



## MELBOURNE FOR ALL PEOPLE

2014-17

For more information, contact City of Melbourne  
Telephone: 03 9658 9658

[participate.melbourne.vic.gov.au](http://participate.melbourne.vic.gov.au)



## Contents

Introduction .....	3
The Challenge.....	4
Our community.....	4
What we do – our services and achievements .....	10
Where to from here .....	11
The Policy Context.....	12
The changing approach in services.....	13
Melbourne for All People – our strategy .....	15
Melbourne for All People Action Plan.....	17
Measuring progress and success.....	22
Now it's your turn - Join the conversation.....	22
Bibliography .....	23
Appendix 1 .....	25



## INTRODUCTION

**The Melbourne for All People Strategy 2014-17 sets out the ways in which the City of Melbourne will connect, support and engage people throughout their lives from 0 to 100+.**

The City of Melbourne has a growing and diverse population across all ages and abilities. As a global capital city, we need to be responsive and flexible in our planning to meet the needs of those who live, work, study, visit or play in the city.

Melbourne for All People takes a life course approach which recognises the importance of family, community, culture and place for life outcomes. It builds on our rights and aspirations to live safe, healthy and connected lives within cohesive, vibrant communities. It recognises that public spaces, infrastructure and service delivery should cater for everyone's needs.

The strategy will guide future planning, decision making, resource allocation and provision of services and programs for people across the life continuum. We want to work with individuals, families and communities to enable people to make their own decisions about what works for them.

Melbourne for All People consolidates and progresses four previous plans:

- Our Melbourne, Disability Action Plan 2010-13
- The Children's Plan, My City and Me – Children's Voices 2010-13
- Empowering Young People, the Young People's Policy 2010-13
- Lifelong Melbourne, City of Melbourne's Positive Ageing Strategy 2006-16

By making the shift to a life course approach we will develop more resilient, healthier and better connected individuals and communities. We will do this by strengthening opportunities for inclusion and accessibility, through integrating services, programs and activities and by encouraging different generations to engage, connect and support each other.

This strategy rests on six key principles which informed the development of our framework:

- Connection
- Access and inclusion
- Safety
- Health and wellbeing
- Life-long learning
- Having a voice.

This strategy is built on our understanding and knowledge of international, Australian Government and Victorian Government policy frameworks, extensive experience in service and program delivery, consultation with a broad range of partners in the children, family, youth, disability and aged services fields, and our research and data analysis.



## THE CHALLENGE

The City of Melbourne is a major provider of community services and activities for children, young people, families, people with a disability and older people in our growing and diverse communities.

There are significant areas of disadvantage in the city, and demand for services is increasing. Inequalities of income, education, health and disability, together with increased community awareness of issues such as family violence and the needs of an ageing population, present additional challenges.

In addition, the resident population of about 110,000 in the City of Melbourne is expected to almost double to around 212,000 over the next 25 years.

It is also expected that visitor and worker numbers will grow to one million a day by 2030. This overall growth poses challenges to infrastructure, services, facilities, green spaces, housing stock and affordability and transport.

These factors together with policy changes in other tiers of government and changing funding priorities at state and federal levels, require a more co-ordinated, effective and person-centred approach from the City of Melbourne.

## OUR COMMUNITY

We know that the community of residents and visitors in the City of Melbourne is extremely diverse in age, ethnicity, income, health and ability. Below is a snapshot of our community and some of the opportunities and challenges we face.

### Children

Birth notices in the City of Melbourne have doubled in the last 10 years. There are approximately 4267 children aged 0-6 years in the City of Melbourne. The greatest increase is expected to be in Melbourne CBD, West Melbourne and Docklands.

The importance of early intervention and investment in the early years to establish a foundation for lifelong learning and wellbeing is well documented.

*'Many of the health and wellbeing problems we see in adults - obesity and its associated illnesses such as diabetes and heart disease, mental health problems, criminality, family violence, poor literacy, unemployment and welfare dependency - have their origins in pathways that begin much earlier in life, often in early childhood.'*

Halfon and Hochstein, 2002

Our parenting services, maternal and child health, family support and counselling and childcare are vital in their contribution to long term outcomes for children, even more so for those from disadvantaged backgrounds.



## Families

There are over 18,200 families living in the City of Melbourne. It is evident that traditional supports from the extended family are diminishing. Immediate community and wider social environments are critical for families in helping them build good developmental outcomes for children and young people.

At the other end of the life course, younger family members may choose to move away and parents left behind may not have the care and support they had anticipated.

Families require access to facilities and services that strengthen their cultural identity, multigenerational care, and ability to cope with crisis and life transitions.

Data shows there are more sole parent families and more women in work, including new mothers. This has prompted governments to respond with initiatives such as paid parental leave schemes and significant increases in child care spending. The response by parents to these changes in policy is unknown but it may alter the overall demand for child care.

Establishing and maintaining a quality Early Childhood Education and Care system is an important consideration for the City of Melbourne, particularly in areas where there is not readily available private childcare.

## The middle years aged 8 to 12

The middle years are a period of major transition which includes the move from primary to secondary school. Sometimes referred to as the preteen or 'tween' years, the physical, neurological, cognitive and psychological changes that occur in adolescence start at this time. Risk taking behaviour in this age group needs to be addressed quickly to avoid an escalation of social, emotional and behavioural issues. Services and programs need to focus on early intervention and prevention to strengthen protective factors for healthy development.

