Bayside's Municipal Public Health and Wellbeing Plan 2021–2025







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Executive Summary

An integrated approach to maintain and improve public health and wellbeing at a local community level.



Bayside's Municipal Public Health and Wellbeing Plan 2021-2025 outlines the health and wellbeing priorities for Bayside City Council over the next four years. The Plan is an evidence-based, strategic document to guide Council's planning, policy, and strategic direction in response to improving public health and wellbeing at a local community level.

The Health and Wellbeing Plan meets the requirements of the Public Health and Wellbeing Act 2008 whilst streamlining and integrating Council's planning across services. The Plan has been developed in alignment with the Bayside City Council Plan 2021-2025 and the Bayside 2050 Community Vision.

Bayside's Public Municipal Health and Wellbeing Plan has been developed in close consultation with the local community and through wide-ranging collaboration with key agencies, partners, and stakeholders.

Implementation of the Plan will be driven by two strategic Action Plans which will be designed and delivered in partnership with key internal and external stakeholders. These Action Plans will provide strategic activities for the whole of Council to deliver to help achieve improved health and wellbeing in the Bayside community. Progress against the Action Plans will be monitored, with annual reports made to Council and the community on the achievements as per legislative requirement.

Image:

Council provides much of the infrastructure for informal recreation, including cycling and walking paths. Walking is the most popular form of physical activity in Australia.



The following four goals and fourteen strategic objectives have been identified:

Goal 1 — Connected and thriving community

- 1.1 Improve community mental wellbeing and resilience
- 1.2 Drive opportunities that build social networks and community connections
- 1.3 Increase and support volunteerism
- 1.4 Reduce social isolation and loneliness

Goal 2 — Healthy and active community

- 2.1 Increase active and passive physical activity opportunities for all ages and abilities
- 2.2 Improve healthy eating practices
- 2.3 Reduce consumption of alcohol and other drugs

Goal 3 — Respectful and safe community

- 3.1 Reduce family violence, violence against women and elder abuse
- 3.2 Improve community attitudes and behaviours towards gender equality and child safety
- 3.3 Promote positive and respectful relationships
- 3.4 Identify opportunities to improve community safety and support crime prevention strategies

Goal 4 — Fair and inclusive community

- 4.1 Promote and celebrate community diversity
- 4.2 Ensure access to affordable, appropriate, and inclusive services and infrastructure
- 4.3 Minimise health inequalities across groups within the community

Background information

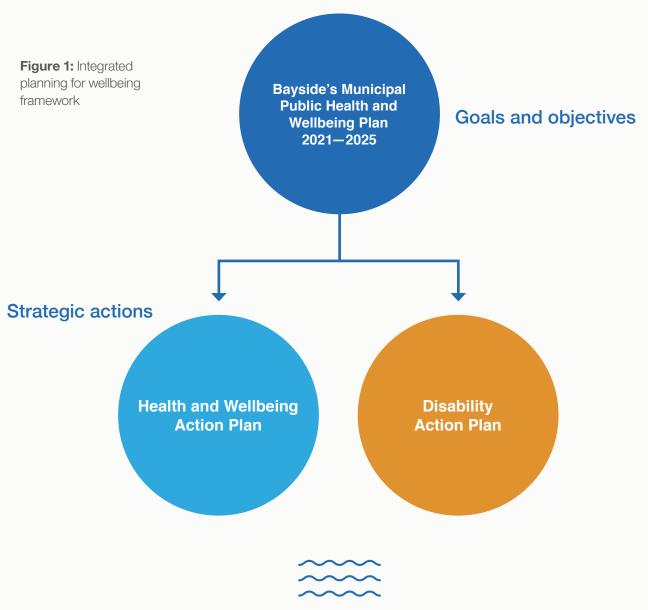
All Victorian councils are required under Section 263 of the Public Health and Wellbeing Act (2008) to develop a Municipal Public Health and Wellbeing Plan within twelve months of the Council elections. Under Section 38 of the Victorian Disability Act 2006, all Victorian councils must also prepare a Disability Action Plan.

