitor Booth in Bourke Street Mall offer visitors free brochures and maps, public transport and event information, and free Wi-Fi. Both facilities are operated by friendly staff who enhance the Melbourne experience for visitors.

Melbourne Visitor Shuttle

The Melbourne Visitor Shuttle is a free shuttle bus service for tourists and visitors in the City of Melbourne. The service offers a safe, clean, and efficient mode of transport for tourists and visitors.

Indicator 4: Programs that are based on available evidence

Youth Street Teams

The City of Melbourne hosted the Your City Your Space – City Safety Summit in 2010, to identify issues and potential solutions to address safety issues within the City of Melbourne. A key outcome was the Youth Street Teams initiative.

The City of Melbourne funded the Salvation Army to develop and deliver a Youth Street Teams Program. In this program coordinators and teams of volunteers monitor the city streets from 11pm to 5am on Friday nights and Saturday nights.

The Street Teams provide transport home to at risk young people, as well as simple first aid, material aid, access to phones, and linkages to safe places.

An evaluation of the program in 2011 highlighted a range of positive outcomes. The evaluation successfully supported an application for Commonwealth Government funding to expand teams in the public transport system and at key railway stations where young people congregate.



Establishment of 40km Speed Limit in the Central Activity District

In 2012, following an extensive period of lobbying the State Government, the City of Melbourne was successful in its bid to introduce a speed limit of 40km per hour across the central activity district.

The limit was supported by Victoria Police, VicRoads and the Transport Accident Commission. The business case for this initiative showed that by reducing the speed to 40km/h, each year one life would be saved and that 15 serious injuries and nine minor injuries would be avoided realizing a saving of \$7.7 million per year.



270 speed signs have now been installed across this central activity district. Victoria Police has the responsibility for ensuring compliance with the 40km/h zone.

City Safety Summit

In October 2008, the City of Melbourne convened a City Safety Summit. The purpose of the Summit was to develop a shared understanding of the range of issues to be addressed to improve safety, collaboratively identify short and long term strategies that could form elements of an action plan and improve relationships across the sectors to support a safer Melbourne.

In total, 77 participants including Minister for Consumer Affairs, representatives from Victoria Police, Liquor Licensing Victoria, state government agencies, health and community organisations, residents groups, transport operators, city businesses, hospitality and security associations and youth representatives attended the Summit.

The Summit highlighted seven key areas for action:

- culture: evidence based cultural change
- policing and security: greater visibility and coordination
- public transport: 24 hour transport – frequent, coordinated, accessible, safe
- venues: accountability and training
- safe spaces: safe places to gather and seek assistance
- regulation and planning: review, develop and enforce
- mechanisms for coordinating action.
-

Outcomes of the action plan were reported to Council annually over the three year period.

Melbourne Licensees Safety Summit

The Melbourne Licensees Forum Steering Committee (MLFSC) with the support of the City of Melbourne convened the Melbourne Licensees Safety Summit in April 2009. A total of 118 participants attended and included the Minister for Consumer Affairs; the City of Melbourne Lord Mayor; the Director of Liquor Licensing, the Director of Responsible Alcohol Victoria, Victoria Police Superintendent Region 1, (also Chair of the Melbourne Licensees Forum) and representatives from hospitality associations.

The Melbourne Licensees City Safety Summit aimed to develop a shared understanding of the range of issues to be addressed to improve safety in and around licensed premises. Six priority areas were identified including:

- policing and security
- venue management practices
- venue to venue collaboration
- the culture of drinking, the culture of violence and individual patron responsibility
- transport and amenity
- media.

In addition to identifying the six priority areas, a significant outcome of the summit is the increase in the identity and role of the Melbourne Licensees Forum in adding value to safety and security and to Melbourne's late night environment. The Melbourne Licensees Forum Steering Committee and its key stakeholders coordinate and monitor the ongoing development and implementation of initiatives identified at the Summit.

Your City Your Space Online Youth Forum

<http://www.melbourne.vic.gov.au/CommunityServices/ForYouth/Pages/YourCityYourSpace.aspx>

From the City Safety summit, one of the big ideas to come out was setting up an online city safety forum for young people where they could comfortably talk about the issues important to them.