The City of Melbourne recognises that this age group has in the past fallen between the cracks with limited services. Traditionally youth services across Victoria have been funded to cater for 12-25 year olds and early years has been funded for children from 0-6 years.

## Young people

Young people and young adults aged 12-35 form the largest proportion of residential population in the City of Melbourne at over 60 per cent.

We know our young people in the city are becoming increasingly mobile and tech savvy, with increasing numbers of students. The use of the internet is changing the way they learn, relate and spend.

## 12 to 17 years

Adolescence as a transitional stage from childhood to adulthood can be characterised by experimentation, risk taking, self-identity and peer group issues. A number of risk factors can emerge including mental health issues.



Families, support agencies and education providers need to provide young people with opportunities for connection and personal growth through relationship building, learning and skill development and support. Also necessary is early risk identification and intervention.

### 17 to 25 years

The Millennial generation born 1980 to 2000 are the most educated in history, driven by technology, and are globally oriented.

Young adults experience a series of transitions towards independent living, study, employment and financial autonomy. Developmentally, it is a period of consolidating capabilities that have been shaped by earlier experiences. A young adult's identity formation, in relation to family, community and the wider world are more evolved with a greater sense of purpose, personal power, freedom and self-esteem.

Cultural, social and interpersonal competencies are either strengthened or weakened in young adulthood. Opportunities to engage young people to have their say in what is important to them and how they can be involved in decision making should be explored.

### People living alone

There are currently over 15,000 people living alone, accounting for 38 per cent of all households in the City of Melbourne. This is significantly more than the state and national average which is 24 per cent of households. Within this group there are a significant number of older people and international students.

### Older people

Twenty five per cent of people aged over 65 require personal care and support. The new group of ageing people, the Baby Boomers, are likely to live and work longer than previous generations. Older people will have more active lifestyles and are likely to demand a very different model of service than their predecessors; one in which they remain active, connected, stimulated and valued. The multi-generational and inter-cultural hub model is more likely to meet the demands of this group.

*'The longevity revolution forces us to abandon existing notions of old age and retirement. These old social constructs are quite simply unsustainable in the face of an additional 30 years of life.'*

Kalache, A. 2013

### Students

The City of Melbourne attracts students from across the nation and internationally, with 42.5 per cent of residents attending an educational institution. Of these 4.7 per cent were in primary school, 5.3 per cent in secondary and 56.6 per cent in a tertiary or technical institution. There are almost 96,000 domestic and overseas student enrolments in our higher education institutions, with a 3.6 per cent annual growth rate between 2002 and 2011. This has been partly driven by an increase in overseas student enrolments which have doubled to a rate of 5.8 per cent during the same period. The majority of international students are between 18 and 25 years old and arrive in Melbourne without family or friends.





Language and cultural differences affect social and community engagement of this large group of young people. *The International Student Strategy 2013-17* sets out well defined goals to increase international students' involvement in events and programs in the community.

### People with a disability

In 2009 nearly a fifth of City of Melbourne residents reported having a disability. The range of disability in residents and visitors to the city is highly variable and prevalence increases with age. The City of Melbourne will continue to improve access and inclusion for people of all ages and abilities. Our aim is to eliminate barriers within our city and advocate to ensure equity of access for all.

*'People with disability cannot be pigeon holed into one category. Some people are born with a disability, others have a temporary disability, others multiple and others have a hidden disability.'*

City of Melbourne Disability Advisory Committee member

### Culturally and Linguistically Diverse Communities

In 2011, 45 per cent of people residing in the city were born in a non-English speaking country, and the rate of new migrants settling in the municipality is approximately three times the Victorian average.

Migration increases demand for community, youth and multicultural services as people contend with new social circumstances, language challenges and cultural tensions. The reasons for migration are often complex and include those seeking asylum from political upheaval or persecution.

The City of Melbourne has a higher level of ethnic diversity than any other Melbourne Statistical Division (MSD) of Victoria.

### Aboriginal and Torres Strait Islander Communities

The City of Melbourne acknowledges the Kulin Nation as the traditional owners of the land of the municipality. The 2011 Census recorded 262 people from an Aboriginal and/or Torres Strait Islander background living in the City of Melbourne. The data indicates that Indigenous<sup>1</sup> households have on average lower income, higher unemployment and a slightly higher prevalence of disability.

The City of Melbourne recognises that family life is the core of Aboriginal and Torres Strait Islander community life, and that these family relationships, links and customs involve particular sets of social and cultural obligations.

<sup>1</sup> Indigenous refers to people from Aboriginal and Torres Strait Islander backgrounds



## Social Issues

### Disadvantage and Homelessness

There are areas of significant socio-economic disadvantage in the City of Melbourne, including some of the most disadvantaged suburbs in Victoria, specifically parts of North Melbourne, Carlton and Kensington.

In 2011, 18.7 per cent or over 15,600 residents were living in poverty, of whom 1,164 were children. Approximately 1000 people are experiencing homelessness, with at least 100 people sleeping rough each night.