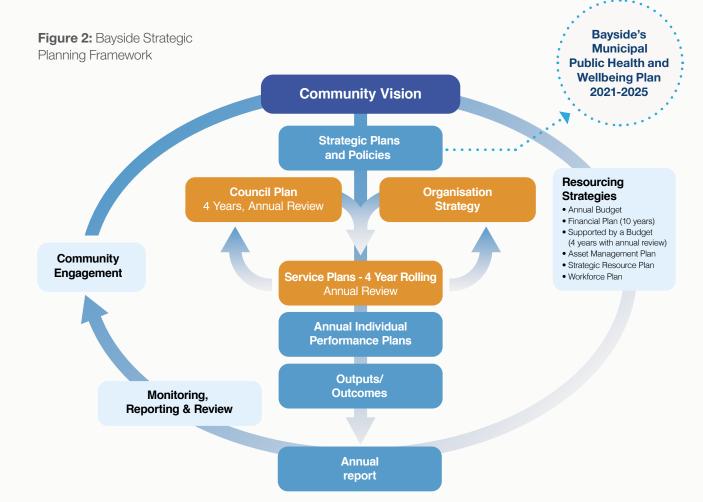
Bayside's Municipal Public Health and Wellbeing Plan is a key strategic planning tool that aims to maintain and improve public health and wellbeing at a local community level. The Plan builds on the health and wellbeing aspirations of the community outlined in the Bayside Community Vision 2050 and will be utilised by Council, local health service providers and community organisations to set policy and partnership priorities for the next four years. It focuses on health and wellbeing issues that have the greatest impact on the community.

Integrated planning for wellbeing

Council takes an integrated planning approach to community health and wellbeing through the delivery of the Health and Wellbeing Plan. The Plan sets out goals and objectives with two strategic Action Plans: Health and Wellbeing Action Plan and Disability Action Plan (which addresses the Disability Act 2006) (Figure 1).

Both Action Plans will feature high level strategic activities that will be the responsibility of internal Council departments to deliver through service planning. It is recognised that an integrated planning and delivery approach across all levels of council is required to improve community health and wellbeing.





Bayside City Council Planning Framework

Bayside's Municipal Public Health and Wellbeing Plan 2021—2025 sits within the Integrated Strategic Planning Framework.

It is one of Council's major strategic plans and directly aligns with the Bayside 2050 Community Vision and the Council Plan 2012-2025 (Figure 2).

Bayside's 2050 Community Vision captures the community's long-term goals and aspirations to guide Council's strategic Plans and Policies. Bayside's Municipal Public Health and Wellbeing Plan will help achieve the Community Vision through delivering improved health and wellbeing outcomes for the Bayside community.

Bayside in 2050 leads the way demonstrably as a diverse, healthy and liveable place. We value economic and cultural progress, environmental sustainability and protection of open spaces and coastline, and we nurture inclusiveness, safety, accessibility, community vibrancy, creativity and innovation".













Bayside community profile



The City of Bayside is located 16km south-east of Melbourne along the coastline of Port Phillip Bay. The municipality is characterised by its stunning foreshores, beautiful parks, open spaces and vibrant retail centres.

Bayside's 106,862 residents enjoy the leafy surrounds of the municipality and have identified the close proximity to the beach, access to open space and a strong sense of community as key factors for living in Bayside.

Many Bayside households are family households (36.5 per cent) comprising couples with children. This is followed by couples without children (24.2 per cent) and lone person households (23.3 per cent) with this number expected to increase over the next four years with an ageing population.

Bayside is an 'older' community compared to metropolitan Melbourne with the average age of 44 years compared to 36 years in metropolitan Melbourne. There is substantially higher percentage of aged persons in Bayside (85 years and over) when compared to metropolitan Melbourne. However Bayside has fewer younger adults (25 to 34 years) residing in the area, as reports show those aged 25-34 tend to leave Bayside seeking more affordable housing or areas closer to work and entertainment opportunities.

Overall, the Bayside community is relatively advantaged in socio-economic terms with 35.8% of households earning \$3000 or more per week. However, it is recognised that Bayside has small scattered areas experiencing substantial disadvantage, which are masked by the affluence across the municipality. There are 652 government managed households in Bayside, located across 18 sites. 46% of residents living in public housing are over 66 years old. Almost all disadvantaged areas in Bayside are public housing estates with most residents receiving a pension or benefit as their income sources.

It is anticipated that there will be an increase in the number of people with a disability over the next four years in Bayside. Over 13,923 residents reported to have a disability and 4,213 reported that they needed assistance in their day-to-day lives due to a disability, long-term health condition or old age. Currently, 9,800 Bayside residents are also providing unpaid care to family members or others because of a disability or illness.

