



## OUR PEOPLE

One of the main aims of the W2040 community plan will be to create conditions where everyone living in Warrnambool can enjoy better health and wellbeing.

It is important to acknowledge that the health and wellbeing of Warrnambool's people will not improve simply by increasing the provision of health services or imposing public health solutions from 'above'.<sup>1</sup>

Creating a community which supports healthier choices and provides access to healthier environments – for families, workplaces, schools, sports, arts, and on-the-ground as well as online communities - are critical to improving outcomes for people. Strong, committed and productive partnerships across sectors and settings are also an essential ingredient to addressing inequity and improving health and wellbeing over time.

Like most of the world, Australia and Warrnambool in turn, has an ageing and increasingly urbanised population and ever-widening inequities – geographic, socioeconomic and educational disadvantages and disparities are growing. These factors that have already, and will continue to contribute to progress and development – globalisation, urbanisation and advances in communications technology<sup>2</sup> –also make us more susceptible to sedentary lifestyles, unhealthy diets and risky behaviors, and exacerbate the socio-economic disadvantage between the 'haves and have-nots'.

We are in an era of disruptive change: changing economies, global connectivity, big data and ever-present social media, bring new ways of communicating, recreating, different employment models and new opportunities in education. These changes pose a mix of exciting prospects and risks in our community.

Warrnambool's shared ambitions as captured in the W2040 Plan need to consider the new opportunities and technologies available to support and empower Warrnambool's people to make healthier lifestyle choices, continue to be socially connected and take action to create the healthiest and most equitable community in the future.



## OUR PEOPLE

### More information:

1. Watch: A Healthy Society: Ryan Meili at TEDx Canada <https://www.youtube.com/watch?v=c78GnlSHKvM>
2. Watch: Connected but alone? Sherry Turkle [https://www.ted.com/talks/sherry\\_turkle\\_alone\\_together](https://www.ted.com/talks/sherry_turkle_alone_together)
3. Read: VicHealth's evidence for healthier people <https://www.vichealth.vic.gov.au/be-healthy>

### How are we faring?

What's going well in Warrnambool now? (Strengths)

- 50% residents report their health is excellent or very good
- Proportion of residents living a sedentary lifestyle has halved (5.3% in 2008 to 2.4% in 2014).
- 2 in 3 residents are doing enough exercise and the proportion is increasing.
- 1 in 3 men participate in organised sport (vs Vic 1 in 8) – highest rate in Victoria.
- 1 in 2 residents are eating enough fruit (increased from 43% in 2008 to 58% in 2014).
- Civic participation (attendance at meetings, signed petition, contacted councillor) has increased from 58% to 63% (2007-2011).
- 1 in 2 people volunteer more than once a month (1 in 3 for Victoria).
- Smoking has reduced to 1 in every 10 people (halved from 1 in 5 in 2008)
- 9 in 10 survey respondents to Warrnambool Now and 2040 survey (the survey\*) agree or strongly agree they have friends or family who could help if needed.
- 7 in 10 survey respondents agree or strongly agree that Warrnambool is a city which welcomes new residents.

- The survey shows residents' perception of access to doctors and health services, services for children and families and community services in general has improved since 2013.
- 1 in 5 survey respondents indicated they were not concerned about their own health and wellbeing.
- The proportion of residents surveyed who were concerned about their lack of physical activity reduced from 13% (in 2013) to 7% (in 2017).
- The ABS Census of Population and Housing 2016 shows Warrnambool is becoming more multicultural.

### What needs improvement in Warrnambool? (Challenges)

- 1 in 3 residents report poor health
- 1 in 3 residents are overweight; 1 in 5 are obese
- Only 1 in 10 residents eat enough vegetables (5+ serves each day)
- 13% drink soft drink daily
- Residents are more likely to have an increased risk of lifetime harm from alcohol (71.8%) than Victoria (59.2%)
- Proportion residents seeking help for mental health issues is highest in Vic (31.8 people per 1000)
- Limited cultural diversity (6.9 % residents born overseas compared to 26.2% Victoria & 10.6% Regional Victoria)
- Proportion of children considered vulnerable on two or more measures when starting school has increased to 8%.
- Family violence incidents reported to police increasing (up from 12.2 to 18.9 per 1000 people)
- Household income is 20% less than the Victorian state average
- Providing Community and recreation infrastructure

to meet the needs of the region - childcare centres, kindergartens, recreation facilities etc.