It is imperative that place based responses<sup>2</sup> are developed by local communities in partnership with Council and that in this process the voices of the disadvantaged and disengaged are heard and that responses are tailored accordingly.

### Family Violence

Violence against women in Australia is widespread. One in three women over the age of 15 has experienced physical violence, with just over one in five experiencing sexual violence. Around 75 women in Australia die at the hand of a violent partner or former partner every year. Since the introduction of the Family Violence Safety Notices in December 2008, the rate of family incidents reported within the City of Melbourne almost doubled from 544 in 2008-09 to 999 in 2012-13. Over the same period, the number of instances where children were present at family violence incidents increased from 120 to 188.

The City of Melbourne *Preventing Violence Against Women Strategy 2014-17* and action plan will be applied across all ages and abilities, including children, young people, adults, older people, and those with a disability.

### Community Connection

We know that while many neighbourhoods are thriving, others are increasingly disconnected. We are meeting less often in organised ways, have less organised sport and faith based connection, there is less trust in our neighbours and friends, and we socialise less with family members.

Gentrification and disparities in wealth are making it harder for some people to meet the cost of living, leading ultimately to a reduction in diversity in our neighbourhoods. One of the ways to support and build community is to strengthen existing networks and provide opportunities to develop new ones. This creates what is often called 'social capital'. A community with large social capital is more resilient, resourceful and sustainable.

The City of Melbourne together with community partners is building community hubs. A community hub offers a range of services and activities, giving people information, services, support and learning opportunities, helping to create a sense of belonging and increase social capital.

<sup>2</sup> Place based approaches focus on addressing issues at the community level and seek to make local communities more engaged, connected and resilient.





## ONE STRATEGY, ALL AGES, ALL ABILITIES

The City of Melbourne is experiencing a growing and diversifying population across all ages and abilities. As a global city and leading council, we not only need to be bold and innovative in our planning, but responsive and flexible to meet the needs of a changing community. Melbourne for All People supports existing council plans, programs and services and will identify opportunities that will aim to meet current and future needs of communities for all ages and abilities.



## MELBOURNE FOR ALL PEOPLE 2014-2017

**Population to double in next 25 years 110,000 to 212,000**

**60%**

of residents are aged between 12-35

**42.5%**

residents are students...

**56.6%**

of these are in a tertiary/technical institution (TAFE)



**4%**

people under 65 require personal care and healthcare support

**23%**

of people over 65 need personal care and healthcare support

**45%**

of people born in a non-english speaking country



**x2**  
in 10yrs & growing

Birth notices doubled in last ten years and predicted to grow



**24.4%**  
families are couples with children



**56.9%**  
are couples without children



**10.5%**  
are single parent families

**= total of 18,246 families**

### OUR CITY

**1  
5**



**people have a disability**

**Total with disability 14,500**

**Approx 1000 people**  
are experiencing homelessness

**1 in 3 women experience violence**

**1 in 5 women experience sexual violence (since age of 15)**

**15,679**

(18.7%) people are estimated to be living in poverty, of these 1,164 were children aged 0-14

**262**

aboriginal people (In 2011 census)

**14,295**

total population with a disability

**30,000**

overseas students attend higher education in the City of Melbourne the majority are from China, India and Malaysia



## WHAT WE DO – OUR SERVICES AND ACHIEVEMENTS

The City of Melbourne has a number of roles across our community, including service provision, leadership, research, education, advocacy, facilitation, planning, partnerships, and providing infrastructure. We deliver high quality community services in twenty locations for people of all ages and abilities.

### Families and children

- Our seven maternal and child health service sites see 95 per cent of 0-1 year olds in the municipality.
- Playgroups were attended by 1000 families at eight sites in 2012-13, and 230 child care places across five sites.
- Over 150 individuals accessed our family support and counselling services 2012-13.
- We upgraded access to child and family services and facilities at Southbank, Carlton Baths, North Melbourne Community Centre and Hotham Hub Children's Centre.
- Piloted innovative Access to Early Learning<sup>3</sup> program connecting vulnerable families to funded childcare, educational resources and family supports.
- Supported the Venny adventure playground which provides exciting experiences through play for children aged 5–16 years.

### Young people

- Partnered with the Salvation Army Youth Street Teams together with 250 volunteers to support over 11,000 people to get home safely.
- Three youth services providing counselling, support and activities for young people aged 12-25, focussing on those who are vulnerable and disengaged.
- We strengthened relationships with the African-Australian community, celebrating Africa Day and Africa's Got Talent attended by 350 young people.
- Worked with over 100 partners to develop an International Student Strategy 2013-17 and in April 2015 we will host a Virtual International career development fair promoting the benefits of employing international students.

### Older people

- 90,000 hours of Home and Community Care (HACC) services were delivered to 731 older clients in 2012-13.
- Supported the World Health Organization (WHO) Age-Friendly Cities program through a range of initiatives to make our structures and services more accessible to older people with varying needs and capacities.

---

<sup>3</sup> Access to Early Learning assists three year olds who are vulnerable to access early childhood settings in a supported family environment



- 30,477 meals via 42 organisations through City of Melbourne grants were provided to seniors groups, including 30+ groups supporting older people from diverse backgrounds.

