



City of Melbourne

Municipal Public Health & Wellbeing
Plan: Community Engagement.

Submitted:

29th April, 2021

Executive
Summary

KANTAR

The City of Melbourne and Kantar respectfully acknowledge the Traditional Custodians of the land, the Bunurong Boon Wurrung and Wurundjeri Woi Wurrung peoples of the Eastern Kulin Nation and pays respect to their Elders past, present and emerging. [For more information, click here.](#)

We would like to thank the Traditional Custodians from the Bunurong Land Council, the Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporation and the Boon Wurrung Foundation for their contribution to this research.

We would also like to thank the members of the City of Melbourne Disability Advisory Committee for their contribution to this research.

Please consider the environment before printing.

Welcome to the City of Melbourne.

Womindjeka / Wominjeka means 'welcome' in the language groups of the Boon Wurrung and Woi Wurrung (Wurundjeri) peoples of the Kulin Nation

The City of Melbourne respectfully acknowledges the Traditional Custodians of the land, the Bunurong Boon Wurrung and Wurundjeri Woi Wurrung peoples of the Eastern Kulin Nation and pays respect to their Elders past, present and emerging. We are committed to our reconciliation journey, because at its heart, reconciliation is about strengthening relationships between Aboriginal and non-Aboriginal peoples, for the benefit of all Victorians.

For the Kulin Nation, Melbourne has always been an important meeting place for events of social, educational, sporting and cultural significance.

Today we are proud to say that Melbourne is a significant gathering place for all Aboriginal and Torres Strait Islander peoples.





Executive Summary: Municipal Public Health & Wellbeing Plan - Community Engagement.

Background

- The City of Melbourne have developed a preliminary list of health and wellbeing focus areas as part of their Municipal Public Health and Wellbeing plan (MPHWP). Council commissioned Kantar Public to conduct community engagement research in order to further validate this list of priority areas. In particular, to: gain community ratings of the preliminary health and wellbeing focus areas according to what really matters to community and to identify gaps in community health and wellbeing that may have been missed.

Methodology

Quantitative surveys

- We conducted an online survey of a representative sample of n=667 City of Melbourne community members (including residents, workers, students and visitors). We also analysed community responses received from the survey administered via Participate Melbourne (n=188 responses were received). We also analysed community posts from City of Melbourne social media platforms.

Focus groups and interviews

- We conducted 6 x focus group discussions & 2 x one-on-one interviews with groups of interest including young people, parents, members of the Melbourne Aboriginal community, Traditional Custodians, people with a disability and people with a mental health condition. All interviews and focus groups were conducted online via Zoom or Microsoft Teams.

Key findings

1. Community survey

- The health and wellbeing focus areas ranked in order of importance according to a representative sample of community members, is as follows:

1. Preventing crime, violence & injury	6. Food security
2. Public health	7. Lifestyle
3. Housing	8. Climate action
4. Mental health	9. Local living
5. Livelihood	10. Inclusion
- Having the right to feel safe where you live, and concerns around violence against women are the main reasons preventing crime, violence and injury is ranked as most important. This is endorsed as an important issue by people aged 55+ years, more than middle-aged or younger community members.
- The COVID-19 pandemic and it's associated impacts is the main reason public health is ranked as an important issue. Ensuring equitable access to health services is considered to be particularly important.
- Housing is thought to be one of the most important issues due to concerns about the prevalence of homelessness. Community members also note rising house prices as a concern. Those with a physical disability, and those with a mental health condition were significantly more likely than their counterparts to rank housing in their top 3 most important health and wellbeing issues.
- For those who selected mental health as the most important issue, many felt that the COVID-19 pandemic has highlighted the need to address community mental health now more than ever. Greater mental health promotion activities, in addition to provision of more mental health services was recommended. Mental health was significantly more likely to be considered important by young people (than middle aged or older people), and by those with a mental health condition.



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Key findings

1. Community survey cont.

- Community members identified a number of other areas they felt should be included as health and wellbeing priorities, including: improvements to public transport, addressing issues related to COVID-19 (e.g. social distancing, mental health, testing facilities), ensuring equality – including both gender and racial equality, keeping the streets and the air in the CBD clean, a focus on aged care and road traffic management.
- Community members who feel their health has worsened over the past 12 months are more likely to endorse inclusion as a priority area, than are those who feel their health has stayed the same or improved.

2. Participate Melbourne survey

- The focus areas ranked in order of importance according to Participate Melbourne participants, is as follows:

1. Climate Action	6. Food security
2. Housing	7. Local Living
3. Mental health	8. Livelihood
4. Lifestyle	9. Public Health
5. Preventing crime, violence and injury	10. Inclusion.
- Participants feel that improvements to public transport, addressing pollution and increasing bio-diversity are health and wellbeing issues that are not addressed in the current list.
- This ranking differs slightly to that of the community survey. It is important to note that the responses received from the Participate Melbourne survey were not from a representative sample of the community, but from a self-selected group of people. As such, the ranking order obtained from the Participate Melbourne survey should not be generalised to reflect the opinion of the wider City of Melbourne community.

Key findings

3. Focus groups and interviews

- Addressing homelessness, causes of homelessness and assisting people who are sleeping rough is identified as a priority issue by youth participants. Mental health is viewed as important in light of the impact of COVID-19 pandemic. Young people suggest that climate action be broadened to include things like waste management, recycling, and sustainable households (e.g. energy use).
- The participant with a mental health condition felt that mental health and public health should be equal top priorities for the City of Melbourne. And that investment in mental health should be equal to that of public health, as treatment and prevention of mental health conditions are just as important as treatment of infectious and chronic physical diseases.
- Inclusion was considered to be of highest importance by community members with a disability. The consideration of accessibility concerns was deemed by participants to be a systemic gap in decision making, and to address this, an 'inclusion lens' needs to be applied to all health and wellbeing decisions.
- Inclusion was identified as a top priority area by parents. Participants feel that Council could do more to engage teenagers (both outdoors and digitally) so they have greater access to activities they can engage with in a safe way. They also note that due to COVID-19, there is a need to reconnect the community and rebuild a sense of belonging.
- Aboriginal community members feel that mental health, housing and climate action are important areas to focus on. Mental health is viewed as essential for wellbeing, being alive and healthy. Community members agree that there should be significant funding put towards mental health by the City of Melbourne.
- Traditional Custodians feel that Inclusion should be prioritised, and that Aboriginal people's values and needs should be considered when designing and implementing all health and wellbeing focal areas. Some factors that are important for Aboriginal health and wellbeing that are not currently included are: language (which is important for sense of identity and empowerment for Aboriginal people), connection to land and country and addressing racism directed towards Aboriginal people.

Kantar Public.