



Queensland Delfin Lend Lease Master Planned Safe Communities

Safe Communities is a call for action. Action is certainly required to address the injury burden. Injury is the leading cause of death in people younger than 45 years across Australia and in Queensland. On average 8,000 Australians die from injury each year, with the Queensland figures equating to an average of four injury deaths each day.

On the 4th March, 2010 the Queensland Delfin Lend Lease (DLL) master planned communities of **Forest Gardens, Hyatt Coolum, Springfield Lakes, Varsity Lakes** and **Woodlands** will be accredited by Safe Communities Foundation New Zealand (SCFNZ) as Pacific Safe Communities. To be accredited, DLL on behalf of its master planned communities submitted a written application addressing six criteria www.safecommunities.org.nz/becoming, received site visits from independent and trained reviewers, and was subject to an international peer-review. As DLL CEO David Keir stated during the site visit in late 2009, there was a natural fit between the World Health Organisation Safe Community model and Delfin's commitment to developing communities that promote wellbeing. *"We pride ourselves on the difference we can make to the lives of people by reducing their risk of injury through how we create communities", he said.*

For over 50 years, DLL master planned communities have focused on active efforts to enhance collaboration and establish partnership models in the fields of sustainable and safe communities and this was well demonstrated during the application review and site visit. At local levels, the project team has involved the participation of more than 50 organisations including local government, law enforcement, healthcare, emergency response and fire protection, traffic safety, schools, not-for profit organisations, neighbourhood associations and the private sector. Being designated as a Safe Community (SC) does not mean that a community is perfectly safe, but rather that a community has systems and processes in place to address safety issues. SC accreditation by the Safe Communities Foundation New Zealand formalises DLL's commitment to doing all they can to create the safest possible communities for those who live, work or visit their master planned communities.

Having a business take the lead in supporting communities to achieve the criteria for SC designation reflects the recognition of the changing shape of communities and the diverse ways in which they can achieve sustainable injury prevention and community safety outcomes. The site visit review team was particularly pleased to observe first hand the strong level of collaboration that is occurring between the DLL master planned communities and the local Councils. From the initial stage of the development through to the extensive exit strategy, DLL staff work comprehensively with Council staff to ensure residents and infrastructure are not only safe but are responsive to local needs. As Councillor Dale Last, Chair of the Townsville City Council Community Safety and Health Committee stated: *"Delfin has shown through their master planned communities a commitment to promoting social, environmental and physical wellbeing within communities"*.



Safe Communities Foundation New Zealand (SCFNZ)

Hurstmere House, Suite 5A, 128 Hurstmere Road, Takapuna, PO Box 331399, Takapuna, North Shore 0740, New Zealand.

Tel: +64 9 488 7601 Fax: +64 9 488 7602 Email: contact@scfnz.org Web: www.safecommunities.org.nz

SCFNZ is an: Accrediting Centre for the Pacific Safe Community Programme &

ISC Certifying Centre & Affiliate Safe Community Support Centre of the WHO Collaborating Centre on Community Safety Promotion.

Collectively across the five communities of **Forest Gardens, Hyatt Coolum, Springfield Lakes, Varsity Lakes and Woodlands**, a variety of long-term sustainable programmes including child safety, home safety, road safety (especially pedestrian and cycle safety), elderly safety, workplace safety, water safety, personal safety, fire safety, disaster preparedness and response are effectively operating. In addition to specific initiatives, DLL also has a number of communication and community engagement mechanisms that are implemented within each of its master planned communities to ensure that all stakeholders (including local members) are continually aware of injury prevention and the various programmes and activities available to enhance individual, group and community safety.



Additionally, the documentation of appropriate data and analysis of injury risks in the communities and how the data were used to inform prevention projects was comprehensively demonstrated in the application and during the site visits. Four particular strengths of these communities are: 1) the Risk and Opportunity at Design (ROAD) reviews which are conducted to assess their programmes, processes and the effects of change at each of the DLL master planned communities; 2) the integration of workplace and community safety; 3) the comprehensive range of child safety initiatives; and 4) the large number of safe recreational, leisure and networking opportunities that exist. Michael Chapman, DLL General Manager Design and Environment stated: *"We design communities for people ... if you can get people talking to each other, wanting to be part of the community, then you are creating safe communities ... the more people interact the safer the place is ... building social capital and community safety through environment design that's what DLL does"*.

It has long been promoted that safety is good for business and community. Importantly, while DLL has facilitated this accreditation, it is owned by members of the community as everyone works together to bolster injury prevention. For example, Colin Sivalingum, President of the Woodlands Community Inc spent the day with the site review team and his enthusiasm for DLL and the Woodlands community was extremely refreshing: *"The issues of safety is not only a basic expectation, but a prime focus of our community. Woodlands Community Inc is a community driven organisation that is highly focused on community development and community wellbeing"*. Similarly, Pam Maher, coordinator, Cairns International Safe Communities programme stated in her letter of support: *"The Forest Gardens community has benefited immensely from the many initiatives that DLL has put in place to ensure the safety of its residents and visitors. Moreover they have shared their resources and knowledge with the wider Cairns community to ensure an infrastructure exists that is based on partnerships and collaborations"*.

This designation was led by Dr Carolyn Coggan in her capacity as Director of Safe Communities Foundation New Zealand. Dr Coggan commented at the designation ceremony that: *"we are pleased to welcome like-minded members such as Delfin to our network as we work towards creating vibrant, safe and sustainable communities"*. She also encourages the individual communities to use this process as a stepping-stone to ISC designation. Further information on this Pacific Safe Community application can be found at the SCFNZ web site www.safecommunities.org.nz/sc/dllqld



Safe Communities Foundation New Zealand (SCFNZ)

Hurstmere House, Suite 5A, 128 Hurstmere Road, Takapuna, PO Box 331399, Takapuna, North Shore 0740, New Zealand.

Tel: +64 9 488 7601 Fax: +64 9 488 7602 Email: contact@scfnz.org Web: www.safecommunities.org.nz

SCFNZ is an: Accrediting Centre for the Pacific Safe Community Programme &

ISC Certifying Centre & Affiliate Safe Community Support Centre of the WHO Collaborating Centre on Community Safety Promotion.