### People with a disability

- Research and community engagement on enhancing mobility within the city, resulting in development of innovative ways to support navigation for people with sensory disabilities.
- Advocacy and leadership across Council and the community through the Disability Advisory Committee.
- Disability awareness training across the organisation and best practice in access planning such as the use of tactile street signs in the CBD.

### Continuous improvement:

- Improving the way we work has led to better use of resources and improved services, for example:
  - Developed a centralised booking and appointment system for maternal and child health resulting in more consulting time for families.
  - Increased occupancy in our children's centres and better managed our waiting lists.
  - Improved our youth services contracts to better support disengaged or at-risk young people, such as refugees.
  - Piloted Patchwork web application, to assist community service workers to coordinate client information across different service systems.
  - Improved on-time reviews for Home and Community Care clients by 84 per cent, improving the delivery of the right care at the right time.
  - Increased participation of first time parents in parent education programs by redesigning programs based on parent input.

## WHERE TO FROM HERE

At the City of Melbourne, we know a lot about our residents and visitors, where services are working well and where we need to improve. Melbourne for All People will take this knowledge and experience to enhance our services across Council and improve the opportunities for residents and visitors of all ages and abilities to fully engage in the life of the city.





## THE POLICY CONTEXT

Services planned and implemented through Melbourne for All People 2014-17 will take account of all relevant policy and best practice - international, national, state and local - which affects the planning, regulation and provision of our services.

**International** The international community has committed to upholding the rights of all people through: the Universal Declaration of Human Rights (1948), the Declaration on the Rights of the Child (1989), and the Declaration on the Rights of People with Disabilities (2006).

*“Interventions that create supportive environments and foster healthy choices are important at all stages of life [allowing people to] realize their potential for physical, social, and mental wellbeing ... and to participate in society according to their needs, desires and capacities.”*

Active Ageing, A policy framework (2002) World Health Organization

**National** The Commonwealth Government legislates across human services including children, youth, families, disability and seniors. Key pieces of legislation are the Commonwealth Home and Community Care Act (1985), Disability Discrimination Act (1992), Children, Youth and Families Act (2005), Child Wellbeing and Safety Act (2005), Education Care Services National Law Act (2010).

**Victorian** The State Government sets out requirements for community members and local governments. Of relevance are: Victorian Home and Community Care Act (1985); Aged Care Act (1997); Victorian Equal Opportunity Act (1995, 2010); Charter of Human Rights and Responsibilities Act (2006) and Disability Act (Victoria 2006).

**Local** All local councils in Victoria are required to plan for their communities as stipulated in the Local Government Act (2010). This includes the City of Melbourne Act (2001) under which the City of Melbourne Council Plan has been developed. Melbourne for All People meets our responsibility to plan for our community and aligns with the Disability Act (2006) requiring local government to have a disability action plan.

**Council Plan** Melbourne for All People is relevant to all Goals of the Council Plan but in particular will realise the vision of Future Melbourne: 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’*

City of Melbourne Council Plan 2013 – 2017



## THE CHANGING APPROACH IN SERVICES

In response to some of the key challenges facing the community, all levels of government are changing the way they work. Increasingly the focus will be on integrating service systems and planning and designing services with the people who use them.

A number of the reforms highlight the overwhelming evidence that early intervention improves life outcomes; the importance of flexible place based approaches; and the need to provide holistic support to families across the life course.

Melbourne for People 2014-17 positions the City of Melbourne as a leader in the application of the life course approach, putting these elements at the heart of service planning and delivery.

### Major changes in the national, state and local community sector

The Victorian Government through the Department of Human Services (DHS) is currently undertaking a review, *Service Sector Reform - A Roadmap for Community and Human Service Reform* – which will have an impact on a number of areas of council service. The focus is on early intervention, service integration and good practice, and making families the centre of decision making.

The Department of Education and Early Childhood Development (DEECD) has developed an *Early Years Strategic Plan 2014-2020* which will better support children from before birth to eight years of age focussing on breaking the cycle of disadvantage, providing early and sustained support to parents and children, and high quality learning experiences.

DEECD has commenced *Youth Partnerships*, a whole-of-government initiative testing new ways of working collaboratively and sharing information to ensure comprehensive support is provided to young people. The initiative spans education, youth and family support, justice, homelessness and mental health, and aims to increase participation in education and training.

Reforms giving individuals greater control and choice about the type and way they receive services is a recurring theme evident in many of the reforms. For example, for many generations a charity model of welfare existed to provide services to people with a disability. Increasingly community empowerment has significantly changed the way services are delivered. This approach is also reflected in the National Disability Insurance Scheme (NDIS) and Commonwealth aged care policies and services.

In addition, the City of Melbourne will ensure that our work is consistent with a number of a reviews and strategies currently being undertaken by different levels of government and Municipal Association of Victoria. These include: *Victoria's Maternal and Child Health Service Strengthening the foundations for Victoria's Children*, March 2014; *Living Longer, Living Better* the Australian Government's response to the Productivity Commission report, *Caring for Older Australians*; *The Victorian Aboriginal Affairs Framework 2013-2018* focusing on health and workplace participation; *The Action Plan to Address Violence Against Women and their Children*; *The Vulnerable Children Strategy* and; *Municipal Association of Victoria Local Government's Role in Home and Community Care and the Home Support Program 2013*.





