



Australian Safe Communities Foundation Inc

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Communities
Foundation

On behalf of the WHO Collaborating Centre on Community Safety Promotion, Department of Public Health Sciences, Division of Social Medicine, Karolinska Institutet, Sweden

City of Melbourne – Safe Community No.50



Name of the community: City of Melbourne

Country: Australia

Number of residents in community: 100,611 (2011)

Daily visitor rate: 805,000

Safe Community Program started year: 1995

International Safe Communities Network Membership: Designation year: 2000, Re-designation years: 2006, 2014

Name of the Certifying Centre: Australian Safe Communities Foundation

Information address:

<http://www.melbourne.vic.gov.au/CommunityServices/CommunitySafety/Pages/Communitysafety.aspx>

For further information contact:

Name: Dean Griggs, Manager Community Safety and Wellbeing

Institution: City of Melbourne

Address: PO Box 1603

Zip code: 3001

City: Melbourne, Australia

Phone: +61 3 9658 9658

Fax: +61 9650 1112

E-mail: dean.griggs@melbourne.vic.gov.au

Website: www.melbourne.vic.gov.au

The Safe Community Program incorporates the following safety promotion activities.

1. Key strategic documents

- Strategy for a Safer City 2011-13
- Policy for the 24 Hour City

2. For the target group

Children 0-11 years

- Children's Plan 2010-13
- UNICEF Child Friendly City
- Family Support Services
- Drop-in Maternal and Child Health Open Sessions
- Parent Information Sessions – Child Safety
- Playground Tobacco Ban.

Young people 12-25 years

- Empowering Young People: Young People's Policy 2010-13
- Youth Support Services
- Melbourne Respects
- Say Something Youth Anti-Violence Campaign
- Skate Safe
- Youth Street Teams
- Your City Your Space Online Youth Forum.

Older people 65+ years

- Lifelong Melbourne Plan 2006-16
- Home and Community Care Program
- Out and About publication
- Strength Training
- Living at Home Assessment and OHS Facility Audit
- Safety Forums
- Falls Prevention Calendar
- Active Service Model.

Women

- We Need to Talk: Preventing Violence Against Women Strategy and Action Plan
- White Ribbon City and Campaign Partnership
- VicHealth Bystander Action Pilot Project
- Safe Spaces for Women Pilot Project.

Aboriginal and Torres Strait Islander People

- Reconciliation Action Plan 2011-14
- Indigenous Unit.

Multicultural communities

- Young African Community Project
- Multicultural Hub
- Eritrean Communities in Australia Organisation
- North Melbourne Legal Services Inc.

People with a disability

- Our Melbourne – Disability Action Plan 2010-13
- Mobility Equipment – Partnership with Travellers Aid
- Good Access is Good Business Guide
- Footpath Access
- Recharge Scheme
- Accessible Amenities
- Accessible Melbourne publications.

Homelessness

- Pathways: City of Melbourne Homelessness Strategy 2011-13
- StreetCount
- Begging
- Helping Out booklet
- The Kitchen Meals Program
- SecondBite – A Bite Ahead
- Café Meals Program
- 'Where the Heart Is' Festival
- Central City Community Health Service (CCCHS) Brokerage Fund.

International students

- International Student Strategy
- Student Welcome Desk at Melbourne Airport
- Lord Mayor's Student Welcome Event
- The Couch – International Student Centre
- On the Move – Transport Safety Hand out
- Metro Trains Community Education.

Tourists

- City Ambassadors Program
- Tourism Information Facilities
- Melbourne Visitor Shuttle.

3. In the following environments

Roads

- Road Safety Plan 2013-17
- Bicycle Plan 2012-16
- Construction and Improvement of Bicycle Lanes
- Establishment of 40km Speed Limit in the Central Activity District
- Road Harmony Project: Move Mindfully Melbourne

- DirtGirl Wheelie Workshops
- Grogger: Don't Get Smashed Pedestrian Safety Program
- Cyclist Visibility Study.

Public spaces

- City Safety Summit
- Application of Crime Prevention Through Environmental Design (CPTED) Principles
- Public Lighting Strategy 2013
- Graffiti Management Plan
- Swanston Street Redevelopment
- Video Ethnography.