Bayside City Council Health & Wellbeing

- Profile Snapshot -





36.5% are couples with children.



are couples without children.

Households

There are **36,784** households.

The median household income is \$2,138 higher than Greater Melbourne average.



23.3%

Ione person households.



2.9% of dwellings are public housing.

Diversity

Growing number of residents were born in China, United Kingdom, New Zealand,









of people speak
a language other
than English
at home.



49.5% of people are Christian.

Bayside City Council Health & Wellbeing

Employment and Education



People who are unemployed



People who hold **University qualifications** 39.1%



Job type: **Professionals** 39.1%



Job type: **Managers)** 1%

engage in physical activity four or more days per week. This is higher than the Victorian average of 41.3%

Health and Lifestyle

42.3%

of residents are considered overweight

(pre-obese) or obese. Males more likely than females to be considered overweight or obese.



17.9% of adults drink one or two glasses of soft drink per day.



of residents sit for at least 5 hours or more per day.



The majority of residents (83.2%) rated their mental health as either 'very good' or 'excellent', 2% rated it as 'fair', and only a slight proportion (0.3%) rated it as 'poor'.



Social Connectedness and Wellbeing

Bayside residents rated their satisfaction with their community connections at 6.91 out of a 10, a level of satisfaction best categorised as "good". This is slightly down from a score of 7.03 out of 10 in 2016.



of residents reported feeling from others.



of adult residents reported isolated and out of contact that they volunteer regularly, once per month or more.



How this Plan was developed

Bayside's Municipal Health and Wellbeing Plan was developed following extensive research, analysis and consultation with the Bayside community. The process included:

Internal Working Group

Review of Previous Plan

Literature Review

Survey

Community Consultation

Stakeholder Workshop

June 2020

Internal working group

An internal working group was established comprising of Council staff from various areas of service delivery including early years, youth, healthy ageing, disability inclusion and community wellbeing. This ensured a collaborative approach was undertaken to identify opportunities to improve health and wellbeing through Council's services.

August 2020

Review of previous plan

A review of the Wellbeing for All Ages and Abilities Strategy 2017-2021 was undertaken in late 2020 where recommendations were identified to inform the future direction of the new Health and Wellbeing Plan. The review highlighted successes and improvements for consideration.

October 2020

Literature review

An in-depth review of relevant literature was conducted and an analysis of federal, state and local government policies was undertaken. A review of neighbouring local Government Municipal Public Health and Wellbeing Plans was also completed

November 2020

Telephone survey

A telephone survey was conducted in November 2020 with a representative sample of 400 residents across the Bayside municipality. The survey focused on understanding local health and wellbeing priorities and behaviours. All survey data was analysed and used to inform the development of the new Health and Wellbeing Plan. For a full report on the responses please contact Council.

January 2021

Health and Wellbeing Profile

A comprehensive data analysis was undertaken using the latest census data (2016), Victorian Population Health data, Victorian Health Indicator data as well as other relevant sources to develop an updated Bayside Health and Wellbeing Profile. For a full report on the Bayside Health and Wellbeing Profile please contact Council.

Image (Bottom Left):

Council established a Disability Access and Inclusion Advisory Committee to better understand the issues and potential solutions encountered by residents with a disability. One in five residents has some form of disability. For most people disability is acquired through the course of their lifetime, through accident or illness, with the likelihood of disability increasing with age.





February - March 2021

Community consultation

A total of 811 individual community members and staff from local community organisations provided feedback. A key objective of the community engagement was to target key community members (families, young people, middle aged and older adults), stakeholders and partner agencies. A range of engagement tools online and face to face were used during this consultation process.

Council facilitated committees were also included in the community consultation. This included:

- Bayside Healthy Ageing Reference Group
- Bayside's Disability Access and Inclusion Advisory Committee
- Bayside Youth FReeZa Committee