## What people told us

In developing our approach we spoke to a broad range of people: residents, workers, visitors, international students, community leaders, parents, single people, children, young people and older people. They affirmed the importance of the six principles, our framework and the life course approach. This is some of what people told us:

### Children's voices

- 'I don't like the big buildings because there aren't any seats'
- 'Make it (the city) more accessible'
- 'More able to help people who need it - like buskers and homeless'
- 'Play zone - if parents had to go shopping, kids could go to a play zone'
- 'More things to climb and lots of space to jump really hi'
- 'Give old people prizes all the time because maybe they have never had presents'
- 'Stop doing work and have more play time'

### Adults' voices

- 'Learning is empowering and exciting - makes you feel like you are part of the greater whole as you start to appreciate the world around you in a different way.'
- 'Inclusion in services requires goodwill and a change in attitude by service providers.'
- 'International students, immigrants have risk of being isolated. Language and different cultures need to be considered in planning to include these groups.'
- 'We need a regular space for people to come and be involved in decision making.'
- 'Send information to people when they are about to retire so that they know what's on offer and that it's not the end of the road.'
- 'I want to connect more with people in my culture'
- 'Inclusion is social, and inspires innovation. You need to account for differences. Services and Council need to consider things like disability, age and vision impairment to include everyone.'
- 'Important to highlight no violence for all. Not acceptable for anyone - important to have a strong principle that addresses this.'
- 'My three year-old daughter uses an iPad better than her father can. Technology needs to be up to speed and relevant.'



# MELBOURNE FOR ALL PEOPLE – OUR STRATEGY

Melbourne for All People will guide City of Melbourne's future planning, decision making, resource allocation and provision of infrastructure, services and programs for people across the life course. It will respond to changes in Government policy direction, a growing population, changing community needs and service demands to create better outcomes for the community.

## What we know - our foundation

The foundation of this strategy is built on what we know about working across the life course:

- We are not starting from scratch - people at different stages of life and ability are already interconnected by family, community and interests and are not unrelated groups.
- It is imperative to address issues in their early stages. As a local government we can make a significant impact through innovation, primary prevention and early identification. This increases the likelihood of better health and wellbeing in the longer term and can save costs.
- Strengthening support and intervention at one life stage impacts in a beneficial way on outcomes at another stage of life.
- Supporting people through all stages of life, including times of transition, builds on all aspects of wellbeing such as health, employment, education, culture, place and social inclusion.
- Transitions are important across ages, stages and abilities and they are important across service systems and responses. In many cases these can be planned for in advance.
- People of different ages and abilities can help each other: for example children and seniors offer each other great experiences and insights.
- A successful integrated service system acknowledges that planning and delivery of services should be conducted *with* the people who use them.
- Strong partnerships and collaborations across Council and in the service sector can encourage innovation and a shift in focus from stand-alone individual services to an integrated approach.
- The life course approach builds more inclusive and connected communities and a more inclusive and connected Council.
- The life course approach will improve our engagement with diverse communities about what matters to them.
- Evidence based research, community participation, feedback and evaluation are crucial to inform best-practice and decision making.



## Our Framework

Our framework is based on an ecological<sup>4</sup> model, which recognises that social, economic and environmental factors all contribute to whether or not we enjoy good quality of life.

It is underpinned by six principles important to all people across every stage of the life course:

**Connection**

**Access and inclusion**

**Safety**

**Health and wellbeing**

**Life-long learning**

**Having a voice**

Figure 1 illustrates the contexts in which people of all ages and abilities live their lives. These include families; places of study and work; community and cultural activities; and universal and specialist services. These sit within the broader influence of governments and partner organisations.

