

Report to the Future Melbourne (People City) Committee

Agenda item 6.3

Melbourne for All People 2014–17

12 August 2014

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Purpose and background

1. This report seeks endorsement for the *Melbourne for All People 2014–17* strategy (refer Attachment 2) following a second round of community engagement (refer Attachment 3).
2. *Melbourne for All People 2014–17* will replace the Children's Plan 2010–13, Disability Action Plan 2010–13, Young People's Policy 2010–13 and Positive Ageing Strategy 2006–16 using a life course approach supporting people from 0–100+ years of age.

Key issues

3. Community engagement occurred from November to December 2013 and May to June 2014 involving over 500 people in face-to-face activities including pop-ups, discussion groups and a community forum. Almost 3000 people accessed Participate Melbourne and more than 3800 people viewed the Melbourne for All People Facebook page.
4. Stakeholders involved in the second phase of engagement included residents, community organisations, peak bodies, visitors, workers, students and people of all ages and abilities.
5. Comments from the community supported the life course approach, the focus on shared rights and the six foundation themes being access and inclusion, safety, connection, health and wellbeing, life-long learning and having a voice. Edits were made to the strategy to simplify it and restructure the action plan in response to the feedback.
6. Action specific feedback from the community has been consolidated into strategic actions. Core business has also been removed from the action plan to leave a focus on work that is new or innovative.
7. There are no immediate financial implications arising from this strategy. Any investment in subsequent years will be subject to annual budget and Council approval.
8. Action priorities will be set through the City of Melbourne's annual planning processes and a dedicated monitoring and evaluation framework will be developed by November 2014. Further actions may be developed and introduced in response to identified needs. Achievements will be reported on through the City of Melbourne Annual Report.

Recommendation from management

9. That the Future Melbourne Committee:
 - 9.1. Endorses the final *Melbourne for All People 2014–17* strategy.
 - 9.2. Authorises the Director Community Development to make any further minor editorial changes to the strategy prior to release for publication.

Attachments:

1. Supporting Attachment
2. Strategy
3. Capire Summary Report

Supporting Attachment

Legal

1. Section 38 of the *Disability Act 2006* provides that Council must either develop and implement a Disability Action Plan that is consistent with the matters referred to in section 38(1) or that such matters are addressed in the Council Plan prepared under the *Local Government Act 1989*. Section 38(1) of that Act provides that the following aims need to be considered and addressed:
 - (a) *Reducing barriers to persons with a disability accessing goods, services and facilities;*
 - (b) *Reducing barriers to persons with a disability obtaining and maintaining employment;*
 - (c) *Promoting inclusion and participation in the community of persons with a disability;*
 - (d) *Achieving tangible changes in attitudes and practices which discriminate against persons with a disability;”*

The strategy is intended to meet the requirements of the Disability Action Plan

Finance

2. There are no immediate financial implications in 2014–15 arising from this strategy. Any investment in subsequent years will be subject to annual budget and Council approval.

Conflict of interest

3. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a direct or indirect interest in relation to the matter of the report.

Stakeholder consultation

4. Stakeholder consultation is detailed in Attachment 3.

Relation to Council policy

5. *Melbourne for All People 2014–17* replaces and enhances the previous Disability Action Plan, Children’s Plan, Young People’s Policy and Positive Ageing Strategy. It is reflected in and interacts with other City of Melbourne policies and strategies including:
 - 5.1. *The City of Melbourne Council Plan 2013–17: Goal 1 – A City for People.*
 - 5.2. *A Great Place to Study: International Student Strategy 2013–17.*
 - 5.3. *We need to talk: Preventing Violence Against Women Strategy 2013–16.*
 - 5.4. *Pathways: City of Melbourne Homelessness Strategy 2014–17.*
 - 5.5. *Beyond the Safe City Strategy 2014–17.*

Environmental sustainability

6. The recommendations made in this report will support increased social sustainability and contribute to improved community awareness and understanding of environmental sustainability.



MELBOURNE FOR ALL PEOPLE.

2014-17.

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INTRODUCTION

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

Melbourne for All People 2014–17 takes a life course approach which recognises the importance of family, community, culture and place for all people from birth to 100 years+. It supports people's rights and aspirations to live safe, healthy and connected lives within cohesive, vibrant communities, and recognises that public spaces, infrastructure and service delivery should cater for everyone's needs.

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

Melbourne for All People 2014–17 consolidates and progresses four previous plans:

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

By making this important shift to a life course approach, we will work to develop more resilient, healthier and better connected individuals and communities. We will do this by improving opportunities for inclusion and accessibility; better integrating City of Melbourne services, programs and activities and encouraging different generations to support each other.

We identified six interrelating themes which are central to a positive experience at all stages of life. These were also common to the previous four strategies and provided a sound foundation for the development of *Melbourne for All People 2014–17*:

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

This strategy responds to changes in international, Australian and Victorian Government policy, our extensive experience in service and program delivery, consultation with a broad range of community members and organisations as well as research and data analysis.



OUR CHANGING COMMUNITY

City of Melbourne's residents, workers, students and visitors are diverse in age, cultural background, income, health and ability. Understanding their range of needs and aspirations provides essential information for the implementation of this strategy.

We know that the City of Melbourne has a current resident population of about 110,000 and this is expected to almost double to around 212,000 over the next 25 years. As a capital city, there is also the added dimension of the daily influx of visitors and workers, estimated to reach one million a day by 2030 (City of Melbourne, 2013c).

These increases pose significant challenges to infrastructure, services, green spaces, housing stock and affordability and transport. They also impact on the sustainability of the municipality, as we know that a successful future depends on understanding the risks that climate change poses, reducing our impact and becoming more resilient.

As a major provider of community services and activities for children, young people, families, people with a disability and older people, City of Melbourne needs to plan for the growth in numbers and demand for services.

Rising costs of housing and the increased cost of living can make it harder for some people to afford to live in the City of Melbourne. This could lead to a reduction in diversity of ages, family types and people in different stages of life in our neighbourhoods over time (City of Melbourne 2013d).

There are significant areas of disadvantage in the city characterised by inequalities of income, education, health and prevalence of disability. Increased community awareness of important issues such as family violence and the needs of an ageing population present additional challenges.

These factors of growth and disadvantage, together with policy and funding changes at Victorian and Australian Government levels, strengthen the need for a more co-ordinated and effective approach to planning and service delivery from the City of Melbourne.

Some of the key issues and demographics that have informed our strategy are outlined below.

Families

In 2014, there are more than 18,200 families living in the City of Melbourne. It is well understood that being connected to family and local community strengthens the development of children and young people, as well as providing care and support for other family members.

It is evident however, that traditional family structures and supports from extended family and community are changing.

For example, recent data indicates an increase in sole parent families, including new mothers in the workforce. This is reflected in the population within the City of Melbourne and is likely to have an impact on the demand for childcare in the city (Eagleson Data Group 2013).



Sole person households

There are currently over 15,000 people living alone, accounting for 38 per cent of all households in the City of Melbourne (City of Melbourne, 2013a). This is significantly more than the Victorian and national average at 24 per cent.

Within this group there is a significant number of older people and international students. Language barriers and a potentially smaller number of social and other contacts can make these groups more vulnerable to isolation.

Children – the early years

Birth notices in the City of Melbourne have doubled in the last 10 years. In the 2011 Census there were 4,267 children aged 0–6 years in the City of Melbourne, and this is forecast to increase by 2.75 per cent each year to 2036 (City of Melbourne 2014a).

Decades of research in Australia and overseas highlights that investment of care and educational opportunities in the early years is critical as a foundation for lifelong wellbeing and learning.

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

Halfon and Hochstein, 2002

Children 7–11, the middle years

The middle years are a period of major transition in childhood, which includes the move from primary to secondary schooling. Sometimes referred to as the pre-teen or 'tween' years, the physical, neurological, cognitive and psychological changes of adolescence usually begin during this time.

There are important opportunities through this age range for early intervention, which can reduce the risk of social, emotional and behavioural issues.

The City of Melbourne recognises that limited services have been provided to the middle-years age group. Traditionally, early years services across Victoria and in the City of Melbourne have catered to children from 0–6 years and youth services for young people aged 12–25 years.

Young people

Young people and young adults aged 15–29 years make up the largest proportion of the residential population in the City of Melbourne, at over 40 per cent, with increasing numbers of local and international students in the city (Eagleson Data Group 2013).

These young people are increasingly mobile and 'tech savvy'. The internet and online engagement is changing the way they learn, connect and spend.

Between 12–17 years, young people transition from childhood to adulthood, and over this period move towards independent living, study, employment and financial autonomy.



The City of Melbourne is committed to supporting cultural, social and interpersonal competencies of young people as this can have a long lasting positive impact on their fulfilment and wellbeing.

Students

According to the ABS (2011a) 42.4 per cent of the resident population in the City of Melbourne are students: 4.7 per cent in primary school, 5.3 per cent in secondary school, and 56.6 per cent in a post-secondary institution.

There are almost 96,000 domestic and overseas student enrolments in our higher education institutions, with a 3.6 per cent annual growth between 2002 and 2011. Overseas student enrolments have doubled to 5.8 per cent during the same period, with the majority aged between 18 and 25 years (Eagleson Data Group 2013).

City of Melbourne has developed the *A Great Place to Study: International Student Strategy 2013–17* supporting our international students to build life-long connections in Melbourne.

Older people

In the City of Melbourne, 10 per cent of residents are over 60 years old and this group is growing faster than any other. This is consistent with an ageing Australian population, which has led to extensive public discussion about social, financial, housing and infrastructure issues, as well as service provision.

Personal care and health care support is required by 23 per cent of people aged over 65 years living in the City of Melbourne (Eagleson Data Group, 2013). As they age, it is expected that Baby Boomers will live and work longer and have more active lifestyles than previous generations. Consequently, they are likely to require a different model of service - one in which they remain more active, connected, engaged and valued.

We know that 29 per cent of the older population (65 years+) in the City of Melbourne were born overseas. Language barriers and a loss of social and family supports at this age can result in greater likelihood of social isolation and a decline in wellbeing.

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

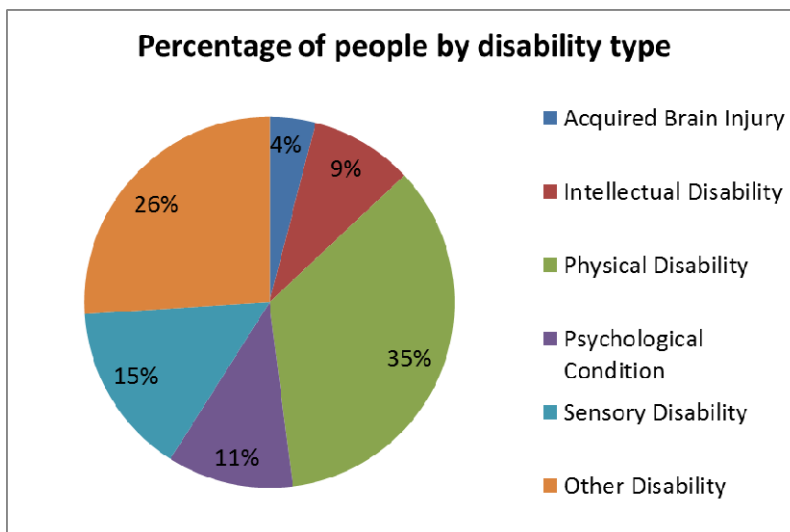
Alexandre Kalache, *The Longevity Revolution* 2013

People with a disability

In 2012 19.4 per cent of Victorians reported having a disability (ABS 2012). The range of disability in residents and visitors to the City of Melbourne is highly variable, and prevalence of disability increases with age (ABS 2012).



