



Melbourne for All People

Our Strategy: all ages, all abilities, across the life course



Community Engagement (Phase 1) Report

January 2014

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1. Executive Summary

The City of Melbourne has extensive experience spanning over ten years in development of 'people focused' strategies. Melbourne for All People is a new and integrated approach to planning across the life course and replaces the previous plans for children, young people, older persons and people with a disability. It recognises common perspectives and considers how generations can support each other to ensure that appropriate services, supports and programs are in place for all.

Drawing on experience and recent research six themes were identified as being important to people across the life course and of various abilities. These outcomes: Inclusion, Connection, Safety, Health and Wellbeing, Lifelong Learning and Having a Voice, were tested in phase one of community engagement for Melbourne for All People.

Community engagement was undertaken from November 2013 to December 2013 through targeted surveys, workshops and individual meetings. More than 200 community members were engaged through these activities, 127 community members were surveyed and a further 100 service providers and internal stakeholders were engaged through workshops. Meetings were also held with the Lord Mayor, Deputy Lord Mayor and Councillors seeking insights and input to the themes.

Overall stakeholder feedback supported the proposed themes. Accessibility, not only for people with a disability, but for children, older people, pram users, people in lower socio-economic groups was the most frequently raised concern for people. This was seen as a pre-requisite to participating fully in communities and achieving any of the proposed outcomes.

Feedback from stakeholders also highlighted the importance of:

- celebrating diversity,
- using natural and built spaces to encourage connections between people of different generations and differing abilities,
- using technology to improve accessibility, connections and information sharing, and
- meeting growing demand on services, housing and resources.

Phase two community engagement will invite comment on the Melbourne for All People draft document and seek feedback to the key themes, outcomes and actions? are these actions for life on strategy (2014-2017).

2. Introduction

During November and December of 2013, City of Melbourne engaged with a range of community members and internal stakeholders about Melbourne for All People. The purpose of the consultation was to develop an integrated strategy that reflects community aspirations. Common themes including connection, inclusion, safety, having a voice and being heard, life-long learning and health and wellbeing were tested with community members and representatives.

In phase one of community engagement, we received affirmation of the life course approach and we heard from the community that our key themes are all important and interrelated.

The result of this project is the finalisation of a first draft, Melbourne for All People strategy that outlines an integrated approach to social planning across the life course. This strategy will be submitted to Councillors for approval prior to public release alongside a second and more extensive phase of engagement with the community.

3. Background

The City of Melbourne works with the community on supporting the needs of community members and groups to live a vibrant, safe and connected life. Our Council Plan for 2013-2017 outlines the strategic goal to make Melbourne 'A city for people' by supporting communities to feel secure, empowered and engaged no matter of their background, age, ability, economic circumstance, family structure or culture.

Historically four distinct strategic policies have been developed to deliver community development activities and services across different "ages and stages" of life. These have been directed at children and families, young people, older people and people with disabilities (the community).

These community populations have told us that they all need to feel connected, to be able to move around their city, to access services, to feel safe and to be heard. As such they all share basic needs, rights and aspirations which can be captured under the themes of connection, access and inclusion, life long learning, safety, having a voice and health and wellbeing (refer Attachment 1 for definitions of the themes)

4. Overview of consultation process

Phase one of the community engagement for Melbourne for All People acknowledges and builds on a history of extensive engagements with each of these communities. The purpose of phase one engagement was to hold a range of targeted conversations to understand how important a set of predetermined outcomes were to various community members such as 'Safety, Having a

Voice and Connections' and to find out what are the most important issues facing our various communities. In undertaking this engagement it was important to:

- Obtain input from a variety of people from across established networks i.e. Advisory Committees, Service Providers
- Hear from people who access some of our existing services
- Make sure that we hear from people across the life course i.e. young people and children through to our older communities
- Ensure people with a disability have input up front in the development of the strategy
- Communicate the purpose of this new strategy and approach and how it integrates the previous plans and strategies

To achieve these objectives, phase one of the community engagements consisted of a combination of targeted workshops and individual surveys as well as phone interviews (using the survey format) to test and expand on the proposed outcomes. These conversations occurred over six weeks in November and December 2013.

