

Borough of Queenscliffe Health and Wellbeing Action Plan 2017–2021



DOCUMENT CONTROL

Version No.	Date	Purpose	Signed by CEO
1.0	19 September 2017	Public Health and Wellbeing	

1. BACKGROUND

1.1 Context

The Borough of Queenscliffe and its stakeholders play a vital role in protecting, improving and promoting public health and wellbeing within the municipal district. The *Public Health and Wellbeing Act 2008* sets out the statutory framework for Council's health and wellbeing responsibilities.

Council's aim is to achieve the highest standards of health and wellbeing for the members of our community across their life course, from early childhood, to adolescence and youth, right through to adulthood and ageing. Good health and wellbeing leads to positive outcomes such as increased life expectancy, reduced disease and illness, greater community participation and a stronger economy.

Our plan is part of a shared vision for the state, 'where we have a Victoria that is free of the avoidable burden of disease and injury and where all Victorians can enjoy the highest attainable standards of health, wellbeing and participation at every age' (Victorian Public Health and Wellbeing Plan 2015–2019, State of Victoria 2015).

1.2 What is a Health and Wellbeing Action Plan?

A Health and Wellbeing Action Plan is a plan that lists priorities and actions for implementation that will protect, improve and promote health and wellbeing within the community.

Health and wellbeing plan methodology includes:

- Examining data about health status and health determinants in the municipal district.
- Identifying goals and strategies for creating a community in which people can achieve maximum health and wellbeing.
- Involving the community in the development, implementation and evaluation of the plan.
- Developing partnerships with the Department of Health and Human Services and other agencies to accomplish the goals.
- Making reference to the Council Plan prepared under section 125 of the *Local Government Act 1989* and the municipal strategic statement prepared under section 12A of the *Planning and Environment Act 1987*.

Prior to putting forward priorities, the examination of data and determinants of health specific to the Borough of Queenscliffe was undertaken. Consideration was given to the Council Plan 2017–2021 and Victorian Public Health and Wellbeing Plan 2015–2019.

After engagement with internal and external stakeholders, priority areas and actions were detailed in the plan. Community consultation was completed and three health and wellbeing priorities and actions were chosen.

1.3 Health and wellbeing in the Borough of Queenscliffe

Health and wellbeing data specific to the Borough of Queenscliffe is sourced from the VicHealth Indicators Survey 2015, Victorian population Health Survey, G21 Health and Wellbeing Pillar, the Australian Early Development Census Report 2015, 2016 Community Satisfaction Survey, Australian Bureau of Statistics 2016 and Department of Health and Human Services Local Government Profiling.

Our population data gives us an indication of potential health and wellbeing considerations.

Population Data

	Borough of Queenscliffe	Victorian Average
Babies and Pre-schoolers (0-4)	2.7%	6.3%
Children (5-17)	11.9%	15.5%
Adults (18 – 59)	34.8%	57.3%
Mature Adults and Seniors (60 – 84)	45.3%	18.8%
Elderly (85 and over)	5.2%	2.2%

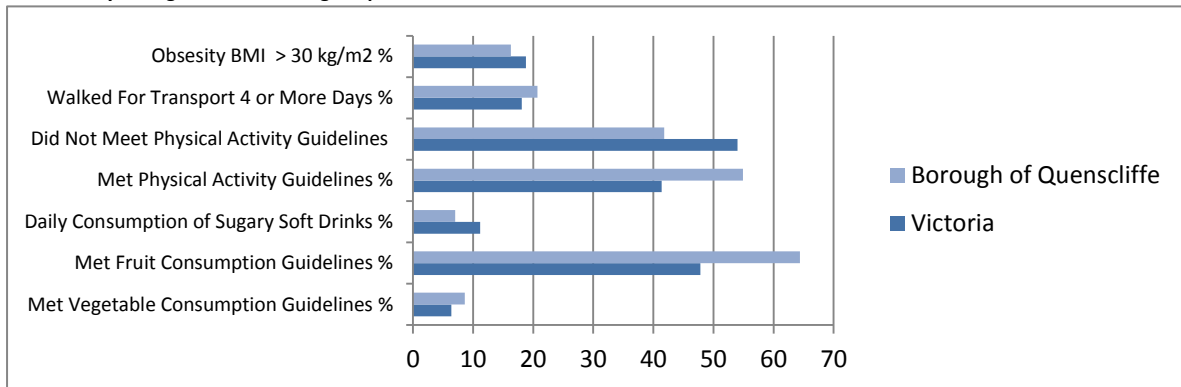
VicHealth indicator Surveys (2011 and 2015) found that in 2015 residents within the Borough rated their wellbeing at 84.0 out of 100, compared with the state average of 77.3, which is a great result. Life satisfaction scored 8.5 out of 10, compared to the state average 7.8. This was the highest in Victoria. When compared to the state, the Borough of Queenscliffe recorded higher ratings in the following areas:

- Volunteering (highest in Victoria)
- Participation in citizen engagement
- Attendance at arts and cultural activities
- Community safety
- Visitation to open space
- Subjective wellbeing
- Attendance at maternal child health services
- Availability of transportation

