



# Moonee Valley – a safe community

Application for Pacific/Australian Safe Community Accreditation

[mvcc.vic.gov.au](http://mvcc.vic.gov.au)



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# Summary

Moonee Valley is an inner urban municipality in metropolitan Melbourne; a well-established area, most of which has been settled for well over a century. It is a safe area in which rates of crime and injury are measurably lower than the metropolitan average.

Moonee Valley residents place high value on personal safety and living within a safe environment, and regularly rate these aspirations as priorities in community visioning and surveys. Moonee Valley City Council recognises and commits to the role that Local Government can play in delivering safety and has specified that commitment and its consequent activities in the Community Safety Program.

Commenced in 2011, the Moonee Valley Community Safety Program has been progressively implemented and activated to the point that it is now wholly operational. The program has established and embedded its governing structures, and generated and delivered a series of annual action plans.

These plans are guided by the principles and objectives of the program, informed by data and partner inputs, and delivered in collaborative and partnered projects.

The outcomes of each annual action plan are evaluated and reported.

The momentum within the program has complemented the safety commitments and culture that are embedded in Council's strategic policy and work practise, to create a safety focused organisation and a safe, liveable and resilient community. In operation the program generates a broad agenda of activity. It has resulted in:

- strong partnerships plus collaborative programs and activities within the municipality and the region
- participative governance based upon shared decision making and collective ownership of the program

- regular evaluation, evidence and information gathering and programmed workshop activity to inform the strategic action and initiatives of the safety program
- publication of information and resources both broadly and in targeted forms, through a broad range of media including social media
- programmed activity and capacity building at community level
- innovative, targeted and partnered approaches to confront safety issues
- active networking within and beyond the municipality to contribute to better outcomes in safety

Launched initially by Council, the Moonee Valley Community Safety Program now engages and involves agencies, businesses and community from across the municipality as a jointly delivered program to make Moonee Valley a safe place to live, work and play.



# Community profile

**Name of community:** City of Moonee Valley

**Country:** Australia

**State:** Victoria

**Status:** The City of Moonee Valley is a Local Government area located within the metropolitan area of Melbourne.

## The municipality of Moonee Valley

Moonee Valley comprises the north-western suburbs between 4 and 13 kilometres from the Melbourne central business district and covers 43 square kilometres. It is bordered in the east by the Moonee Ponds Creek and the CityLink, in the west by the Maribyrnong River and in the northwest by the northern interstate (Sydney) rail line.

Moonee Valley is predominantly a residential area with some light industry to the north. Within the municipality there is a racecourse, an airport, two lakes, a cricket ground, a golf course and over 200 parks and reserves.

Moonee Valley has five libraries, two leisure centres, two principal activity areas and four major retail areas. The municipality has approximately 220,500 hectares of open space and is likely to be impacted by major residential and road developments in the next 10 years.

A relatively stable area for some time, new urban development along Moonee Valley's arterial roads is turning former residential and small business locations into medium density apartment complexes and changing the character of some areas. New, higher density, residential development is proposed near the race course and at Essendon Airport. In an otherwise established municipality, this urban redevelopment is the source of population growth and urban transformation in an area that has been relatively stable until recently.

### The City of Moonee Valley is comprised of 15 suburbs:

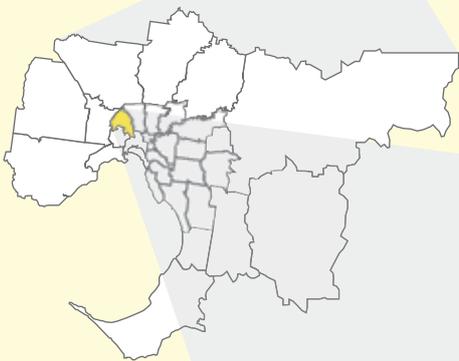
- Aberfeldie
- Airport West
- Ascot Vale
- Avondale Heights
- Essendon
- Essendon Fields
- Essendon North
- Essendon West
- Flemington (shared with the City of Melbourne)
- Keilor East (shared with the City of Brimbank)
- Moonee Ponds
- Niddrie
- Strathmore
- Strathmore Heights
- Travancore

# Where is Moonee Valley?

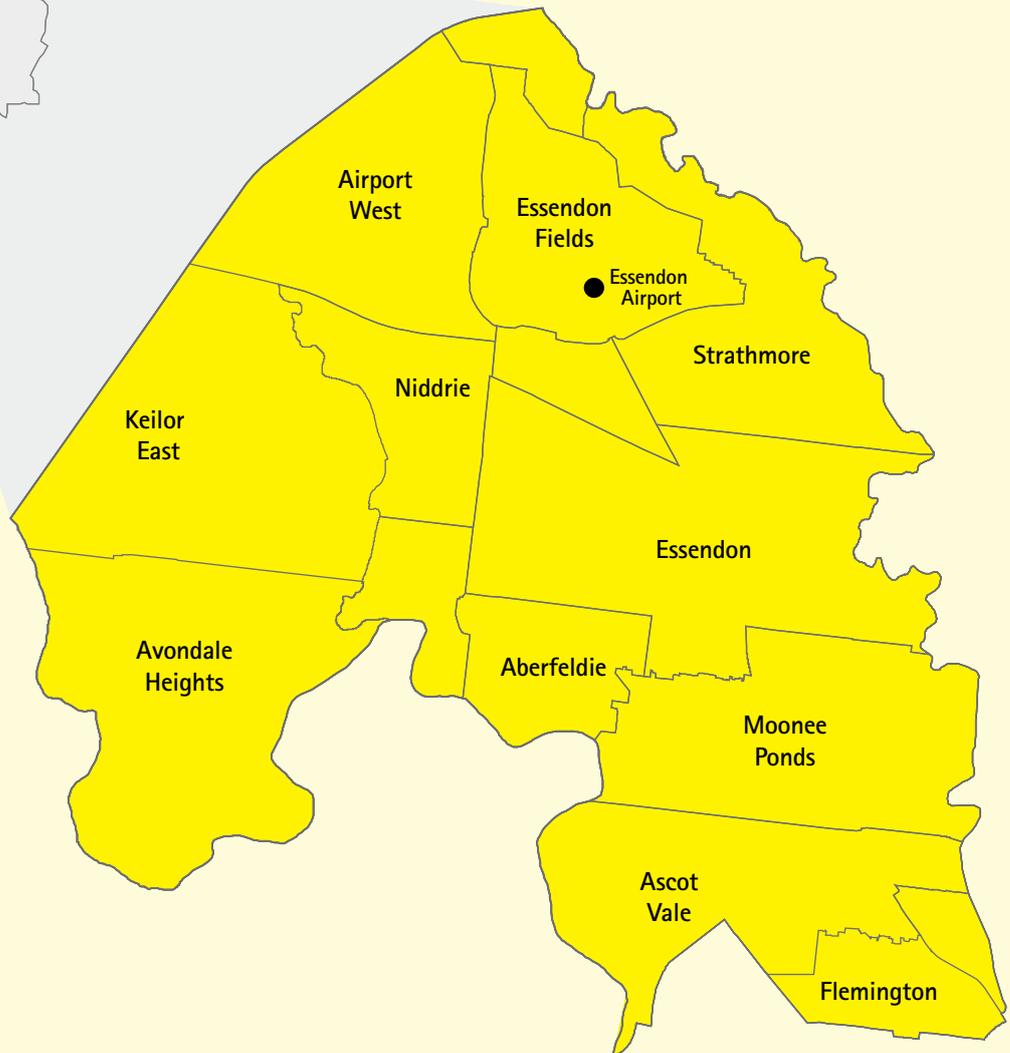
Australia:



Metro Melbourne:



Moonee Valley:

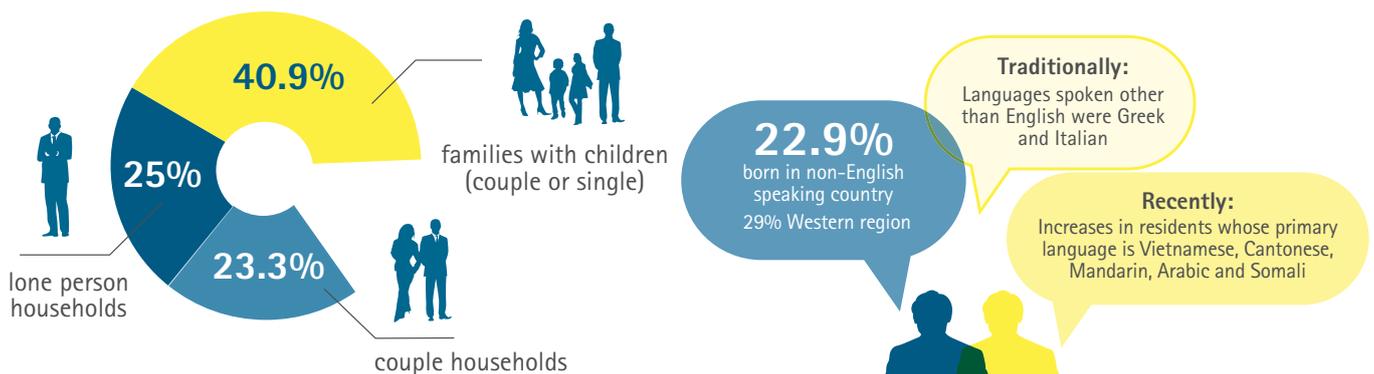


Source: <http://profile.id.com.au/moonee-valley>

# 2014 Moonee Valley demographic profile

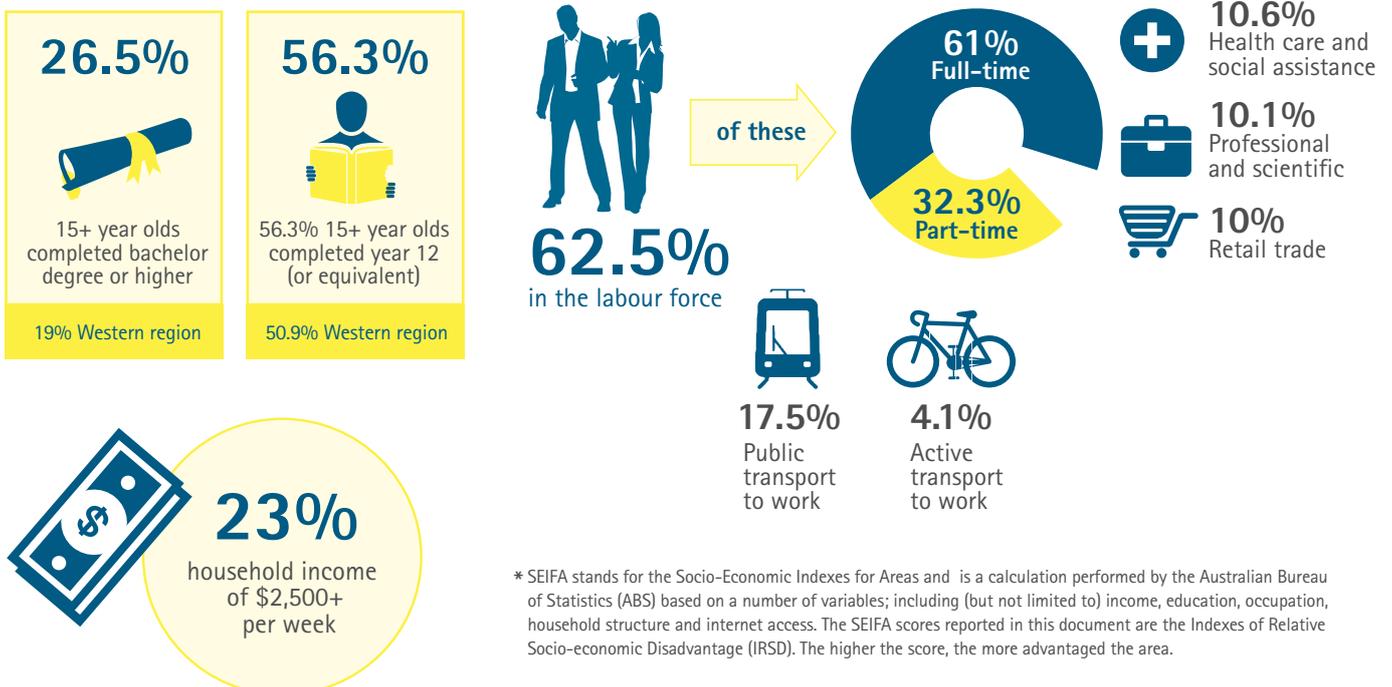
## Key statistics

|   |  |                           |   |                          |   |   |
|---|--|---------------------------|---|--------------------------|---|---|
| <b>118,000</b><br>2014<br>Population<br>(estimated) | <b>47,000</b><br>2014<br>Households<br>(estimated) | <b>4,300</b><br>Land area | <b>26.71</b><br>Population<br>density (/ha) | <b>1,027.1</b><br>SEIFA* | <b>5,600</b><br>Overseas<br>arrivals<br>2006-2011 | <b>135,000</b><br>2031<br>Population<br>(estimated) |
|---|--|---------------------------|---|--------------------------|---|---|



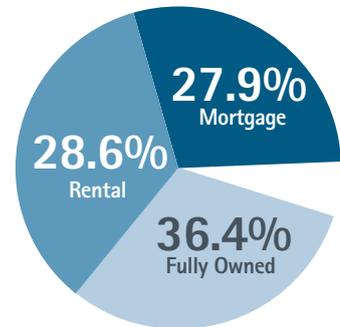
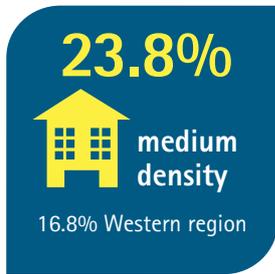
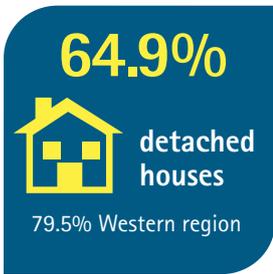
## Work and education

### Higher incidence of education

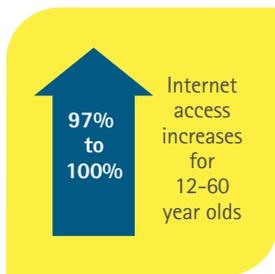
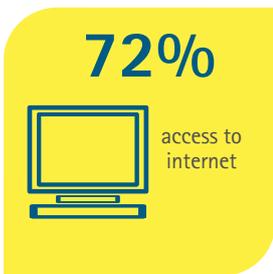


# 2014 Moonee Valley demographic profile (continued)

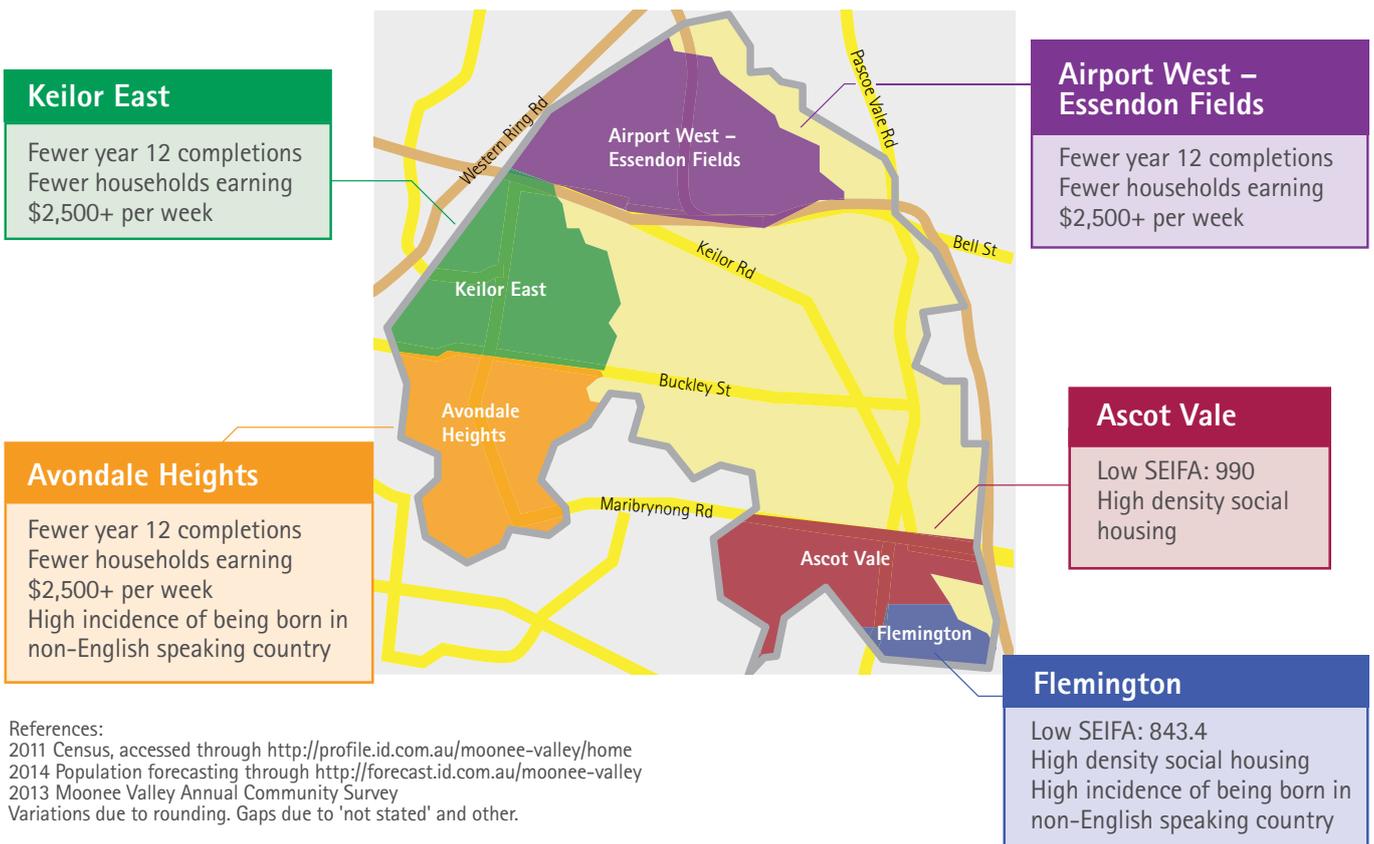
## Housing



## Internet



## Notable regional variations



References:  
 2011 Census, accessed through <http://profile.id.com.au/moonee-valley/home>  
 2014 Population forecasting through <http://forecast.id.com.au/moonee-valley>  
 2013 Moonee Valley Annual Community Survey  
 Variations due to rounding. Gaps due to 'not stated' and other.



# Moonee Valley – A safe community

The aspiration to live in a safe community is reinforced whenever the Moonee Valley population responds to surveys – our residents place a high value on safety. To respond to and address that aspiration, Moonee Valley City Council has set in place a community safety program that embraces the Safe Communities approach.