4.1. Workshops

Three community engagement workshops were conducted across the municipality. These workshops invited service providers, representing children, families, young people, older people and people with a disability; to respond to the proposed outcomes and to discuss what was important to the people they work with. The workshops were promoted through a range of email distribution lists and networks to reach as many industry stakeholders as possible.

Participants were asked to discuss what they perceived the outcomes looked like in action, to reflect on what was common across the populations and to consider who might share some responsibility for delivering the outcomes. They were also asked to reflect on what they believed the emerging issues were for themselves and their communities (hot topics).

For some engagements, this was a round table discussion, for others it was delivered as a butcher's paper activity with presentation back to the larger group. This information has been gathered into themes.

The workshops were conducted at:

- The Multi-cultural Hub (CBD)
- Carlton Baths
- The Boyd Centre (Southbank)

Further targeted workshops were conducted with relevant and established internal and external stakeholder groups including:

- Family and Children’s Advisory Group
- Disability Advisory Committee
- Melbourne Youth Services Forum
- Indigenous representatives
- City of Melbourne Policy Officers
- City of Melbourne Management Group

A total of 61 people participated in the external targeted workshops and an additional 40 City of Melbourne Managers and Policy Officers were engaged through internal workshops.

4.2. Individual Surveys

Project staff surveyed 127 community members at targeted events and services across the municipality. Each survey included a series of questions on the matters people thought were important for themselves and their communities and both older and younger generations. It also gathered some basic demographic information. The five key value questions, included:

- i. What makes you feel part of the Community?
- ii. What issues are you and/or your family facing right now?
- iii. If you could change something for people younger than you, what would you ask City of Melbourne to do?
- iv. If you could change something for people older than you, what would you ask City of Melbourne to do?
- v. Which of the principles (outcomes) is the most important to you right now?

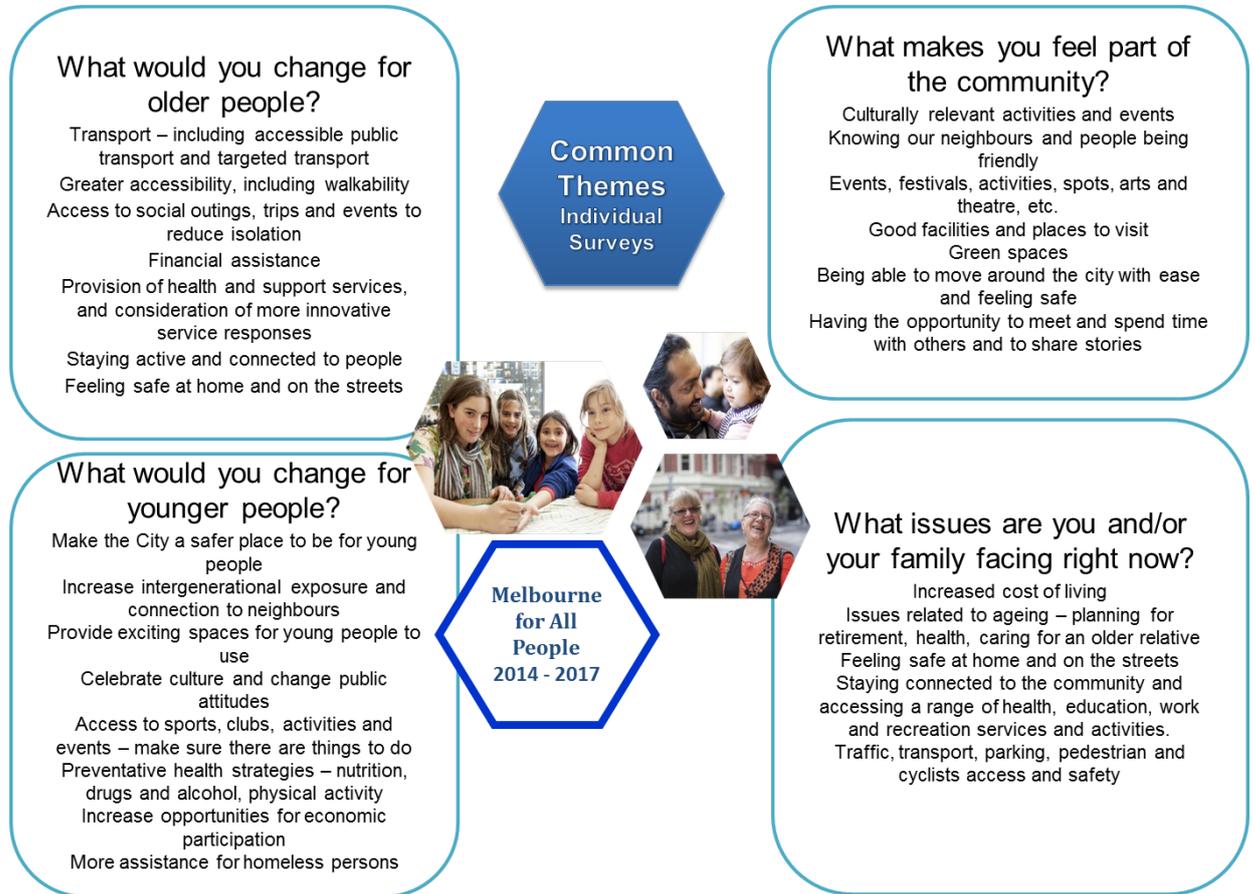
The survey collection points included:

