



Department of Public Health Sciences

Division of
Social Medicine

WHO Collaborating Centre on Community Safety Promotion



**WHO Collaborating Centre on
Community Safety Promotion**



Safe Community No. 50 Melbourne City



Name of the Community: Melbourne
Country: Australia
State: Victoria
Status: Capital City
Area: 36.5 sq kms
Number of Inhabitants: ~45,000
Daily Visitor: Rate: 400,000
Program started year: 1995
"WHO – designation" year: April 2000

Responsibility for Injury prevention:

- City Safety Forum
- Injury Prevention Advisory Committee
- Police and Community Consultative Committees
- City Licensing Forum
- Residents Sub-Committee
- Safe City Transport and Parking Sub-Committee
- Drugs Action Plan Sub-Committee
- Public Relations & Marketing Sub-Committee

Involvement of Local Community Network

- Business Responding to Illegal Drugs Working Group
- Central City Executive
- Precinct Groups
- Melbourne City Licensees Accord Management Committee
- Melbourne City Amusement Centre Accord Management Committee

- Health Service Providers Forum
- Municipal Youth Service Providers Forum
- Neighbourhood Youth Sector Forums
- Local Government Community and Social Planners Network
- Local Government Research Network
- Local Government Health Promotion Network
- Metropolitan Mayors Group on Drugs
- Lord Mayor's Drugs Advisory Committee
- Residents 3000
- Indigenous Advisory Committee
- Aboriginal Consultative Committee
- Local Government Multicultural and Indigenous Network
- Youth Drug Issues Committee
- SkateSafe Committee

THE PROGRAM COVERS THE FOLLOWING SAFETY PROMOTION ACTIVITIES:

For the age group

Children 0-14 years:

As a signatory to the *United Nations Rights of the Child Declaration* the City of Melbourne recognises the right of children, as individuals in the municipality, to be protected and have an adequate level of health care, education and safety.

Through the *Forward Plan for Families and Children (199* sustaining good residential neighbourhoods for families and the participation of families and children, and continuing to meet the specific needs of families and children.



Youth 15-24 years:

Youth Strategy: A City for Young People

- *Rotary Forum & Here for Life Seminars* sponsored young people to participate in discussions regarding issues.
- *Stake Safe Program* – youth were involved in planning for a new skate park, including location, design, equipment and safety requirements.
- *Neighbourhood Youth Services* provide a wide range of activities including drugs and alcohol peer education.

Safe City Taxi Ranks - have been established to assist in creating a safer environment for passengers to wait for a taxi and taxi drivers to access safe fares.

Safe Laneways Project – improvements to safety in laneways including waste management, lighting and graffiti removal.

Nightrider Bus Service - Nine NightRider buses leave the City Square hourly from 12.30 am to 4.30 am Saturday and Sunday mornings providing safe transport to outer suburban areas.

Safe Major Events Strategy – promotes safety in streets and public spaces. It includes a local law prohibiting the consumption of alcohol on roads and public places every day of the week, 24 hours a day.

Amusement Centre Accord is a commitment by amusement centre operators to achieve best management practice for their centres. It promotes the responsible management of behaviour of patrons, adequate staff training and open communication.

Adults 25-64 years:

Melbourne City Licensees Accord - The accord is a commitment to high standards of Safety and Service for patrons by Licensees and their staff members in and around Late-Night Licensed Venues.

As above:

Safe Laneways Project

Safe City Taxi Ranks

Nightrider Bus Services

Safe Major Events Strategy

Elderly 65+ years:

City of Melbourne recognises and accepts the *United Nations Principles for Older Persons*, incorporating independence, participation, care, self-fulfilment and dignity. This underpins Council's *Forward Plan for Older People (1999)* incorporating the following strategies:

- *Walk with Care Program* promoting the importance of pedestrian safety.
- *Community and Social Support Program* which offers a number of social, recreational and educational opportunities to older persons and the provision of a home maintenance service.
- Consideration of safety needs of older pedestrians when planning capital works, conducting safety audits of parks, streets and neighbourhoods and the promotion of safe pedestrian thoroughfares.
- *Safety for Older Women and Men Program* promoting personal safety for older people and promotion of friendship through the Senior Citizen's Club and Organisations.
- Participation in *Senior Citizens Week* held yearly including organising the Handcrafts Fair.
- Establishment of the *Older Persons Action Centre*.