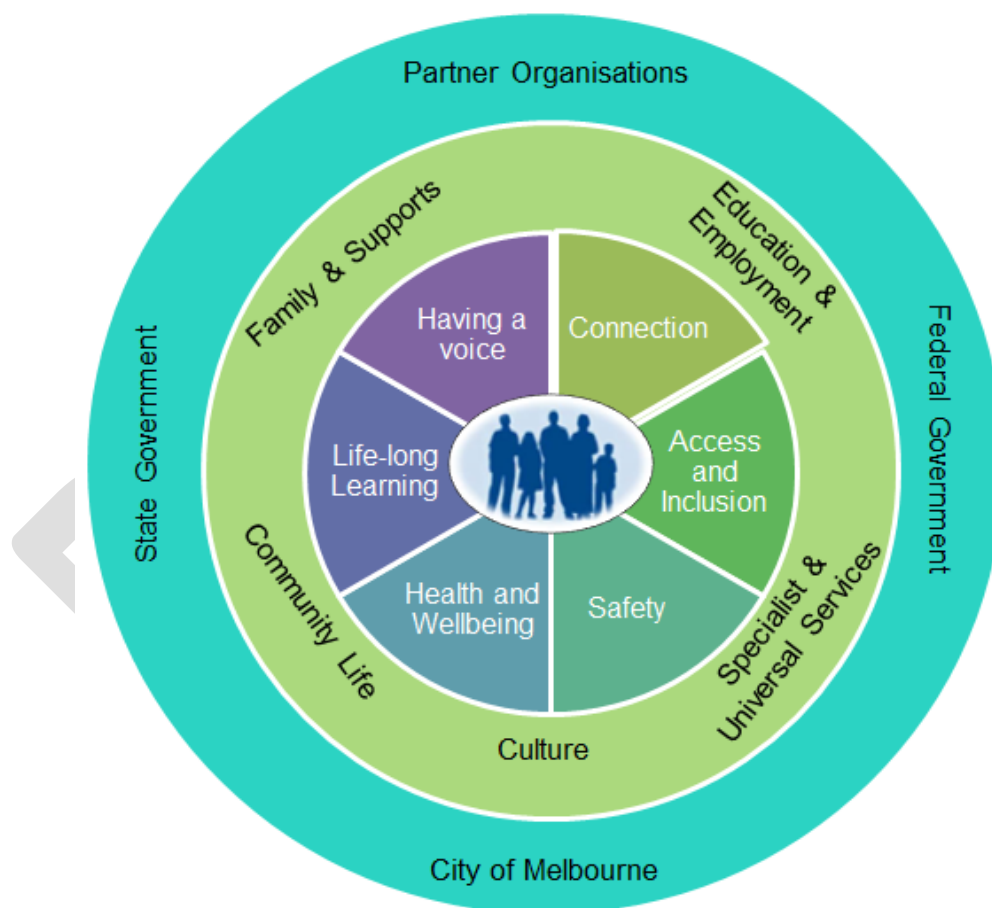


Figure 1. Melbourne for All People Framework

<sup>4</sup> An ecological model recognises that there are interconnected environments and social contexts around people which have an impact on a person's overall wellbeing.



# MELBOURNE FOR ALL PEOPLE ACTION PLAN

The goals and actions set out below will enhance a life course approach for City of Melbourne. We detail a range of initiatives, some of which are new while others build on our existing achievements.

## Principle 1: Connection

Strengthen connections between people of different ages and abilities and across places by providing a broad range of services, programs, events, and facilities.

Connect and celebrate the vibrant diversity of our community and acknowledge the rights of people to self-expression.

### Actions

- 1.1 Build social capital<sup>5</sup> by working with local communities to provide programs, services and activities which connect people of all ages and abilities
- 1.2 Support better connections for older people through the Age-Friendly City framework and membership of the Global Network of Age-Friendly Cities
- 1.3 Challenge negative stereotypes of different ages and abilities highlighting the social, knowledge and economic contribution of all groups to the City of Melbourne
- 1.4 Support mentoring programs linking older and younger people to share respective skills, knowledge, experience and interests
- 1.5 Develop a checklist to guide the incorporation of Melbourne for All People principles into new City of Melbourne policies, strategies and initiatives
- 1.6 Establish a network of City of Melbourne professionals working across the life course to share information and collaboratively plan for more co-ordinated service system responses
- 1.7 Acknowledge, support and celebrate the role of carers across the life course
- 1.8 Create opportunities for people within neighbourhoods or apartment communities to come together, support one another and welcome new members of their community
- 1.9 Map City of Melbourne existing volunteer programs to identify additional volunteer opportunities for all age groups
- 1.10 Ensure planning and redevelopment of facilities, spaces and places meet the needs of people of all ages, abilities and diverse backgrounds
- 1.11 Improve social connections for international students with local families, individuals or communities.

---

<sup>5</sup> Social capital emphasises the importance of social justice, trust, participation and a sharing of community values which are crucial in working towards local solutions.



## Principle 2: Access and inclusion

Champion improved access and inclusion through our urban, social, built and informational environments.

Support people of all ages and abilities to enjoy all the city has to offer and enjoy ease of access, moving freely, safely and equitably through the city.

### Actions

- 2.1 Services, programs and activities provided by City of Melbourne are accessible, affordable, and culturally appropriate and cater to varying needs throughout the life course
- 2.2 Information about City of Melbourne services, programs and activities is available in a range of alternative and accessible formats including various languages, large text, braille, and audio
- 2.3 Map City of Melbourne community services, programs and activities across the life course to assist future planning
- 2.4 Ensure universal access principles are incorporated in infrastructure development such as the redeveloped Queen Victoria Market and facilities including libraries and community hubs
- 2.5 Pilot Department of Health Age-Friendly Partners Program in Docklands precinct to improve access to businesses for older people and people with a disability
- 2.6 Implement the City of Melbourne community hub model to meet the needs of community members of all ages, abilities and backgrounds
- 2.7 Strengthen City of Melbourne strategies that support employment of people with a disability, older people and people from diverse backgrounds
- 2.8 Work towards becoming a dementia-friendly community through improving community awareness, access to City of Melbourne facilities and way-finding in the city
- 2.9 Support the implementation of the National Disability Insurance Scheme and advocate for continued funding for the MetroAccess Community Building Program.





### Principle 3: Safety

Work in partnership across Council and with the community services sector to prevent violence in all forms and support people of all ages and abilities to be physically and emotionally safe.

Support community members to be free from violence, abuse, neglect and injury at home, at work and in community settings.