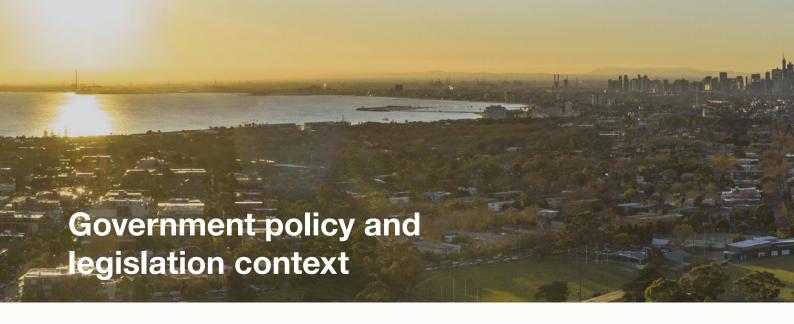
April 2021

Stakeholder workshop

External and internal stakeholders were invited to attend an online workshop 'Planning for a Healthier Bayside' in April 2021 to help identify partnership opportunities to address health priorities over the next four years. A total of 65 attended the workshop, including representatives from community organisations, community health services, early years, community centres and disability organisations.

Council also worked closely with the Southern Melbourne Primary Care Partnership which consists of community health, local government, women's health services and other state and commonwealth funded organisations responsible for promoting public health and coordinating health services outside hospitals in the region.





The priorities included in the Bayside Municipal Public Health and Wellbeing Plan 2021-2025 are all areas of public policy. These priorities have different levels of responsibility, funding and regulation by all tiers of government as well as private sector and not-for-profit community sector involvement

Victorian government legislation places particular emphasis on the role of local government in community wellbeing. Council is required by the Local Government Act 2020, the Public Health and Wellbeing Act 2008, the Disability Act 2006 as well as by its own Council and Community Plans to advocate and plan for community wellbeing.

Public Health and Wellbeing Act

The Public Health and Wellbeing Act 2008 (Vic) outlines the role of Council to 'protect, improve and promote public health and wellbeing within the municipal district'. Councils are required to develop a Municipal Public Health and Wellbeing Plan every four years. The plan must be based on evidence, involve the community in its development, and set out goals and strategies for people to achieve maximum health and wellbeing, in partnership with the Department of Families, Fairness and Housing and other community agencies.

Victorian Gender Equality Act

The Victorian Gender Equality Act (2020) was recently launched and requires Council to develop a Gender Equality Plan for its own practices and for the services it delivers. Section 9 of the Gender Equality Act requires councils employing 50 or more staff to undertake a Gender Impact Assessment when developing or reviewing any policy, program or service that has a direct and significant impact on the public. Bayside City Council will have a standalone Gender Equality Action

Plan which will primarily focus on ways the organisation can drive gender equality, including through improving workforce processes, cultural change and building internal capability that will, in turn, assist the community. Bayside's Municipal Health and Wellbeing Plan acknowledges the Gender Equality Act and will include health promotion activities and programs which enhance overall community safety, including the prevention of family violence and promoting respectful relationships.

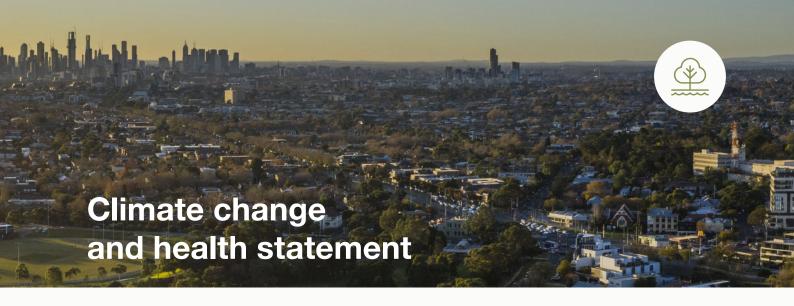
Victorian Public Health and Wellbeing Plan

The Victorian Public Health and Wellbeing Plan 2019-2023 is the overarching policy framework for improving public health and wellbeing in Victoria. Ten priorities are identified, based on issues that contribute the greatest to the burden of disease and health inequalities, and emerging threats or challenges to the public's health and wellbeing. Four priorities are highlighted in the Victorian Public Health and Wellbeing Plan for particular focus over the next four years:

- tackling climate change and its impact on health
- increasing healthy eating
- increasing active living
- reducing tobacco-related harm.

Climate Change Act

Council is required to have regard to climate change when preparing their Municipal Public Health and Wellbeing Plan, in accordance with Section 17 of the Climate Change Act (2017). This is particularly relevant to ensure the interests of specific communities either vulnerable to the impacts of climate change or central to Victoria's transition to net zero emissions, are considered.