Young people were invited to make posts to the forum in relation to eleven key themes of safety in the city. Users could post comments and vote on the most important issues and solutions through a thumbs up/down rating system, providing a youth-led approach to city safety.

As part of the feedback process, young people registered so they could contribute to the forum. 164 young people from 89 Melbourne suburbs signed up and contributed, with nearly 2,500 visits to the site and 134 posts made, providing a wide representation of young people views on city safety.

Your City Your Space forum was open for 10 weeks from 21 September 2009. The site was designed to encourage people aged 12 to 25 years who lived, worked, studied and/or visited the city to highlight issues and solutions around safety. Council made an undertaking to implement one of the solutions identified.

Five potential project options were developed in relation to the top five solutions identified above. Council approved the implementation of all five options.

Cyclist Visibility Study

A new model of communicating to bike riders about the risk of riding without lights was introduced in Melbourne in the winter of 2010. Four on-road engagement exercises focused on bike riding commuters and aimed at increasing the number and quality of lights on bicycles after dark and in poor weather, were staged in Melbourne's inner suburbs.

The project involved RSAGIM, the City of Melbourne, VicRoads, Victoria Police and Bicycle Victoria. The campaign was positively received by riders, who welcomed the attention, information and guidance provided.

Surveys undertaken during and after the season of events indicate that the interventions were effective in changing people's behaviour regarding using lights at night on their bikes. By engaging directly with riders where and when they ride, and communicating about high priority safety issues, campaigns to raise awareness of risks, improve riding behaviour and increase compliance with laws can be more effective.

Video Ethnography

In 2012, the City of Melbourne's Community Safety and Wellbeing branch introduced video ethnography as an evidence gathering tool. Video ethnography is a type of qualitative research and community consultation which uses the tool of video to record people within their own environment and context. The footage elicits insights and understandings in a specified topic of research.

For the first Video Ethnography Project, the space chosen was the south end of Elizabeth Street including the entrance to Flinders Street station. It was chosen for its reputation as an unsafe place, its unattractive appeal for usage and its potential for re-development. The project invited members of the community to comment on the people, activities, aesthetic, urban design and atmosphere of Elizabeth Street.



The project required participants to describe what they liked best and least about the space, their perspective of safety and what could be done to improve the space in the short and long term. Additionally, participants were given the opportunity to personally capture the space on film while providing narration of their personal perspective. This gave the film a raw and personal aesthetic.

All participants were engaged in the editing process of the film to ensure that the final product accurately reflects their perspectives of the space.

Five stakeholder groups were in the film – young people, residents, businesses/licenseses, City of Melbourne staff and late night services. Each group had a maximum of five volunteers.

Participants were filmed in the space over two sessions on two consecutive Saturdays with one session occurring during the day-time and the other occurring during the night-time.

Participants who were recruited for this project came from a wide variety of backgrounds and experiences. These volunteers were nominated specifically to ensure that the greatest range of views would be represented and recorded via the project.

The video is a unique method of community consultation providing participants with the opportunity to directly provide recommendations to Council in their own words and with their own voices, while engaging directly with the subject topic.

Video can be used as visual baseline of data which is useful to reflect back on and to monitor progress. The tool is different from surveys and focus groups where data is provided in isolation from the subject. Surveys cannot impart the personal and powerful reflections that are recorded on video.

An additional video ethnography project took place at one of Melbourne's busiest locations – the intersection of Swanston Street and Flinders Street, and extending to Flinders Lane.

A further video ethnography project is set to take place in King Street, one of Melbourne's most notoriously violent hot spots.

Video ethnography has proven to be an influential tool that has helped better inform City of Melbourne branches on how to develop their work plans and respond to issues.

Indicator 5: Programs that document the frequency and causes of injuries

Perceptions of Safety Survey

The perceptions of safety for people who work, live, visit, study and do business in the City of Melbourne, and the factors that influence these perceptions, are identified as key indicators in the *Strategy for a Safer City and Policy for the 24 Hour City* and are a way of providing Council with regular feedback from the community.