Figure 1: Number of City of Melbourne residents with a disability and percentage of people with a disability by disability type (Eagleson Data Group, 2013)



While almost one in four (23 per cent) people over 65 need personal care and healthcare support, on average of 4 per cent people under 65 also require this level of support.

Culturally and Linguistically Diverse Communities

The City of Melbourne has higher cultural diversity than any other Victorian municipality. In 2011 nearly 45 per cent of people residing in the city were born in a non-English speaking country.

The rate of new settler arrivals in the municipality is approximately three times the Victorian average (Department of Health, 2012-VIC). This includes people migrating for work and study, as well as refugees and those seeking asylum from political upheaval or persecution. City of Melbourne has made a commitment to welcoming refugees into the community and is recognised as a Refugee Welcome Zone by the Refugee Council of Australia.

Migration tends to increase demand for community, youth and multicultural services as people contend with new social circumstances and language challenges, while adding greatly to the vibrancy and diversity of the community.

Aboriginal and Torres Strait Islander Communities

The City of Melbourne acknowledges the Kulin Nation as the traditional owners of the land of the municipality. The site of the city has been an important meeting place for Aboriginal people for millennia and it remains a central location for the community, cultural activity and services.

The 2011 Census recorded 262 people from an Aboriginal and/or Torres Strait Islander background living in the City of Melbourne. The data indicates that Aboriginal and Torres Strait Islander households have on average lower income, higher unemployment and a slightly higher prevalence of disability.

Disadvantage and Homelessness



There is significant socio-economic disadvantage in the City of Melbourne, specifically parts of North Melbourne, Carlton and Kensington (ABS 2011b). The 2011 Census showed that 18.7 per cent, or over 15,600 residents, were living in poverty; 1164 of whom were children.

Approximately 1232 people are experiencing homelessness in Melbourne according to the ABS Census data for 2011. The *City of Melbourne Street Count 2014* found approximately 140 people sleeping rough on the night of the count.

People from all sections of the community including families, young people, seniors, international students, refugees and those seeking asylum can find themselves facing or experiencing homelessness. Whether it lasts for a very short time, or for a number of months or even years, being without safe, secure and affordable accommodation can have devastating effects on a person's life.

City of Melbourne is committed to addressing the issue of homelessness through the *Pathways Homelessness Strategy 2014–17*.

Family Violence

Violence against women in Australia is widespread. One in three women over the age of 15 years has experienced physical violence, with just over one in five experiencing sexual violence. Around 75 women in Australia die at the hand of a violent partner or former partner every year.

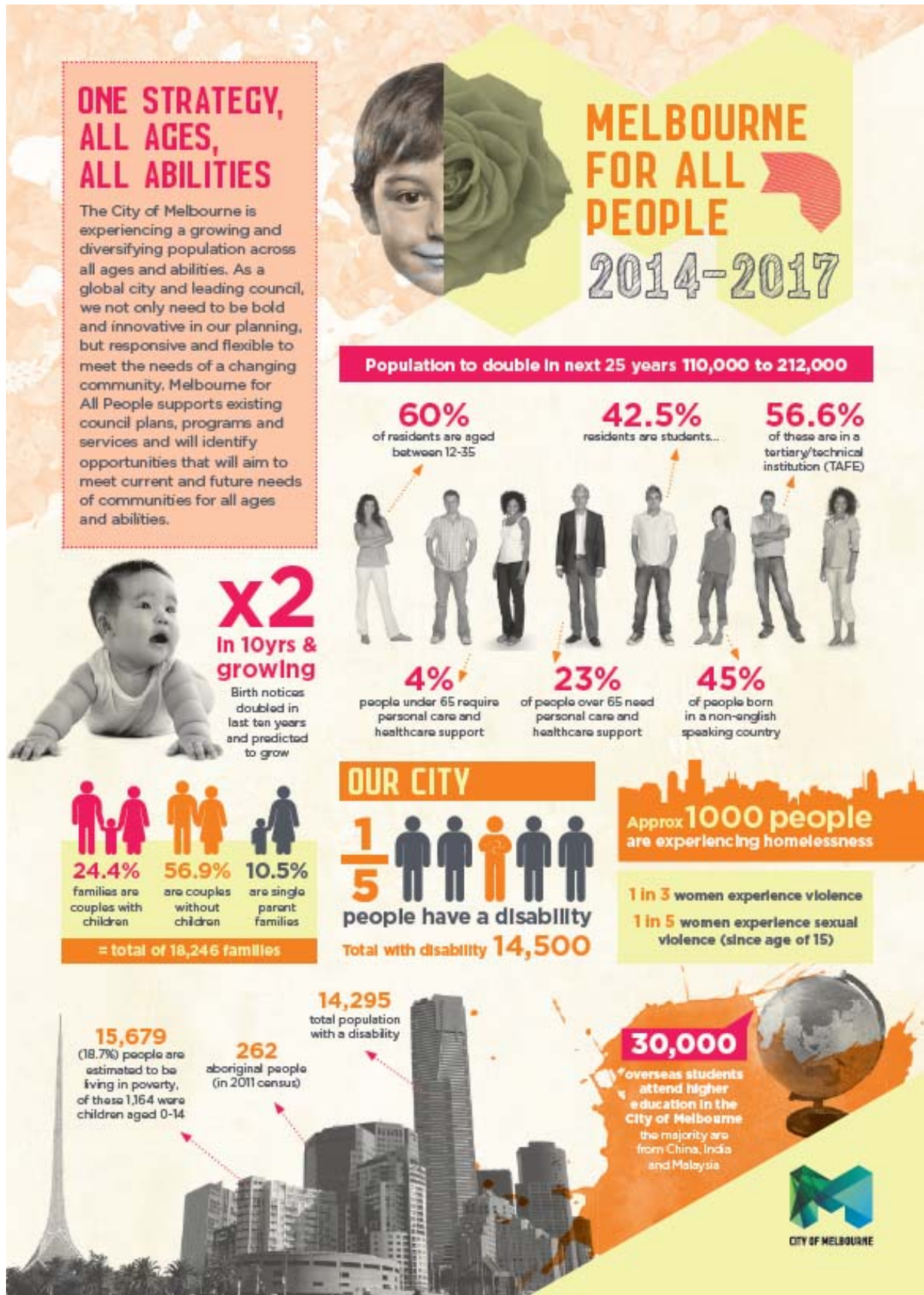
Since the introduction of the Family Violence Safety Notices by Victoria Police in December 2008 the number of incidents reported within the City of Melbourne almost doubled to 1000 in 2012–13. Over the same period, the number of instances where children were present at increased from 120 to 188 (Department of Justice 2012).

The City of Melbourne has developed the *We need to talk: Preventing Violence Against Women 2013–17 Strategy* which focuses on the prevention of men's violence against women.

We have also developed the draft *Beyond the Safe City Strategy 2014–17* with a focus on the underlying causes of safety issues, not just the management of their impact. Factors that have a positive influence on community safety – such as social justice and equity, inclusiveness, connectedness, and resilience are integral to looking beyond the safe city.



Figure 2 demonstrates some of the key population demographics and projections for the City of Melbourne



WHAT WE DO

Much of the work the City of Melbourne does is focused on ensuring the vibrancy and sustainability of our communities. This is embedded in Council's vision for a bold, inspirational and sustainable city.

We offer a broad range of services across multiple locations for people of all ages and abilities. In addition, we provide and maintain infrastructure, leadership, research, advocacy and funding, as well as partnering with community groups and organisations to broaden the impact of our work.

We also deliver project based and innovative programs to meet particular needs and explore new and better ways for working for our community.

Here is a sample of recent activity across our services and the municipality:

Families and children

- seven maternal and child health service sites serve 95 per cent of 0–1 year olds in the municipality, there are 1000 families coming to playgroups at eight sites and 230 child care places at five centres
- over 150 people accessed our family support and counselling services 2012–13
- improved child and family service systems, reducing wait times for families
- upgraded facilities at Boyd Community Hub, Carlton Baths, North Melbourne Community Centre and Hotham Hub Children's Centre
- connecting vulnerable families to childcare, educational resources and family supports through the Victorian Government Access to Early Learning project
- ongoing commitment to funding the Venny Adventure Playground in Kensington providing exciting play experience and support for children aged 5–16 years

Young people

- helping over 11,000 mainly young people to get home safely with 250 volunteers and the Salvation Army Youth Street Teams
- three youth services providing counselling, support and activities for young people aged 12–25 years, focussing on those who are vulnerable and disengaged
- supported the Youth Advocates against Family Violence project with students, secondary schools and legal professionals to promote respectful relationships and increase understanding of the law
- development and implementation of the International Student Strategy 2013–17 working with over 100 partners and planning for a Virtual International Career Development Fair to be held in April 2015, promoting the benefits of employing international students



Older people

- 90,000 Home and Community Care services delivered to 731 older people and young people with disabilities
- 84 per cent improvement in timeliness of Home and Community Care providing the right care at the right time
- 30,477 meals provided through 42 seniors groups, including 30+ groups supporting older people from culturally diverse backgrounds
- conducted research with LaTrobe University into *Supportive Communities for Older People* living in high-rise apartments in Docklands and Kensington

People with a disability

- relocated mobility equipment hire to more accessible locations at Flinders Street and Southern Cross stations in partnership with Travellers Aid
- improved access for people with low or impaired vision through a range of initiatives including introducing tactile street signs in the CBD
- the City of Melbourne Disability Advisory Committee advocated on a wide range of local, Victorian and national issues, including the National Disability Strategy 2010–2020, the Inquiry into the Social Inclusion of Victorians with a disability and the redevelopment of Swanston Street
- delivered disability awareness training to City of Melbourne staff to ensure best practice in planning and design



THE CONTEXT

Melbourne for All People 2014–17 builds on our knowledge and experience in delivering services to people of all ages and abilities.

The City of Melbourne also works within a broader system of international, Australian and Victorian Government policy and practice and this strategy takes account these contributing factors.

International

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

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

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

National

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

Victorian

The Victorian Government sets out legislative requirements for community services and local governments. Relevant legislation: Victorian Home and Community Care Act (1985); Aged Care Act (1997); Victorian Equal Opportunity Act (1995, 2010); Children, Youth and Families Act (2005); Charter of Human Rights and Responsibilities Act (2006), Disability Act (Victoria 2006).

All local councils in Victoria are required to plan for their communities as stipulated in the Local Government Act (2010).

Local

The City of Melbourne Act (2001) requires the development and implementation of a City of Melbourne Council Plan. The Disability Act (2006) requires local government to have a disability action plan. *Melbourne for All People 2014–17* meets our legislative responsibilities.

Council Plan

Melbourne for All People 2014–17 is relevant to all Goals of the Council Plan but in particular Future Melbourne: Goal 1, A city for people:

‘Melbourne will be accessible, inclusive, safe and engaging. Our streets, buildings and open spaces will be alive with activity. People of all ages and abilities will feel secure and empowered, freely participate in their community and lead healthy lives’.