- Club Wild (dance party for people with a disability)
- Planned Activity Group (for older people of Italian background)
- Ginger Bread Village (targeting children and families)
- Carlton and North Melbourne Children’s Centres
- The Youth Couch (targeting international students)
- Phone surveys of HACC recipients
- International Day for People with a Disability

5. Outcomes /Engagement Findings

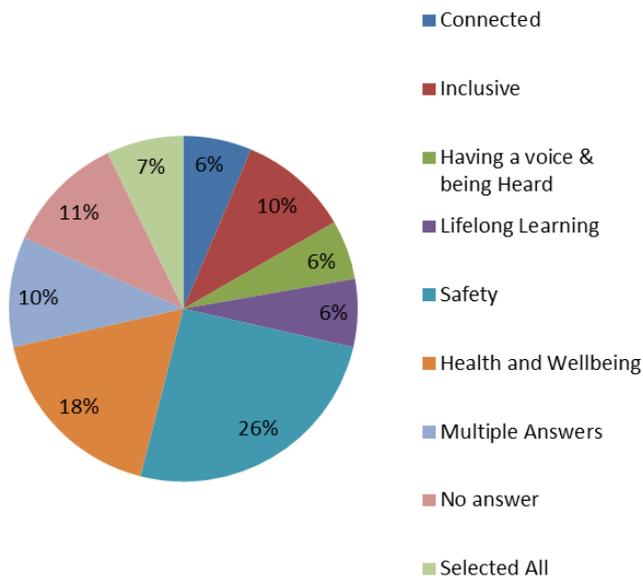
5.1. Individual Surveys.

Survey participants were asked four key questions. Greater details of their responses can be found at Attachment 2, however, the summary themes are listed below.