Late night

- Safe City Taxi Ranks
- Urban Navigator App
- Late Night Transport Options Map.

Natural disaster:

- Melbourne CBD Safety Plan
- Summer Sense Program.

Violence prevention:

- Melbourne Community Safety Audit Program and Toolkit
- Safe City Camera Program (CCTV)
- CCTV Patrol Vehicles.

Drugs and Alcohol harm minimisation

- Activities Local Law 1999
- Drugs in Focus Film Festival
- Syringe Bin Servicing and Maintenance Program
- Daily Clean-up and Private Property Response
- Syringe Container Exchange Service
- Syringe Bins for Businesses Program
- Safe Syringe Disposal Training and DVD
- Melbourne Licensees Summit
- Melbourne Licensees Alcohol Action Plan
- No Excuses! Campaign
- Don't Miss the Party Campaign: Patron Code of Conduct.

Community

- Community Grants and Sponsorship
- Boyd Community Hub
- Central City Community Health Centre and Women's Space
- Carlton Baths Redevelopment
- Carlton Baths Family Resource Centre.

4. Surveillance of injuries

Perceptions of safety profile

The perceptions of safety for people who work, live, visit, study and do business in the City of Melbourne, and the factors that influence these perceptions, are identified as key indicators in the *Strategy for a Safer City* and *Policy for the 24 Hour City* and are a way of providing Council with regular feedback from the community.

Council undertakes perceptions of safety research triennially with previous research being conducted in 1999, 2001, 2003, 2005, 2006 and 2009. This timing of this research is aligned with the review phase of the *Strategy for Safer City*.

The overall objective of the survey is to monitor the perceptions of safety of all who live, work, study, visit and do business in the City of Melbourne. More specifically the survey is to:

- Measure and compare the perceptions of safety within the City of Melbourne of residents, workers, visitors, students and traders in the City of Melbourne.
- Measure the level of awareness of Council's city safety initiatives and their impact on perceptions of safety.
- Ascertain the priority safety and crime issues of concern.
- Obtain suggestions for future action or initiatives to address safety and crime concerns.
- Document new and emerging trends in public perceptions of safety in the City of Melbourne.

The latest survey was carried out in June 2013.

Injury profile

Every three years and as part of the review of the Strategy for a Safer City, the City of Melbourne commissions Monash University Injury Research Institute to prepare an Injury Profile. The latest profile was prepared in June 2013.

The profile highlighted that there were an annual average of 1,485 injury hospital admissions and 3,924 injury Emergency Department (ED) presentations among City of Melbourne residents over the three-year study period (2009/10-2011/12).

Trends

Over the ten-year period, 2002/03 to 2011/12, there was a non-significant 13 per cent decrease in the unintentional injury admission rate among City of Melbourne (CoM) residents compared to a significant 28 per cent increase among residents of the Rest of Victoria (RoV).

Emergency department presentations (non-admissions)

Over the eight-year period, 2004/05 to 2011/12, there was a non-significant 8 per cent decrease in the unintentional injury ED presentations rate among City of Melbourne residents compared to a smaller non-significant 1 per cent decrease among residents of the RoV.

Research and publications:

- Perceptions of Safety Survey
- Pedestrian Safety Monitors
- Car Dooring Report
- City of Melbourne Injury Profile Report
- Drugs and Alcohol Poisoning Injuries
- Impacts of Drugs and Alcohol on our Community Report

- Dusk to Dawn Research Report
- Venue Compliance Essentials Evaluation
- International Students Survey
- Links with Australian Institute of Criminology
- Links with Universities: Monash University Injury Research Institute, University of Melbourne, and RMIT University.