The changing climate in Australia will mean warmer and drier conditions with an increasing likelihood of more extreme events such as heatwaves, bushfires, and storm surges. This is likely to lead to a variety of impacts including increased flood and storm damage, disruption to essential services, stress on plant and animal communities and increased health risks particularly for vulnerable groups within the community, including the elderly, children, and people with disabilities or existing illnesses.

Climate projections suggest that Victoria will continue to become warmer and drier in the future. Annual rainfall is projected to decrease across the state, and when extreme rainfall events do occur, they are likely to be more intense. By the 2050s, Victoria could experience around double the number of very hot days each year. This is likely to increase the number of very high fire danger days. Sea levels along the Victorian coast are also likely to continue to rise.

Bayside City Council is committed to creating a sustainable and resilient community. In December 2019, Council declared a Climate Emergency with significant community support and a Climate Emergency Action Plan was adopted in September 2020.

Declaring a 'Climate Emergency' recognises the need for urgent, meaningful action on human-induced climate change at all levels of government, including local government. In doing so, Bayside has joined over 100 local governments in Australia including other member Councils in the South East Councils Climate Change Alliance (SECCCA), and over 1940 jurisdiction in 34 countries globally.

The vision for this Action Plan is that: 'Bayside's urgent response to the Climate Emergency will protect current and future generations, and the places we all love'.

In response to the impact of climate change Council's Climate Emergency Action Plan aims to achieve the following seven themes:

- 1. Build the foundations
- 2. Mobilise with our community
- 3. Move to zero carbon transport
- **4.** Transform to a climate responsive built environment
- 5. Protect and enhance our natural environment
- 6. Transition to a Circular Economy to avoid waste
- 7. Switch to zero carbon energy

The Climate Emergency Action Plan has 57 actions. To avoid duplication, the Health and Wellbeing Plan will not have direct actions to address climate change, instead these actions are captured within the Climate Emergency Action Plan. Actions that have specific outcomes related to health and wellbeing include: support vulnerable community members to ensure they are not left behind in the switch to 'zero carbon' energy; ensure the community is prepared and resilient to the impacts of climate change; establish a Sustainable Community Grants program; provide upto-date and practical information to the community to stay informed, connected and take action to respond to the Climate Emergency and investigate partnership opportunities to promote climate change action with the Bayside community.

Council is taking a leadership role in ensuring the health, safety and resilience of the community and will work with and advocate to the state and federal Governments to rise to the challenge of addressing the Climate Emergency.

For a full report on the Climate Emergency Action Plan please contact Council.

Underlying principles and concepts

Six principles underpin the goals and objectives in Bayside's Municipal Health and Wellbeing Plan and will guide implementation of the Action Plans:

- 1 Addressing the broader determinants of health, recognising that health is influenced by more than genetics, lifestyles and provision of health care, and that political, social, economic and environmental factors are critical;
- 4 Emphasising active community participation, to enable and encourage people to have a say about what influences their health and wellbeing and what would make a difference;
- 2 Basing activities on the best available data and evidence, recognising both why there is a need for action in a particular area and what is most likely to impact sustainable change;
- 5 Empowering individuals and communities, through information, skill development, support and advocacy to be able to mobilise resources necessary to take control of their own lives; and
- 3 Acting to reduce social inequities and injustice, helping to ensure every individual, family and community group may benefit from living, learning and working in Bayside;



6 Working in collaboration, through partnerships, to build on the capacity of a wide range of sectors to deliver quality actions; and to reduce duplication and fragmentation of effort.









Goals and objectives

Goal 1 - Connected and thriving community



Objectives

- 1.1 Improve community mental wellbeing and resilience
- 1.2 Drive opportunities that build social networks and community connections
- 1.3 Increase and support volunteerism
- 1.4 Reduce social isolation and loneliness

A connected and thriving community allows people from all ages and abilities access to social services and resources that enhance their wellbeing and enable them to live full lives. At one level it represents the degree to which individuals feel connected within their community, however more broadly it is the strength and resilience within communities that sustains positive health and wellbeing outcomes. Social connectedness, opportunities for volunteering and initiatives focused on reducing social isolation have been identified as key contributing factors to ensuring a connected and thriving community.