The creation, maintenance and support for Moonee Valley to be a safe city are fundamental to the work and strategic direction of Council.

The primary objective of safety is articulated and underpinned in strategic documents such as the Council Plan and the Public Health and Wellbeing Plan. In the work that Council undertakes to deliver these plans, consideration of safety for community and staff is embedded across the spectrum of Council activities. Safe outcomes achieved through safe practices are the goals in all of Council's activities, from maintenance of the urban environment to the delivery of services to our aged residents and everything in between.

## Policy and strategic context

The Moonee Valley Safety Program is informed and directed by a number of key policy documents that articulate Council's objectives and strategic direction.

Collectively these policies create the strategic context for the operation of the program. Those documents are listed below.



Moonee Valley Next Generation 2035 Community Vision

Council Plan 2013-17

Public Health and Wellbeing Plan 2013-17

Moonee Valley Planning Scheme

Community Safety Program 2011-14

Diversity Access and Equity Policy

Municipal Emergency Management Plan

Road Safety Plan 2010-14



# City of Moonee Valley – Community Safety Profile

The Moonee Valley Community Safety Program is founded upon the Safe Community Framework identified by the World Health Organisation Collaborating Centre on Community Safety Promotion. As such, it places strong emphasis on responding to evidence and commits to ongoing research, analysis and evaluation.

The Moonee Valley Community Safety Program 2011-2014 identifies several focus areas for the program across its four-year term while providing a detailed safety profile for the municipality.

Listed in the following column are the specific areas of focus outlined in the Moonee Valley Community Safety Program 2011-2014.

## Perceptions of safety

- Perceptions of safety during the day and night
- Perceptions of safety in parks
- Perceptions of safety in a regional context

## Unintentional and intentional injuries

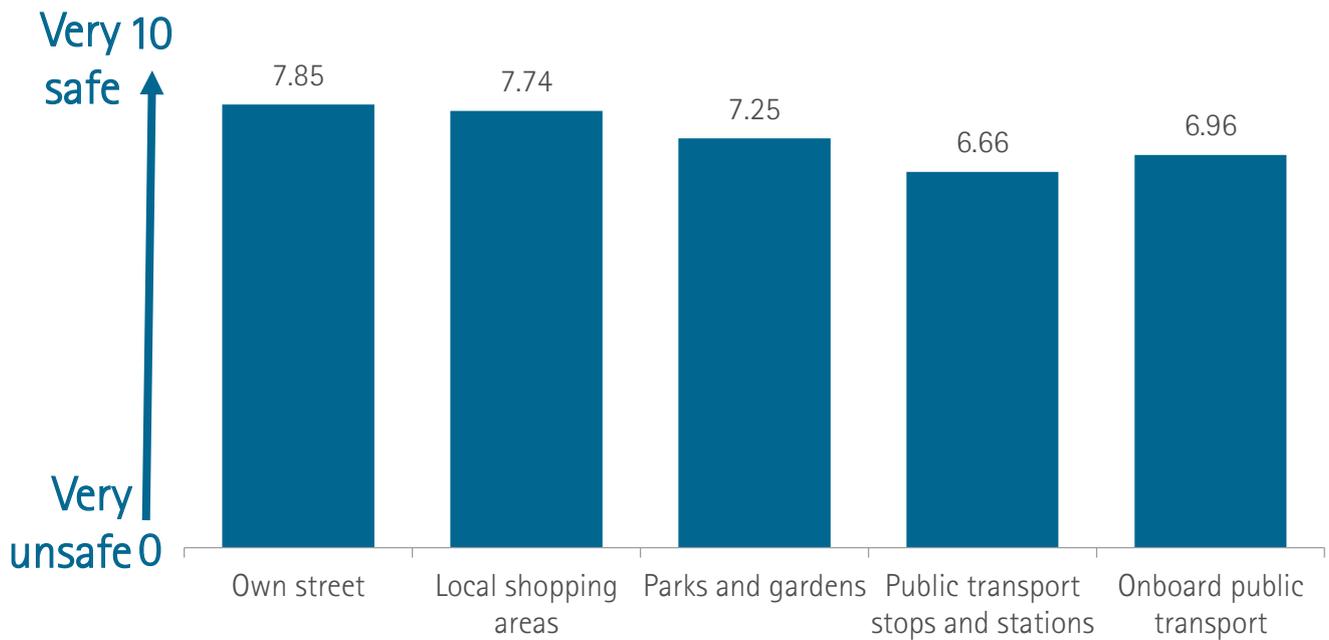
- Deaths
- Hospital admissions
- Emergency department presentations
- Priority areas for prevention
- Falls
- Transport
- Suicide and self-harm
- Assault

## Incidence of crime

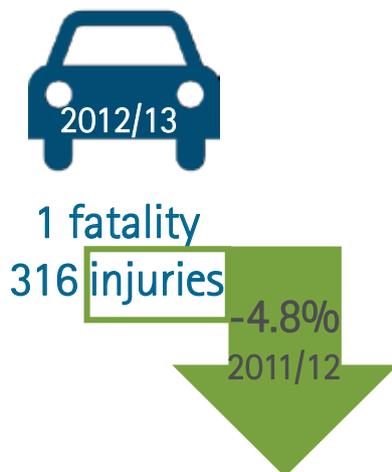
These focus areas are subject to ongoing monitoring through access to a range of information sources, input from key stakeholder partners within the program's governance groups and through Council's own research and annual Community Survey. That ongoing monitoring, plus the trends and directions within these focus areas, are:

- a) addressed through strategic action in each annual **Community Safety Action Plan**
- b) reported in summary to track the progress of the safety program in each annual **Community Safety Action Plan Review**

## Perceptions of safety – mean /10



## Injuries



|                      | Moonee Valley | Victoria  |
|----------------------|---------------|-----------|
| Acute admissions     | 13/1000       | 14.5/1000 |
| Chronic admissions   | 18.7/1000     | 17/1000   |
| Unintentional injury | 50/1000       | 61.7/1000 |

## Crime

Note: changes could be due to variations in police focus and programs

2013-2014  
5.7% increase

|                     | 2012/13   |     | 2013/14    |             | Victoria   |
|---------------------|-----------|-----|------------|-------------|------------|
| Sexual Assault      | 82/1000   | 49% | 122.5/1000 | Lower than  | 165.9/1000 |
| Aggravated Burglary | 74.9/1000 | 40% | 45.2/1000  | Same as     | 45.7/1000  |
| Deception           | 496/1000  | 57% | 778.5/1000 | Higher than | 565.3/1000 |
| Drug offences       | 314/1000  | 25% | 391/1000   | Same as     | 404.8/1000 |
| Harassment          | 184/1000  | 50% | 92.1/1000  | Same as     | 89.9/1000  |



## Community Safety Profile in 2014–15

As in all locations, community safety within Moonee Valley is dynamic in nature. The local safety profile will shift and vary in response to social, environmental, demographic and technological change. However, a range of prevailing traits within Moonee Valley have implications for the safety program and thus require continuous monitoring, proactive policy and partnered action.

These include:

### Population

1. An identified cohort of ageing residents whose perceptions of safety are reactive and for whom unintentional injury is an issue
2. The presence of several public housing estates within the municipality which are home to newly arrived migrant communities representing a broad range of language and cultural diversity
3. Escalating rates of reporting for Family Violence

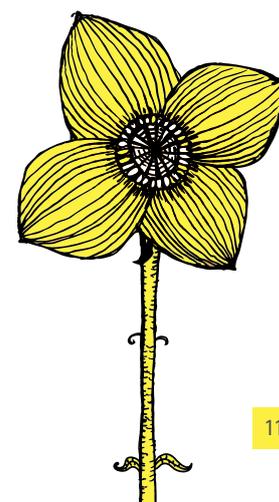
### Activity

1. Geographic proximity to significant sporting and event locations which produce significant crowd management and traffic impacts at specific times
2. Higher than average impacts from gambling when compared to other Local Government areas
3. Pockets of new and proposed higher density residential development with consequent impacts on neighbourhood character

### Environmental

1. Several large proposed State Government infrastructure projects which will significantly impact specific neighbourhoods
2. Increasing frequency of climate related impacts such as heat wave

These and other aspects of local character of Moonee Valley, when overlaid with the data drawn from research and statistics, become the basis for a proactive and strategic community safety approach.





# The Community Safety Program – Overview

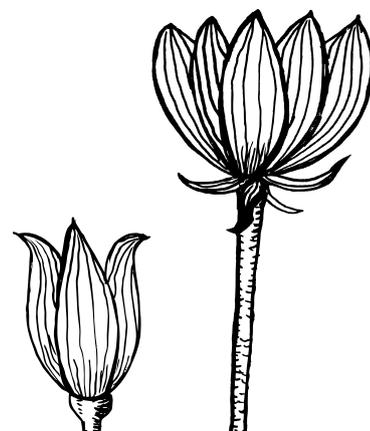
Moonee Valley's Community Safety Program commenced in 2011 and is prescribed by the **Moonee Valley Community Safety Program 2011–2014**.

This program embraces the Safe Communities approach and seeks to make Moonee Valley safe through integrated and collaborative effort implemented in supportive social, cultural and political environments.

The Community Safety Program seeks to provide the following important benefits to the Moonee Valley community:

- To appreciate and celebrate Moonee Valley as a safe community.
- To offer centralised coordination of and direction for community safety activities.
- To support numerous successful community safety activities.

