

# MacroMelbourne

## A Liveable

city for all its people?

**A focus on the urban growth  
areas of Melbourne**





# Foreword

Everyone in life faces challenges but – to paraphrase George Orwell – some of Melbourne's residents face greater challenges than others.

Despite an increasing public policy focus on addressing disadvantage and increasing social inclusion, research indicates there have been continuing and growing levels of poverty and inequality over the past decade.

The *MacroMelbourne* initiative was established by Melbourne Community Foundation in 2005 and is based on the premise that Melbourne should be liveable for everyone.

Understanding that disadvantage and inequality can divide communities and generate social unrest, the initiative aims to reduce disadvantage by identifying priority areas for philanthropic investment.


The first phase, launched in 2006, focused on building partnerships between philanthropic and corporate organisations, government, research bodies and the community sector.

The *MacroMelbourne* approach remains relevant, particularly within the context of key additional challenges facing Greater Melbourne, now and into the future. These challenges include:


- A faster than predicted growth in population. The city will reach a population of five million far earlier than the 2030 date predicted several years ago. This translates as at least 1,500 more people in Melbourne every week and much of the population and housing growth is occurring in the urban fringe areas of Melbourne.
- The global financial crisis, which has swept the world. While Australia has weathered the economic downturn better than many countries, there have been and will continue to be impacts on unemployment levels, particularly for young people, and housing affordability. The traditionally disadvantaged have been pushed further down the queue as more recently unemployed or underemployed people begin to access services.
- The rapid rate of climate change. There is an urgent need to address the challenges raised by climate change, which has a particular impact on the most vulnerable members of the community.

The second phase of *MacroMelbourne* updates the data on disadvantage across Melbourne.

It aims to identify emerging trends and challenges effecting disadvantage and inequality, establish what government is doing to address it, and determine where philanthropic investment can make a significant difference. The projects outlined in these pages address one or more of the issues highlighted in the data.





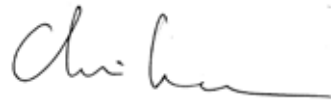


For this phase, *MacroMelbourne's* focus is on ensuring that establishing and growing communities are given the resources and services they need to develop as healthy, well-served and supported communities to accommodate population growth and demographic change.

Melbourne Community Foundation still believes the best way to tackle the challenge is with collaborative partnerships between philanthropic and corporate organisations, government, the community sector and research bodies.

We hope the projects outlined in this report will resonate with those who are committed to making Melbourne a better place.

We thank everyone who gave their time and expertise to assist us to develop this phase of the *MacroMelbourne* initiative and to better understand the issues. We particularly thank Melbourne Community Foundation donors, including the Agnes Robertson, Ballandry and Fairness Funds. Your support helped make this possible.



Chris Lovell  
Chair Melbourne Community Foundation



Karen Mahlab  
Chair *MacroMelbourne*



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# 1 Background

## 1.1 *MacroMelbourne* concept

The purpose of the *MacroMelbourne* initiative is to find ways to contribute to Melbourne being a liveable city for all its citizens as it faces the twin challenges of:

- How to best manage growth and accommodate another million people or more over the next 20 years.
- How to avoid Melbourne becoming two very different cities – one for the affluent and another for the disadvantaged.

*MacroMelbourne* aims to provide the basis for more strategic giving and investment around disadvantage and inequality emerging in Melbourne to 2030, with a focus on collaboration between philanthropic trusts, large corporations, small businesses, government, research institutes and community organisations to consider the evidence in relation to disadvantage and develop and support projects to address these issues.

The principles underlying the development of the initiative are outlined in *MacroMelbourne's* values.

## 1.2 *MacroMelbourne* values

Safe, liveable and vibrant cities are created by global and national forces and the collective will of the people who live and work in them.

The creation of great cities requires courage, a collective vision, good governance and the willingness of many people and organisations to contribute to the way a city is shaped.

Each city creates its own narrative with which people identify and share a common pride.

