

Briefing note for HSO, ULA, Hume, La Trobe

LAUNCH OF SAFE COMMUNITY WEEK

February 18 - 25 1996

Background

The City of Hume and the Shire of La Trobe are hosting SafeComm 5 - the Fifth International Conference on Safe Communities - from February 22 to 25, during which both communities will be inducted into the World Health Organisation's fourteen member International Network of Safe Communities. In order to involve their communities in these significant events, both municipalities have arranged a week of community based safety activities, and have invited local organisations to initiate additional safety activities of their own.

In order to maximise the impact on the whole Victorian Community of SafeComm 5 and of the Third International Conference on Injury Prevention and Control, which immediately precedes SafeComm 5, running from February 19 to 22, the Health and Safety Organisation are mounting a state wide promotion of Safe Community Week. The promotion will comprise a media launch and a mail campaign through relevant networks. Hume City Council have negotiated a two page advertorial feature in the Herald-Sun on Sunday 18 February, with a possible extension to 4 pages if sufficient advertising space is sold.

The state wide launch is proposed to be held at the Urban Land Authority's Roxburgh Park Display Village at 11.00 am on Thursday 15 February. The HSO will formally launch the week, either by the Minister for Business Services, the Hon. Roger Pescott, MLA, or the Chief Executive Officer, Ms Kaye Owen.

Action required: *Representatives of the four key organisations - HSO, ULA, Hume and La Trobe need to meet as soon as possible to agree to roles and program, and allocate tasks.*

Central players in the launch - main media focus

- **HSO:** Opportunity to promote the message that the HSO is now building links with the community and with key players to improve community safety including workplace safety. HSO recognises the ULA as a leader in community safety, through the design of its Roxburgh Park Housing Estate and through its support of the Kidsafe display home and playground at Roxburgh Park. Acknowledge Hume and La Trobe as leaders; suggest **not** to highlight WHO accreditation yet, save that story for the following week. The HSO encourages all Victorians to celebrate Safe Community Week by taking some simple action to improve safety in their local community. HSO officially launches Safe Community Week. Contact: Eric Young (052 232300)

- **ULA:** Committed to excellence in the design of safe residential environments. Opportunity to promote Roxburgh Park safety aspects, Kidsafe home and playground. Acknowledge HSO, Hume, La Trobe. Contacts: David Rowe (03 96648444) or Malcolm Burnell (03 96648444).
- **Hume and La Trobe:** opportunity to achieve recognition, and to reinforce messages to their respective local communities. Hume: Phil Harvey (03 93013296), Anne-Marie Sequeira (03 93013427), or Mark Hennessy(054 283840 or 019 187 289). La Trobe: Henk Harberts (051 348783) or Angela Stitt (051 731400).

Draft running order - to be further refined

- 11.00 Guests arrive, mingle
- 11.15 Chairperson welcomes guests
- 11.17 ULA Speaker
- 11.22 Chairman of Commissioners, Hume City Council
- 11.26 Chairman of Commissioners, La Trobe Shire Council
- 11.30 HSO Speaker launches Safe Community Week
- 11.35 Refreshments, guests observe playground and Kidsafe home.

Media photograph opportunities: small children in playground/interview local resident(s)/Kidsafe home/feature special SafeComm 5 commemorative bike helmet (if available), children riding bikes on bike path.

Media interviews: one spokesperson nominated by each of the four key organisations plus one nominated by the SafeComm 5 organising committee.

Other agencies to involve - secondary media focus

- Kidsafe: may wish to highlight home. Dr Arlie McQueen 03 9670 1319
- Health and Community Services: lead agency for injury prevention in Victoria, main funding agent for SafeComm 5. Catherine Thompson 03 96167238
- Safety Centre, Royal Children's Hospital: major deliverer of safety services to the Victorian community, including low income and non-English speaking background groups. Lynda Hannah 03 93455085
- Victorian Community Council Against Violence. Judith Dixon 03 9655220
- VicRoads. Greg Rowe 03 98542655
- Victoria Police. Snr Sgt Brian Basham, District Crime Prevention Office. 03 3028347
- Monash University Accident Research Centre. Professor Peter Vulcan 03 99054372
- Supporting sponsors for SafeComm 5: Ericssons, Western Water, Klippan, Headstart Helmets.

Mark Hennessy

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29 January 1996