- To provide opportunities for the development of innovative and localised responses to community safety issues.
- To strengthen community partnerships with and between people in Moonee Valley; businesses, residents, students, community groups, police plus other municipalities, and State Government agencies.





# The Community Safety Program – Principles

The Moonee Valley Community Safety Program is underpinned by three principles which guide, strengthen and improve outcomes. These principles are:

## 1. Community engagement

- Encouraging community cohesion
- Increasing community participation

## 2. Stakeholder commitment and participation

- Promoting a shared responsibility of safety issues
- Utilising participatory decision-making processes

## 3. Leadership and advocacy

- Demonstrating community leadership values
- Improving knowledge and representation of safety issues

Key features of the Community Safety Program include:

- a Policy Framework developed and actioned with reference to local, state, national and international plans, strategies and frameworks and to comply with relevant legislative requirements
- a Governance Structure which includes external partners in a Community Safety Stakeholder Group, and cross-council input from an internal Community Safety Reference Group
- an Action Planning mechanism that produces responsive annual action plans which are based on evaluation and data and proscribe the program's actions for the year ahead
- an annual Community Safety Forum which assembles key partners and stakeholders creates the opportunity to identify, discuss and plan for collaborative approaches to address emerging safety issues
- an emphasis on working collaboratively and in partnership with Police, key areas of government, emergency service providers, health, education and community service providers, women's violence prevention agencies, legal services, local businesses, community members and neighbouring municipalities
- a commitment to delivering the program through activities that are guided by evidence, research and data



# The Community Safety Program – Delivery

## Networks and forums

In the execution of its safety program, Moonee Valley City Council participates in and supports a range of networks and forums.

The nature and level of this support ranges from direct participation, to funding, facilitation and enabling and securing commitment. Participation in these networks demonstrates Moonee Valley City Council's intention to deliver its programs in a manner founded on shared decision making and collaborative effort.

Funding and enabling some partnerships demonstrates a commitment to build organisational and community capacity and to proactively address the ongoing maintenance of safety.

Council leads and coordinates:

- The Stakeholder Committees and Reference Groups that govern the Moonee Valley Community Safety Program
- The Community Safety Program Steering Group at Flemington Community Centre
- The annual Moonee Valley Community Safety Forum
- Targeted forums and information events such as the 2013 Safety in Night time Economies Forum and an annual White Ribbon breakfast

Council is represented in a range of other partnered programs including the:

- Preventing Violence Together partnership to address violence against women and the partnership's primary prevention project 'United'
- Preventing Violence Against Women Network coordinated by the Municipal Association of Victoria (MAV)
- Community Safety Month Advisory Committee (as the representative of Victorian local governments)
- Regional Aboriginal Justice Advisory Committee (RAJAC)
- Moonee Valley Liquor Accord



- steering group of 'Count Me In', an anti-bullying project led by cohealth
- Inner North West Primary Care Partnership promoting public health
- North Western Region Crime Prevention Group
- NorthWest 4, a registered community road safety group comprising four councils
- Community Safety Special Interest Group – a group facilitated by LGPro for community safety professionals from Local Governments across Victoria

## Staffing and organisational development

The Community Safety Program and the safe execution of Council's activities are supported and enhanced by regular and relevant professional development. This ranges from programs that prepare, equip and support staff to undertake work in a safe manner, to targeted professional development which builds skill in specified areas such as falls awareness or domestic violence leadership training.

This professional development is both delivered in-house and accessed through external providers, and is a critical element in making the program current, informed and relevant.

## Program partners

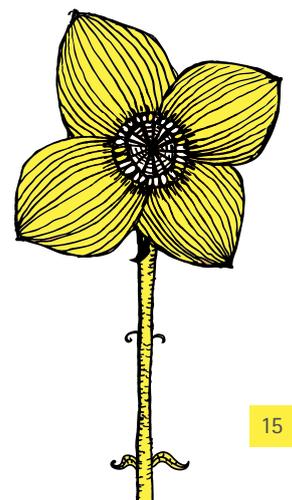
In line with principles to work in partnership and share decision making, the program has strong relationships with a range of important community safety stakeholder partners.

The following agencies are represented within the Moonee Valley Community Safety Stakeholder Group that forms part of the program's governance model:

- Victoria Police
- Regional Department of Justice
- Department of Human Services
- Crime Stoppers
- Neighbourhood Watch
- Moonee Valley Legal Service
- Public Transport service providers
- cohealth
- Wingate Avenue Community Centre
- Flemington Community Centre
- Women's Health West
- Nominated community representatives

In addition, the following agencies actively support and participate in activities and components within the Community Safety Program:

- Neighbouring municipalities
- Council On The Ageing (COTA)
- VicRoads
- State Emergency Service
- Metro Trains
- Schools and Universities
- Emergency service and response agencies – Ambulance, SES, MFB
- Victorian Safe Communities Network
- Australian Safer Communities Foundation
- Royal Children's Hospital Safety Centre
- Local business networks and traders groups
- Community groups, service clubs and sports clubs within Moonee Valley



## Safety delivered in partnership

The Moonee Valley Community Safety Program is committed to engaging the participation and commitment of stakeholders from within the municipality and beyond.

The following table provides examples of how Council and safety stakeholder partners work together.

| Community Safety Stakeholder Matrix          |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                   |                                     |                                     |                                     |                      |                                     |                                     |                                     |                                     |                      |                                     |                                     |                                     |
|--|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------|-------------------------------------|-------------------------------------|-------------------------------------|----------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|----------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| Activity                                     | Stakeholder/Partner                 |                                     |                                     |                                     |                                     |                                     |                                     |                   |                                     |                                     |                                     |                      |                                     |                                     |                                     |                                     |                      |                                     |                                     |                                     |
|  | Victoria Police                     | Neighbouring LGAs                   | Moonee Valley Legal                 | Women's Health West                 | COTA                                | Metro Trains                        | MFB                                 | Deakin University | Local Business                      | Department of Justice               | Local Schools                       | Local Sporting Clubs | RCH Safety Centre                   | Vic Roads                           | Crime Stoppers                      | VSCN                                | Neighbourhood Houses | Local Media                         | Community Et Indigenous Groups      | cohealth                            |
| <b>Planning and leadership</b>               |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                   |                                     |                                     |                                     |                      |                                     |                                     |                                     |                                     |                      |                                     |                                     |                                     |
| Community Safety Governance                  | <input checked="" type="checkbox"/> |                                     | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                   |                                     | <input checked="" type="checkbox"/> |                                     |                      |                                     |                                     | <input checked="" type="checkbox"/> |                                     |                      |                                     |                                     | <input checked="" type="checkbox"/> |
| Flemington Community Safety Group            | <input checked="" type="checkbox"/> |                                     | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                   | <input checked="" type="checkbox"/> |                                     |                                     |                      |                                     |                                     |                                     |                                     |                      |                                     | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| United PVT Project                           |                                     | <input checked="" type="checkbox"/> |                                     | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                   |                                     |                                     |                                     |                      |                                     |                                     |                                     |                                     |                      |                                     | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| <b>Safety promotion and information</b>      |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                   |                                     |                                     |                                     |                      |                                     |                                     |                                     |                                     |                      |                                     |                                     |                                     |
| Community Safety Month                       | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |                   |                                     |                                     | <input checked="" type="checkbox"/> |                      | <input checked="" type="checkbox"/> |                                     |                                     | <input checked="" type="checkbox"/> |                      |                                     | <input checked="" type="checkbox"/> |                                     |
| Household Safety Plan                        | <input checked="" type="checkbox"/> |                                     | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                   |                                     |                                     |                                     |                      | <input checked="" type="checkbox"/> |                                     |                                     | <input checked="" type="checkbox"/> |                      | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |                                     |
| White Ribbon Day                             | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     |                                     |                   |                                     |                                     | <input checked="" type="checkbox"/> |                      |                                     |                                     |                                     |                                     |                      | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Internet Safety                              |                                     |                                     | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                   |                                     |                                     | <input checked="" type="checkbox"/> |                      |                                     |                                     |                                     |                                     |                      |                                     |                                     |                                     |
| Safety in Night time Economies Forum         | <input checked="" type="checkbox"/> |                                     | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                   | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |                                     |                      |                                     |                                     |                                     |                                     |                      |                                     |                                     |                                     |
| <b>Responding to safety issues</b>           |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                   |                                     |                                     |                                     |                      |                                     |                                     |                                     |                                     |                      |                                     |                                     |                                     |
| Community Safety Forum                       | <input checked="" type="checkbox"/> |                   | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |                                     |                      | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |                                     | <input checked="" type="checkbox"/> |                      |                                     | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Alcohol and Other Drugs Activity             | <input checked="" type="checkbox"/> |                                     | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                   | <input checked="" type="checkbox"/> |                                     |                                     |                      |                                     |                                     | <input checked="" type="checkbox"/> |                                     |                      |                                     |                                     | <input checked="" type="checkbox"/> |
| Public Transport Safety                      | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |                                     |                                     |                                     | <input checked="" type="checkbox"/> |                                     |                   |                                     |                                     |                                     |                      |                                     |                                     |                                     |                                     |                      | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |                                     |
| Moonee Valley Liquor Accord                  | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     |                                     |                   | <input checked="" type="checkbox"/> |                                     |                                     |                      |                                     |                                     |                                     |                                     |                      |                                     |                                     |                                     |
| Northwest 4 - Road Safety Network            | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     |                   |                                     |                                     |                                     |                      |                                     | <input checked="" type="checkbox"/> |                                     |                                     |                      |                                     |                                     |                                     |
| Safe Around Schools Program                  | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     |                                     |                   | <input checked="" type="checkbox"/> |                                     | <input checked="" type="checkbox"/> |                      |                                     | <input checked="" type="checkbox"/> |                                     |                                     |                      |                                     | <input checked="" type="checkbox"/> |                                     |
| 'So You Know' Poster Program                 | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     |                                     |                   | <input checked="" type="checkbox"/> |                                     |                                     |                      |                                     |                                     | <input checked="" type="checkbox"/> |                                     |                      |                                     |                                     |                                     |
| 'See Something Say Something' Poster Program |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                   |                                     |                                     |                                     |                      |                                     | <input checked="" type="checkbox"/> |                                     |                                     |                      |                                     |                                     |                                     |