For Melbourne, the narrative tells the story of migration, the Hoddle grid, gold, enterprise, financial investment, public education, Redman Barry and the rule of law, reconciliation, Governor La Trobe and the emergence of public institutions such as the State Library, Mechanics Institute and Melbourne University, tram and train systems and grand public buildings.

Melbourne's narrative is the story of its past, the legacies left by each generation and the decisions now that are shaping its future.

*MacroMelbourne* is about the vision for Melbourne looking a generation ahead. It is about imagining what Melbourne's narrative might be in 25 years. It is a recognition that decisions now will shape the narrative that is yet to be written; the narrative that is within the keep of this generation to leave for future generations.

To be able to make judgments now that shape the future there must be guiding principles. We cannot know the outcomes or the impact of decisions before they happen. We can only exercise good judgment based on sound principles.

The over-riding principle of *MacroMelbourne* is that Melbourne should be a liveable city for all of its citizens.

From this single principle derive many others against which our judgments and decisions can be measured. These touch stones of good decision making are:

- Will it make Melbourne more sustainable?
- Will it increase people's safety and wellbeing?
- Will it close the gap between the privileged and the underprivileged?
- Will it increase inclusiveness and access to services?
- Will it increase opportunities to work and participate?
- Will it protect human rights, tolerance and diversity?

*MacroMelbourne* aims to foster collaboration in order that Melbourne might develop as a liveable city for all of its citizens.

### 1.3 Achievements of *MacroMelbourne* Phase 1

*MacroMelbourne* has clearly demonstrated that evidence-based research can lead to collaborative partnerships between philanthropists, corporates and community organisations to meet identified needs.

It is estimated that in excess of \$700,000 of Melbourne Community Foundation (MCF) and other philanthropic/corporate dollars and in-kind support were provided to the 13 projects contained in the 2007 *MacroMelbourne* projects report, at least partly due to the promotion and publicity received from their inclusion in the *MacroMelbourne* initiative.

We believe that considerably more philanthropic and corporate support was provided to a number of the projects over this time, but it is not easy to directly link this additional support to *MacroMelbourne*.