- According to the ABS Census of Population and Housing 2016 data Warrnambool:
  - Is ageing faster than the rest of Victoria
  - Has a higher share of lone person households
  - Has not seen an increase in the number of households with children
  - Still has lower school completion rates than the state (but is improving fast)
  - Household mortgage stress had declined, but rental stress has increased
  - Number of residents over 85 years have more than doubled since 2001 (from 482 to 969)
  - 30% of all households live on less than \$740 per week.
- Disadvantaged and vulnerable groups are increasing as a proportion of the total population – e.g. lower socioeconomic, lone older-person households.
- 1 in 3 survey respondents said the one thing that worried them most about their health and wellbeing were concerned about their work/life balance (17%) or their mental health (11%).
- 1 in 6 survey respondents said their weight was the thing that concerned them most about their health and wellbeing (16%)
- Residents' perception of access to education services and opportunities (with the exception of childcare/early years education) has significantly decreased since 2013. For example the proportion of residents who said access was either excellent or good in relation to 'options for completing year 12', 'opportunities to continue to study after secondary school – at tafe or university' and 'learning opportunities for mature aged students' all dropped between 17% and 22%.
- Only 1 in 3 (or 33%) survey respondents said they agree or strongly agree that they know their neighbours – this has dropped significantly from 3 in 4 (or 76%) in 2013.
- Only half of survey respondents agreed or strongly agreed that people in Warrnambool are accepting of people of different ethnic cultures, religious backgrounds, and sexual orientation – this had not changed between 2013 and 2017.

**\* for more detailed information about how Warrnambool is faring refer to the W2040 Health and Wellbeing Report – Comparison of 2013 and 2017 survey data.**

## People & Community in 2040 State Context

### VicHealth's Recommendations for Healthy People/Community:

In developing the 2016 Action Agenda for Health Promotion, VicHealth listened to people across Victoria about what they see as the big problems affecting their health and wellbeing.

At regional forums community leaders raised a broad range of concerns, including heart disease, obesity, mental wellbeing, alcohol misuse, disengaged youth, social isolation and gender inequality. They also confirmed that people who are socially and economically disadvantaged are disproportionately affected by health problems.

These regional leaders identified the major problems that need shared action to improve the health and wellbeing of their communities. Solutions should include:

- improving social connections
- building resilience (particularly among young people and disadvantaged groups)
- preventing violence against women
- improving gender equality
- changing the environmental influences on food choices.

Community leaders spoke of the complexity of the challenges, the scale of health inequities and the need to focus on the social conditions that affect the health of Victorians. They affirmed the need for a long-term shared vision, while also wanting to find more immediate solutions to problems such as obesity, alcohol misuse and violence against women.

Across Victoria, community leaders also described the difficulties of competing with the enormous marketing budgets of companies that promote fast food, sugary drinks, gambling and alcohol.

The forums highlighted great opportunities for partnerships with local communities, such as:

- involving communities in designing and implementing responses to social, economic, technological and other megatrends affecting people's mental wellbeing
- fostering health equity by placing the health of all of Victoria's diverse communities at the forefront of our work
- capitalising on new digital technologies
- working outside the health sector – in sports and workplaces for example – to reach people where they live, learn, work and play.

VicHealth's 2016 Action Agenda has defined strategic imperatives and targets for improving the health of the Victorian population – now and in the future.

To achieve their goals, VicHealth will continue to explore and deliver bold new ways to address five strategic imperatives:

- promoting healthy eating
- encouraging regular physical activity
- preventing tobacco use
- preventing harm from alcohol
- improving mental wellbeing.

To achieve these, they recommend communities:

1. take action where there is the greatest potential for health and wellbeing gains
2. (work to address inequities)
3. complement and add value to the work of others, rather than replicate it
4. (collaborate and cooperate)

5. build on progress over time, with a long-term plan (set long term goals)
6. set clear and achievable, yet ambitious targets.