- Mental health and resilience scores in Bayside are lower in 2020 than in previous years. A decline in mental health and resilience can be linked back to the global Coronavirus (COVID-19) pandemic. The Bayside municipality, similar to that of the rest of Victoria lived under strict social distancing legislation and recorded cases of the novel COVID-19 in 2020 and 2021. It is anticipated that there will be ongoing mental health and wellbeing implications as a result of COVID-19, in particular to those who are most vulnerable.
- Bayside's Youth Resilience Survey shows that over 25% of young people in Bayside are feeling nervous, anxious and on edge, are not able to control worrying and feel highly critical of themselves.

- Community connectedness scores in Bayside
 were slightly down in 2020. Multi-lingual speaking
 households and those with a disability reported lower
 scores for community connectedness and were
 more likely to report isolation compared to the
 general population.
- Bayside residents expressed the importance of opportunities for establishing social connections and the delivery of social prescription projects including intergenerational activities and support for community connections that are inclusive.
- Volunteer opportunities for all ages and abilities was reported as a driving factor for community members to connect and re-connect with their local community.
- Bayside has an ageing population and it is anticipated that there will be an increase to the number of lone person households over the next four years. Social isolation reports in Bayside were most common amongst older residents.
- Bayside's 2050 Community Vision identifies
 the role of Council to foster and support a culture
 of volunteering and a strong network of groups
 and organisations to provide creative, social
 and recreational opportunities for connection
 and interaction.



Goal 2 – Healthy and active community



Objectives

- 2.1 Increase active and passive physical activity opportunities for all ages and abilities
- 2.2 Improve healthy eating practices
- 2.3 Reduce consumption of alcohol and other drugs

Being physically active, eating well and minimising consumption of alcohol and other drugs are important to maintaining and protecting the longevity of good health and wellbeing. Regular physical activity and good nutrition provides people of all ages and abilities substantial physical, social and mental health gains. It also reduces the risk of premature mortality and chronic diseases such as: Type 2 diabetes, heart disease, depression, osteoporosis, stroke and some cancers.

Alcohol misuse and illicit drug use can cause significant short and long-term preventable harm to individuals and the broader community, including accident and injury, heart attack and stroke, mental health disorders and significant costs to the health and criminal justice systems.

- Bayside residents have high levels of weekly physical activity, however sedentary activity is a concern with many residents sitting for over 5 hours per day.
- Bayside's 2050 Community Vision identifies Council's role in supporting both active and passive recreational activity for all.
- The daily consumption of fruit and vegetables could be improved to ensure all residents are meeting national guidelines, including vulnerable population groups in Bayside.
- There is room to improve breastfeeding rates with a focus on support during the antenatal and postnatal period.
- There are bodyweight issues in Bayside which predominantly concern adult males.
- Bayside has a higher than average proportion of persons who consume alcohol at risky levels, of particular concern is consumption of alcohol by females.
- Hospital admissions in Bayside was highest for alcohol intoxication compared to admissions for illicit or prescription drug use.



Goal 3 – Respectful and safe community



Objectives

- 3.1 Reduce family violence, violence against women and elder abuse
- 3.2 Improve community attitudes and behaviours towards gender equality and child safety
- 3.3 Promote positive and respectful relationships
- 3.4 Identify opportunities to improve community safety and support crime prevention strategies

A safe environment where people can live, work and play has a direct impact on the community's physical, social, mental and emotional wellbeing. Whilst Bayside is one of the safest municipalities in Victoria, issues relating to crime, family violence, safety in the home and safety in public places do occur and can have significant impacts on individuals, families, and the broader community.

Promoting respectful relationships, improving community awareness on gender equality and child safety and supporting crime prevention strategies are key drivers in creating a respectful and safe Bayside community.

- Family violence incident reports continue to increase in Bayside, a trend reflected across Victoria. Intimate partner violence is the biggest contributor to ill health and premature death of Victorian women aged 15 to 44 years.
- Bayside has an ageing population with the incident reports of elder abuse increasing. Non-Englishspeaking households and those aged over 75 years were less likely to be aware of how to best help an older person experiencing abuse.
- Community attitudes and behaviours towards gender equality are a direct link to prevention of family violence and promoting respectful relationships.
- Perception of safety is relatively high, however females and older people are less likely to feel safe in Bayside. The general community is more likely to feel unsafe at foreshores, parks and reserves at night.
- Bayside City Council has a strong commitment to creating respectful and safe services for people with a disability, culturally and linguistically diverse and LGBTQIA+ communities. Bayside's 2050 Community Vision aims to ensure 'residents feel safe, welcomed and included in their community'.