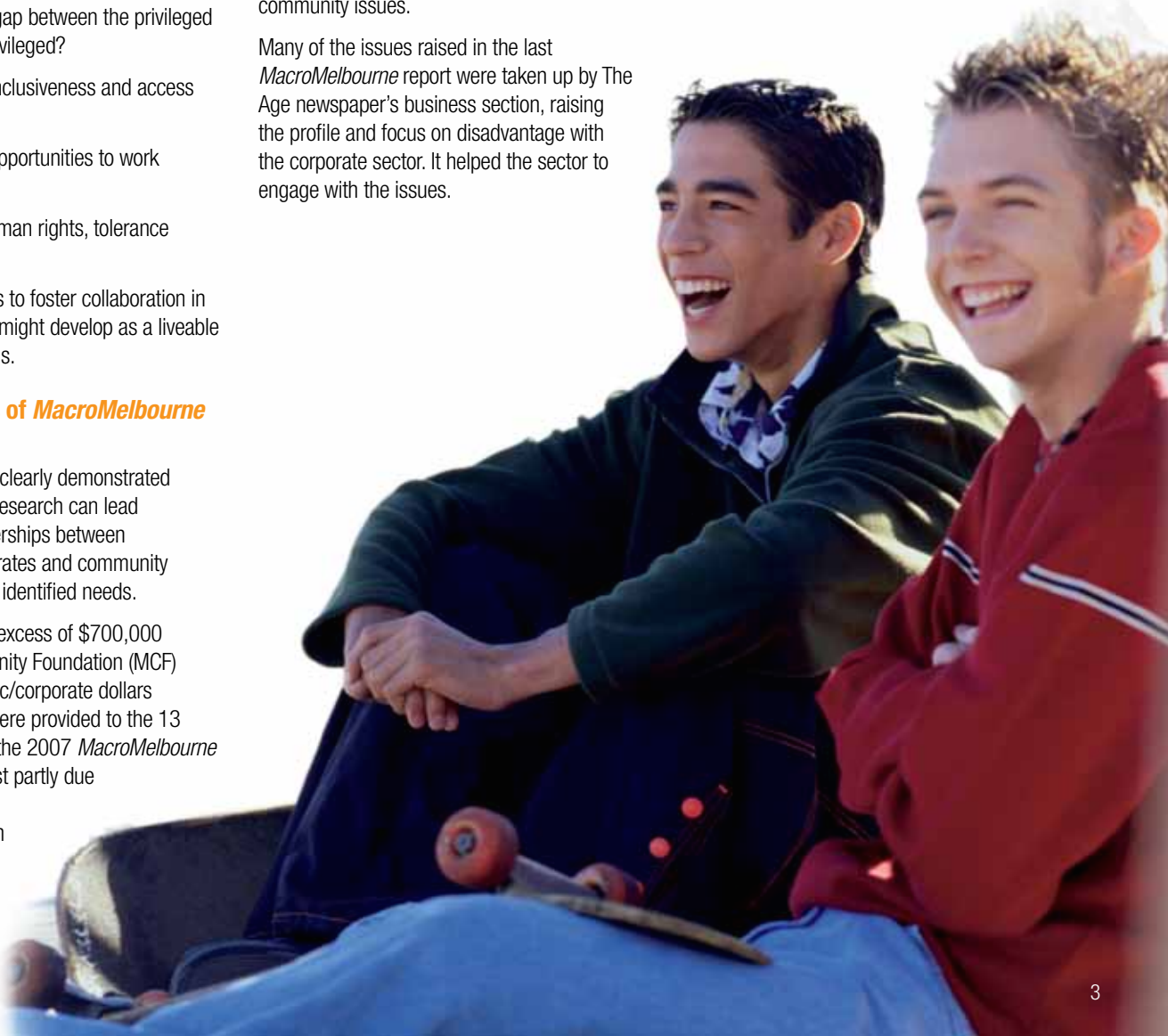
The increased profile of MCF as a result of this innovative initiative has had multiple benefits for the organisation. It has increased donor involvement, introduced evidence based strategic philanthropy to MCF donors and others, and established MCF as a leader in understanding community issues.

Many of the issues raised in the last *MacroMelbourne* report were taken up by The Age newspaper's business section, raising the profile and focus on disadvantage with the corporate sector. It helped the sector to engage with the issues.

### The process and projects

Phase 1 of the *MacroMelbourne* initiative, undertaken between 2005 and 2008, consisted of three key components:

- Publication of a discussion paper that mapped current research around disadvantage in Greater Melbourne, now and over the next 25 years, undertaken by Deakin University and the Victorian Council of Social Services.





- Cross-sectoral dialogue and forums exploring the research, identified issues and possible solutions. The discussion paper was launched at a high-level forum by then Deputy Premier, John Thwaites, at KPMG.
- Publication and distribution of the *MacroMelbourne* report.


The report, *MacroMelbourne: A liveable city for all its people*, summarised five key issues/ action areas relating to disadvantage in Greater Melbourne and outlined 13 projects which, in some way, addressed these issues. These issues had been selected from the earlier research undertaken by Deakin University and the outcomes of a cross-sectoral forum which identified priorities. The report was widely distributed throughout the philanthropic and corporate sectors.

Appendix 1 summarises the achievements of the 13 projects between September 2007 when the report was published and December 2008. In many cases, the grants provided through *MacroMelbourne* were only a part of the funding required to achieve the outcomes described in the table.


### Lessons learnt

In reviewing the implementation of phase one of the Initiative and reflecting on the project outcomes to date, several factors have been identified which have informed the development of this second phase. These include:

- The need to develop more formal and rigorous criteria for project selection.
- Recognition that the most successful projects are those which are driven by a person/organisation with passion and energy for the project.
- A requirement that all organisations included in the report provide feedback about the funding received and project outcomes.
- Greater emphasis on evaluation of the initiative, including improved tracking of the intangible and flow-on effects.