Ranger Assistance Program – which assists older persons attending the city's parks and gardens.

Facilitate and support Neighbourhood Elderly Activities Group, which included organising day outings, social gatherings, talks and demonstrations.

Grants awarded to Elderly Ethnic Community Groups.

Safe Major Events Strategy – as previous.

At the following environments**Home:**

Maternal and Child Health Service provides information into key ages and safety promotion as provided by the Early Childhood Injury Prevention Program.

Early Childhood Services provide safety information through parent education sessions and newsletters, and facilitated playgroups.

Support is provided for women needing to leave domestic violence.

Information and support is provided in the range of languages spoken within the City of Melbourne neighbourhoods.

Traffic:

Road Safety Plan

Transport Strategy: *Moving Melbourne into the Next Century*

- *Pedestrian Safety Action Plan (1995)*
- *Bike Plan (1997)* recommends solutions to allow bicycles to become the preferred choice of vehicular transport for a vastly greater number of Melburnians. The plan includes the development of a cycling code of conduct,

support of Bike Ed and Cycle On programs and ensuring bicycle safety in the design of major infrastructure works.

- *Skate Safe Program: Skating Code of Conduct:* Skating is permitted in all streets of the City of Melbourne, with restricted hours in some locations. The Code requires skaters to be considerate of pedestrians using footpaths and to not skate in a reckless manner, or in a way that is likely to cause damage to property.
- *Bicycle Couriers Accord:* details a range of injury prevention strategies for couriers, including Bike Ed and a requirement to wear a clearly displayed registration number.
- *Safe Roads Program:* Council works in partnership with VicRoads to promote road safety initiatives addressing both infrastructural and behavioural aspects.

As previous

Safe City Taxi Ranks

Nightrider Bus Services

Walk with Care

Occupational:

City of Melbourne Occupational Health and Safety Policy
(Council employees only)

School:

Melbourne Police Division -

Central Business District Student Diversion Strategy:

This program exercises police duty of care in relation to school students identified as being at risk through truanting from school and visiting high risk drug areas in the central City.

Sports:

Management of the Melbourne City Sports Program that involves employees throughout the city participating in team sport competitions during their lunch break including the Corporate Challenge and the Corporate Cup Sports Series.

Cocoon Club – weight training program designed for over 60's

Implement Skate Safe Program: as previous

Leisure:

Melbourne City Licensees Accord: as previous

Playgrounds: ensure Australian Standards are met in both management and the design of new facilities.

Parks and Gardens: Undertake a safety audit, ensure new designs for parks and gardens respond to public safety and personal security issues, and continue the Ranger Assistance Program for the elderly.

Other:

Programs in the following injury areas:

Violence prevention (intentional injuries):

Melbourne City Licensees Accord

Safe Major Events Strategy

Suicide prevention (self inflicted injuries):

Support given to the annual 'Here for Life' conferences through community sponsored use of Council venues.

Programs aiming at "High risk-groups":

Intentional Injury

- Drug Related Injury

- Advocacy for an improved range of services, including the introduction of the ACT pilot heroin trial
- Provision of information to people who use drugs, community forums to provide discussion on drug-related issues and research on the extent and impact of injecting drug use.
- Major projects include the management of toilets, laneways, and improvements to specific problem areas in the city.