Council undertakes perceptions of safety research triennially with previous research being conducted in 1999, 2001, 2003, 2005, 2006 and 2009. This timing of this research is aligned with the review phase of the *Strategy for Safer City*.

The overall objective of the survey is to monitor the perceptions of safety of all who live, work, study, visit and do business in the City of Melbourne. More specifically the survey is to:

- Measure and compare the perceptions of safety within the City of Melbourne of residents, workers, visitors, students and traders in the City of Melbourne.
- Measure the level of awareness of Council's city safety initiatives and their impact on perceptions of safety.
- Ascertain the priority safety and crime issues of concern.
- Obtain suggestions for future action or initiatives to address safety and crime concerns.
- Document new and emerging trends in public perceptions of safety in the City of Melbourne.

The latest survey was carried out in June 2013.

StreetCount

StreetCount2012 was the fifth in a series of counts of homeless rough sleepers in the Melbourne Central Activity District.

The aim of StreetCount is to collect accurate and up to date information about the extent of people sleeping rough in parks, streets and other main areas of the city. The count area covered represented approximately 20 per cent of the municipality.

StreetCount data informs *Pathways – the City of Melbourne Homeless Strategy 2011-2013*. *Pathways* is the main policy tool used to implement the City of Melbourne objective of supporting and developing sustainable pathways out of homelessness.

StreetCount data is also a primary source of information for the City and is used to shape actions under the strategy including:

- identifying service gaps
- development of local service networks
- involving homeless people in planning responses

- development of information resources, such as the 'helping out' booklet
- development of programs such as 'Café Meals'
- improving access to public spaces and facilities for homeless people.

StreetCount data is used to measure the strategic indicator: *Annual reduction in the number of people experiencing chronic homelessness as measured by Street Count results, compared to previous years.*

One hundred and thirty volunteers conducted the count in two parts on Wednesday 6 June in an early morning count from 4:30 am to 8:30 am and a day count at twenty-two day centres from 9:30 am to 4:30 pm.

One hundred and one rough sleepers were recorded in the 2012 count. Fifty-four people were interviewed and forty-seven people were identified as rough sleepers through observation.

The data over five years indicates the presence of at least 100 people sleeping rough, including thirty to fifty long-term homeless single men who sleep in and around the count area each winter.

Pedestrian Safety Monitors

Pedestrian activity is an indication of the city's vibrancy and vitality. There is also a direct link between the city's economic prosperity and the safety and convenience of the pedestrian experience.

In response, the City of Melbourne has developed a pedestrian monitoring system and online visualisation tool to better understand pedestrian activity within the municipality.



The 24-hour pedestrian monitoring system (titled 24PM) comprises 18 sensors in the central city and Docklands which count pedestrian movements 24 hours a day, seven days a week.

The sensors are located at main pedestrian thoroughfares and areas of high retail and event activity.

The online visualisation tool is an interactive map of these sensor locations, and gives users access to pedestrian counts on particular dates and times and the ability to compare data.

The system records movements, not images, so no individual information is collected. The data collected by 24PM is publicly available and allows the City of Melbourne to manage the way precincts function and plan for future needs.

Car Dooring Report

Road Safety Action Group Inner Melbourne (RSAGIM) is a collaboration of inner Melbourne Councils, (including City of Melbourne, City of Yarra, City of Port Phillip and City of Stonnington), community members and other organisations working to make Inner Melbourne safer for vulnerable road users. The group is funded by the Victorian Community Road Safety Partnership Program.

Car Dooring is the most common cause of injury to cyclist in inner Melbourne. In response, RSAGIM designed a road safety project to address this issue. The project aim was to develop evidence based responses that will inform on future interventions across the four member municipalities

RSAGIM's Bicycle Working Group appointed CDM Research in early 2012 to produced a report, *Bicycle Rider Collisions with Car Doors 2012*, which describes the extent of injury crashes involving bicycle riders and car doors in

inner Melbourne and reviews the evidence from Australia and internationally on interventions that seek to reduce the frequency of dooring crashes, and an evaluation of interventions on St Kilda Rd, Brunswick St and Chapel St.