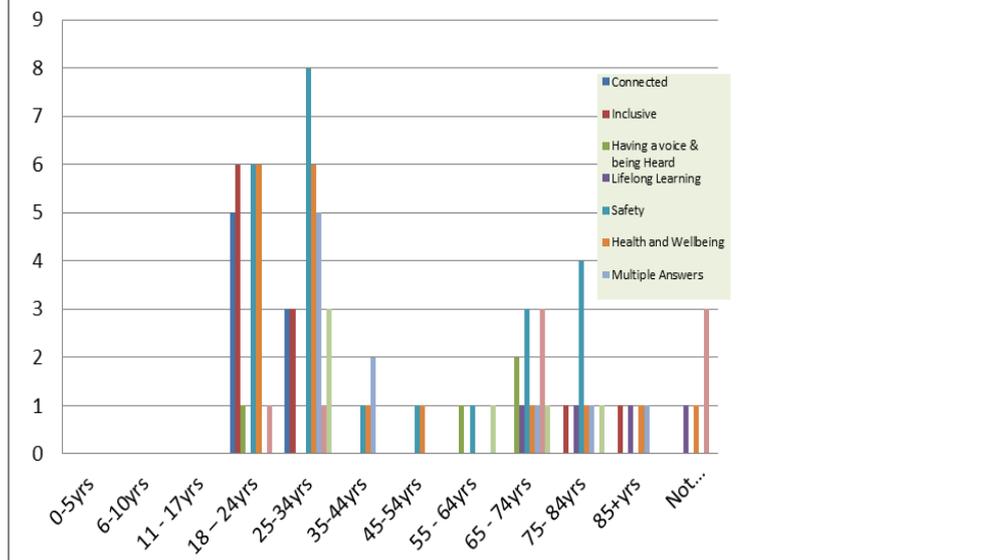


They were also requested to nominate **one** theme that they valued most highly.

Most important outcome areas to people surveyed



Most important outcome area by age group



0-10yr olds were not asked this question // 11-17yrs were not surveyed

- Safety is the primary concern nominated across the age groups. It is of particular concern to people in the 18-34 age group and peaks again for people aged 65-84yrs
- Health and Wellbeing is the second most selected theme Life-long Learning, Having a Voice and being Heard being nominated least of all the themes.

6. Community Engagement Workshops

Workshop participants were asked to discuss each of the themes and consider who might share responsibility for contributing to the related outcomes. Greater details of their responses can be found at Attachment 3; however, the summary themes are listed below.

Connection

- Interaction across ages, sharing spaces
- Physical access to opportunities through infrastructure
- Connection with people of similar interests as well as with a variety of backgrounds
- Information - so people know about opportunities
- Connections to spaces
- Cultural expression, events and community life
- Some people experience isolation

Access and Inclusion

- Services, activities, events and information need to allow for cultural expression
- Services and facilities need to be physically accessible
- People need to be able to move freely
- Affordability and financial issues and economic participation are part of access
- Inclusion is about culture, behaviour and goodwill

Safety

- Improved perceptions of safety are needed
- Getting around without risk of injury or threat is a factor for most people
- Built environment and the life of the city can enhance feelings of safety
- Safety in the home is a concern
- Drug and alcohol issues effect perception
- Vulnerable groups exist and can change
- Safety is a whole of community responsibility

Health and wellbeing

- Sufficient, accessible and affordable services
- Participation in recreation and lifestyle programs
- Places / spaces can facilitate connections between people
- Green spaces are important to wellbeing
- Recreation facilities need to be accessible and welcoming
- There is a connection between physical and mental wellbeing

Life-long learning

- Direct link between learning and how people fair in other outcome areas

- Environments are formal and informal
- Should be supported through the life course
- Physical, financial, cultural accessibility can be an issue
- Supply should align with population growth
- Technology is very important, especially for people with a disability
- Focus on quality and pathways

Having a voice and being heard

- Information about opportunities is important
- Consultation needs to be genuine
- Effect of input should be communicated
- Various methods to engage should be provided
- Some people who experience disadvantage or have special needs require tailored approaches

7. Limitations

As part of the project planning, the evidence base from extensive consultations undertaken for the previous plans was determined to be both sound and current. For this reason and to work within project time frames, a deliberate decision was made to target the consultation during phase one to representative organisations and targeted groups and community members to validate and sense check elements of the Melbourne for All People proposal.