Key Borough of Queenscliffe Statistics

- Our population is older than Victoria’s average with 11.5% of the Borough’s population aged between 0 and 15 years, compared to 18.3% for Victoria; and 50.5% of the Borough’s population aged 60 years and over, compared with 21.0% for Victoria (2016 ABS Census).
- There are 2,853 permanent residents, living in 2,802 dwellings, with an average household size of 2.00.
- The 55.9% of private dwellings unoccupied during the 2016 census is indicative of the large temporary population as many property owners only holiday or live part-time in the Borough.
- 58% of the permanent resident population live in Point Lonsdale.
- 50.5% of the population is aged over 60.
- The three largest ancestries are English, Australian, and Irish.
- 1,051 people (35%) have a tertiary qualification. (2011 ABS Census)
- 1,153 people are employed. There is a high proportion of retirees and semi-retirees.
- 77.9% of homes in the Borough of Queenscliffe have a broadband internet connection.
- The Borough’s population fluctuates due to tourism attraction and increases to around 17,120 people over the summer period. (Source: National tourism data)

G21 Healthy Eating and Active Living Snapshot



2. ROLES AND RESPONSIBILITIES IN HEALTH AND WELLBEING

2.1 Local Government

Council provides a range of services and activities that directly affects community health and wellbeing outcomes:

- Maternal Child Health Services:
 - Communicable disease control through immunisation services.
- Environmental Health:
 - Provision of safe and healthy food through food safety surveillance.
 - Mosquito control and infectious disease outbreak investigations.
 - Tobacco control activities to reduce the prevalence of smoking.
- Local Laws:
 - Protection of amenity through the application of Local Laws.
- Aged and Disability Services:
 - Support of independent living and active and physical ageing.
- Arts, Culture and Tourism:
 - Facilitation of events to enable physical and psychological wellbeing.
- Parks, Open Space and Project Management:
 - Creation, maintenance and enabling of environments conducive to health and wellbeing.

2.2 Victorian State Government

The state of Victoria health and wellbeing objectives are set out in the *Public Health and Wellbeing Act 2008*, with an overarching aim to reduce inequalities in health and wellbeing. The State Plan 2015–2019 builds on the previous plan with new evidence, international developments, best practice and alignment with wider government policies. The State Plan has identified six key priorities:

- Healthier Eating and Active Living
- Tobacco free living
- Reducing harmful alcohol and drug use
- Improving mental health
- Preventing violence and injury
- Improving sexual and reproductive health.

Consideration was given to the six state priorities and three priorities were selected for inclusion into the Borough of Queenscliffe Health and Wellbeing Action Plan.

- Healthier eating and active living (priority 1)
- The prevention of violence and injury (priority 2) and
- Improving mental health (priority 3).

2.3 G21 Regional Alliance

The G21 Regional Alliance is made up of five Local Governments in the Barwon South West Region: the Borough of Queenscliffe, Colac Otway Shire Council, City of Greater Geelong Council, Golden Plains Shire Council and Surf Coast Shire Council. The G21 Health and Wellbeing Pillar support's health services from across the G21 region that are working to improve community health and wellbeing, notably Bellarine Community Health and Barwon Health. G21 works in partnerships across many sectors and organisations to support healthy places, people and coordinated care.

2.4 United Nations

Countries around the world adopted a set of goals to end poverty, protect the planet, and ensure prosperity (health and wellbeing) for all as part of a new sustainable development agenda. There are 17 goals listed with specific targets to be achieved over the next 15 years. For the goals to be reached, everyone needs to do their part: governments, the private sector, civil society and people in the community. Our Health and Wellbeing Action Plan includes goals 3 - Good Health and Wellbeing and Goal 5 - Gender Equality.

3. PRIORITIES & ACTIONS

Priority 1: Promoting Active Living and Supporting Healthy Eating

Goal: To increase participation in physical activity and improve policies and practices designed to increase consumption of healthy food and drink.