The findings of the report revealed that there is little information available, both in Australia and internationally, on the efficacy of interventions to reduce car dooring. The report also identified a need to gain a better understanding of who is parking on the streets with the highest prevalence of car dooring in order to better target ongoing interventions.

A second stage of this project is currently being implemented. This stage is focusing on evaluating the uptake and efficacy of the stickers in influencing driver and passenger behaviour as a countermeasure aimed to reduce car dooring incidents. At the conclusion of the research and testing a final report will be prepared. The report will detail all elements of each stage of the work and will include summaries of all findings. It will specifically include a series of recommendations that can be used by RSAGIM to present to relevant groups and stakeholders. The recommendations will guide future priorities and initiatives to be delivered by RSAGIM in addressing the issue of 'car dooring' incidents in inner Melbourne

City of Melbourne Injury Profile report

Every three years as part of the review of the Strategy for a Safer City, the City of Melbourne commissions Monash University Injury Research Institute to produce a Injury Profile report. The report provides a detailed profile of unintentional (accidental) and intentional injury to residents of the City Of Melbourne compared to rest of Victoria at two levels of severity: hospital admissions and emergency department presentations (non-admissions).

Drug and Alcohol poisoning injuries

During the same time, the City of Melbourne also commissions Monash University Injury Research Institute to produce a report on drug and alcohol injuries. This report summarises unintentional and intentional self-harm drug and alcohol poisoning injury to residents of the City of Melbourne (CoM) that required admission to hospital.

Impacts of Drugs and Alcohol on our Community report

The City of Melbourne recently commissioned KPMG to prepare a report on the impacts of drugs and alcohol on our community.

The aim of the research is to identify relevant data, and understand the nature of relevant and identified impacts. Included in the report will be an analysis which identifies specific areas where City of Melbourne could influence sustainable change through advocacy, strategic planning and program development to reduce harm and improve community outcomes whilst maximising social and economic benefits and influence on vibrant city life.

Indicator 6: Evaluation measures to assess programs, processes and the effects of change

The City of Melbourne is embarking on a formal monitoring and evaluation plan for the current and next *Strategy for a Safer City* which will include indicators and targets.

Dusk ‘til Dawn Research Project

The Dusk to Dawn research project was tasked with understanding perceptions of the Melbourne’ central city area at night and with examining and collating existing research that describes the after dusk experience of the city. The central purpose of the project was to relate the narrative - to tell the story - of the city at night.

The project was necessarily broad in scope; covering a range of subject areas from perceptions and use of the city at night through safety and wellbeing to night time services and amenity. A wide variety of different sources have been used, including academic and commercial research publications, data collected by the City of Melbourne and original research – both qualitative and quantitative in nature.

The research highlighted that residents and visitors are genuinely both proud and fond of Melbourne. The atmosphere, street entertainment, restaurant offer, the events, the arts and multiculturalism featured as strengths of the capital city. Most of the individuals and groups surveyed reported that they felt safe in Melbourne CBD however in the early hours of the weekend people do find that the environment changes and more could be achieved to improve perceptions of safety.

Venue Compliance Essentials Evaluation

The Venue Compliance Essentials resource (refer pages 10-11) was evaluated in May 2012 to gauge the extent to which the resource has made a difference to venue operations in the prevention of alcohol related harm.

The City of Melbourne also wished to determine the relationship of use of the VCE and influence on patron behaviour. The findings of the evaluation highlight that the resource is perceived to support the development of an industry standard, making good venue management easier for licensees. It also supports collaborative problem solving to manage the demands of alcohol use and misuse in the late night entertainment environment.

In particular, where the resource has been embedded into a venue’s practice it has:

- Supported venue capacity to monitor compliance requirements.
- Contributed to positive relationship between venues and local authorities.
- Contributed to improvement in patron behaviour.

The report also highlights opportunities for improvements including: improved education and training for venues, venue managers and staff about the contributors to alcohol related

International Student Survey

In October 2010 the City of Melbourne undertook a survey to gather feedback from international students living and/or studying within the City of Melbourne municipality.