Unintentional Injury

Older Pedestrians- as previous

- Pedestrian Safety Action Plan
- Walk with Care
- Road Safety Plan
- Ranger Assistance Program

Falls in the street, home, playgrounds and parks and gardens

- Employment of Neighbourhood Officers
- Improvement of pedestrian walkways, and related Public Spaces by addressing Disabled persons access, Wheelchair access, Pedestrian walk-light sequences, Access for prams, Safety Barriers
- Open Space Management contracts to meet with Australian Safety Standards, and maintenance of facilities
- Development of new Skatepark in the Central Business District for young in-line skaters, and continue to implement the Skating Code of Conduct
- Ensuring new designs for parks and gardens respond to the need for public safety and personal security through City of Melbourne's community consultation process
- Continue Ranger Assistance Program

Surveillance of injuries

Where:

Victorian Inpatient Minimum Database - Injuries

Coroners Facilitation System – Injury and Unnatural Deaths

Hospital Emergency data, Australian Bureau of Statistics & Metropolitan Ambulance Service – Drug Related Injuries and Death

VicRoads – Road Injuries and Deaths

Public Liability Claims – Falls in the City of Melbourne

Victoria Police (Crime Statistics) & **Department of Justice** (Crime Victimization Study)

Public Surveys (CBD and Neighbourhoods) – Public Perceptions of Safety

City of Melbourne Customer Satisfaction Surveys, International Social Science Survey, City Worker Survey, In-centre survey, In-home survey & media reporting on safety issues and incidents –

Number per year:

Injuries requiring hospitalisation:

1994-1997 = 3056

Cause if injury:

- Falls 1100
- Transport 397
- Intentional-self 367

- Intentional-by other 275

Location of injury:

- Unspecified 1131
- Home 672
- Street/Highway 428
- Residential 336

Deaths – from injury and unnatural causes: 1994-1997 = 84

Cause of injury

- Intentional-self 22
- Medical injury 16
- Transport 10
- Poisoning 9

Intent of injury

- Unintentional 35
- Self inflicted 22
- Unknown 20
- Assaultive 7

Location of injury

- Home 48
- Transport areas 16

Intentional Injuries

Assaults: 1998 951

Unintentional Injuries

Road Deaths: 1998 12

Roads: serious injuries: 1998 431

Bicycle deaths: 1990 – 1995 5

Bicycle injuries: 1990-1995 561

Falls/Trips: 1998 39

Population base: total population

Started year: varied

Publications: (Scientific)

Produced information material, pamphlets:

- Strategy for a Safe City
- Safe City Initiatives Brochure
- Drugs Action Plan
- City Support Card
- Drug Services Card
- Safe City Watch Card
- Community Safety & Well Being
- Melbourne City Licensees Accord
- Midnight to Dawn Transport Cards
- The Bourke/Russell Street Area: Development Strategy
- Safe By Design: Safe Car Parks Project
- Carlton Neighbourhood Community Safety Plan
- The Community Speaks

Fact Sheets:

- Safe City Cameras Program
- Special Lighting Schemes
- Safe City Taxi Ranks
- Safe City Cameras Program

Staff

Number: 7

Social Issues Team

Profession: 7 full time

Permanent: 7

Temporary: 0

Organisation: City of Melbourne (Council)

Specific Intersectional leadership group:

- City Safety Forum, comprising City of Melbourne
- Victoria Police
- Property Council, Australia
- VicHealth
- Department of Human Services
- Youth Substance Abuse Service
- Entertainment Industry
- National Media
- Jesuit Social Services
- City Car Parks Association
- Australian Retail Association
- Chambers of Commerce and Industry



General public health/health promotion group:

Injury Prevention Advisory Committee

International commitments

Participation in Safe Community Conferences:

- The Sixth International Safe Community & Injury Prevention Conference, Melbourne 1996.
- The Eighth International Safe Community Conference, Vienna October 1999.

Hosting "Travelling Seminars":

- International Symposium "Community Safety in Major Urban Environments", April 2000.
- [Travelling Seminar in Victoria April 2000.](#)