# 2 Conceptual framework



The following three elements of MCF's approach to strategic philanthropy describe the conceptual framework that has been adopted for this phase of *MacroMelbourne*.

## 2.1 Levels of philanthropic engagement

Philanthropic funding can be used to support organisations working to address disadvantage in different ways. Some projects concentrate on working directly to meet immediate need, others are building the longer-term capacities of individuals, organisations or communities, and others are seeking change to broader policies and institutions so they can better address disadvantage and inequity. These approaches are not necessarily mutually exclusive. Many of the organisations and projects outlined in this report are working at several of these levels.

Outlined below is a brief description of four key levels of philanthropic engagement (developed from a model by Tracey Gary and included in her book *Inspired Philanthropy: Your Step-by-Step Guide to Creating a Giving Plan and Leaving a Legacy 2008*).

- **Needs** – addresses immediate and recurring needs (eg care programs, service delivery, relief).
- **Empowerment** – empowers individuals to take care of themselves (eg education, job training, living infrastructure and facilities).
- **Capacity Building** – expands organisations' and communities' capacity to generate change and build communities (eg social enterprise, leadership development, strategy development, capital campaigns, alliances).
- **Systemic** – develops systemic solutions to collective problems (eg research think tanks, policy or legal reform, structural change, civic engagement).

The projects in this report represent all of these levels of engagement.

## 2.2 Focus on urban growth areas

Melbourne's population growth is not uniform. Most of the fastest growing municipalities are located on the urban fringe. Population growth is so rapid that it is now estimated by some that Melbourne's population will reach five million by 2020, not 2030 as originally predicted. The five major growth areas are Casey-Cardinia, Hume, Melton-Caroline Springs, Whittlesea and Wyndham. Between them, there will be between 400,000 and 500,000 additional residents within 20 years.

The rapidly emerging challenges facing new growth areas, combined with an acute lack of social and physical infrastructure in these areas, makes this a particularly urgent focus for innovation and intervention.



The outer metropolitan growth areas tend to be characterised by a younger age profile than Victoria as a whole, with lower school retention rates, lower skills profile and in some areas lower socio-economic status. These areas provide proportionately less economic output and employment opportunities compared to population size and community service provision is below the national average.

This phase of *MacroMelbourne* highlights the impact of disadvantage on the communities in these urban growth areas.

Working in establishing areas also provides opportunities to build robust and inclusive communities and develop community supports

at an early stage, rather than reacting to, and addressing, entrenched service gaps and disadvantage.

### 2.3 Partnership/collaboration models

As we learn more about the complex issues surrounding disadvantage, community disengagement and social exclusion, we must design and build our responses accordingly. It is now understood that the traditional silo approach where different sectors and agencies (government, philanthropic, corporate and community) respond in isolation and solely according to their own agendas and priorities is ineffective and limiting.

Approaches that design and build in partnership and collaboration across sectors and agencies are likely to be more successful at creating sustainable, positive change. Creating real change in entrenched areas of disadvantage may be beyond the resources of any one sector.

Philanthropy can play a critical role in bringing sectors together to agree on desired outcomes and determining the action required to achieve them. Therefore, most *MacroMelbourne* projects in this report are built on partnerships and collaboration.





# 3 Updating the data: McCaughey Centre Research Report

A research report titled *Social and Economic Disadvantage in Melbourne: trends, challenges and priorities for philanthropic investment* has been prepared by Belinda Robson and John Wiseman of the McCaughey Centre at the University of Melbourne. It updates the research document prepared for the *MacroMelbourne* initiative in 2006.

The report highlights key trends and challenges impacting on poverty and disadvantage in Greater Melbourne and lists priority areas for philanthropic investment to help meet these challenges.

The executive summary of the report is provided below. The full report is available both electronically and in hard copy from MCF.