City of Melbourne Council Plan 2013 – 2017



The changing approach to service

Increasingly all levels of government are focused on ensuring community views are included in the planning and design of services. There is also a shift toward integration of services, early intervention, more local responses and the need to provide holistic support to people at all stages of life.

This is reflected in a number of reviews underway at Victorian, national and municipal levels

- The Victorian Department of Human Services (DHS) *Services Connect: Better Services for Victorians in need 2013*
- The Victorian Department of Education and Early Childhood Development (DEECD) *Years Strategic Plan 2014–2020* which will better support children from 0–8 years
- *Youth Partnerships*, a whole-of-Victorian-government initiative working collaboratively and sharing information across the sector to ensure comprehensive support to young people
- Municipal Association of Victoria's review - *Victoria's Maternal and Child Health Service Strengthening the foundations for Victoria's Children*, March 2014
- *Living Longer, Living Better* the Australian Government's response to the Productivity Commission report, *Caring for Older Australians*
- The *Victorian Aboriginal Affairs Framework 2013–2018* focusing on health and workplace participation
- The *Action Plan to Address Violence Against Women and their Children*
- *The Vulnerable Children Strategy*
- *Local Government's Role in Home and Community Care and the Home Support Program 2013*
- *Victorian Homelessness Action Plan 2011–15*, Department of Human Services
- The *National Disability Strategy 2010–2020 (National Disability Insurance Scheme)*, Australian Government

The City of Melbourne will ensure that our services are consistent with these reforms and guided by the following important considerations that a robust life course approach acknowledges:

- people at different stages of life and ability are already interconnected by family, community and interests
- people of different ages and abilities can relate to and support each other
- providing timely and appropriate services at transition points in life can improve health, employment, education, culture and social inclusion
- there are a number of contributors to a sense of wellbeing, some personal, some community based and some government influenced
- early intervention and primary prevention can have significant and long lasting positive outcomes
- locally based and community driven services strengthen communities and build social inclusion



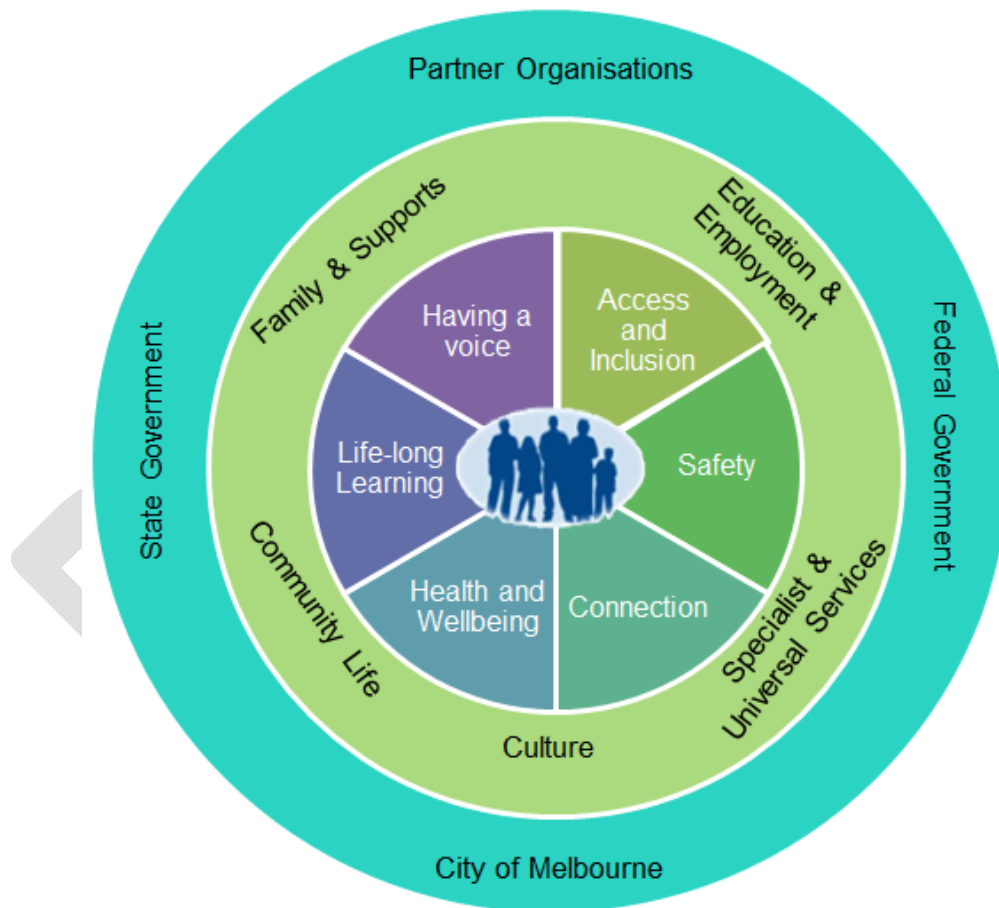
OUR STRATEGY

This strategy sets a new more holistic approach to our role in planning and service delivery and also recognises the value of empowering members of our community to support each other.

We acknowledge that all people share fundamental human rights and have common aspirations which can be grouped under the following themes. We put people at the centre of our planning and service delivery.

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

Figure 3 demonstrates the social context which influences and underpins healthy communities.



We are focused on improving outcomes in the six theme areas that have been identified as important to all people. We will build the capacity of the environments, like family, community, places of education and employment, service providers and cultural settings where people spend their time to contribute to positive experiences.

We aim to improve outcomes across our various roles including planning, regulation and provision of services and supports and work with other partners who share these responsibilities with City of Melbourne.



ACTION PLAN

Our action plan focuses on innovation and new opportunities to develop the life course approach. We will build on our existing service provision to implement a range of actions across the six themes. These will be implemented over a three year period.

Theme 1 Access and inclusion

All people have a right to be included with dignity and independence in all aspects of life. Our role includes eliminating or reducing barriers to enable participation and full enjoyment of everything the city has to offer.

Goal

Melbourne is a barrier free city for people of all ages and abilities.

Actions

- 1.1 Ensure the six themes of *Melbourne for All People* are considered and apply in the development of all future City of Melbourne policies, strategies and initiatives
- 1.2 Support employment of people with a disability at the City of Melbourne through a partnership with the Australian Government, National Disability Recruitment Coordinator
- 1.3 Ensure our facilities are accessible and designed and managed to maximise their use by diverse groups
- 1.4 Work to make all City of Melbourne information and communications accessible and available in a range of formats including using innovative technology and aim to meet Level AA of WCAG 2.0 international standards for our websites
- 1.5 Work towards becoming an accessible city for people with cognitive impairments by improving community awareness, access to City of Melbourne facilities and way-finding in the city
- 1.6 Partner with businesses and other organisations in the municipality to improve accessibility for people with a disability and older people



Theme 2 Safety

Feeling safe in a city is everyone's right, whether as a resident, student, visitor or worker. Melbourne enjoys a reputation as one of the safest cities in the world. We have an ongoing commitment to provide safety for all people within the municipality, which includes the development of the *We Need to Talk: Preventing Violence against Women 2013–16 Strategy* and the *Beyond the Safe City 2014–17 Strategy*.

Goal

Melbourne is a place where people of all ages and abilities feel physically and emotionally safe, at home, at work and in the community.

Actions

- 2.1 Train all staff delivering community services to recognise and respond to family violence towards women, children, people with a disability and older people
- 2.2 Develop a public awareness campaign that helps the broader community understand the access needs and perceptions of safety of people with a disability and older people
- 2.3 Work with partners to support the development and delivery of life skills programs that address safety risk factors throughout the life course
- 2.4 Work with partners to ensure that the safety needs of people with a disability and older people are reflected in safety plans and programs

Theme 3 Connection

People have a right to feel that they belong, and to choose how and when they connect with other people, with culture and with place.

Goal

Melbourne is a place where there are strong connections between people of different ages, abilities and backgrounds and where people feel welcome and that they belong.

Actions

- 3.1 Increase opportunities to connect people of different ages with each other and their interests through programs at our community centres and shared spaces
- 3.2 Explore new opportunities for City of Melbourne volunteer programs to connect people and groups of varying ages
- 3.3 Establish a network of City of Melbourne professionals working with different age groups to share information and plan collaboratively for a more co-ordinated service system
- 3.4 Develop programs and activities that support international students to connect with residents and other groups



Theme 4 Health and Wellbeing

People have a right to good health and wellbeing. For this people need the right services in the right places that support physical and mental health, good nutrition, and access to parks, public spaces and community facilities.

Goal

Melbourne is a place where people have access to the information, programs, community facilities and quality open spaces they need to be happy and healthy.

Actions

- 4.1 Educate the community through community programs, services, and activities about the importance of healthy eating across the life span
- 4.2 Collate and integrate data on Aboriginal people in the City of Melbourne service system to better understand their health and wellbeing needs and support better practice
- 4.3 Facilitate structured and unstructured play opportunities for children of all abilities and their families to promote physical, mental, emotional and social development
- 4.4 Integrate community services case management to improve service access, assessment and outcomes for our families, children older people and people with a disability

Theme 5 Lifelong Learning

People have a right to learn throughout their lives, to develop new skills and talents in a range of ways and settings for different purposes. This can be formal or experiential and can take place in any setting, from a public park to a classroom.

Goal

Melbourne is a place where people can learn throughout their lives gaining knowledge, opportunities, independence and confidence.

Actions

- 5.1 Work with our libraries to develop programs that encourage people of different backgrounds, ages and abilities to share knowledge and learn and use new technology
- 5.2 Work with our partners to identify and improve life skills in children and young people to assist them at times of transition, particularly between kindergarten, primary and secondary school
- 5.3 Raise community awareness about the connection between living sustainably and quality of life through educational programs for children, families, people with a disability, young people and older people
- 5.4 Plan for the future supply and demand for quality early years education and care



Theme 6 Having a voice

People have a right to express their voices and be heard. This could be through participation in local government, in service planning and delivery or through providing people with opportunities to speak about the things that matter to them.

Goal

Melbourne is a place where people are involved in civic decision-making and where all voices are recognised, heard and valued.

Actions

- 6.1 Provide opportunities for people of all ages, abilities and diverse backgrounds to actively participate in civic activities and decision making and to make sure that they are aware of how their input has influenced outcomes
- 6.2 Advocate for more opportunities to hear the voices of children, young people, people with a disability and older people and actively involve them in consultation and decision making processes
- 6.3 Investigate and develop appropriate methods that extend the City of Melbourne's current community engagement practice

IMPLEMENTATION AND REPORTING

The City of Melbourne Community Development Division will have responsibility for the delivery and reporting of this strategy. Action priorities will be set through the City of Melbourne's annual planning processes and a dedicated monitoring and evaluation framework will be developed by November 2014. Further actions may be developed and introduced in response to identified needs. Achievements will be reported through the City of Melbourne Annual Report.



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APPENDIX 1

What people told us: Community Engagement

The City of Melbourne is committed to ensuring that the voices of our communities are heard in the development of all new strategies.

We spoke to a broad range of people in November – December 2013 and May – June 2014, including residents, workers, visitors, international students, community leaders, parents, single people, children, young people, people with a disability, older people and peak bodies.