Goal 4 – Fair and inclusive community



Objectives

- 4.1 Promote and celebrate community diversity
- 4.2 Ensure access to affordable, appropriate, and inclusive services and infrastructure
- 4.3 Minimise health inequalities across groups within the community

Building healthy and resilient communities that promote inclusion and participation are fundamental in supporting vulnerable community members to be healthy and happy. Feeling connected to and valued by others, being able to cope with stresses, and having the opportunity and capacity to contribute to the community are all essential to building resilience and improving health and wellbeing for those who are most marginalised.

Promoting community diversity, delivering initiatives focused on reducing health inequalities and ensuring equitable access to opportunities to participate in daily life are key drivers in creating a fair and inclusive Bayside community.

- Over 7,500 (9%) of Bayside residents live in poverty defined as 'not having enough available income to afford life's necessities such as food, clothing and healthcare'. Women, adults with a disability and those aged over 65 years were most likely to experience poverty in Bayside.
- Over 13,923 people have a disability and 4,213 people need assistance in their day-to-day lives because of disability, long term health conditions or old age.
- There are 1,232 public housing dwellings located in Bayside comprising of couples, families and lone person households.

- Many Bayside residents (25%) were born overseas and speak English as a second language. Most common languages include Greek, Mandarin, Russian and Italian.
- Bayside residents expressed the importance of supporting inclusion and diversity across all areas of local government and providing more opportunities to celebrate diversity.
- Bayside's 2050 Community Vision identifies the role of Council to ensure accessibility of community infrastructure and spaces so all residents can participate equally in the community regardless of age, ability, gender, and economic status.



Implementation, monitoring and evaluation

Health and wellbeing is everybody's business.
Bayside's Municipal Public Health and Wellbeing
Plan provides direction for the whole of community.
Actions will involve or be led by a wide range of internal and external stakeholders, including: various council departments, health organisations, community centres and volunteer groups.

Council's role in implementing the Plan and associated Action Plans will include:

- Direct programs and services
- Facility planning and coordination
- Partnerships and strengthening community capacity
- Advocacy and information

Bayside's Municipal Public Health and Wellbeing Plan and Action Plans will operate in conjunction with other key Council strategic documents to guide work across Bayside to improve health and wellbeing.





Action Plans

Two Action Plans will be developed:

- Health and Wellbeing Action Plan; and
- Disability Action Plan (addresses the Disability Act 2006)

The Action Plans will include high level strategic activities that will be taken to Council and other partners to achieve the goals and objectives set out in Bayside's Municipal Health and Wellbeing Plan.

Progress against the Action Plans will be monitored, with annual reports made to Council and the community on their achievement as per legislative requirements.

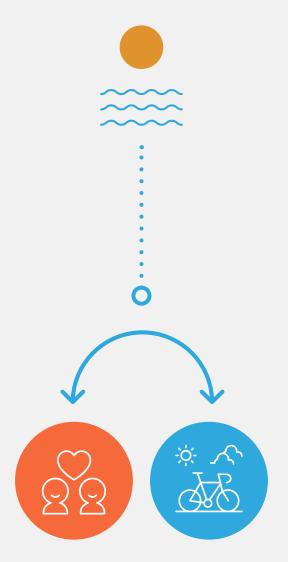
Implementation and partnerships

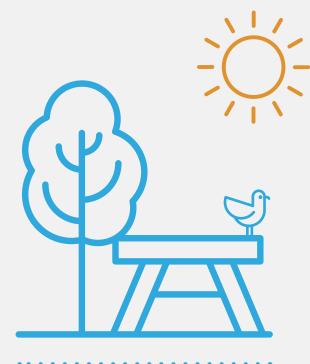
Bayside's Municipal Health and Wellbeing Plan and Action Plans will be implemented in partnership with networks, organisations and groups who contributed to its development, and with the broader community, in line with Council's Community Engagement Policy.

Monitoring and evaluation

Bayside's Municipal Health and Wellbeing Plan will be reviewed annually, in conjunction with the Action Plans and will inform the Council's service delivery planning cycle. The annual review will consider the relevance of the Plan and respond to any emerging health and wellbeing needs. A detailed evaluation will be conducted in 2025 at the end of the four-year strategy and will be used to inform the next four-year plan.









Respectful and safe

Healthy and active

Bayside City Council

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