## 3.1 Executive summary

The research report is intended to assist Melbourne Community Foundation to review and refresh the 2006 *MacroMelbourne* report by addressing three questions:

- What are the most significant emerging trends and challenges effecting disadvantage and inequality in Melbourne in 2009?
- What are the main directions in Commonwealth and State government policy designed to reduce disadvantage and inequality?
- What are the highest priority areas for philanthropic action and investment to help meet these challenges?

The report argues that the most significant trends and challenges effecting disadvantage and inequality in metropolitan Melbourne are:

- Rapid population growth, particularly in outer urban areas.
- The employment and economic impact of the global financial crisis.
- Rapid increases in the number of people with multiple and complex needs.
- Ongoing challenges facing migrant, refugee and Indigenous communities.
- Lack of access to affordable housing.
- Lack of access to affordable transport and communications.
- The health and wellbeing impacts of climate change, particularly on vulnerable and disadvantaged communities.

While Commonwealth and State governments are investing increasing resources in social inclusion projects and programs, there are many areas in which philanthropic investment can make a significant difference in creating a more equitable, sustainable and liveable Melbourne.

In developing priorities for philanthropic investment to reduce disadvantage and inequality in metropolitan Melbourne the report suggests that key criteria include the following:

1. Projects which are consistent with the ongoing *MacroMelbourne* principles of:

- Sustainability.
- Increasing people's safety and wellbeing.
- Closing the gap between the privileged and the underprivileged.
- Increasing inclusiveness and access to services.
- Increasing opportunities to work and participate.
- Protecting human rights, tolerance and diversity.

2. Prioritising projects which combine:

- the encouragement of innovative, collaborative approaches; and
- clear strategies for sharing learning in order to maximise knowledge transfer for policy and practice innovations which can be scaled up and generalised – leading to broader, long-term reductions in disadvantage and inequality across metropolitan Melbourne.

3. A primary focus on Melbourne's new, outer urban-growth areas and projects and initiatives leading to reductions in inequality and disadvantage in these areas.

While there is evidence of disadvantage and inequality across a mix of urban neighbourhoods and communities, the rapidly emerging challenges facing new growth areas combined with the acute lack of existing social and physical infrastructure makes this a particularly urgent focus for innovation and intervention.

4. Prioritising projects which:

- Improve the capacity of vulnerable communities to meet the challenges of the global financial crisis.
- Improve the capacity of community organisations and carers to support individuals and families with multiple, complex needs.
- Reduce disadvantage and vulnerability among refugee, migrant and Indigenous communities.
- Improve access to affordable housing.
- Improve access to affordable transport and communications.
- Improve the capacity of vulnerable communities to meet the challenges of climate change.



# Projects 4

4.1 SUMMARY OF PROJECTS						
	Project	Project Focus	\$'s sought	In-kind needed	Level of philanthropic intervention	Page No.
ACROSS URBAN GROWTH AREAS						
1	Benchmarking Social Infrastructure- A Guide for Shaping Community for Well Being	Community planning research	\$80,000		Capacity building and systemic reform	10
2	The Sustainable Families Project	Energy audits and efficiency advice to low income households	264,000		Needs based and empowerment	12
HUME						
3	Hume and Whittlesea Community Shuttle Service	Community transport	\$80,000 for 2 years		Needs and capacity building	15
4	Craigieburn Employment Mentoring Program	Mentoring and skill development for unemployed people	\$50,000	√	Empowerment	17
WHITTLESEA						
5	Women in Work Community Enterprise	Training/employment for refugee and migrant women	\$103,000	√	Empowerment	19
6	Whittlesea Youth Diversion Program	Youth support and development	\$142,000		Empowerment and capacity building	21
7	Bubup Wilam Indigenous Educational Pathways Project	Program and community development for Aboriginal children and their families	\$75,000		Empowerment and capacity building	23
CARDINIA						
8	Building Harmony at New Housing Estates	Community development for refugee/migrant young people	\$40,000		Empowerment and capacity building	25
9	Screen Stories and Community connections	Connected communities and digital inclusion	\$100,000		Capacity building	27
CASEY						
10	Photography on the Move	Educational support for children with autism	\$75,000	√	Empowerment	29
11	A Home of My Own: Personalised Supported Living for People with Disabilities	Independent living for people with disabilities	\$19,400	√	Empowerment and capacity building	31
MELTON						
12	Integrated Age Care Services for Financially Disadvantaged Elders	Housing and community support for older people	\$24,795		Capacity building	33
13	Supporting the connection and learning environment for children, youth and parents through homework support.	Educational support for children and their families, using volunteers	\$43,200	√	Needs and capacity building	35
WYNDHAM						
14	Increasing transport options in Wyndham	Community transport and No Interest Loans Scheme	Shuttle service - \$50,000, Loan Scheme - \$43,500 Plus \$20,000 for loan pool		Needs and capacity building	37