5. Staff

Organisation: City of Melbourne
Branch: Community Safety and Wellbeing
Number: 13

1. Manager Community Safety and Wellbeing
2. Business Support Officer
3. Team Leader City Issues
4. Senior Policy Officer City Issues
5. Senior Policy Officer City Safety
6. Social Planner City Safety
7. Social Planner City Issues
8. Project Officer City Issues
9. Team Leader City People
10. Senior Social Planner – Homelessness
11. Project Officer City People
12. International Education Project Coordinator
13. International Student and Youth Project Officer

Specific cross-sectoral leadership group for safety promotion: Melbourne Safe Community Committee organisational representation comprises:

City of Melbourne - chair
 Victoria Police
 Department of Justice
 Department of Health
 Women's Health West
 Front Yard Integrated Youth Services
 Medical Officer of Health, Melbourne
 Monash University Injury Research Institute
 Salvation Army
 Doutta Galla Community Health Service
 Australian Safe Community Foundation and Royal Children's Hospital Safety Centre
 Melbourne Licensees Forum

6. Local, National and International Commitments and Networks

Local

- Melbourne Safe Community Committee
- Melbourne Licensees Forum Steering Committee
- Victoria Police - Police and Community Consultative Committees
- City Licensing Approvals Forum

- Licensing and Enforcement Action Committee
- Safe City Transport Steering Committee
- Traffic Management Working Group
- Road Safety Action Group Inner Melbourne
- Hosier-Rutledge Lanes Steering Committee
- Inner North West Primary Care partnership
- Disability Advisory Committee
- Melbourne Youth Services Forum
- Family and Children's Advisory Committee
- City of Melbourne Preventing Violence Against Women Coordination Committee
- Western Region Preventing Violence Together Implementation Committee.

State

- Victorian Safe Communities Network
- Municipal Association of Victoria Local Government Alcohol and other Drugs Issues Forum.

National

- Australian Safe Communities Foundation
- National Local Government Drugs and Alcohol Advisory Committee
- Council of Capital City Lord Mayors.

International

- Sister City Relationships: Osaka (Japan), Tianjin (China), Thessaloniki (Greece), Boston (USA), St Petersburg (Russia), and Milan (Italy).

Conferences

- Policing Global Cities Conference, London, July 2013
- Centre of Excellence in Intervention and Prevention Science Research Policy Practice Exchange Conference, Melbourne, May 2013
- Public Health Association of Australia National Social Inclusion and Complex Needs Conference, Canberra, April 2013
- Law Enforcement and Public Health Conference, Melbourne, November 2012
- Inaugural Meeting of the Wellington Licensees Forum, Wellington, July 2011
- SafeGrowth and City Crime Conference, Sydney Institute of Criminology, January 2011
- Korea Crime Prevention Through Environmental Design (CPTED) Association Annual Conference, Seoul, March 2010
- Bicycle Network Victoria Bike Futures Conference, Melbourne (annually).

Attendance at Parliamentary Inquiries/Submissions

- Submission and presentation to the Victorian Parliament's Road Safety Committee's Inquiry into Serious Injury, 2013
- Submission and presentation to the Victorian Parliament's Drugs and Crime Prevention Committee's Inquiry into Crime Prevention through Environmental Design in Victoria, Melbourne, October 2012
- Submission and presentation to the Victorian Parliament's Drugs and Crime Prevention Committee's Inquiry into Locally Based Approaches to Community Safety and Crime Prevention, June 2012

- Submission to the Standing Committee on Economy and Infrastructure Legislation Committee on the Road Safety Amendment (Car Doors) Bill, 2012
- Submission to the Victorian Government's Office of Women's Policy on the Action Plan Consultation Framework for Addressing Violence Against Women and their Children, 2012
- Submission and presentation to the Victorian Parliament's Drugs and Crime Prevention Committee's Inquiry into Strategies to Reduce Assaults in Public Places in Victoria, August 2010
- Submission and presentation to the Victorian Parliament's Road Safety Committee's Inquiry into Pedestrian Safety in Car Parks, May 2010
- Submission and presentation to the Victorian Parliament's Drugs and Crime Prevention Committee's Inquiry into Strategies to Prevent High Volume Offending by Young People, July 2009
- Submission to the Victorian Law Reform Commission on the Surveillance in Public Places Consultation Paper, January 2009.

Delegations

- Presentation on community safety to visiting Bangkok City Government delegation, Melbourne, June 2013.
- Presentation on community safety to visiting Tianjin City Government delegation, Melbourne, 2012.
- Presentation on community safety to visiting Wuhan City delegation, Melbourne, September 2011.

The City of Melbourne is currently exploring membership of the following international associations:

- International Centre for the Prevention of Crime
- International Crime Prevention Through Environmental Design (CPTED) Association.