There were some limitations in the representation across the communities.

- No-one in 11-17yrs was interviewed and very few in 35 – 55yrs
- Most of the people who identified as having a disability were older, skewing the data in favour of age related disabilities and perhaps not being truly reflective of how disability needs to be considered over the life course
- Culturally diverse communities participating in phase one were skewed towards young people due to the participation in international students
- Children 0-10 yrs were not asked for information on disability or indigenous status, or for the theme most important to them
- The methodologies for workshops and the survey tools were continually improved or adapted for specific audiences throughout the engagement process. This made statistical analysis difficult
- Phase one occurred toward the holiday season. Many services were winding down or closed at this time which may have limited the opportunities to engage with service providers and service users.

8. Next steps

Community engagement phase one provided validation of proposed themes and the identification of outcomes and related actions. Community engagement phase two will build upon the previous input from our community and stakeholders and will specifically ask for feedback on:

- Outcomes and proposed high level actions
- The alignment of the themes, outcomes and actions
- How the strategy supports the life course approach and any gaps in this approach

A plan for community engagement phase two has been developed and it aims to engage a broader cross-section of people who live, work or play in the City of Melbourne. A range of engagement methods will be developed so that a balance of views is received. This will include Participate Melbourne, a forum, written submissions and small scale discussion groups and activities. Targeted engagement will be undertaken with some of our diverse communities so that people who are isolated, who may have difficulty accessing online or face to face

engagement, or who need information in culturally relevant formats will have input into the draft strategy.

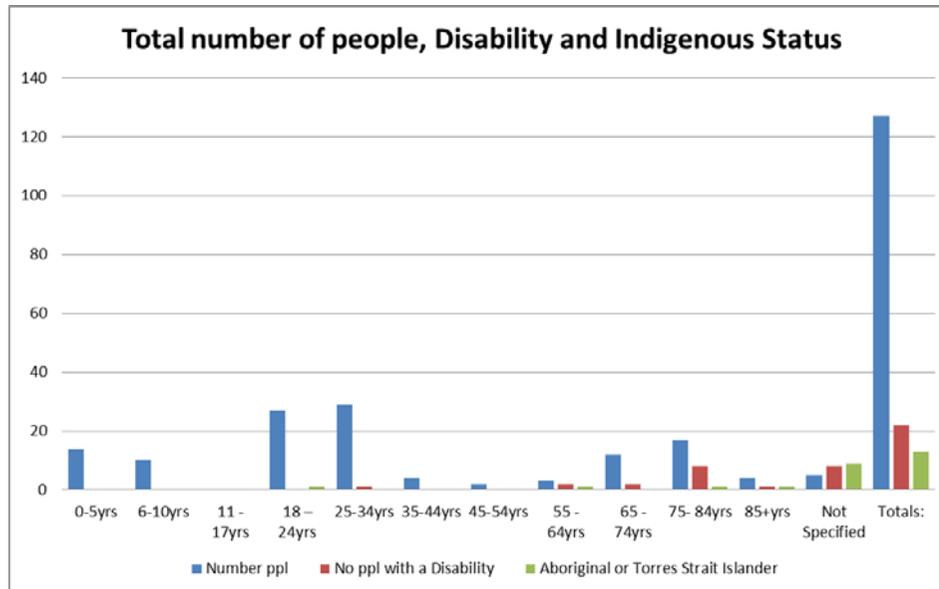
9. Attachment 1: Themes and outcomes

Melbourne for All People (MFAP) is based on a RIGHTS approach underpinned by the following themes and related outcomes that are common across ages and abilities:

Theme	Outcome
Connection	People of all ages and abilities throughout the life course are connected to other people and to places, both those that are familiar and those that are new or different. Opportunities are provided for everyone to play through services, events, and programs within Council facilities.
Improving Access and Inclusion	People are able to move freely and safely through our urban, built and information environments. There is a continuum of services available for individuals and families that offers choice, low cost opportunities for people to participate in community programs and services.
Safety	People experience physical and emotional safety and are free from violence, abuse, neglect and injury at home, at work or in the community
Health and Wellbeing	People of all ages and abilities have access to health and wellbeing services and that are provided within locations that meet the needs of our growing population. This includes physical and mental health, enjoying good nutrition, providing access to green spaces, parks, public spaces and community facilities.
Life-long learning	People are supported to learn throughout the life course, to develop and practice skills through knowledge exchange, training, employment, volunteering or education and to access and to benefit from information and technology
Having a voice and being heard	People are provided and encouraged to express their needs, views and aspirations through civic engagement. All views are acknowledged and valued and opportunities are provided for the expression and celebration of the rights of all individuals of and diverse backgrounds.

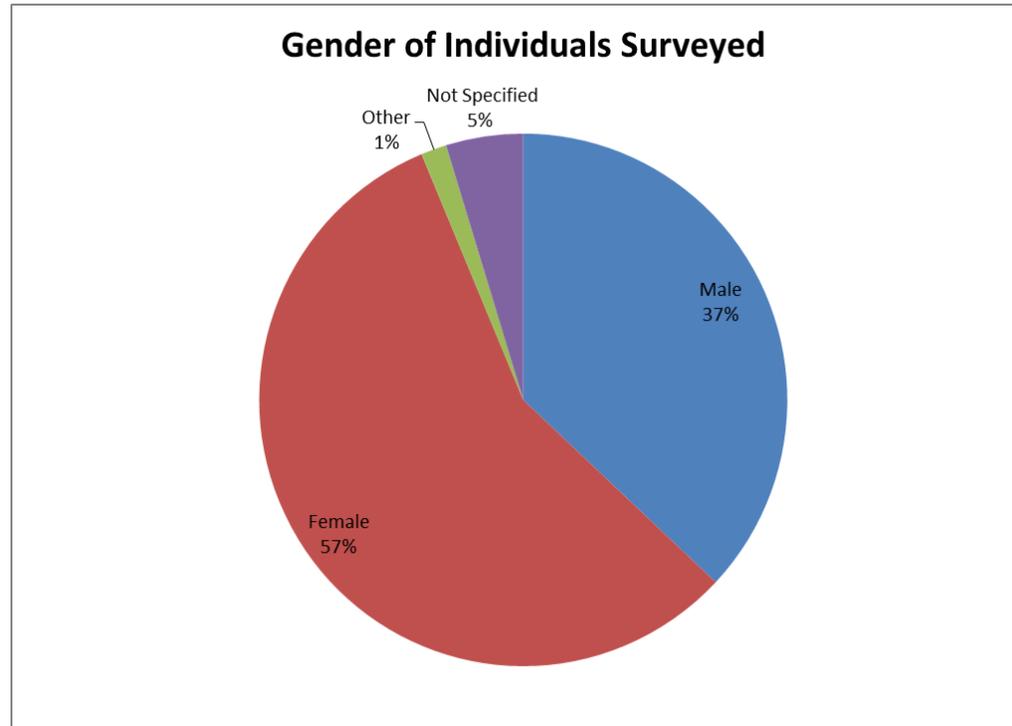
10. Attachment 2 – Profile of Individual Survey Participants.