We held focus groups, pop-up information sessions and a community forum. We also distributed questionnaires and hosted an online forum. We promoted consultation through direct contact with partners, service users, traditional advertising and online.

Over 500 people attended a face-to-face session, 3800 people viewed the Facebook page and 2900 people visited the online community engagement portal, Participate Melbourne. Our youngest participant was three years old and the oldest was 94.

Community feedback validated the six themes, helped us further develop our life course approach and focus our action plan.

Melbourne for All People 2014–17 links with a broad range of City of Melbourne strategies and policies including -

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

Active Melbourne Strategy

Arts Strategy 2014–17

Beyond the Safe City Strategy 2014–17

City North, Arden–McCauley and Southbank Structure Plans

Community Funding Policy 2013–17

Community Infrastructure Implementation Framework

Docklands Community and Place Plan

Docklands Public Realm Plan

Food City: City of Melbourne's Food Policy

Homelessness Strategy 2014–17

Housing Strategy

Melbourne Library Service Strategic Plan

Open Space Strategy

Reconciliation Action Plan 2011–14

Transport Strategy 2012

Urban Forest Strategy 2012–2032

Walking Strategy (in development)

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





Melbourne for All People

Community Engagement - Phase 2

Summary Report, July 2014



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Executive summary

The City of Melbourne (CoM) has conducted a second phase of community engagement to inform the finalisation of the draft *Melbourne for All People 2014-2017* (MFAP) strategy. The strategy seeks to improve the services and opportunities for community members who live, work, study, visit or play within the city.

In phase two of the community engagement Capire designed and delivered an engagement strategy designed largely to:

- inform the community of the existing draft
- generate ideas for CoM to implement the strategy
- understand if the strategy aligned with the views and values of the diverse communities it represents.

Capire Consulting Group (Capire) was contracted to undertake a number of engagement activities over four weeks between Wednesday 14 May 2014 and Tuesday 10 June 2014. These activities included a website forum, information displays in community hubs, information pop-ups, youth events and an Ideas Forum. Activities were spread around the city to gain access to as many community groups as possible.

In addition to this, CoM staff undertook supplementary activities including internal workshops, youth pop-ups and information displays.

More than 320 diverse participants contributed to the engagement process with 53 per cent of participants identifying as female, and 41 per cent male. Culturally and linguistically diverse (CALD) community members often comprised 20-90 per cent of activity participants.

Participants also represented a diverse mix of groups including: indigenous, children, youth, students and universities, parents, the elderly, vision or hearing impaired, people with limited mobility or acquired brain injuries, people in assisted living, and internal CoM stakeholders.

These participants provided their thoughts, feedback and ideas for a future Melbourne for all people. Key messages to Council include:

- *The MFAP strategy needs to clearly articulate who it actually is for.*
- *The MFAP must be careful not to dilute the intent and actions of the previous four plans.*
- *There are a lot of excellent services already provided - you don't need to invent a raft of new initiatives.*
- *Key themes included:*
 - *Safety, sustainability, localised issues, and acknowledging, supporting and celebrating the diversity of people are all very important to us.*
- *Provide opportunities for people to have an ongoing say about MFAP projects and local programing.*

1 Introduction

1.1 Background

The City of Melbourne (CoM) is currently preparing a new strategy to guide future planning, decision making, resource allocation and services and program delivery for people across the life continuum.

The draft *Melbourne for All People 2014-2017* strategy (MFAP) sets out the ways in which CoM will connect, support and engage people throughout their lives from 0 to 100+. It reflects an important shift in working with communities rather than providing services to or for them.

The first phase of community engagement for the project was undertaken by CoM during November and December 2013 and involved more than 200 community members and stakeholders.

The feedback from this first phase of engagement was used to develop the six key principles underpinning the current draft MFAP strategy. These six principles are as follows.



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

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

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

Health and wellbeing – Plan and provide the right services in the right places to meet the needs of our growing population.

Life-long learning – Develop or enhance individual skills through programs or services in formal and informal settings, including knowledge exchange, training, employment, volunteering and education.

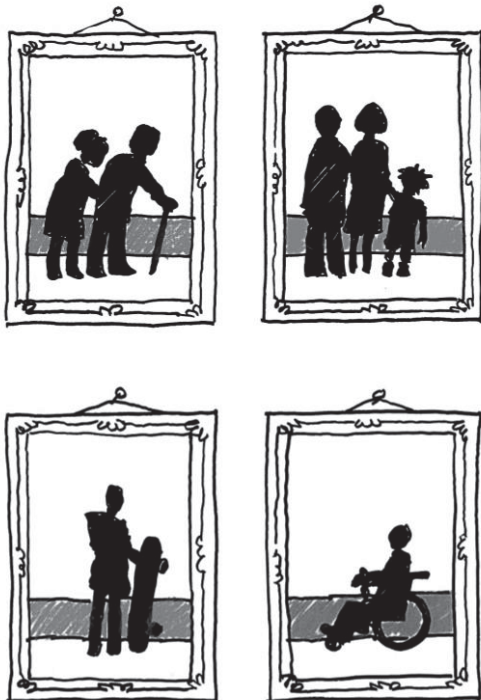
Having a voice – Provide the community with opportunities to participate and express their needs, views and aspirations through civic engagement and acknowledge, value and respond to those views.

1.2 Report purpose

The purpose of this report is to provide a summary of the activities and findings of this second phase of community engagement around the proposed 'Melbourne for All People' strategy.

It explores the views and values of local participants across the City of Melbourne, highlighting feedback on the draft strategy, and any actions and/or outcomes that participants identify as critical to its success.

This report presents the broad range of values, ideas and aspirations as provided by community members and stakeholders during the engagement activities. In some cases comments are paraphrased and quotes used to illustrate the community sentiment.



1.3 Limitations

There were a number of limitations associated with this engagement process, described below:

- The information in this report is based on qualitative research. It therefore does not reflect the views of a representative sample of the community.
- In many cases, participants from professional and community sectors were invited to engage by City of Melbourne staff. As such, participants attending some events were neither randomly chosen nor self-selected. The key messages and opinions expressed in the contents of this report may only represent a limited proportion of the local demographic.
- Although results are incorporated into the qualitative analysis, demographic details of participants attending events not run by Capire have been excluded.
- Participants came from a range of backgrounds. Some had limited knowledge and experience of the roles and responsibilities of local government generally or the City of Melbourne specifically. Because of this, some views fell well outside of the scope and influence of this draft strategy.

2 Engagement activities

2.1 Community engagement overview

Capire Consulting Group (Capire) was engaged by CoM to design and deliver community engagement to support the second phase of the project. The objectives for the community engagement process were to:

- engage a broad range of community members and drive the community to visit the Participate Melbourne website
- inform the community about the Melbourne for All People strategy
- obtain feedback on the Melbourne for All People strategy, identifying any gaps
- identify 'big ideas' from the community for future actions
- consolidate these 'big ideas' into a small number of practical actions around the key principles.

The community engagement process was delivered over a four-week period, from Wednesday 14th May 2014 to Tuesday the 10th of June.

During this second phase of engagement for MFAP a number of activities were undertaken with the public and with community and stakeholder representatives.

The engagement period included a range of activities, times and locations to target a variety of community groups to elicit feedback. These activities sought to educate the community on the draft

strategy, to drive people to the Participate Melbourne platform, and to generate actions or ideas oriented around the six key principles. Over the four-week engagement period, the community members were asked for their 'big ideas and actions' for MFAP through the following engagement activities:



2.2 Participate Melbourne

Participate Melbourne hosted a moderated online forum and surveys for the community. On this platform community members and stakeholders were asked to provide feedback on the draft strategy actions and the six key principles, as well as provide their comments and ideas to make Melbourne a city for all people.

Specifically, participants were asked:

1. How do you think the actions deliver and support the principles of the Melbourne for All People strategy?
2. How can the actions across all the principles be strengthened?
3. Do you have any other feedback about the Melbourne for All People Strategy?
4. Tell us your big idea for action.

Over **2,900 visits** were recorded to the site, with more than 640 visitors clicking through to access or download further information on the project. This included 275 downloads of the MFAP Draft Strategy, and more than 90 downloads of the MFAP Summary document. In total, 24 visitors left contributions on the Participate Melbourne website.

Included on the web pages were links to the registration page for the Ideas Forum, and the YouTube video summarising the strategy. The YouTube video was viewed 618 times, and was captioned in order to allow access to the footage for people with limited hearing.

- (a) CoHealth Kensington
- (b) CoHealth North Melbourne
- (c) The Multicultural Hub
- (d) The Hub @ Docklands
- (e) Kensington Community Recreation Centre
- (f) Carlton Baths Family Resource Centre
- (g) Boyd Community Hub
- (h) North and West Melbourne Neighbourhood Centre
- (i) Carlton Neighbourhood Learning Centre
- (j) City Village
- (k) North Melbourne Community Centre
- (l) North Yarra Community Health
- (m) Centre for Adult Education, and
- (n) The Huddle.

2.3 Static information displays

Information relating to the MFAP project was distributed to 14 locations across the City of Melbourne, including Health Centres, Community Centres and Community Hubs. These locations were:

This project-related information included posters, fact sheets and postcards. Large banners were rotated through seven of these locations to accompany the project-related materials.

Project-related information all contained the call to action for community members and stakeholders to 'Join the conversation' via the Participate Melbourne website.

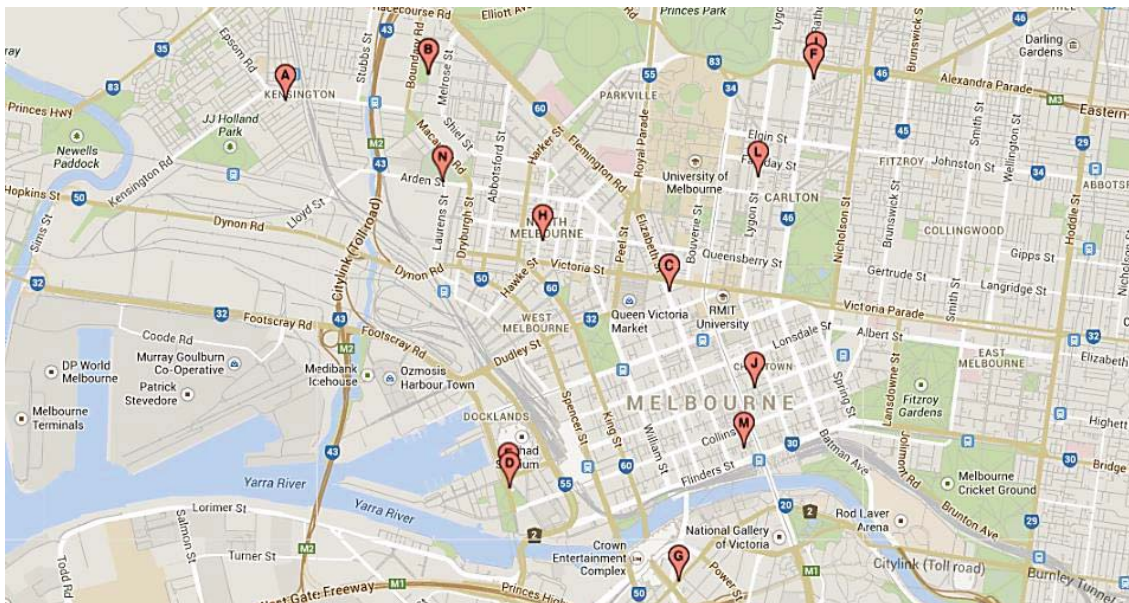


Figure 1: Distribution of the Static Information Displays across the City of Melbourne

2.4 Information pop-ups

Information pop-ups were held for between two to three hours, in four locations around Melbourne. Locations were selected to allow access to a wide mix of people of different ages and abilities. These locations also sought to access participants who either live, work, study, visit or play in the city.