## PROJECT 1

# Benchmarking

## Social Infrastructure

- a guide for shaping communities for wellbeing



**Project focus: Community planning research**

**Project location: Nine Melbourne interface council areas**

*More than 46% of Victoria's population growth has occurred in the interface council areas over the past 5 years ... many also have high Indigenous, refugee and culturally and linguistically diverse populations, and pockets of high socio-economic disadvantage.*

### What is the project?

The Benchmarking Social Infrastructure project aims to assist in the delivery of responsive, flexible, well-resourced and timely human services for the Victorian interface communities to help avoid social problems that can lead to entrenched disadvantage in the future.

The project will produce a practical, strengths-based framework to guide the development of welcoming neighborhoods and resilient communities in the fast growing municipalities of the Victorian interface communities, which lie at the fringes of Melbourne between metropolitan Melbourne and rural Victoria.

It will develop practical benchmarks for urban designers, infrastructure builders and service providers, indicating what social and physical resources are needed, and when.

The question underpinning this project is: What level of social infrastructure needs to be invested, in line with population growth, to ensure strong and resilient communities?

Characteristically, the population of these interface municipalities is concentrated around the urban areas and rural townships, with about 70% of the population living in 30% of the area.

Over the past five years more than 46% of Victoria's population growth has occurred in the interface council areas. By 2026 the population in these areas will increase from 1.2 million (31% of Melbourne's population) to 1.9 million (38% of Melbourne's population), with most of the growth made up of families with children and young people. By 2031 more than a quarter of all young Victorians will be living in interface councils. Many also have high Indigenous, refugee and culturally and linguistically diverse (CALD) populations, and pockets of high socio-economic disadvantage.

Interface municipalities face the challenges of supporting both urban areas and rural areas, embracing diversity and responding to social disadvantage in the context of rapid growth and inadequate basic services. Social and physical infrastructure lags behind the pace of growth and human services are limited, with many residents geographically isolated from service centres.

The Benchmarking Social Infrastructure project will develop principles, standards and benchmarks for the planning of social infrastructure. It will include levels of universal, primary, tertiary and secondary services, and determine what and when services are required to support communities as they grow. Benchmarks will be place-based.

The project will identify population trigger points and align them with the levels of service and types of expertise required, taking into account population profiles and characteristics, including gender, diversity and age.

The framework will answer the following questions:

- What do we mean by resilient communities?
- What social and physical infrastructure is required to achieve resilient community outcomes?
- What are the minimum level, range and type of services a community needs?
- When are specific services needed?
- What practices are required to achieve resilient community outcomes?

### Who benefits?

Families and young people in the area. The guide will inform strategic investments to reduce future social problems. It will embed knowledge by Aboriginal and newly arrived communities and other key stakeholders and will plan for the ageing community.

### Location

Initially it will be used as a planning tool by the interface councils.

The outcomes may inform growing communities and communities in the process of renewal.

### Who's leading it?

The McCaughey Centre, University of Melbourne, in partnership with the City of Whittlesea on behalf of Victorian Interface Councils.

### Who are the partners?

Whittlesea Community Futures, Cardinia Shire Council, City of Casey, Hume City Council, Melton Shire Council, Mornington Peninsula Shire Council, Nillumbik Shire Council, Shire of Yarra Ranges, Wyndham City Council and VCOSS.