These recommendations about the most effective way of working should be considered when the W2040 goals and priorities are developed.

## Local Context:

### Warrnambool – A Healthy City Plan 2017-2021 (Draft)

Councils are required to develop a health and wellbeing plan every four years.

Whilst Council has an obligation to prepare the plan, achieving better health and wellbeing outcomes is a shared responsibility. Improving outcomes relies on collective and sustained effort from partners - including all levels of government, non-government organisations, businesses, health professionals, communities, families and individuals. The goals and objectives of the plan are:

1. **Promote Healthy Lifestyles**
  - i. Increase Healthy Eating
  - ii. Increase Active Living
  - iii. Reduce Harm From Alcohol & Other Drugs
  - iv. Reduce Smoking
2. **Increase participation, connection, equity, access and inclusion**
  - i. Improve Mental Health & Resilience
  - ii. Reduce Prevalence And Impact Of Family Violence
  - iii. Improve Access And Inclusion
3. **Improve educational and economic outcomes**
  - i. Support Economic Participation
  - ii. Support And Promote Educational Attainment & Lifelong Learning

## Current and Potential Partners

The following organisations, networks and the agencies they represent, along with other community groups, clubs and organisations, are committed to action individually and in partnership, that aims to improve the health and wellbeing of Warrnambool's residents.

- Australian Government
- Beyond the Bell Great South Coast Inc.
- Community South West Inc (and its member agencies)
- Deakin University

- Great South Coast Regional Justice Reference Group
- Great South Coast Regional Partnership
- Gunditjmara Aboriginal Co-operative/ Local Aboriginal Network members (ACCHOs)
- Lifeline South West Victoria
- Local Primary and Secondary Schools
- South West Healthcare
- South West Local Learning & Employment Network (SW LLEN)
- South West Primary Care Partnership (and its member agencies)
- South West Sport
- South West TAFE
- Victoria Police
- Warrnambool City Council (including all services and facilities)
- Warrnambool Community Garden
- Warrnambool Neighbourhood House Inc.
- Western Region Alcohol and other Drug Centre
- Western Victoria Primary Health Network
- Women's Health and Wellbeing Barwon South West
- Wannon Water
- State Government of Victoria including:
  - Department of Health & Human Services
  - Department of Education & Training
  - Department of Environment, Land, Water & Planning
  - Department of Justice & Regulation
  - Regional Development Victoria

## Successful Partnerships

### Baby Makes 3+

This region is experiencing higher than average incidents of violence against women with 3 of the 5 local government areas having higher than state average rates of reported violence against women. Baby Makes 3+ was gender equity program delivered as an opt-out program, forming part of a series of Maternal Child and Health sessions offered to new parents. The program was delivered as a 3 year partnership between State and Local Governments across the region by Warrnambool City Council. It aimed to increase the capacity of first time parents to build equal and respectful relationships in response to the lifestyle and relationship changes that follow the birth of a child, and the build capacity of health professionals and organisations to promote equal and respectful relationships during the transition to parenthood. Whilst this collaboration showed positive impact and outcomes, external funding has not been able to be secured to continue its delivery. [http://www.aic.gov.au/media\\_library/conferences/2014-crimeprevention/presentations/wed-105-1220-Libby-Hargreaves.pdf](http://www.aic.gov.au/media_library/conferences/2014-crimeprevention/presentations/wed-105-1220-Libby-Hargreaves.pdf)