Locations, dates and times included:

- (a) Kensington Community Recreation Centre (Thursday 22 May, 4-6pm)
- (b) Fiesta Malaysia, Federation Square (Saturday 25 May, 11-1pm)
- (c) ArtPlay, Birrarung Marr (Saturday 25 May, 1-3pm)
- (d) Centre for Adult Education and the City Library, Flinders Street (Thursday 29 May, 6-8.30pm)
- (e) The Huddle, North Melbourne (Wednesday 04 June, 10-12pm)
- (f) The Multicultural Hub, Melbourne (Monday, 26 May, 11-1pm)

Pop-ups included project-related information on fact sheets, and postcards. In addition participants were able to complete a children's storybook or complete a 'My idea is...' postcard to be placed on an ideas board.

Specifically, children's storybooks explained each principle and asked:

1. What do you think?
2. How can we make this better?

Children's storybooks also provided the Participate Melbourne web address and twitter hashtag for further engagement by children or their parents.

Idea postcards prompted participants to complete the sentence 'My idea is...' with either words or drawings. These were provided to participants by engagement staff who asked participants to provide their ideas against the six key principles and explained the principles to them.

On the reverse side of 'My idea is...' postcards participants could choose to provide additional demographic information including:

- postcode
- relationship with the City of Melbourne
- age
- gender.

Conversations and participants were tallied by engagement staff during the events to provide an indication of the mix of community members attending and participating.

2.5 Youth activities

Designed to engage the youth cohort, educate them about the MFAP strategy and to identify any 'big ideas' for future actions, the youth activities gave various groups of young people a chance to participate in an informal way in their own environment.

YOUTH DROP-INS

Two youth-focused sessions were held in North Melbourne on Monday 02 June.

At each session a small project area was set up to display the project information, particularly the six themes, along with a space to display ideas.

Participants were invited to the area to hear about the project, ask questions and also pin up a 'big idea' (using the 'My idea is...' postcards under any of the themes) that would make Melbourne better in the future.

The first was held at the North Melbourne Recreation Centre, during the regular CoHealth Youth Sport and Recreation timetable. The ideas of 23 young people between the ages of 10 and 17 years were recorded, along with two adults. (8 female, 15 male)

The second session was held at 'The Huddle' during the regular Study Support Program. During this session 17 young people (7 female, 10 male) aged between 15 and 17 years conversed with project staff and left their ideas using the 'My idea is...' postcards.

YOUTH FOCUS GROUP

On Wednesday 04 June, 15 VCAL students (aged 16 to 18 years) and 2 adult staff were engaged for an hour-long classroom session at 'The Huddle'. This structured activity was designed to gain more in depth feedback from young people.

During the class, participants were taken through two activities to get them to think more about how they engage and use the city and to understand the MFAP draft strategy. The final activity asked each of them consider some targeted actions that would deliver on the 6 key principles of the strategy.

CHILDREN'S ACTIVITIES

A number of activities for children were conducted throughout the city of Melbourne with over 30 young children participating. In addition to the child-

focused pop-up at ArtPlay, other locations of these activities included:

1. Melbourne City Children's Centre
2. North Melbourne Child Care
3. Central Carlton Child Care

At each of these activities children (mainly aged 3 to 7) were given the project storybook to work through with childcare workers or project team members. The book explained the MFAP strategy in a child-friendly format – utilising graphics from the introductory video – and provided space for children to respond to each of the six key principles through drawings, conversations and assisted notes.

Workbook question response pages were provided back to the project team with notes and interpretations of the drawings children had completed.

2.6 Workshops

CoM staff from the project team conducted supplementary workshops with a range of cohorts. These included:

- (a) Internal CoM stakeholders (Tuesday, 27 May)
- (b) The Ross House group (Monday, 02 June)
- (c) Queen Victoria Market reference group (Friday 16 May)

During these workshops participants were introduced to the MFAP draft strategy, and asked to provide their input into how Melbourne could become a city for all people.

3 Engagement participants

3.1 Overview of event participants

Table 2: Overview of participation at activities

Activity	Kensington Rec Centre Pop-up	Fed Square Pop-up	ArtPlay Pop-up	CAE Pop-up	Youth Activity 1 (CoHealth)	Youth Activity 2 (Huddle)	Ideas Forum
Date	Sun 25 May	Sun 25 May	Sun 25 May	Thu 29 May	Mon 02 June	Mon 02 June	Wed 04 June
Number of Participants	31	87	18	26	26	17	37
CALD	26%	67%	10%	43%	92%	94%	N/A
Interest / awareness level	High interest level from parents and children	General positive interest	High interest level from parents and children	Strong positive interest	Fairly high interest level	High interest level	High interest level
Age range	3-55yrs	16-90yrs	4-42yrs	18-60yrs	10-20yrs	15-18yr	N/A
Key themes	More kids activities such as dancing and singing More parks and green spaces	Use under-utilised buildings Connect city and suburbs better Better PT and bicycle accessibility	More festivals and inclusive activities such as community art, kid's conference and parks Safer bike paths	More information for people Greater access and inclusive activities More festivals	More sports activities Greater educational support	More sports activities More eco initiatives such as rubbish clean up	Education is an important tool Better use of existing services and spaces

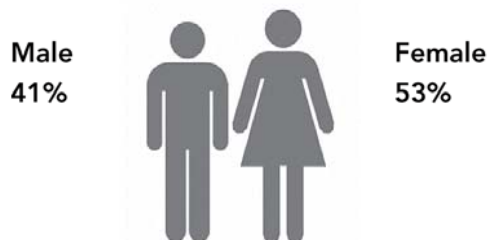
3.2 Participation

More than 320 people were directly engaged during this second stage of engagement on the project, with almost 3,000 people engaged indirectly via the Participate Melbourne website. A breakdown of direct engagement via activity is shown below.

Activity	# participants
Participate Melbourne	24
Information pop-ups	139
Youth Activities	90
Workshops (small group sessions run by City of Melbourne)	38
Ideas Forum	37
TOTAL	328

3.3 Gender

Gender was largely balanced across the engagement activities. Of the recorded responses, 53 per cent of all participants were female, 41 per cent were male and 6 per cent preferred not to respond.



ONLINE PARTICIPATION

Over **2,900 people** visited Melbourne for All People page on Participate Melbourne. 22 per cent (641) of these people engage further, reading or downloading information. 24 participants contributed to the forum or completed a survey.

Participants who answered demographic questions were largely female residents of Melbourne, aged 36-45. 30 per cent of these participants spoke a language other than English at home.

3.4 Participant diversity

As a draft strategy for 'all people', the engagement activities were planned to reach a diverse range of participants.

These included culturally and linguistically diverse (CALD) backgrounds. Specific cultural backgrounds were not recorded at events due to the sensitive nature of this question. However, representation did include participants from Africa, Asia and Europe – with a particular focus on Asian and African participants through the engagement activities undertaken at The Huddle, Multicultural Hub, and Fiesta Malaysia.

For the purposes of this report CALD refers to people born overseas, or those who spoke English as a second language. At a number of events (particularly the youth activities and Federation Square pop-up) the percentage of CALD participants was as high as 60-90 per cent.

Whilst a tally of these people was not kept across all activities, representation across

the program included, but was not limited to:

- children
- young people
- international students
- tourists and international visitors
- parents
- families
- older people
- people with a limited vision
- people with hearing limitations
- people with limited mobility
- people with acquired brain injury
- people in assisted living
- people from CALD backgrounds
- people from Aboriginal backgrounds
- internal Council stakeholders.

3.5 Age

Ages were not recorded at all events; however, the activities conducted covered a range between 3-94 years old, targeting groups including children, youth and elderly. Of the activities where participants shared their ages with us the majority were 15-24 years old (44 per cent), followed by 7-14 year olds (18 per cent).

The vast majority of adult participants at ArtPlay (5) and the Kensington Recreation Centre (11) were parents or primary carers of young children.

The following table is a breakdown of age groups per event (where applicable).

Event	N/A	0-6	7-14	15-24	25-34	35-44	45-54	55-64	65-74	75-84	85+
Kensington Rec Centre Pop-up	12	5	1	2	6	4	1	0	0	0	0
Fed Square Pop-up	15	0	0	27	5	8	19	4	7	1	1
Artplay Pop-up	0	3	8	0	2	3	0	0	0	0	0
CAE Pop-up	8	0	0	6	7	2	2	1	0	0	0
Youth Activity 1 (CoHealth)	1	0	18	6	0	1	0	0	0	0	0
Youth Activity 2 (Huddle)	0	0	0	17	0	0	0	0	0	0	0
Older Persons Group	0	0	0	0	0	0	0	0	9	2	1
Central Carlton Childcare	0	8	0	0	0	0	0	0	0	0	0
Multicultural Hub	0	0	0	3	2	0	0	1	0	0	0

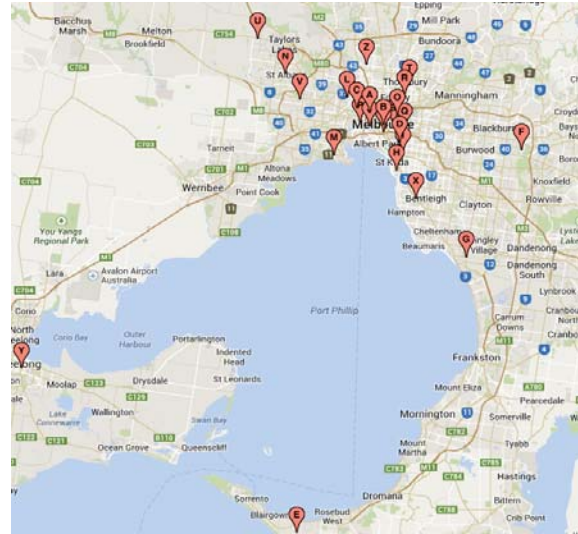
3.6 Geographic spread

Participants across all the activities resided in more than 27 different postcodes across greater Melbourne. The top four postcodes represented were:

- North Melbourne (3051) - 30%
- Kensington/Flemington (3031) - 13%
- Melbourne (3000) - 9%
- Footscray/Seddon (3011) - 8%

The remainder of the responses were spread across the remaining 23 postcodes. A geographical spread of the representation is shown in the figure on the next page.

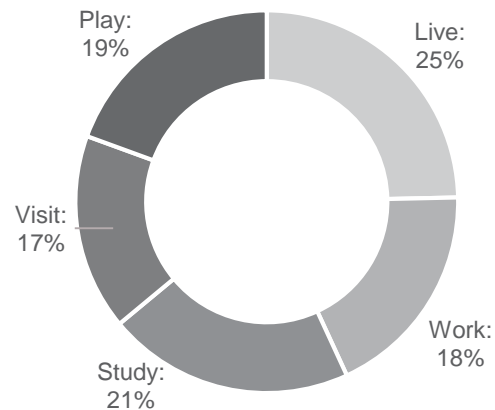
Figure 3: Geographic spread of participant postcodes.