#### Actions

- 3.1 Promote strategies and information about the prevention of violence to raise awareness in all communities addressing family violence, violence against women and abuse of young people and children, elders and people with a disability
- 3.2 Support the work of Preventing Violence Against Women Strategy 2013-16 by addressing sexist, negative and stereotyped representation of women and girls across the life course
- 3.3 Support the work of the Beyond the Safe City Strategy 2014 -17 to address safety issues across the life course by improving safety within neighbourhoods
- 3.4 Develop and distribute a factsheet about key safety issues across the life course which gives information about service options from City of Melbourne and other providers
- 3.5 Support the implementation of the Pathways Homelessness Strategy 2014 -17 to develop responses for people experiencing, or at risk of homelessness
- 3.6 Work in partnership with advocacy groups to develop targeted programs to meet the safety needs of people with a disability.



## Principle 4: Health and wellbeing

Support health and wellbeing by planning and providing the right services in the right places to meet the needs of our growing population.

Support physical and mental health, good nutrition, and access to green spaces, parks, public spaces and community facilities.

### Actions

- 4.1 Improve the health and wellbeing of children, young people and adults by increasing immunisation rates
- 4.2 Collate and integrate data on Aboriginal service users across the City of Melbourne service system to understand need and support culturally competent practices and response
- 4.3 Examine the service gaps for 8-12 year old children and scope options for enhanced activities and service provision
- 4.4 Develop wellbeing programs that encourage people to value, connect with, enjoy and play in parks and open spaces
- 4.5 Explore culturally diverse community and sensory gardens through collaborative projects that include people of all ages and abilities
- 4.6 Deliver high quality health and wellbeing services including Children's and Family Services, Home and Community Care and Youth Services
- 4.7 Continue to implement the Patchwork<sup>6</sup> client coordination system to improve outcomes for families and children
- 4.8 Promote the availability of nutritious culturally appropriate food options in local communities, and reinforce the importance of healthy eating
- 4.9 Promote and improve participation in local recreation programs through Active Melbourne across all ages and abilities
- 4.10 Identify opportunities for Family Services and Ageing and Inclusion Services to work collaboratively, focusing on case management practices, service delivery and learning
- 4.11 Work with Arts and Culture to encourage, facilitate and celebrate play for people of all ages and abilities.
- 4.12 Work with the Municipal Association of Victoria, Victorian and Commonwealth governments' on the design and implementation of the "Living Longer: Living Better" reform agenda for support and engagement of older people.

<sup>6</sup> Patchwork is a web application to assist community service workers to coordinate client information across different service systems.



## Principle 5: Life-long learning

Support life-long learning to develop or enhance individual skills through programs or services in formal and informal settings, including knowledge exchange, training, employment, volunteering and education.

Support access to opportunities for training in new technologies for people of different ages and abilities.

### Actions

- 5.1 Raise community awareness about sustainability principles and the effect they can have on quality of life, including programs for children such as Seedlings<sup>7</sup> and water conservation and energy saving for families, young and older people
- 5.2 Provide programs and services that support people of all ages and abilities to learn or use new technology in facilities such as community hubs
- 5.3 Continue to provide education and learning programs for people of all ages and abilities including health promotion for older people and for young families
- 5.4 Work with libraries to support a culture of learning and literacy through formal and informal programs such as children's story time, youth activities and aged care services visiting libraries
- 5.5 Assist children and young people to learn and develop life skills during crucial transitional and developmental stages, as outlined in the Beyond the Safe City Strategy 2014-17
- 5.6 Facilitate opportunities for community members to connect with the arts to develop their creative and artistic potential, as outlined in the Arts Strategy 2014-17
- 5.7 Continue to plan and provide accessible high quality spaces for life-long learning.

---

<sup>7</sup> The seedlings project focuses on providing a better understanding of the links between education for sustainability and children's development.



## Principle 6: Having a voice

Provide community with opportunities to participate and express their needs, views and aspirations through civic engagement and views are acknowledged and valued.

Provide for the expression and celebration of diverse cultures and identities of people of all ages and abilities.

### Actions

- 6.1 Promote and support opportunities to hear children's voices and actively involve them in consultation and decision making processes
- 6.2 Promote the diversity of the City of Melbourne community in print and media by utilising images of people of varying ages, abilities, genders and backgrounds
- 6.3 Develop resources in accessible formats to inform and encourage people of diverse ages, backgrounds and ability to participate in decision making structures, governance and civic activities
- 6.4 Champion the importance of people of all ages, abilities and culturally diverse backgrounds to be included in City of Melbourne engagement processes
- 6.5 Promote and support events and programs that celebrate the unique and rich diversity of the people of the City of Melbourne, such as the Indigenous Arts Festival and International Day of People with Disabilities
- 6.6 Develop new and culturally appropriate ways to empower people to speak up, and be involved in decision making processes that affect their local communities.

## MEASURING PROGRESS AND SUCCESS

Appropriate outcomes and indicators of success will be developed to measure the progress of Melbourne for All People. An annual implementation plan will identify clear timelines, targets and responsibilities.

## NOW IT'S YOUR TURN - JOIN THE CONVERSATION

The next phase of public consultation on Melbourne for All People will take place in May to mid-June 2014 and we look forward to your thoughts and contributions.

Visit Participate Melbourne to learn more about the development of Melbourne for All People and find out how you can be involved in shaping this strategy.