### Moyjil

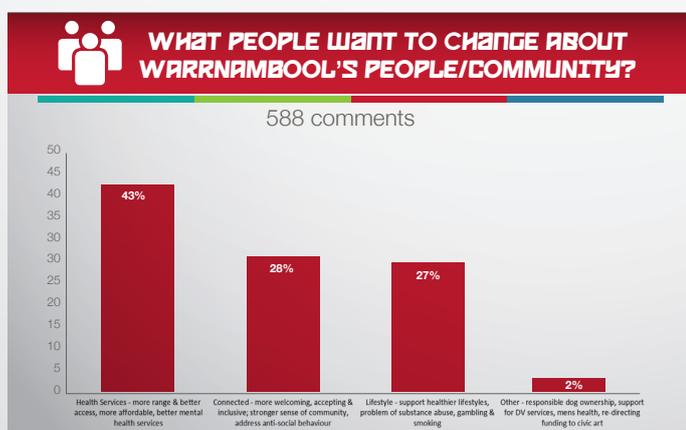
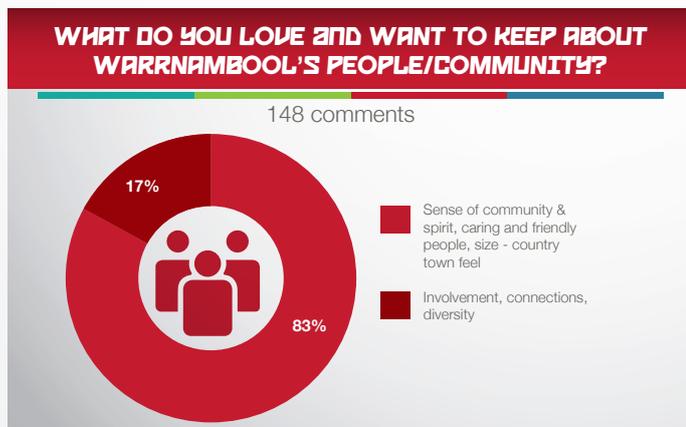
Point Ritchie (or Moyjil in local Aboriginal language) at the mouth of the Hopkins River, is one of many significant Aboriginal sites across the region. Moyjil has been attracting people for a long time. The archaeological evidence at Moyjil could change the evidence about the dates at which

humans arrived in Australia back with shell middens and evidence of human fireplaces at Point Ritchie potentially being older than 60,000 years and perhaps date to 80,000 years ago. A partnership between representatives of Traditional Owner Groups including the Eastern Maar Aboriginal Corporation, Gunditj Mirring Traditional Owners Aboriginal Corporation and the Kuuyang Maar Aboriginal Corporation with Warrnambool City Council, the Department of Land, Water and Planning, Deakin University, and the Office of Aboriginal Affairs Victoria has developed plans to conservation, interpretation and promote local Aboriginal language. [www.moyjil.com.au](http://www.moyjil.com.au)

## What we heard from the community in Phase 1:

For more detailed analysis of what people said please refer to W2040 Engagement Findings Summary. The following are the key priorities identified from the Phase One community engagement learnings:

- Be more welcoming, inclusive and diverse
- Be a strong, caring and happy community, which encourages and supports all residents to be engaged and connected in community life.
- Offer residents healthier, more active and safer environments to live, work and play.
- Provide improved health care and greater access to mental health services.



## Draft Goal & Priorities to start the conversation:

**GOAL:** Warrnambool will be a city for people.

**Priority 1: A welcoming and inclusive city**  
Warrnambool will be an inclusive and welcoming community that embraces new residents and visitors to the City and ensures those with diverse backgrounds, ages and abilities participate in the life of the community. Warrnambool will reflect and celebrate its diverse cultures, beliefs and heritage.

**Priority 2: An active and connected community**

Warrnambool will provide environments which support and encourage active living and social connection. It will be a community which has safe and welcoming and well utilised places designed to facilitate diverse social, cultural and physical activities.

**Priority 3: A healthy place**

Warrnambool will make health a priority with accessible and affordable physical and mental health services, recreational facilities and opportunities, including for those who are vulnerable and disadvantaged.

**Priority 4: Acknowledge our Aboriginal identity**

Warrnambool will proudly acknowledge and respect Aboriginal culture, knowledge and heritage.

## Developing the W2040 Community Plan

Building upon the community engagement findings from the Phase 1, as a member of the W2040 Panel you will work to confirm the Goal and Priorities for the Community Plan.

Draft priorities developed based on the Phase One community engagement are in the previous section. To prepare for the planning session, we would like you to consider the following questions:

1. Is this the right goal for our theme? Is the wording right?
2. Are there any missing priorities?
3. What current initiatives and/or partner organisations could best support the goals and priorities identified?
4. What would achieving the goal and priorities look like in 2040 for you?