3.7 Connection to the City

Participants provided us with information on their connection to the city – whether they live, work, study, visit or play in the city. Results were largely even across over 200 responses to this question, with only a slight majority for ‘live’ (25 per cent).

Figure 4: Participant connections to the City



3.8 Participant interest

Overall, engagement staff observations identified that, as a 25-page document comprising a strategy and approximately 60 actions, the draft strategy itself presented a barrier to engaging those directly impacted by the strategy, as well as the general public.

From this, it would be recommended that the final document be designed in more accessible formats for those in the community whom it directly affects – such as those with physical or cognitive impairments, children, youth, and the elderly.

The broad nature of the MFAP strategy meant that various participants were more interested in particular principles over others. Below is a heat map summarising the interest (measured as a count of comments per activity) by participants in each activity against the six key principles. This diagram highlights the finding that actions relating to both access and inclusion, and safety were important across the majority of events.

The diagram also indicates that the principles of ‘life-long learning’ and ‘having a voice’ – whilst being extremely important principles – may have been more challenging for the community to either conceptualise or articulate.

	STRONG INTEREST	MODERATE INTEREST	LIMITED INTEREST	Connection	Access and Inclusion	Safety	Health and Wellbeing	Life-long learning	Having a voice
EVENTS									
Kensington Recreation Centre Pop-up									
Federation Square Pop-up									
ArtPlay Pop-up									
CAE Pop-up									
Youth Activity 1 (CoHealth)									
Youth Activity 2 (The Huddle)									
Ideas Forum									
Youth Activity 3 (The Huddle)									
CoM Staff Workshop									
Older Persons Group									
Multi-Cultural Hub									
Central Carlton Child Care									
North Melbourne Child Care									
Melbourne City Children’s Centre									

4 Response methodology

4.1 Engagement tools and questions

Engagement activities were designed to drive participants to the website for further information and engagement around the MFAP strategy. Activities also sought to elicit participants' feedback on actions to support the MFAP strategy.

To cater for the diversity of participants targeted, face-to-face questions around ideas to make Melbourne for all people were primarily through two engagement tools:

'MY IDEA IS...' POSTCARDS

In order to create an accessible method for participants to record their feedback on actions to support the MFAP strategy 'My idea is...' postcards were provided to community members and then placed on an 'ideas board' or hung on strings against the six key principles.

At each event engagement staff were present to explain both the principles, and objective of the postcard tool. Where possible, staff also provided written notes on drawn responses, and/or recorded conversation data separately whilst participants completed their postcards.

Postcards asked for demographic information on the reverse side, which participants could self-complete, if they wished.

Figure 5: Front and back sides of the 'My idea is...' postcard.

My idea is...

MELBOURNE FOR ALL PEOPLE 2014-2017

Please turn over →

Please complete the following:

My **postcode** is...

Please tick the following

I... **Live** **Work** ...in the city

Study **Visit**

Play

I am... **Female** **Male**

Rather not say

My **age** is...

Please keep me informed, my **email address** is...

MFAP STORYBOOKS

The storybook of the MFAP strategy sought to explain the six key principles in child-friendly language and seek ideas for actions to support the strategy through two questions. These questions were presented on tear-out pages for each of the six principles.

Questions and content were developed in collaboration with the specialist team at CoM. Questions asked against each principle were:

- What do you think?
- How can we make this better?

Staff or childcare practitioners were present to aid children in the completion of these storybooks, and to provide additional interpretation/narration of the children's input as required.

4.2 Collection of responses

Responses across all activities were collected to be incorporated into this report. This included:

- postcard and storybook information collated into spreadsheets
- ideas and actions from the Ideas Forum collated into spreadsheets
- Collection of notes from internal workshops and additional meetings run by CoM Staff
- Collection of reports from Participate Melbourne.

4.3 Interpretation of responses

Collected responses were clustered thematically by Capire against the six key principles. Where multiple themes applied, responses were allocated to the most prevalent theme. Where no theme was appropriate responses were clustered against an 'Other comments' category.

Responses from children in postcards or storybooks was interpreted based on the engagement staff notes on the images, which were available on the majority of children's responses recollections from engagement staff who were present, or where the image was deemed to be a 'best fit' based on similar imagery or the context of the response.

4.4 Formulation and presentation of findings

Comments and input from the various events were considered against the six key principles. The most common themes and responses against the six key principles have been reported in the following sections.

Section 5 outlines key insights which Capire believes are important for CoM to consider. These includes the most significant issues or comments we heard during the engagement both through the responses and our conversations with the community.

Section 6 discusses the metanarrative across engagement, focusing on broad clusters of community against life-stage.

5 Key findings

5.1 Key messages to the City of Melbourne

Below is a snapshot of the comments and thoughts heard across the engagement process.

- *'CoM is doing a great job. There are a lot of wonderful services already available. Keep up the good work'*
- *'The MFAP draft strategy is a great idea, but needs to be clearer in who it actually is for, and must be careful not to dilute the intent and actions of the previous four plans'*
- *'Make the strategy live. Don't just put it on a shelf and let it gather dust'*
- *'Safety, sustainability, localised issues and acknowledging, supporting and celebrating the diversity of people are all very important to us'*
- *'Provide spaces and opportunities for people to connect, to have an ongoing say about MFAP projects and local programming'*
- *'Significant improvement can be made by simply understanding and promoting the existing opportunities, services and networks available in the city. You don't necessarily need to invent a raft of new initiatives'*

5.2 Comments on the MFAP draft strategy

Many participants who commented on the MFAP draft strategy expressed strong support for the idea of using a life-course approach because they felt it would provide a more holistic way of connecting, engaging and supporting people throughout their lives.

However, we did observe that these participants also had questions about who the MFAP was for, and how it would interact with other current strategies and policies mentioned in or connected to MFAP such as the *Preventing Violence Against Women Strategy 2014-2017*.

One participant wanted to know if there were other strategies that would be absorbed or integrated in the MFAP that would address other member groups in the community besides the four outlined in the draft strategy.

Additionally, we observed some questions surrounding the issue of funding. Participants wanted to know how the MFAP would be funded. They also wanted to know whether the strategy would receive new funding or if it would take away funding from other strategies.

5.3 Principle ideas

Below are the top 12 ideas developed during the Ideas Forum. These have been used to summarise the ideas generated across the engagement activities. These top 12 ideas generally support the sentiments of the broader community engagement as outlined in Appendix A – which identifies the key themes discussed in and across each activity.

CONNECTION

- Promote connections between all people, not just the four groups in the plan. Make it a rights-based approach.
- Invest in facilitators or community activators for spaces.

SAFETY

- Invest in education campaigns on pedestrian habits and population flows in the city crossings.
- Improve late night safety after public transport stops and educate people on the consequences of excessive drinking.

LIFE-LONG LEARNING

- Create more learning hubs catering for different types of people.
- Facilitate more low scale, informal knowledge sharing and mentoring programs.

ACCESS AND INCLUSION

- Develop partnerships for creating innovative information for all people.
- Better sharing of spaces and no more stand-alone facilities.

HEALTH AND WELLBEING

- Better access to nutritious food via education and available facilities.
- Better acceptance of diversity by more inclusive facilities such as toilets, hubs and lockers.

HAVING A VOICE

- Make better use of local knowledge.
- Let people know how to have a voice.

5.4 Actions supporting the principle ideas

Following the top 12 ideas are a series of supporting actions recommended by participants (outlined at Appendix A).

1. PROMOTE CONNECTIONS BETWEEN ALL PEOPLE, NOT JUST THE FOUR GROUPS IN THE PLAN. MAKE IT A RIGHTS-BASED APPROACH

- Convene informal 'tea parties' in neighbourhoods around community concerns.
- Use food to celebrate diversity, share stories, and connect people. Activities could include food hubs, cooking classes, street BBQs or community cafes and gardens.
- Create a robust and regular evaluation process, to understand who this strategy is actually engaging, empowering and catering to.
- Provide ongoing support to Carlton Harmony Day and other events that promote connections between cultural and linguistic divides.

2. INVEST IN FACILITATORS OR COMMUNITY ACTIVATORS FOR SPACES

- Embed 'shared space' criteria in community grants assessments.
- Conduct a place-based audit of community sentiment towards areas of the City to identify which areas need less or more work to activate them.
- Align events occurring across the city to strengthen city-wide support for local activity such as aligning University

of Melbourne's 'Knowledge Week' with CoM's 'Festival of Ideas'.

- Identify local influencers who may be recruited to feed into space activation plans.

3. DEVELOP PARTNERSHIPS FOR CREATING INNOVATIVE INFORMATION FOR ALL PEOPLE

- Continue to support training and employment of people living on housing estates.
- Smart phone apps showing access to parking, accessible cafes and restaurants, with the opportunity for users to rate, comment and make suggestions.
- Identify links to organisations and businesses that support MFAP goals.
- Provide information in a variety of formats to cater to different ages, backgrounds and abilities.

4. BETTER SHARING OF SPACES AND NO MORE STAND-ALONE FACILITIES

- Conduct an audit of vacant spaces in the city to identify opportunities for better utilisation.
- Create a series of mobile initiatives that can move through and fill different vacant spaces.
- Facilitate more programs within the Town Hall by making it more accessible to small groups.
- Create a designated space for multicultural and diverse communities in the new plan for Queen Victoria Market.

5. INVEST IN EDUCATION CAMPAIGNS ON TOPICS SUCH AS PEDESTRIAN HABITS AND POPULATION FLOWS IN THE CITY

- Share ongoing statistics with the community to show whether we are a 'safe' city.
- Educate bicycle users on road rules so that they can follow them and better planning of roads to accommodate the bicycle so it doesn't create bad behaviours.
- Create a 'Move Mindfully' program that encourages self-awareness and respect of others while travelling through public space.

6. IMPROVE LATE NIGHT SAFETY AFTER PUBLIC TRANSPORT STOPS AND EDUCATE PEOPLE ON THE CONSEQUENCES OF EXCESSIVE DRINKING

- Create a 'How do you get home safely' awareness campaign focusing on safe spaces, and transport options after hours.
- Increase lighting in dark or dangerous areas by installing solar-powered and movement-activated systems.
- Promote or create safety points available throughout the city – where people can go at any hour and push an emergency button when they feel unsafe.

7. BETTER ACCESS TO NUTRITIOUS FOOD VIA EDUCATION AND AVAILABLE FACILITIES

- Use empty market spaces for 'second-bite' style sales of older fresh food at a reduced price to make unprocessed foods more affordable.

- Promote the normalisation of food growing in the city and urban agriculture.
- Create community gardening opportunities in some parks.

8. BETTER ACCEPTANCE OF DIVERSITY BY MORE INCLUSIVE FACILITIES SUCH AS TOILETS, HUBS AND LOCKERS

- Create more common spaces for youth with a more holistic approach to their mental and physical health.
- Provide interpreters and live captioning on request so people can attend events and programs.
- Audit existing facilities to find simple solutions for better acceptance of diversity.
- Embed diversity and accessibility as a focus in all facilities and services, and facilitate better communications within and between tiers of government.