What	Who	How
1. Provide and enhance the accessibility of paths and trails in the Borough.	Borough of Queenscliffe	<ul style="list-style-type: none"> • Complete the Borough of Queenscliff Footpath Strategy. • Construct a new pathway from Citizens Park to the Ocean View Carpark. • Enhance paths and trails through the Point Lonsdale Lighthouse Reserve. • Develop safe pedestrian routes as part of the Footpath Strategy. • When redeveloping local environments consider factors such as lighting, footpaths, traffic speeds to enhance public safety.
2. Enhance the range and quality of sporting facilities at the Queenscliff Recreation Reserve.	Borough of Queenscliffe	<ul style="list-style-type: none"> • Complete construction of netball, cricket and football facilities as per the approved Master Plan.
3. Enhance the range and quality of sports club participation opportunities with a focus to address the imbalance in participation rates.	Borough of Queenscliffe Queenscliff Community Sports Club	<ul style="list-style-type: none"> • Ensure the new upgrade of the Community Sports Club facilities fully considers design principles to ensure access for all regardless of gender, age or ability. • Facilitate a quality junior and senior community sports club competition across football, netball and cricket. • Establish and operate a community gymnasium at the Monahan Centre. • When constructing new infrastructure or recreational space, meet planning and design principles that enable and promote participation of women and girls in sport and recreation.
4. Increase the level of children’s participation in physical activities.	Borough of Queenscliffe Queenscliff Kindergarten Queenscliff Primary School Point Lonsdale Primary School St Aloysius Primary School G21	<ul style="list-style-type: none"> • Promotion and participation in the ride to or walk to school day. • Promotion and or participation in the Marine Discovery Snorkelling Program. • Promotion and or participation in the Kinder Explorer Program. • Involvement in G21 Health and Wellbeing Pillar.
5. Promote healthy eating policies and or behaviours in the community and at all early years settings, events, community group settings and Council lease buildings.	Borough of Queenscliffe Bellarine Community Health G21	<ul style="list-style-type: none"> • Assist childcare centres, kindergartens and schools to meet healthy eating benchmarks. • Participate in the Regional Food Alliance Group and Healthy Market Basket Survey.

Priority 2: Gender Equity and Respectful Relationships

Goal: Preventing violence against women before it occurs by addressing the known contributors to such violence, reducing the adoption of stereotypical roles by men and women and challenging permissive attitudes towards violence against women.

What	Who	How
<p>1. Develop a whole of organisation approach to gender equity and respectful relationships.</p>	<p>Borough of Queenscliffe G21 Women’s Health and Wellbeing Barwon South West</p>	<ul style="list-style-type: none"> • Adopt the G21 Strategic Plan preventing and addressing violence against women and children in the 21 Region 2016–2020. • Undertake an annual gender equity assessment of the workforce as part of Council’s four-year People Plan. • Consideration of gender equity and respectful relationships issues at year end for inclusion in Council’s People Plan. • Promote positive employment policies regarding general employment arrangements (breastfeeding, childcare, cultural and ceremonial duties), protection against family violence and having employee support services in place (Employee Assistance Program).
<p>2. Foster local leadership to gain a commitment to improve knowledge, attitudes and behaviours around gender equity and respectful relationships.</p>	<p>Borough of Queenscliffe G21 Women’s Health and Wellbeing Barwon South West</p>	<ul style="list-style-type: none"> • Implement joint strategies and initiatives with community partners. • Mayor, Councillors and community leaders to raise awareness on gender equity and respectful relationships through the media. • Endorse the Victorian Local Government Women’s Charter. • Participate in the International Women’s Day and White Ribbon Day as part of 16 days of Activation. • Support and train staff as part of the ‘take a stand’ training through Women’s Health and Wellbeing South West.

Priority 3: Improving Mental Wellbeing

Goal: Building community resilience through creating safe, respectful and equitable communities, workplaces and public environments.

What	Who	How
1. Increase community perception of neighbourhood safety.	Borough of Queenscliffe	<ul style="list-style-type: none"> • Communicate and educate the community to demonstrate the high level of safety in the Borough. • Support the neighbourhood watch program.
2. Encourage volunteering, community participation and social connections.	Borough of Queenscliffe	<ul style="list-style-type: none"> • Facilitate and promote events and activities such as the Men’s Shed, Arts Trail, Youth Art Exhibitions, Seniors Festivals and Queenscliff Music Festival. • Connect and communicate health and wellbeing matters across organisations targeting vulnerable populations (newsletters, publications, website and email). • Promote volunteering and positive inclusion programs such as Refugee Week and Volunteer Week. • Provide community grants to organisations that encourage community involvement and social support.
3. Promote activities and initiatives that improve health and wellbeing of young persons and that encourage development of social and emotional skills.	Borough of Queenscliffe Barwon Health Bellarine Community Health	<ul style="list-style-type: none"> • Establish a network of agencies to identify and share initiatives that aim to help connect youth to their communities and focus on those who experience lower mental wellbeing and resilience. • Promote Mental Health Week every October.

4. Implementing and reporting on the Health and Wellbeing Action Plan

The priorities and actions contained within this Plan will be implemented through:

- Internal business units within Council as part of their operations and projects.
- In collaboration and shared responsibility with external partnerships, as part of a service agreement or via a Memorandum of Understanding (MoU).

Reporting is undertaken throughout the life of the plan so that health outcomes are maximised and health and wellbeing is at the forefront of how Council conducts its business.

Reporting on health and wellbeing priorities forms a key part of the Council Plan. Strategic plans and individual projects that contain health and wellbeing actions are reported to Council and the community through internal and external media. Examples include Council reports, monthly project status updates, Councillor Communique, Borough Bites, local news outlets and via Council's website: www.queenscliffe.vic.gov.au.

References

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- Strategic Plan, Preventing and addressing Violence Against Women and Children in the G21 Region 2016–2020
- Counting the costs of tobacco and the benefits of reducing smoking prevalence in Victoria, Department of Human Services 2006
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