I. Total number of people, Disability and Indigenous Status



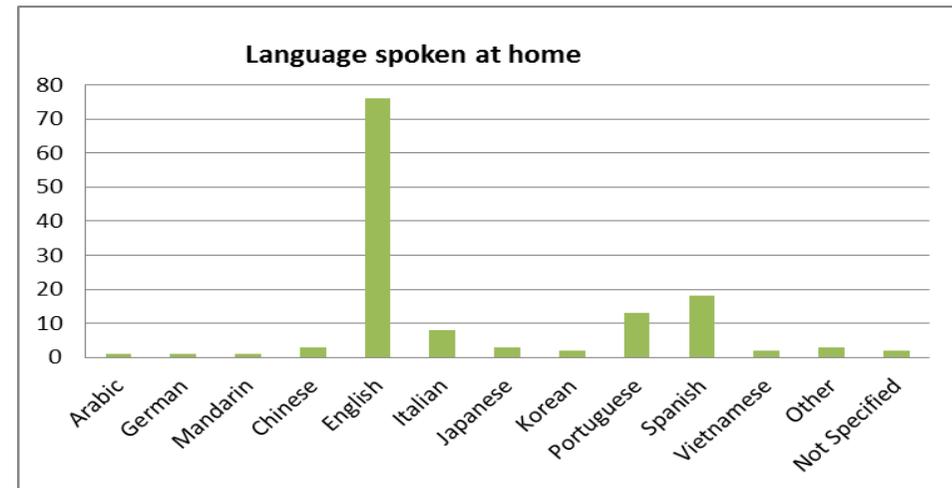
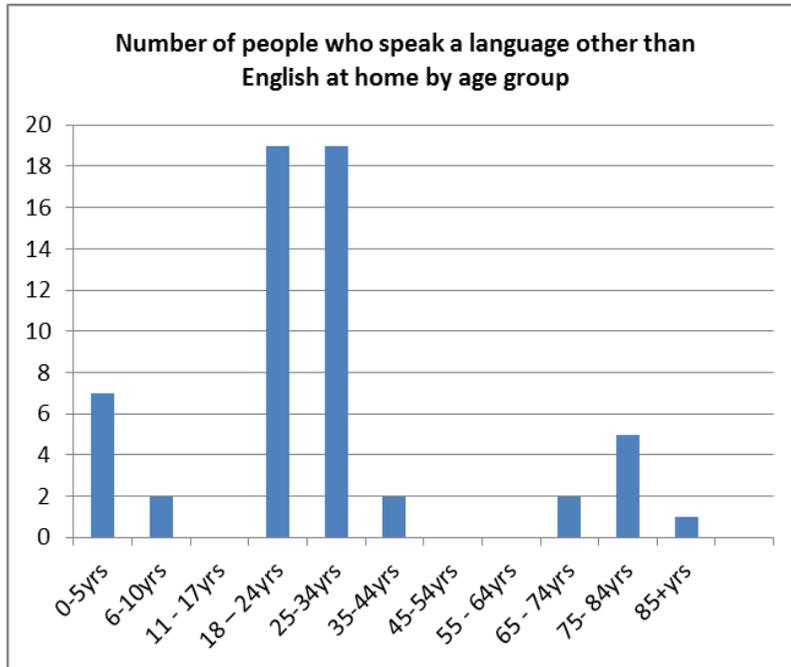
- 127 people in total
- International students made up 42%
- No-one in 11-17yrs was interviewed and very few in 35 – 55yrs
- 15 people identified as having a disability - Most of these are in the older age categories
- 4 people identified as Aboriginal or Torres Strait Islander (9 non responses)
- Club Wild participants are not included in these results as the methodology was changed after this consultation
- Children 0-10yrs were not asked for information on disability or indigenous status