**9. CREATE MORE LEARNING HUBS
CATERING FOR DIFFERENT TYPES OF
PEOPLE**

- Create a database to identify spaces, existing hubs, public spaces and hidden or under-utilised places.
- Facilitate intergenerational learning and the sharing of life-skills.
- Run an 'open mic' program for story-telling and sharing in public spaces such as parks.
- Ensure libraries have a range of accessible materials such as Braille, audio, print, and places to learn to access this information.

**10. FACILITATE MORE LOW SCALE,
INFORMAL KNOWLEDGE SHARING
AND MENTORING PROGRAMS**

- Generate 'day in the life' tours by people with disability or from diverse cultural backgrounds.
- Programs to encourage more work experience opportunities for people entering or re-entering the workforce.
- Embed 'learning' as an outcome target in all community participation.
- Create connections between existing classes and courses and the accessibility support that organisations such as Vicdeaf can provide.
- Fund artists to engage community in sharing ideas and knowledge.

**11. MAKE BETTER USE OF LOCAL
KNOWLEDGE**

- Set up a speaker's corner in the CBD.
- Engage facilitators or ambassadors in local areas to activate it, and share their local knowledge.
- Build capacity across Council to have the skills and knowledge to engage appropriately Aboriginal peoples.
- Use existing organisations and networks to access, engage and educate communities.
- Investigate how to build better connections between local voices, local government and state government.

**12. LET PEOPLE KNOW HOW TO HAVE A
VOICE**

- Always provide alternative communication channels such as Auslan.
- A 'Have your say' app and website that is connected and promoted via social media much like the City of Sydney.
- A balance of on-line activity and street-based pop-ups.
- Create 'My voice' pods in the city where people can go and record an idea, thought or suggestion. These could also be used to advertise community consultations.

6 The community conversation

More than 320 people participated in the engagement activities. Across all activities, we observed a generally high level of positive interest. Often people attending were most interested in the impacts that MFAP was likely to have on their local area and daily lives in the future.

The majority of our conversations involved an introduction to MFAP, detailing the role of the engagement, and the key objectives and outcomes. Many of our discussions also aimed to educate participants on the MFAP draft strategy, and discussion around the way they felt the CoM of Melbourne could improve its services for all people.

Given the wide-ranging scope of the MFAP draft strategy, many participants seemed to discuss their own needs or ideas relating to the immediate context of the conversations. For example, children exiting dance classes were keen to see the CoM provide further opportunities for children and others to dance.

Below is a summary of our key observations from all engagement activities, arranged according to the strategy's key thematic framework.



CONNECTION

While there was a wide range of responses across engagement activities and community cohorts, the majority of participants told us that connection was an important part of their daily lives. Throughout the conversations across the different activities there were two types of connections that participants focused on: personal and infrastructure.

Many felt that increasing connections across both would benefit their communities. This included creating additional facilities to host a wide range of events, providing stronger services, and creating new programs for communities across Melbourne. Participants felt that these new personal and community connections would be supported by more efficient and safer means of transport across the city.

Children frequently coupled conversations about personal and community connections with ideas relating to physical activity. One participant told us that 'Melbourne should increase funds for sport because sport brings people together' while another young participant shared their wish for 'more outdoor free dancing'.

We heard others talk about wanting more 'camping places for adults and kids'. Many children also suggested more community centres so that they would have a place to go, or more places 'for young people and old people to be together'.

It was also observed throughout the information pop-ups there was a general support amongst adults for the increase in more low-cost, reliable and safe public transport. This included a focus on inclusive design of streets, trams, trains and enhanced cyclist routes.

One participant mentioned that it would be good if 'public transport was made a more economically viable option for people' while another told us that it was 'difficult to navigate public transport and sidewalks for disabled people and people with prams'. Many adult participants also mentioned to us that they would like to see more 'festivals and family oriented events' throughout Melbourne. One participant added that they wanted 'more free festivals and better promotion so tourists can join in and feel a part of the community'. Promotion of 'street vendors who create hubs of social activity' was also mentioned.

The Ideas Forum generated many ideas from participants, often focusing on reducing both social and physical barriers between individuals and larger communities. One participant told us that all 'festivals, workshops and activities should have Auslan interpreters and/or live captioning for those with limited or no hearing'.

Another participant shared that 'we should reduce the social isolation of seniors by strengthening their connections to community centres and events'. We heard another participant mention that it is important to 'alter perceptions of aged

specific groups i.e. senior citizens clubs could be renamed'. This idea was furthered by other participants who told us that activities and events should seek to bring people together - 'to break down generational barriers and help to build relationships'.

While social barriers were the focus of the discussion, some participants focused their ideas on reducing the physical barriers that might be prohibiting connection. One participant told us 'there should be more advertising for scooters for hire, and pumps to blow up tires around the city'. Another mentioned that there should be 'better and more visible directional signage at stations and on public transport'. Furthermore, two participants shared that they wanted to have 'all transport information in accessible formats' for the blind and deaf, and at lower heights for children, elderly and those in wheelchairs.

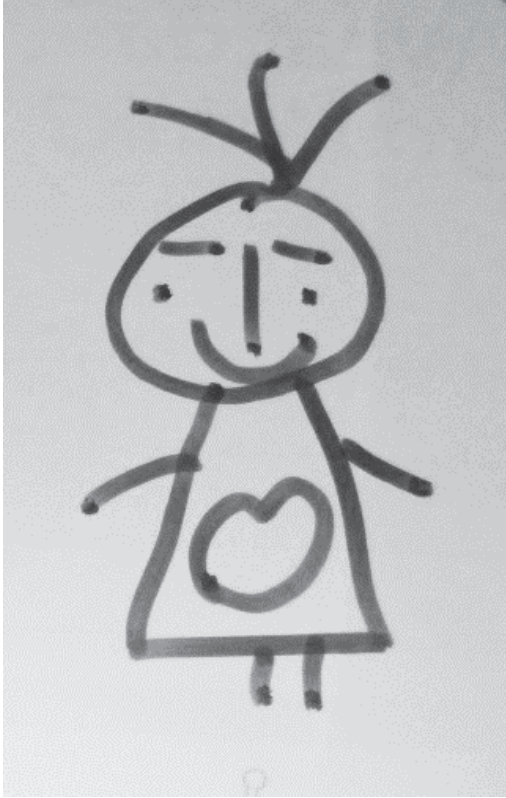
ACCESS AND INCLUSION

The principle of access and inclusion was among the most popular topics. Responses mainly focused on creating stronger links between current services and infrastructure and the implementation of inclusive formatting and sharing of information.

Many participants believed that the ability to access information in a suitable means empowered them to be more included. Some participants felt that 'programs, facilities, and services are not accessible if people cannot get to them, and that stronger integration of public transport and footpath links are essential' to creating access for all individuals.

Participants in the youth activities, information pop-ups, and the Ideas Forum

focused on providing better facilities to those who are disabled or disadvantaged. Children, in particular, told us to provide areas that were safer and accessible for those who needed them.



One participant told us that 'Melbourne needed to be more youth safe by providing areas for them to go' while another participant told us that there should be 'more parks and more youth events'. Another participant wanted 'more help services to help disadvantaged children'. Despite a general focus on youth access, other participants suggested that there should also be 'somewhere safe to rest for the homeless, with cheap meal credits'.

At the information pop-ups participants generally focused on access as physical infrastructure, primarily access for children and those with disabilities. One participant shared with us that they wanted 'more spaces for children with playgrounds and gardens to play in and explore'. Other

participants agreed, saying there should be 'lots of small parks for children and families to hang out in that are well lit'. We heard another participant talk about 'having accessible areas for all people with disabilities such as sensory gardens for kids and adults'. There were a few participants who felt strongly about the introduction of decentralised public areas in the CBD with accessible toilets and facilities.

A key idea to emerge from the Ideas Forum was the creation of smartphone apps that could provide information on the accessibility of shops, restaurants, and facilities throughout the City of Melbourne. One participant felt that the 'provision of information should be in a range of formats and widely distributed' while another participant felt that an 'app could include mobility quality, walkability, services for young children, and provide an opportunity for the community to rate and make comments or suggestions about how the spaces can be more accessible to all'.

The idea of inclusion was strongly integrated into the discussion on access, however there were several participants whose ideas focused primarily on education and information as the keys to successfully including individuals and groups. One participant told us he felt that this was best achieved through 'building collaborative spaces that encourage all in the community to work together to achieve common goals'. Another participant shared that it was important to 'continue to support training and employment of people living on housing estates'. Participants felt there could be more 'Your Rights' training and education programs. More than one participant raised the idea that existing services were good, but could be improved to be more accessible and inclusive before creating new ones.

SAFETY

Participants felt very strongly about safety in terms of both individual needs and community needs. Conversations across all the different activities were focused on services and the need for improvement and better maintenance of existing infrastructure. Individual safety needs were further broken down into how pedestrians, cyclists, and those needing additional assistance could safely navigate the city, and ensuring the safety of individuals regardless of age, sex and or race. Community needs were focused on the provision of public areas where participants could engage with others safely.

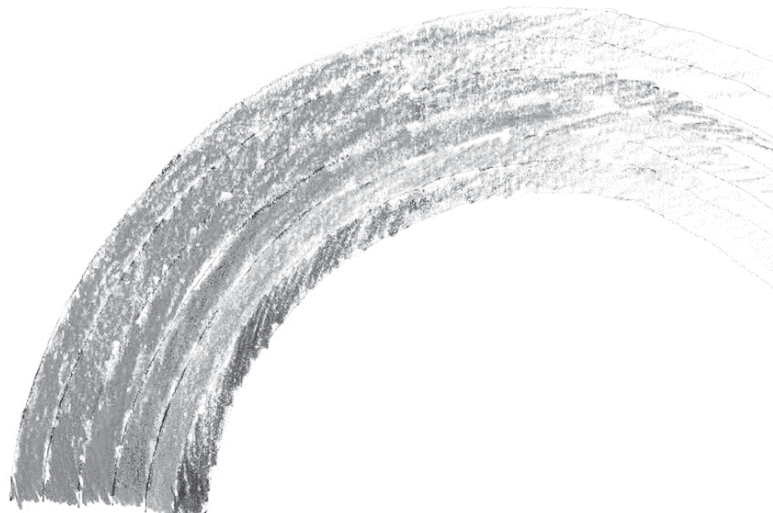
There were a number of children and youth who felt that they sometimes did not feel safe in both public areas and in their neighbourhood. While their reasons varied, many participants expressed a desire for better lighting so they could 'feel safe' while riding their bikes and playing in parks. One participant told us that they did 'did not feel safe in shopping centres and unsafe in car parks between cars'. Another participant asked for 'more lights on the street when I ride my scooter' while another participant asked for 'more light around the street because maybe there are bad people and you can't see them'.

Children and youth also expressed an interest in an increased police presence and community centres that focused on aiding those experiencing emergencies. One participant told us that they wanted 'the City of Melbourne to improve the safety of community so we can have more police around as we are close to the city'.