The survey was designed to provide information that would assist City of Melbourne to enhance the status and wellbeing of international students and better cater for their needs, and covered aspects including:

- International students' access to and participation in social, recreational and community pursuits.
- Factors that influence the decision of international students to study in Melbourne.
- International students' views and attitudes regarding living and studying in Melbourne.
- Factors that will influence international students' decisions to stay in or leave Melbourne upon completion of their studies.

The 2010 survey follows on from previous surveys of international students conducted in October 2006 and October 2008.

A new survey is being proposed for 2014, which will focus on evaluating the work Council will be doing to enhance the students experience in Melbourne through the newly developed International Student Strategy under the three key action areas: wellbeing, employment and housing.

Perceptions of Safety Survey

The City of Melbourne undertakes perceptions of safety research triennially. The timing of this research is aligned with the review phase of the *Strategy for Safer City*. The overall objective of the survey is to monitor the perceptions of safety of all who live, work, study, visit and do business in the City of Melbourne. More specifically the survey is to:

- Measure and compare the perceptions of safety within the City of Melbourne of residents, workers, visitors, students and traders in the City of Melbourne.
- Measure the level of awareness of Council's city safety initiatives and their impact on perceptions of safety.
- Ascertain the priority safety and crime issues of concern.
- Obtain suggestions for future action or initiatives to address safety and crime concerns.
- Document new and emerging trends in public perceptions of safety in the City of Melbourne.

The latest survey was carried out in June 2013.

Indicator 7: Ongoing participation in national and international Safe Communities networks

The City of Melbourne is committed to partnering with key stakeholders and organisations from a broad range of sectors in building a safe community. As a capital city local government, the City of Melbourne often receives requests to share its knowledge, leadership and expertise to a wide range of organisations and conferences, both nationally and internationally. The City of Melbourne has demonstrated willingness to partner with and share expertise in local, national and international networks.

State Networks

Victorian Safe Communities Network (VSCN)

<http://www.vscn.org.au/>

This forum is for practitioners, researchers, government and state-wide agencies working in areas such as community based injury prevention and community safety promotion.

The main functions of the VSCN are: mutual support and communication, exchange of information on effective interventions and useful resources, promotion of best practice in community safety and advocacy on injury prevention and community safety issues to the government and the community. The City of Melbourne receives regular safety updates via the VSCN server list and attends VSCN coordinated forums.

Municipal Association of Victoria Local Government Alcohol and Other Drugs Issues Forum

The Local Government Alcohol and Other Drugs Issues Forum (LGAODIF) meets quarterly to discuss alcohol and other drugs-related issues relevant to the local government sector. The City of Melbourne is a long-term member of this forum and has presented on our drug and alcohol related projects to the forum on a number of occasions.

Links with Universities

The City of Melbourne has worked in partnership and developed strong links with a number of universities including:

- Monash University Injury Research Institute
- University of Melbourne
- Royal Melbourne Institute of Technology (RMIT)
- Griffith University and Australian Institute of Criminology.

National Networks

Australian Safe Communities Foundation (ASCF)

<http://www.safecommunities.net.au/>

The Australian Safe Communities Foundation (ASCF) is a national, not-for-profit organisation which advocates for safety promotion on a national level and complements the activities of established injury prevention and community safety organisations.

The City of Melbourne is a member of the ASCF and receives regular updates via the ASCF newsletter on local, national and international safety issues. These updates assist in keeping our own strategies and initiatives current and in line with ongoing developments for safe community outcomes. Membership to the ASCF is also linked with the commitment to maintaining accreditation as a WHO Safe Community.

National Local Government Drugs and Alcohol Advisory Committee (NLGDAAC)

<http://www.lgadin.gov.au/>

The City of Melbourne is a member of the National Local Government Drugs and Alcohol Advisory Committee (NLGDAAC). The NLGDAAC meets quarterly and brings together all Australian capital cities as well as a number of cities and regions with active drugs, alcohol and community safety programs. It has developed a comprehensive summary of the alcohol-related harm minimisation work being done by all local governments.

The NLGDAAC met in Melbourne in October 2012. Terry Bevan from Trends Business Research presented the preliminary findings of work commissioned by the NLGDAAC to measure the Australian Night Time Economy. This report considers the identification of the economic benefits of the Australian Night Time Economy. The report was completed February 2013.