II. Gender of Community members Surveyed



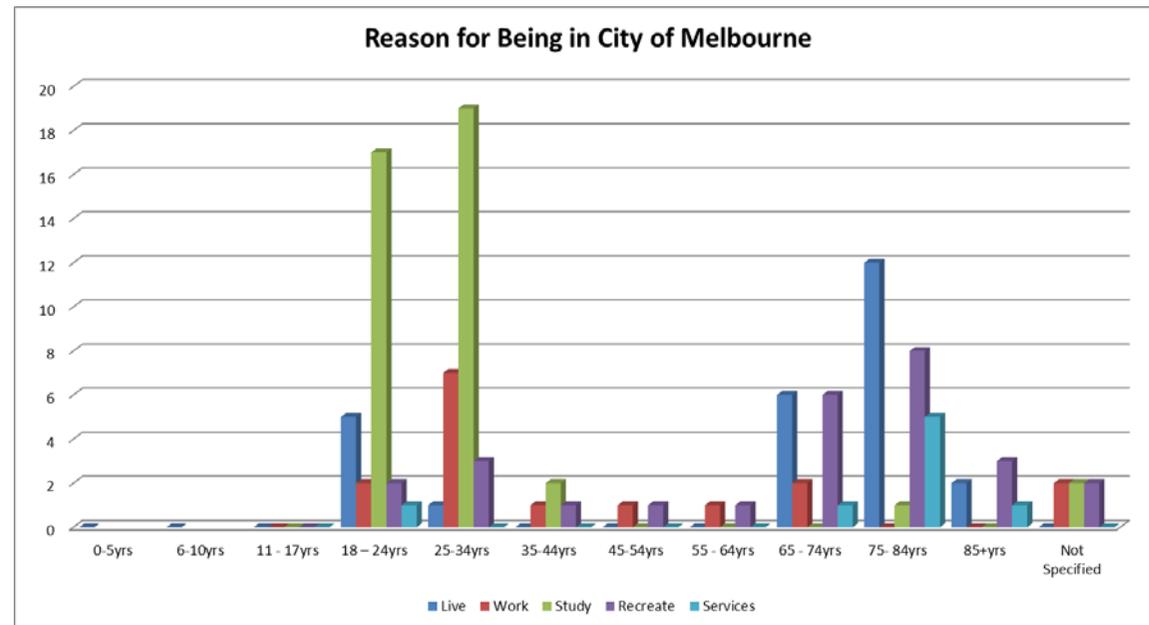
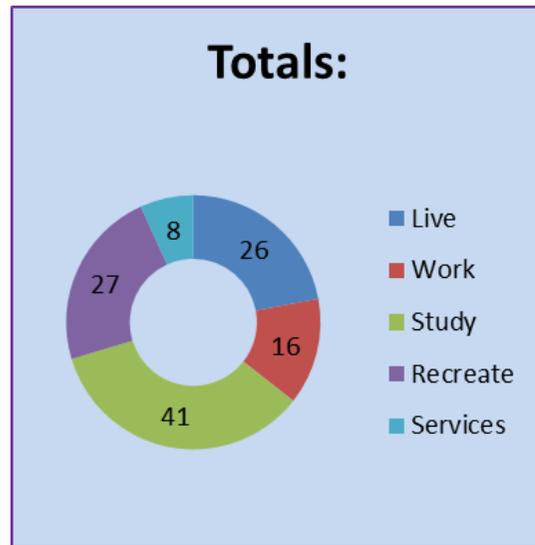
- Significantly more females (72) than males (47) were surveyed
- There is no intentional targeting of females in the methodology and no obvious reason for the imbalance

III. Languages spoken at home



- 57 people (45%) surveyed spoke a language other than English at home
- People aged 18-34 were the largest group who spoke a language other than English (attributable to the large number of international students surveyed)
- Another survey targeted older people that were part of an Italian Activity Group.
- The most common languages spoken other than English were Spanish, Portuguese, Italian
- Language spoken data includes some multiple responses - usually English + 1
- 2 people did not respond to this question

IV. People's Connection to the City of Melbourne



- The majority of people surveyed (41) were students in the City of Melbourne (likely to be due to the targeted consultation with International Students)
- 27 people surveyed stated that they were visiting / playing in City of Melbourne. Seniors featured highly here – although it is likely that half of the children surveyed would have been visiting the city specifically to see the xmas attractions (Children 0-10 yrs were not asked this question)
- A similar number of people surveyed (26) stated that they live in City of Melbourne. This group was dominated by older people (with the only other significant resident group being those in the 18 – 34yr group)
- A smaller number surveyed (16) worked in the City of Melbourne and only a few stated that they received services. (Again, half the children surveyed were attending child care centres and they are not represented in this data).
- Some community members provided more than one answer

12. Attachment 4 - Detailed maps of workshop results