[www.participate.melbourne.vic.gov.au/Melbourne-for-all-people](http://www.participate.melbourne.vic.gov.au/Melbourne-for-all-people)



## BIBLIOGRAPHY

ABS (2011) 2011 Census of Population and Housing

Barcelona City Council (2012) Barcelona Social Inclusion Plan 2012 – 2015

Bovenberg, A.L. (2007) The Life-Course Perspective and Social Policies: An Issues Note, Social Protection discussion paper, World Bank

Bruce, J. (2012) Age Friendly Melbourne, report produced for the City of Melbourne

City of Whittlesea (2013) Connect: A municipal plan for children, young people and their families

City of Melbourne (2013) Melbourne City Council, Council Plan 2013 – 2017

City of Melbourne (2013) Daily Population Estimates and Forecasts

Colac-Otway Shire (2010) Access, Equity and Inclusion Plan

Commonwealth Attorney-General's Department (1999) Pathways to prevention: Developmental and Early Intervention Approaches to Crime in Australia, Commonwealth of Australia

Dahlgren G. and Whitehead M. (1991) Policies and strategies to promote equity in health, Stockholm Institute for Future Studies

Department of Education and Early Childhood Development (2014) *Victoria's Maternal and Child Health Service Strengthening the foundations for Victoria's Children*, Victorian Government

Department of Health and Human Services, United States (2010) Rethinking MCH: The Life Course Model as an Organizing Framework, Concept Paper

Department of Health (2012) *Living Longer, Living Better*, Australian Government

Department of Human Services (2012) *Victoria's Action Plan to Address Violence Against Women and their Children: Everyone has a responsibility to act*, Victorian Government

Department of Human Services (2013) *Victoria's Vulnerable Children, Our shared responsibility*, Victorian Government

Department of Premier and Cabinet (2013) *The Victorian Aboriginal Affairs Framework 2013–2018*, Victorian Government

Eagleson Data Group (EDG) Research, (2013) Demographic profile of the City of Melbourne integrated services strategy, City of Melbourne

Grogan, P. Colvin, K. Rose, J. Morstyn, L. and Atkins, C. (2013) Building the Scaffolding - Strengthening Support for Young People in Victoria, Victorian Council of Social Services and Youth Affairs Council of Victoria





Halfon, N. and Hochstein, M. (2002) Life Course Health Development: An Integrated Framework for Developing Health, Policy, and Research, Milbank Quarterly, volume 80, issue 3 – September

Kalache, A. (2013) The Longevity Revolution - Creating a Society for all ages, Adelaide Thinker in Residence 2012 - 2013, Department of Premier and Cabinet - Government of South Australia

Mental Health Commission of New South Wales (2013) Towards a draft Strategic Plan for Mental Health in NSW - The Life Course and the Journeys, Working Paper

Municipal Association of Victoria (2013) *Local Government's Role in Home and Community Care and the Home Support Program*, discussion paper, Municipal Association of Victoria

Productivity Commission (2011) *Caring for Older Australians*, Australian Government

Shergold, P. (2013) Service Sector Reform - A roadmap for community and human services reform - Final report, Victorian Council of Social Service

Teshuva, K. (2012) Supportive Communities for Older People, Australian Centre for Primary Care and Ageing at La Trobe University, report for the City of Melbourne.

University of Iowa School of Social Work – National Resource Centre for Family Centred Practice (2009) Supervision of Intergenerational Dynamics – Workshop Notes

White, R. (1998) Public Spaces for Young People- A Guide to Creative Projects and Positive Strategies, report produced for the Commonwealth Government Attorney-General's Department

World Health Organization (2002) Active Ageing, A policy framework, Department of Ageing and Life Course

World Health Organization (2000) The implications for training and embracing a Life Course Approach to Health, Department of Ageing and Life Course

**This document is available in alternative formats.**

For more information phone or email Peter Whelan on:

Telephone: 03 9658 8587

Email: [Peter.Whelehan@melbourne.vic.gov.au](mailto:Peter.Whelehan@melbourne.vic.gov.au)



# APPENDIX 1

## Community Engagement

Targeted community engagement was undertaken November to December 2013 for phase one of Melbourne for All People. The opinions of our partners and peak bodies, children, families, young people, people with disability and older people were sought.

This targeted engagement included:

- Five workshops attended by 61 people representing peak bodies, City of Melbourne service staff and partner organisations, community organisations and self-advocacy groups.
- 127 interviews carried out with members of the community at 11 community venues and events
- Three internal workshops for City of Melbourne Team Leaders and Branch Managers

**Melbourne for All People links with a broad range of City of Melbourne strategies and policies. These include -**

A Great Place to Study: International Student Strategy 2013-17

Active Melbourne Strategy

Arts Strategy 2014-17

Beyond the Safe City Strategy 2014-17

City North, Arden-McCauley and Southbank Structure Plans

Community Funding Policy 2013-17

Community Infrastructure Implementation Framework

Docklands Community and Place Plan

Docklands Public Realm Plan

Food City: City of Melbourne's Food Policy

Homelessness Strategy 2014-17

Housing Strategy

Melbourne Library Service Strategic Plan

Open Space Strategy

Reconciliation Action Plan 2011-14

Transport Strategy 2012

Urban Forest Strategy 2012-2032

Walking Strategy (in development)

We Need to Talk: Preventing Violence Against Women Strategy 2013-16