## Community Safety Stakeholder Matrix- continued

| Activity  | Stakeholder/Partner                 |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                |                   |     |              |      |                     |                     |                   |                                     |                                     |
|---|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|----------------|-------------------|-----|--------------|------|---------------------|---------------------|-------------------|-------------------------------------|-------------------------------------|
|   | cohealth                            | Community & Indigenous Groups       | Local Media                         | Neighbourhood Houses                | VSCN                                | Crime Stoppers                      | Vic Roads                           | RCH Safety Centre                   | Local Sporting Clubs                | Local Schools                       | Department of Justice               | Local Business | Deakin University | MFB | Metro Trains | COTA | Women's Health West | Moonee Valley Legal | Neighbouring LGAs | Victoria Police                     |                                     |
| <b>Safety initiatives for vulnerable groups</b> |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                |                   |     |              |      |                     |                     |                   |                                     |                                     |
| Preventing Violence to Women                    | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |                                     | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     | <input checked="" type="checkbox"/> |                                     |                                     |                |                   |     |              |      |                     |                     |                   | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Seniors Safety Sessions                         | <input checked="" type="checkbox"/> |                                     |                                     |                                     | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |                                     | <input checked="" type="checkbox"/> |                                     |                                     |                |                   |     |              |      |                     |                     |                   | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Children's Safety Programs                      |                                     |                                     |                                     |                                     |                                     |                                     |                                     | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                |                   |     |              |      |                     |                     |                   | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Community Safety Walk Around                    | <input checked="" type="checkbox"/> |                                     | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                |                   |     |              |      |                     |                     |                   | <input checked="" type="checkbox"/> |                                     |
| MV Community Safety Register                    | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                |                   |     |              |      |                     |                     |                   | <input checked="" type="checkbox"/> |                                     |
| Managing Medications Info Sessions              |                                     |                                     |                                     |                                     | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     |                                     |                |                   |     |              |      |                     |                     |                   | <input checked="" type="checkbox"/> |                                     |
| Mobility Scooter Safety                         | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                                     | <input checked="" type="checkbox"/> |                                     |                |                   |     |              |      |                     |                     |                   | <input checked="" type="checkbox"/> |                                     |
| 360 TurnAround                                  | <input checked="" type="checkbox"/> |                                     | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     |                                     | <input checked="" type="checkbox"/> |                |                   |     |              |      |                     |                     |                   | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Anti Bullying programs                          | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                                     | <input checked="" type="checkbox"/> |                                     |                |                   |     |              |      |                     |                     |                   | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| <b>Safety capacity building</b>                 |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                |                   |     |              |      |                     |                     |                   |                                     |                                     |
| Shopping Centre Safety                          | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                                     | <input checked="" type="checkbox"/> |                                     |                |                   |     |              |      |                     |                     |                   |                                     |                                     |
| Falls Prevention Workshops                      |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                |                   |     |              |      |                     |                     |                   | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| '4 Steps for Life' CPR Training                 |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                                     |                |                   |     |              |      |                     |                     |                   | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |



## Safety promotion and communications

One strong argument for Local Government to be actively involved in safety is that, compared to all other levels of government, it is Local Government that has unparalleled level of community interface and connection. Council leverages off that community connection to promote safety and to provide safety information.

This approach to safety sees particular programs or promotions developed as discrete projects and each will have its own Communications Plan, setting out the range, purpose and timing of communications that will accompany that safety program. These plans then schedule and generate a range of messages and media, using Council publications, websites, Mayor and Councillor messages, plasma displays and other public media, to inform and educate the public with key information related to the project. In the past 12 months alone, safety Communications Plans have been developed for:

- Road Start
- Graffiti removal kits
- Dealing with door to door tree loppers (scams)
- Licensed Premises Policy
- Gender Equity survey
- Community Safety Month
- Rosehill Youth Park launch
- Worksafe Week (internal)
- Human Rights Day
- Youth Soccer event at Debney Park
- Swimming pool safety

- Household Safety Plan
- Dealing with heatwaves
- Child Restraint
- Cycle with Confidence
- March Away from Gambling
- Street Life program
- Gaming Policy C140 consultation
- White Ribbon

## Surveillance of safety

The Moonee Valley Community Safety Program is both strategic and reactive. Embedded principles and objectives within the program identify issues, areas and population cohorts whose safety is continuously addressed by the program. Evaluation of that work, aided by research and analysis of injury data and trends, enables a responsive program approach that can accommodate emerging issues. This approach is enabled by the program's Action Planning approach, in which annual Action Plans take into account evaluation and recent trends to prescribe the next year's tasks and priorities.

## Evaluation and data gathering

A goal of the Community Safety Program is to establish robust information systems to inform community safety and planning. A number of data sets are utilised to monitor community safety issues in Moonee Valley. These data sets include Victoria Police published crime data, Monash University Accident Research data, road safety and traffic data. ABS Census Data is used during the preparation of annual Action Plans but, by contrast to Council's own research and surveys, these datasets do not identify difference within the city.

To address this principle of delivering a program guided by evidence, research and data, Council makes reference to the following information and data sources:

- Census data from the Australian Bureau of Statistics – Population Data and cross tabulated demographic information
- Hospital emergency data from Australian Bureau of Statistics, MUARC, the Royal Children's Hospital and the Metropolitan Ambulance Service – Accident and Drug Related Injuries and causes of Death
- VicRoads – Road Injuries and Deaths
- Tertiary sector and university research papers
- Victoria Police (Crime Statistics) and Department of Justice (Crime Victimisation Study)
- Council surveys and research – Public Perceptions of Safety and Community Surveys
- North Western Region Crime Prevention Group – data re. crime rates, rates of recidivism and data cross tabulated to demographic information
- Survey data and targeted information from Council's own research work
- Partner Agencies in areas of health promotion and violence against women
- Direct interaction with safety partners at an annual, facilitated Community Safety Forum
- Safety issues registered with Council from community sources such as the RFS (Request For Service) system



## Moonee Valley Community Safety Program in operation

Activities within the Moonee Valley Community Safety Program aim to benefit the whole local community as well as some specifically target identified groups within the community:

- **All community:** All people living, working, conducting business or visiting Moonee Valley.

- **Children:** Children up to the age of 12 who reside in, school in or visit Moonee Valley
- **Youth:** Young people from ages 13 to 25 in Moonee Valley
- **Seniors:** Residents over 70 years of age and usually no longer working
- **New residents:** People newly arrived to the municipality

- **High risk groups:** Groups vulnerable due to population trait (e.g. aged, culturally and linguistically diverse (CALD) communities) or to particular risks (e.g. family violence)
- **Employees:** Building capacity, ensuring welfare of staff and demonstrating safety through the actions of people undertaking Council work

The following table includes examples of this program in operation:

| Moonee Valley Community Safety Program in operation                                 |                                     |                                     |                                     |                                     |                                     |                                     |                                     |
|---|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| Activities  | Targeted community groups           |                                     |                                     |                                     |                                     |                                     |                                     |
|   | All community                       | Children                            | Youth                               | Seniors                             | New residents                       | High risk groups                    | Employees                           |
| <b>Safety promotion and information delivery</b>                                    |                                     |                                     |                                     |                                     |                                     |                                     |                                     |
| Safety promotion and information provided through publications, websites and events |                                     |                                     |                                     |                                     |                                     |                                     |                                     |
| Community Safety Month promotion and activities                                     | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     |                                     |
| Heatwave Policy and Information   | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     |                                     |
| Safety Information Resources  | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     |                                     |
| Cyber Smart and Internet safety Programs  | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     |                                     |
| Community Safety pages on Council's website   | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     |                                     |
| Moonee Valley Household Safety Plan   | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     |                                     |
| Mobility Scooter Safety Guide   |                                     |                                     |                                     | <input checked="" type="checkbox"/> |                                     | <input checked="" type="checkbox"/> |                                     |
| Community Mobility for Seniors  |                                     |                                     |                                     |                                     |                                     |                                     |                                     |
| Fact Sheets and Information Documents   | <input checked="" type="checkbox"/> |
| Safe Around Schools Program   | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     |
| Health Promotion Activities   |                                     |                                     |                                     |                                     |                                     |                                     | <input checked="" type="checkbox"/> |
| Essendon Traffic School   |                                     | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     |
| Workplace Safety signage and systems  |                                     |                                     |                                     |                                     |                                     |                                     | <input checked="" type="checkbox"/> |
| <b>Crime prevention activities</b>  |                                     |                                     |                                     |                                     |                                     |                                     |                                     |
| Activities responding to crime and promoting crime prevention                       |                                     |                                     |                                     |                                     |                                     |                                     |                                     |
| Graffiti Management Programs  | <input checked="" type="checkbox"/> |                                     | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |
| Motor Vehicle Licence Plate Security Program  | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     |                                     |
| Moonee Valley Liquor Accord   | <input checked="" type="checkbox"/> |                                     | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |
| 'So You Know' RSA promotion   | <input checked="" type="checkbox"/> |                                     | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |
| 'See Something, Say Something' Crime Stoppers promotion                             | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     |                                     |
| 'Remember to take your Valuables' signs at Maribyrnong River                        | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     |                                     |
| Application of Safer Design Guidelines in urban spaces and development              | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     | <input checked="" type="checkbox"/> |