Council of Capital City Lord Mayors (CCCLM)

<http://www.lordmayors.org/>

City of Melbourne is a member of the Council of Capital City Lord Mayors (CCCLM). Lord Mayors across Australia meet to provide national leadership for the effective co-ordination and representation of the special interests of the capital cities of the Australian States and Territories, especially in their relationships with other spheres of government.

In March 2012, the CCCLM welcomed the annual Cities Wellbeing Report which charts the economic, social and environment health of capital cities in Australia. The State of Australian Cities Report provides the public and government with information to help assess wellbeing and measure progress of Australia's capital cities.

International Networks

Sister City Relationships

The City of Melbourne maintains six sister city relationships with major global cities in Asia, Europe, and North America., and is proud to celebrate over 30 years of international alliances with:

- Osaka, Japan (1978)
- Tianjin, China (1980)
- Thessaloniki, Greece (1984)
- Boston, United States of America (1985)
- St Petersburg, Russia (1989)
- Milan, Italy (2004).

These relationships have flourished into an international network spanning the globe, and Melbourne's relationship with its six sister cities continues to blossom. The relationships offer opportunities ranging from educational, cultural, and sporting exchanges, to business networking and knowledge-sharing opportunities.

Participation in Conferences and Delegations

The City of Melbourne is committed to sharing policy expertise and experiences at conferences and with visiting delegations. The City of Melbourne has participated in or presented papers at the following national and international conferences, including:

Conferences

- Policing Global Cities Conference, London, July 2013
- Centre of Excellence in Intervention and Prevention Science (CEIPS) Research, Policy Practice Exchange Conference, Melbourne, May 2013
- Public Health Association of Australia (PHAA) National Social Inclusion and Complex Needs Conference, Canberra, April 2013
- Law Enforcement and Public Health Conference, Melbourne, November 2012
- Inaugural meeting of the Wellington Licensees Forum, Wellington, July 2011
- SafeGrowth and City Crime Conference, Sydney Institute of Criminology, January 2011
- Korea Crime Prevention Through Environmental Design (CPTED) Association annual conference, March 2010
- Bicycle Network Victoria Bike Futures Conference, Melbourne annually.

Attendance at Parliamentary Inquiries / Submissions

- Submission and presentation to the Victorian Parliament's Road Safety Committee's Inquiry into Serious Injury, 2013
- Submission and presentation to the Victorian Parliament's Drugs and Crime Prevention Committee's Inquiry into Crime Prevention through Environmental Design in Victoria, Melbourne, October 2012

- Submission and presentation to the Victorian Parliament's Drugs and Crime Prevention Committee's Inquiry into Locally Based Approaches to Community Safety and Crime Prevention, June 2012
- Submission to the Standing Committee on Economy and Infrastructure Legislation Committee on the Road Safety Amendment (Car Doors) Bill, 2012
- Submission to the Victorian Government's Office of Women's Policy on the Action Plan Consultation Framework for Addressing Violence Against Women and their Children, 2012
- Submission and presentation to the Victorian Parliament's Drugs and Crime Prevention Committee's Inquiry into Strategies to Reduce Assaults in Public Places in Victoria, August 2010
- Submission and presentation to the Victorian Parliament's Road Safety Committee's Inquiry into Pedestrian Safety in Car Parks, May 2010
- Submission and presentation to the Victorian Parliament's Drugs and Crime Prevention Committee's Inquiry into Strategies to Prevent High Volume Offending by Young People, July 2009
- Submission to the Victorian Law Reform Commission on the Surveillance in Public Places Consultation Paper, January 2009.

Delegations

- Presentation on community safety to visiting Bangkok City Government delegation, Melbourne, June 2013.
- Presentation on community safety to visiting Tianjin City Government delegation, Melbourne, 2012.
- Presentation on community safety to visiting Wuhan City, China delegation, Melbourne, September 2011.

The City of Melbourne is currently exploring membership on the following international associations:

- International Centre for the Prevention of Crime
- International CPTED Association.

END