The information pop-ups received responses that focused on the divide between pedestrian and cyclists safety with one participant feeling there was a need

for 'education for motorists on the laws surrounding cyclists on the road' and another wanting 'bike paths that were also clearly marked for pedestrians'. Several participants nominated the ideas of a 'Keep Left' or a 'Move Mindfully' campaign in the city to educate pedestrians on how to maintain awareness of others and reduce congestion, especially entering and exiting public transport. Another participant felt that the 'design of better roads to accommodate all modes of mobility to reduce frictions between pedestrians, cyclists, and drivers' would help in navigating the city. One participant shared that they thought that crossings could be made safer by being more accessible and providing different types of notification to those who might be deaf, blind, or of limited mobility.

Finally, a large part of the Ideas Forum focused on individual safety and how we can ensure that advertising, strategies, policies, and cultural programs throughout the city will not perpetuate sexism, racism or stereotypes. Instead the city should focus on creating a safe environment that educates people about 'antisocial behaviours' and provide safe modes of transportation home at all hours.



HEALTH AND WELLBEING

The theme of health and wellbeing received some of the highest numbers of responses, with participants across all activities able to personally connect and respond to this area of the draft strategy.

At the information pop-ups, participants' ideas about the theme generally focused on creating spaces, places and opportunities for people to be more active, especially outdoors. Ideas ranged from sporting grounds, pools and parks to improved public space such as 'at least one non-smoking street in the CBD' and 'protected bike paths all through the city' which encourage people to ride bicycles.

Young people in particular were very supportive of increased sporting facilities and 'exercise playgrounds' within the City of Melbourne. There was an understanding within this group that sport is about more than just creating health, but for all-round wellbeing, as one participant noted 'sport brings not only friendship but a sense of achievement and creates character.' A number of young people also thought that 'more rubbish cleanups' and 'less littering' were important to improving the overall health of the city.

The Ideas Forum on the other hand revealed a slightly broader response to this theme, with one participant suggesting that 'health and wellbeing should be the overall aim rather than a separate principle' in the MFAP strategy. The group supported a focus on better access to nutritious food via education and facilities with ideas around local (city) food production, supported community gardens and increased information sharing. One participant suggested that 'council should model local sourced food supplies for local council services....linked to community gardens and social enterprise' along with

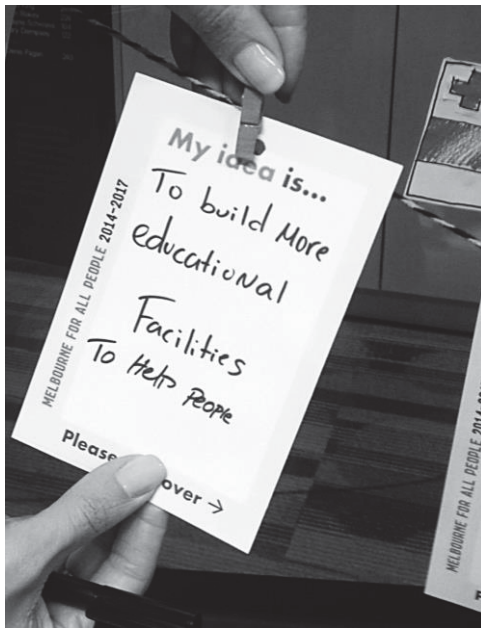
offering educational programs around healthy food options and support for local food growing.



Another focus of the Ideas Forum was better acceptance of diversity by more inclusive facilities and programs ranging from medical and mental health services, to community hubs and lockers. Much of the feedback linked quite strongly back to the previous theme of *access and inclusivity* and making all people and groups feel safe in the city. As one participant stated if 'communities feel safer (it) translates into better health outcomes for these communities'. There was support promoting 'public spaces that are inclusive, safe and allow healthy and social behaviour' which in turn creates a more cohesive community and can 'improve mental health with a sense of belonging'.

One participant did note that 'thriving is not the same thing for all of us' and

encouraged council to continue 'auditing and mapping different community members ideas and visions for what health and wellbeing and obstacles against, mean to them personally' regularly as part of the MFAP strategy to ensure that services/ supports are being targeted correctly.



LIFE-LONG LEARNING

Participants across all locations and engagement activities recognised the importance of education both as part of their lives and part of the MFAP strategy, however there were less responses recorded under this theme.

The conversations across the engagement period generally touched on two types of learning: formal (through learning centres, schools and libraries) and informal (through mentoring, skill sharing and communal activities). Many people valued the opportunity for people of all ages and abilities to connect with a variety of learning options on whatever level they felt comfortable, most often related to their stage of life, need or interest.

In conversations with children and young people there was a focus on more formal learning options, reflecting issues they encountered in their own lives. Responses from this group included 'build more educational facilities to help people' and 'extra tutors', but also acknowledged the need for life-long learning, with one of the youngest participants requesting 'places for old people to read and learn'. Other ideas, gathered at the Ideas Forum in particular, focused on improving existing services such as libraries to make them more accessible, relevant and better utilised by all sectors of the community.

There was strong interest across all the engagement activities in flexible, informal options that give all people a chance to come together, share and learn. This was represented in ideas such as 'community art and music spaces where everyone can have a go' or 'more events for learning a new skill - sharing a skill from different community members'. Some participants extended this idea to encompass community building through personal, human learning with ideas such as an 'all abilities camp (for) everyone to experience being disabled' or 'day in the life tours by different people sharing a part of their lives'. Learning which allows people to integrate with others in the community had high value, with one participant suggesting to 'provide more Auslan classes so deaf people can integrate (and) communicate with other people'.

Free programs and learning options were also identified as important to allow all people, regardless of financial position or background, to have access to opportunity and knowledge. Participants identified that these could take place in under-utilised areas of the city and could be 'temporary pop-up platforms' which allow different activities.

HAVING A VOICE

Participants were very supportive of the theme of having a voice being included within the strategy. Ideas and discussions were primarily centered around learning and teaching people how to have a voice and ensuring there are appropriate forums for people to share their voice'. One participant told us 'that opportunities to have a voice need to be made more visible and the community must be informed of them'. Another participant felt that there 'should be physical spaces and environments for public debate and deliberative democracy'.

The different activities yielded a series of ideas that were education driven and heavily focused on opportunity. The youth activities produced ideas that supported that children and youth were not only interested in having a voice but wanted formal opportunities to have discussions with others in their communities. One participant told us that 'there should be a different week for teenagers, young couples, and pensioner's to have a voice. Another participant shared their idea for 'a children's conference, so we can hear what children want in their city'.

The information pop-ups and Ideas Forum revealed a heavy focus on the question of how to best connect with people in the community and allow them to have a voice. One participant stated that there 'needs to be various ways to hear from communities' and another participant suggested 'connecting people and facilitating information sharing and feedback through libraries'. Many participants discussed the need to involve both youth and the elderly in having a voice and the potential for a 'have your say App or website that is connected and promoted by the City of Melbourne through social media'. Another participant suggested that an App could 'provide continual feedback regarding specific place and instance based performance ratings and improvement of ideas'.

We observed that some participants felt there would need to be 'more support for seniors in order for them to educate themselves about social media and computer skills' and that a children's 'app might employ 'layers and pop-up points as access kiosks' in order for both groups to be reached and have an opportunity to have a voice'.



Appendix A

Thematic analysis of participant comments across face-to-face activities.

	Kensington Recreation Centre Pop-up	Federation Square Pop-up	ArtPlay Pop-up	CAE Pop-up	Youth Activity 1 (CoHealth)	Youth Activity 2 (The Huddle)	Ideas Forum	Youth Activity 3 (The Huddle)	CoM Staff Workshop	Older Persons Group	Multicultural Hub	Central Carlton Child Care	North Melbourne Child Care	Melbourne City Children's Centre
CONNECTION														
Improved public transport	✓		✓	✓	✓	✓	✓	✓	✓	✓				✓
Cheap/free public transport				✓	✓	✓		✓						
Connect cultures and/or communities through food		✓	✓				✓	✓	✓					
More intergenerational activities		✓	✓				✓		✓	✓				✓
More community centres/hubs				✓	✓		✓							
Engage local communities directly	✓			✓			✓		✓	✓				
More engagement with the elderly							✓		✓					
Improve signage around the city							✓						✓	
Promote active street vendors			✓											

	Kensington Recreation Centre Pop-up	Federation Square Pop-up	ArtPlay Pop-up	CAE Pop-up	Youth Activity 1 (CoHealth)	Youth Activity 2 (The Huddle)	Ideas Forum	Youth Activity 3 (The Huddle)	CoM Staff Workshop	Older Persons Group	Multicultural Hub	Central Carlton Child Care	North Melbourne Child Care	Melbourne City Children's Centre
Leverage pre-existing spaces/facilities							✓		✓					
ACCESS & INCLUSION														
More activities for children	✓	✓	✓						✓				✓	✓
More events/activities for youth		✓	✓				✓	✓	✓					
Use smart technology to access people							✓		✓					
House youth with the elderly				✓										
Pram friendly public transport	✓			✓			✓							
Increase car parking	✓													
Improve wheelchair access		✓	✓	✓			✓					✓		✓
Assistance for hearing impaired							✓					✓		
More bicycle paths/lanes		✓	✓	✓					✓					
More employment opportunities							✓	✓						
Improve services for the disadvantaged			✓				✓	✓						✓
More festivals and events		✓	✓	✓			✓	✓						

SAFETY		Kensington Recreation Centre Pop-up	Federation Square Pop-up	ArtPlay Pop-up	CAE Pop-up	Youth Activity 1 (CoHealth)	Youth Activity 2 (The Huddle)	Ideas Forum	Youth Activity 3 (The Huddle)	CoM Staff Workshop	Older Persons Group	Multicultural Hub	Central Carlton Child Care	North Melbourne Child Care	Melbourne City Children's Centre
More shelter		✓			✓			✓							
Bicycle safety and security		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Less cars in the city					✓	✓				✓					
Prioritise pedestrian safety					✓	✓	✓	✓	✓		✓		✓	✓	✓
Improve lighting		✓			✓	✓	✓	✓	✓						
Safe spaces					✓	✓					✓			✓	
Make the city safer for youth					✓	✓	✓	✓	✓		✓				
More police							✓				✓				✓
Build more volunteer services/opportunities							✓	✓		✓					
HEALTH & WELL-BEING															
More outdoor activities		✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
Encourage bicycle use				✓	✓		✓								
Healthy food options		✓	✓		✓		✓	✓							

Kensington Recreation Centre Pop-up	Federation Square Pop-up	ArtPlay Pop-up	CAE Pop-up	Youth Activity 1 (CoHealth)	Youth Activity 2 (The Huddle)	Ideas Forum	Youth Activity 3 (The Huddle)	CoM Staff Workshop	Older Persons Group	Multicultural Hub	Central Carlton Child Care	North Melbourne Child Care	Melbourne City Children's Centre
More education around health			✓	✓		✓						✓	
Less smoking in the city			✓	✓									
More sports funding/facilities				✓	✓						✓		
More gardens and parks			✓	✓		✓					✓	✓	✓
Environmental sustainability			✓	✓		✓	✓						
Encourage more charity				✓									
LIFE-LONG LEARNING													
More intergenerational learning						✓		✓	✓				✓
Facilitate access to information						✓			✓				
More education opportunities				✓	✓	✓	✓	✓		✓			✓
More teaching of English							✓	✓					
Extend library hours			✓			✓				✓			
Library content in more formats and languages						✓				✓			
More learning in childcare													✓