## Moonee Valley Community Safety Program in operation – continued

| Activities   | Targeted community groups           |                                     |                                     |                                     |                                     |                                     |                                     |
|--|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
|  | All community                       | Children                            | Youth                               | Seniors                             | New residents                       | High risk groups                    | Employees                           |
| <b>Safety instruction, training and capacity building</b><br>Activities that build community capacity and resilience |                                     |                                     |                                     |                                     |                                     |                                     |                                     |
| Shopping Centre Safety Committees  | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     |                                     |
| Community Safety Briefings   | <input checked="" type="checkbox"/> |                                     |
| '4 Steps for Life' CPR Training  |                                     |                                     |                                     | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |                                     |                                     |
| SEED Project   |                                     |                                     | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |
| Seniors Week Safety Sessions   |                                     |                                     |                                     | <input checked="" type="checkbox"/> |                                     |                                     |                                     |
| Public Transport Safety Sessions   | <input checked="" type="checkbox"/> |                                     |                                     | <input checked="" type="checkbox"/> |                                     |                                     |                                     |
| 'Count Me In' Bullying Project   |                                     | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     |
| Safety Audits at Kindergartens   | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     |
| Community Safety Schools Poster Competition  |                                     | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     |
| First Aid and Emergency Drill Training   |                                     |                                     |                                     |                                     |                                     |                                     | <input checked="" type="checkbox"/> |
| Provision of protective equipment and clothing   |                                     |                                     |                                     |                                     |                                     |                                     | <input checked="" type="checkbox"/> |
| <b>Preventing violence against women</b>   |                                     |                                     |                                     |                                     |                                     |                                     |                                     |
| 'United' Primary Prevention Project  | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| 'Safe From Harm' – Violence prevention for CALD communities  | <input checked="" type="checkbox"/> |                                     |                                     |                                     | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |                                     |
| '360 Turnaround' – Family Violence Prevention Project  | <input checked="" type="checkbox"/> |                                     |                                     |                                     | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |                                     |
| 'You the Man' bystander Awareness program  | <input checked="" type="checkbox"/> |                                     | <input checked="" type="checkbox"/> |                                     |                                     | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| White Ribbon Day   | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Family Violence Help Cards   | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Domestic Violence Leave Provisions   |                                     |                                     |                                     |                                     |                                     |                                     | <input checked="" type="checkbox"/> |
| <b>Road safety</b><br>Programs targeting drivers, cyclists and pedestrians   |                                     |                                     |                                     |                                     |                                     |                                     |                                     |
| 'Not So Fast Around Local Streets'   | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     |
| 'L2P' Program  |                                     |                                     | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |
| 'Better Moves Around Schools'  | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     |
| 'Road Start' Program   | <input checked="" type="checkbox"/> |                                     |                                     |                                     | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |                                     |
| 'Be Light at Night' – Cycling safety program   | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     |                                     |
| 'Walk to School' program   | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     |                                     |
| Walking School Bus   |                                     | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     |
| Road safety Displays at Community Events   | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     | <input checked="" type="checkbox"/> |
| Child Restraint fitting sessions   |                                     | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     |
| Programs targeting recurrent issues – speeding, hoon drivers, drink driving  | <input checked="" type="checkbox"/> |                                     | <input checked="" type="checkbox"/> |                                     |                                     |                                     | <input checked="" type="checkbox"/> |
| 'Looking After Our Mates' promotion  | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |                                     |                                     |
| 'Ride to School'   |                                     | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     |
| Guidelines for Safe Vehicle Use at Work  |                                     |                                     |                                     |                                     |                                     |                                     | <input checked="" type="checkbox"/> |
| <b>Emergency management and response</b>   |                                     |                                     |                                     |                                     |                                     |                                     |                                     |
| MERC – Municipal Emergency Recovery Centre   | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| MEMP – Municipal Emergency Management Plan   | <input checked="" type="checkbox"/> |                                     |                                     |                                     |                                     | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |



## Case studies





## Case Study 1: Projects underpinned by evidence and evaluation – Rothwell Park and Acacia Lane

- ☑ Programs that respond to evidence
- ☑ Promoting a shared responsibility of safety issues
- ☑ Applying principles to build safer environments

Like other councils, Moonee Valley operates a Request for Service (RFS) system which enables community members to report maintenance issues or hazards for council to address. Resident's calls can direct attention to a broken street light or a graffiti incident, or a broad range of other issues. As well as directing council activity to areas of need, over time the RFS system can produce patterns or aggregation of issues that help to identify safety concerns.

Rothwell Park and Acacia Lane are two locations in the vicinity of local railway stations where, over time, the frequency and type of RFS calls suggested that safety was both a perceived and actual issue. The 2013 Public Safety Infrastructure Grants Program, undertaken by the Department of Justice, presented an opportunity to address the issues in these locations.

To provide evidence to support a grant application, and to inform the appropriate infrastructure response, Council undertook further evidence gathering focused on these two locations.

This process included:

- A formal request to the rail authority Metro, seeking information about safety incidents in these locations plus their support for any work undertaken
- Inquiries to local Police seeking geographically targeted data from crime reports
- A questionnaire created for each location and delivered to approximately 100 homes in each area. This survey gathered evidence of actual safety issues but also sought to understand perceptions of safety in each location
- A Crime Prevention Through Environmental Design (CPTED) audit undertaken, with Police involvement, in each location

This process provided a strong evidence base for what became a successful funding application. The application proposed works to apply proven design guidelines to address actual and perceived safety concerns at each site.

This work included:

- improved lighting through installation of additional and/or more efficient lights
- design responses to promote activation and passive surveillance – installation of seating and improved waste collection facilities plus new play equipment in one location and a pocket park in the other
- realigned pedestrian pathways providing more direct access to the stations
- extensive revegetation work that removed concealing and overhanging growth while lifting undergrowth to improve sight-lines and reducing slip/trip hazards

The work funded by this grant was completed in the first half of 2014 and will be followed up with a second survey in each location to evaluate the work and identify the impact on perceptions of safety. This evaluation will also check back with Police and the rail authority to include their data.



# Case Study 2: Action planning for a collaborative Community Safety Program

- ☑ Promoting a shared responsibility of safety issues
- ☑ Planning that responds to evidence
- ☑ Using participatory decisions-making processes
- ☑ Increasing participation

Actions of the Community Safety Program are guided by the elements of its governance structure – an Advisory Group of key stakeholders, a Reference Group from the range of Council's operational divisions, plus an annual Community Safety Forum which is a 'pulse check' on the current state of community safety. The inputs from this governance structure inform the production of each annual Community Safety Action Plan.

This model, now in its third year of operation, has generated two annual safety forums that have identified key issues for the municipality as well as identifying ideas, the stakeholders and resources which can be drawn together to address the issue.

The 2013 Moonee Valley Community Safety Forum identified the following local issues as significant and they were discussed in detail:

1. Bullying
2. Community resilience
3. Coordination and information sharing
4. Drug use on public housing estates
5. Education opportunities as a setting for change
6. Family Violence
7. Perceived danger of roads
8. Public lighting and safety
9. Reducing the incidence of unintentional injury
10. Road safety
11. Youth engagement

A number of the issues in this list are already priority action areas within Council's work – e.g. issues relating to road safety and family violence. However, forum discussions have often contributed new ideas for undertaking this work plus new program, partnering and resource options thus adding to the dimensions of existing work programs.





## Case Study 2: Action planning for a collaborative Safety Program (continued)

Some of these issues (e.g. community resilience, reducing injury and working in education settings) aligned with prescribed action in the Community Safety Program or other Council programs so they added impetus to work already in train. The production of the Moonee Valley Household Safety Plan (see Case Study 3) is one such example – using the forum input to build on existing strategy to boost resilience.

In certain cases the issues discussed, such as the issue of bullying, were closely aligned to the program's objectives – in this case, to address safety issues for young people and families. However, the discussion identified a specific focus plus a coalition of stakeholders that gave rise to new project action – the 'Count Me In' bullying project (see Case Study 6).

In 2014, informed by research and governance group input, this process assembled organisational staff, stakeholders and community representatives for a Community Safety Forum to discuss the topic of "Alcohol and Other Drugs" and to devise locally applicable strategies for this issue.

The Moonee Valley Community Safety Program is formally reviewed every four years. However the annual action planning process, including the Community Safety Forum, supports the longer term focus on identified at risk groups (e.g. seniors) and locations (e.g. public transport) by providing current information and guiding the development of each annual Community Safety Action Plan.



## Case Study 3: Moonee Valley Household Safety Plan

- ☑ Improving knowledge and representation of safety issues
- ☑ Promoting a shared responsibility of safety issues
- ☑ Increasing community participation
- ☑ Supporting high-risk groups – new residents

Moonee Valley is a vibrant and growing municipality. New residents come both from overseas and elsewhere in Australia.

When developing its community safety agenda, Council identified new residents as a population cohort whose safety may be compromised through lack of local knowledge and addressing this was stated as a priority within the safety program.

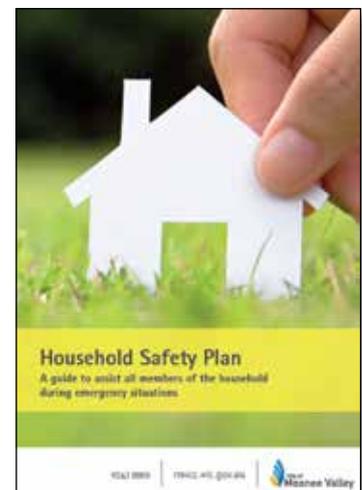
Through analysis and engagement, it was identified that provision of information and emergency preparedness were opportunities to improve safety for this population group. Furthermore, the resources developed to provide this information benefits other high-risk or vulnerable community groups, such as seniors.

Through research and in consultation with Police and the Victorian Safe Communities Network, Council developed the Moonee Valley Household Safety Plan which has been made available both in printed form and as an interactive online PDF. This plan combines important local safety and support information with templates for households to assemble their own information for use in emergency.

The Household Safety Plan has been promoted at events throughout the municipality, including senior's sessions during which its use was explained in detail. It has been promoted at stakeholder and network events, in local media and on Council's websites.

Copies of the resource are available across Moonee Valley at libraries, Police stations, community centres, health services and other locations.

In order to spread the benefit and utilisation of the Household Safety Plan across Moonee Valley, next steps will be to produce editions in languages other than English, and to work with culturally and linguistically diverse (CALD) groups to facilitate understanding and use of the resource.





## Case Study 4: United – Preventing Violence Together

- ✓ Promoting a shared responsibility of safety issues
- ✓ Supporting high-risk groups – family violence victims
- ✓ Utilising participatory decision-making processes
- ✓ Demonstrating community leadership values

Preventing Violence Together (PVT) is a collaborative program – 16 agencies working in partnership to develop and implement programs and actions to prevent violence against women. Comprised of Local Governments, health services and primary care services, the PVT partnership has resulted in a program of coordinated action and promotion across the western region of Melbourne.

Agencies within the partnership commit to shared actions and messages and pool resources to tackle this issue. For example, working together the agencies have produced Women's and Men's 'Help Cards' for distribution in outlets across the western region, benefitting from reduced per-unit printing costs by acting in partnership.

In 2012 the PVT partnership acquired funding and embarked on the delivery of the 'United' project, a primary prevention project which targets violence to women by promoting gender equity and, through that approach, addressing the social settings and causative factors which international studies show can lead to violence to women.

As a signed-on partner, Moonee Valley City Council participates in the project steering group for PVT and for the United project. Council commits to fulfilling a range of partnership requirements and enacting a program of training to positively change knowledge and capacity within our organisation.

Participation in this project has included a wide-reaching internal gender equity audit which both establishes a project baseline as well

as creating an information resource and leadership support instrument.

Emphasising and embedding gender equity and with long-term objectives to 'reset' community settings through the mechanics of local government operation, United aspires to address and eliminate the factors known to be pre-determinants of family violence.

The Moonee Valley Community Safety Program identifies violence to women as a priority within its safety program. Council actively supports and promotes the White Ribbon campaign and is involved in a range of other violence prevention programs. Our participation in PVT and the United project is further evidence of our commitment to this priority and exemplifies the way in which our safety program works in partnership and beyond the boundaries of our municipality.



## Case Study 5: 'Community Safety Walk Around and Meeting' at Flemington Housing Estate

- ☑ Improving knowledge and representation of safety issues
- ☑ Supporting high-risk groups – culturally and linguistically diverse (CALD) communities
- ☑ Increasing community participation
- ☑ Utilising participatory decision-making processes
- ☑ Promoting a shared responsibility of safety issues

The Flemington Housing Estate is located in the south of the Moonee Valley municipality. Home to a diverse community featuring many CALD groups and identified disadvantage, the Flemington area deals with some locally specific safety issues.

Flemington is also home to robust and active safety programs and activities which are guided by an active Community Safety Project Group. Agencies active in the group include Flemington Community Centre, Wingate Avenue Community Centre, Moonee Valley City Council, Victoria Police, Moonee Valley Legal Service, cohealth, and the Department of Human Services.

The Community Safety Project Group has developed a program of strategic actions and projects to address safety at Flemington. One such activity is the 'Community Safety Walk Around and Meeting'.

Supported by Police and the Department of Human Services, the 'Community Safety Walk Around and Meeting' is an activity that brings community members and agencies together to undertake safety-focused inspections of the local area. The objective is to identify safety issues and hazards and to work collaboratively on developing responses.

Community members point out and relate the issues that concern them and the agencies note them and commit to response.

The walk around format has been useful to develop a sense of shared commitment and to better relations between community members and agencies. They have also produced good results in dealing with issues that impact resident's safety.

These walk around events have proven so successful that the model has been implemented in other housing estate areas both within and beyond the boundaries of Moonee Valley.



## Case Study 6: 'Count Me In' – Bullying project

- ☑ Promoting a shared responsibility of safety issues
- ☑ Supporting high-risk groups – children and youth
- ☑ Utilising participatory decision-making processes
- ☑ Improving knowledge and representation of safety issues

The Moonee Valley Community Safety Program is guided by a governance framework which specifies the staging of an annual Community Safety Forum. This event is designed to bring together a forum of safety stakeholder partners, plus officers from the range of Council departments, to discuss the current climate of safety in our region. The strategic intent of the forum is to identify emerging safety issues and common concerns and to promote opportunities to work collaboratively to address these issues.

At the 2013 Community Safety Forum, participants expressed a shared concern about bullying amongst young people in Moonee Valley, especially in an increasingly technological world.

Forum attendees identified a need to better understand the impacts of bullying in terms of vulnerabilities, causative factors, capacity-building responses and ways to promote resilience.

Following that 2013 Community Safety Forum, Council has signed an MOU with cohealth to undertake a two-year project into bullying in Moonee Valley. Focusing on the Primary School sector and on areas of vulnerability such as disability and disadvantage, the project will seek to understand risk factors that can aid and abet the issue, and to identify protective factors and develop strategies that can build resilience in Moonee Valley children and young people.

The project will bring together cohealth's specialist knowledge and health research expertise, with Council's community connection and knowledge, to deliver a project which responds to identified priorities within both organisations. Council's safety networks will draw in additional input from local legal services and Police to inform and guide the project as needed.

'Count Me In' illustrates the benefits from applying the Safety Program's principles of shared responsibility, participatory decision making and collaborative programs.



## Case Study 7: Seniors safety sessions

- ☑ Improving knowledge and representation of safety issues
- ☑ Increasing community participation
- ☑ Programs that respond to evidence
- ☑ Promoting a shared responsibility of safety issues
- ☑ Supporting high-risk groups – ageing residents

The demographic profile for Moonee Valley identifies a number of significant population cohorts which have particular safety needs. Our ageing population and the growing number of senior residents is one such population cohort.

Research and data from a range of sources identifies a number of safety issues for our ageing population. Evidence from the Monash University Accident Research Centre confirms that falls and unintentional injury incidents at home are major risks for seniors. Council's own surveys, plus those of local Police, reveal that this population cohort has lower perceptions of safety.

In addition to identified concerns of falls prevention and perceptions of safety our programs seek to address the impacts of those perceptions on

things such as their use of public transport, plus online safety and scams, and issues surrounding independence and mobility.

Council's Aged and Disability Services department proactively addresses senior's safety in a range of ways, targeting not just clients but also up-skilling staff members who work regularly with seniors. Home and Community Care workers are adept in assessing client's homes to identify and eliminate trip and falls hazards. In addition, working strategically with community groups and safety partners, the Safety Program identified key times and opportunities to schedule seniors safety sessions during which Moonee Valley seniors were addressed by a range of agencies and supplied with information to support their safety.

In 2013 there were many such sessions delivered at different times and across the breadth of the municipality – a concentration of sessions occurred during Senior's Week. Presenters from COTA, Metropolitan Fire Brigade, VicRoads, Ambulance Victoria, Neighbourhood Watch, Victoria Police, and Metro trains were used to supply seniors with useful, pertinent information to inform them about risks and to provide strategies and support to enhance their personal safety. Specific topics such as falls prevention, managing medications and safe mobility were discussed in interactive Q&A settings.

Subsequent evaluation confirmed that participants had improved knowledge of and enhanced perceptions of safety after attending these sessions.



## Appendix 1 – Selection criteria

# Moonee Valley Safety Programs and the Pacific Australia Safe Community principles

## The criteria for Pacific/Australian Safe Community Designation

The Community Safety Program of Moonee Valley City Council addresses the six criteria for Safe Community Designation as follows:

### 1. Leadership and collaboration

The Moonee Valley Community Safety Program 2011-2014 is underpinned by key principles which include *Leadership and Advocacy* and *Working in Collaboration*.

As a large and high profile employer in the municipality, the work of Moonee Valley City Council intersects with many other agencies and is delivered across a wide range of community interfaces. This creates both opportunity and responsibility for Council to set standards and be a leader, demonstrating safety awareness and modelling safe practices. Council also utilises the opportunities and partnerships created by these intersections to promote safety and advocate for decisions, programs and outcomes that address identified safety concerns and promote safety.

The Community Safety Program prioritises collaborative work as a measure to enhance the impacts, effects, and sustainability of the program. Safety partners are supported to deliver their programs and messages within Moonee Valley. This method leverages off the awareness of broader public programs, ensures consistency of messages, enlists expertise and raises the profile of lead agencies and their role in community safety.

Our programs also utilise these partnerships and relationships to proactively explore safety issues and import research and data to inform future actions and collaboration.

This leadership and collaboration is evidenced by:

- a Municipal Health and Wellbeing Plan that generates proactive, strategic action targeting significant and local issues such as domestic violence, road safety and problem gambling
- committed action to participate, support and take leading roles in key networks and collaborative programs
- facilitation of networking and training opportunities that include partners and stakeholders such as the 2012 Falls Awareness Workshop for sector workers and agency partners
- leading and coordinating emergency response and recovery through our Municipal Emergency Management Plan
- risk management and robust Occupational Health and Safety policy which supports safe work practice and actively demonstrates safety as municipal work is undertaken in the public realm
- facilitation of partner forums which bring external agencies and authorities to Moonee Valley to inform and prompt discussion that supports the safety program

### 2. Reach

The Moonee Valley Community Safety Program specifies objectives and programs that respond to community safety issues at a range of scales and settings, allowing for localised and targeted measures applicable to specific locations, population groups and issues. This approach can result in targeted actions delivered to benefit specific groups or to address specific local issues like shopping centre safety.

Council also participates in many broader partnerships and programs targeting regional issues like the road toll, Violence Against Women, plus range of health promotion objectives. Participation in networks and planning forums enables Council to expand the reach of its activities and to align with, support and leverage off programs that reach beyond our municipality, or which reach into Moonee Valley from beyond. This approach is evidenced by:

- programs that intervene at a local, municipal and regional scale such as
  - programs with a population level reach - safety information promoted through Council's resident magazine 'Valley View' which is sent to all households in the municipality, utilizing waste removal trucks and street advertising to promote key messages, and distributing general resources such as the Household Safety Plan

- road safety programs that engage with individual schools, families and children as a cohort at municipal level, and that unfold in collaboration within regional partnerships
- health promotion and anti violence activities aligned with neighbouring councils
- activities which leverage off broader programs promoted nationally or across the state such as
  - White Ribbon Day activities which leverage off national awareness programs
  - campaigns such as 'March away from Gambling' that concentrate awareness and support positive action
- programs that target 'hotspots' and vulnerable groups, such as
  - working with residents on the Flemington Estate high-rise to identify and respond to safety concerns at a local level
  - targeting Young Men through campaigns such as 'So you know' a campaign in partnership with Victoria Police to raise awareness of financial penalties of antisocial behaviour, and programs that focus on personal development, education and employment
- improvement to sites such as railway station precincts using Crime Prevention Through Environmental Design (CPTED) principles to promote safe pedestrian access at night
  - multiple road safety treatments in local streets and around schools, including regular audits resulting in improvements to crossings roundabouts and footpaths
- programs that prescribe response to significant incidents such as Council's Heatwave Policy
- programs and objectives addressing safety issues regionally but also their impacts on specific groups (e.g. public transport safety promoted collaboratively across the municipality but also through tailored programs that support local seniors)
- support and submission to forums and state programs to inform the development of policy on issues such as problem gambling and CCTV guidelines
- facilitation of programs that enable peak agencies to deliver safety programs locally (e.g. MFB home fire safety sessions with local seniors)

### 3. Priority setting

The Moonee Valley Community Safety Program 2011-2014 commits to identifying and responding to priorities in terms of emerging safety issues and vulnerabilities. The program enshrines a methodology that maximises the opportunity to identify issues and establish priorities.

Moonee Valley is a comparatively safe community but research shows that resident perceptions of safety fall short of the reality. Consequently, the Community Safety Program recognises the need to build community resilience and to tackle perceptions of safety as a priority. Participation in networks further enhances the program's capacity to remain current and to set priorities.

Evaluation is critical to the program and is evidenced by:

- the annual Community Safety Forum – bringing together key partners, stakeholders and emergency responders to 'pulse check' safety, identify issues and common priorities, and to develop partnered responses
- monitoring and assessment of data from external sources such as ABS, Victoria Police and MUARCH to identify trends and outcomes that relate to the Community Safety Program's strategies and objectives



- research and evidence gathering to evaluate current programs and to identify new issues which inform annual action planning
- identification of vulnerable groups (e.g. seniors) and problem locations (e.g. station precincts) and developing strategic actions to positively influence these through strategic and partnered programs
- strategic clarity – facilitating local delivery of programs and information generated by recognised lead agencies (e.g. COTA, MFB and Victoria Police) to keep safety messages clear, consistent and prominent

#### 4. Analysis and alignment

Council takes a holistic approach to the delivery of the Community Safety Program; one that accounts for issues at a range of scales and accommodates and supports programs developed by other agencies. By identifying and aligning with strategic partners, Council can marry local reach and knowledge with the expertise of key partners to enhance the effectiveness of program outcomes. This approach is evidenced by:

- alignment of safety responses in Council's three primary strategic documents – community safety is identified as strategic objective in the Council Plan 2013-17, a key theme in the Municipal Public Health and Wellbeing Plan 2013-17 and a new section on safety has been added to the Moonee Valley Planning Scheme (safety and CPTED principles are also included in the structure plans guiding development in activity centres)
- alignment of planning through the regional and catchment planning approaches including Integrated Health Promotion planning with Community and Women's Health agencies and Primary Care Partnerships, the Better Health plan for the West, and partnerships with the Inner North West Melbourne Medicare Local
- research, governance and partnered approaches producing programs that support and align with those of other key agencies and key community safety priorities, such as falls prevention, anti-bullying and crime prevention actions
- alignment with and leverage from dominant issues and prominent programs such as Community Safety Month, White Ribbon Day, Seniors Week and World Internet Safety Day
- analysis to identify and work with partners to deliver strong, aligned and coordinated responses rather than working in isolation
- creating and maintaining relationships with Police, local emergency services, and schools to support and align with programs and policies from other levels of government
- support for and involvement in activities of other agencies, such as the local Shopping Centre Safety Committees facilitated by Victoria Police in various Moonee Valley shopping areas
- advocacy submissions to other levels of government and authorities, such as the response made to the Victorian Ombudsman's Office regarding CCTV in the public realm
- successful application to grant programs such as the Community Crime Prevention Public Safety Infrastructure Grants Program, to fund works to improve actual and perceived safety in several Moonee Valley station precincts



## 5. Evaluation

Evaluation is embedded in the Community Safety Program as a systematic approach to learning about what has or hasn't worked. This focus provides accountability to the community for the investment of resources in health and safety, it also offers opportunities to report and celebrate achievements. The information gathered supports an evidence base to guide further investment to promote safety.

Council's evaluation framework for all health and wellbeing planning utilises process, output, outcome and impact measures. Incorporated into this overarching framework are strategic indicators that are tracked over the life of strategic plans.

This is demonstrated through:

- Council was one of four finalists nationally in the corporate/ government category of the inaugural Impact Measurement Awards by the Social Impact Measurement Network
- the evaluation of programs includes
  - process - a standard project planning framework is completed prior to proceeding with any new initiatives and includes tools to set objectives and review the activities, outputs and impacts. In addition, the overall delivery of the Community Safety Program is monitored and progress reported.

– outputs and outcomes – are established in the program design and monitored in relation to accessibility, reach and effect. For example tracking the uptake and distribution of the Household Safety Plan as an output measure, or surveying residents on perceptions of safety in particular areas, conducting improvements and then surveying again to monitor outcomes

– Impact – strategic indicators such as perceptions of safety are tracked over time and considered in relation to the overall impact of the program

- working within the Preventing Violence Together program to track changes in relation to gender equity following program interventions
- participating in research to generate evidence such as working with Deakin University to implement the 'You the Man' performance program and measure effectiveness in relation to preventing violence an Australian context
- recognition that programs should be guided by, respond to and be evaluated against evidence which is obtained through targeted local research, and by reference to research and statistics from agencies such as Police, government the Monash University Accident Research Centre
- maintaining a central 'knowledge bank' of research, policy developments and program developments to aid information and to keep programs current, responsive to change, and representative of best practise

## 6. Communication and networking

The methodology of the Community Safety Program is based on using information promotion, open communication, and knowledge management.

This methodology is applied to address community safety perceptions, to enhance resilience by creating a knowledgeable and informed community, and to inform program development.

This approach is evidenced by:

- an underpinning governance model that integrates the input and involvement of external community safety partners plus, internal representation from across the breadth of Council's operations
- the incorporation of communication planning into every major program and initiative
- consultation with key partners such as Police to align our programs and messages when appropriate
- use of Council's networks and programs to communicate and promote the information and programs of other agencies
- developing programs that communicate safety using technology and social media
- commitment to partnership and collaboration embedded into the governance model that guides our program
- participation in a broad range of partnerships and networks, active facilitation of important local networks bringing together key local agencies, and prioritizing partnered action to deliver community safety in the municipality





**Moonee Valley Language Line**

|                 |           |           |                 |         |           |                 |            |           |
|-----------------|-----------|-----------|-----------------|---------|-----------|-----------------|------------|-----------|
| <b>عربي</b>     | Arabic    | 9280 0738 | <b>Ελληνικά</b> | Greek   | 9280 0741 | <b>Español</b>  | Spanish    | 9280 0744 |
| <b>中文</b>       | Cantonese | 9280 0739 | <b>Italiano</b> | Italian | 9280 0742 | <b>Türkçe</b>   | Turkish    | 9280 0745 |
| <b>Hrvatski</b> | Croatian  | 9280 0740 | <b>Somali</b>   | Somali  | 9280 0743 | <b>Việt-ngữ</b> | Vietnamese | 9280 0746 |

All other languages 9280 0747

Hearing Assistance 133 677

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