### What's needed?

\$80,000 to contract expert research capacity to undertake the project.

### Progress to date/other comments

In 2003 the Interface Councils commissioned RMIT to assess the gaps in human-service provision in interface municipalities and identify challenges in delivering human services. *Human Service Gaps at the Interface Between Urban and Rural* found that families, children and young people in interface areas are disadvantaged in relation to the provision of local human services. The delivery of social and physical infrastructure is overwhelmingly lagging behind the pace of growth.

A companion project on the minimum physical infrastructure needs at population trigger points has been completed.

### Project contact

Russell Hopkins, Director of Community Services, City of Whittlesea. Telephone (03) 9217 2315, email [Russell.Hopkins@whittlesea.vic.gov.au](mailto:Russell.Hopkins@whittlesea.vic.gov.au).

*Deliver a practical, strengths-based framework to guide the development of welcoming neighbourhoods and resilient communities in the fast growing municipalities of the Victorian interface communities.*



## PROJECT 2

# The Sustainable Families Project



**Project focus: Energy audits and advice to low-income households**

**Project location: City of Whittlesea and other urban growth areas**

*People without the financial resources to adapt to a changing climate will suffer greater effects. Many people living on low incomes will struggle to make the capital investment required to reduce their risk. Some population groups such as isolated older people and people with chronic illness will be more affected by the health effects of climate change.*

### **What is the project?**

The Sustainable Families Project will assist families to manage their expenses by teaching them how to save energy and water and minimise their energy and water bills.

The project will run in two phases and will build on work already done by Kildonan UnitingCare to develop and implement energy-efficient products for vulnerable households.

Kildonan developed its initial project in 2004 in response to its financial counselling team's frequent encounters with people in crisis who had unaffordable bills and were in danger of disconnection.

Kildonan UnitingCare is located in Melbourne's northern growth corridor, one of Victoria's most culturally diverse regions. Its catchment area is characterised by new developments and families with young children and high mortgage obligations. Many are suffering from enormous financial and social stress and are first-time welfare and support clients. There is also a considerable degree of single-parent poverty in Whittlesea Township and in the public housing in South Morang.

Drawing on the experience and the expertise gained by Kildonan in the provision of energy audits to low-income households, the Sustainable Families project will ensure that clients involved in the family-support sector are able to access the best information, support and guidance regarding living in an environmentally and economically sustainable manner.

Many of those who access the agency's financial counselling service are home buyers on new estates who are under considerable stress. (Of particular concern is a current application for a new Electronic Gaming Venue in such an area in Mernda in the City of Whittlesea).

While these home buyers are often two-income households they are also mortgaged to the limit. Often debt is complex, with mortgage obligations accompanied by debts such as car loans, credit cards, school fees and





personal loans. With the low level of disposable income for such households, any financial stress can render a financial situation unmanageable.

Adding to the financial and social stress, these new areas lack infrastructure and public transport which means residents often need to own cars and are vulnerable to rising petrol prices.

Typically, these families have trouble paying for their utilities and present to financial counsellors with unaffordable energy and water bills. Kildonan's energy audit program was developed to assist such families to reduce bills and align usage with affordability.

In addition, research on climate change and household sustainability indicates that households that are most disadvantaged are also most vulnerable to excessive or unaffordable energy and water use for reasons including: rising costs of energy and water (projected to increase into the future with global warming and mitigation policies), lack of funds for upgrading housing and appliances, illness, unemployment, having a first language other than English and having a large family.

Households in newly developed areas often also face the problem of energy-inefficiency and poor thermal capacity of much of new housing.

**Phase 1 – pilot in local area.** The Sustainable Families Project will work closely with Kildonan UnitingCare's energy service team and two family support programs operating within Whittlesea to assist families in reducing utility bills through tailored household audits and efficiency advice. It will also provide education and hands-on support to vulnerable families on sustainable living practices, such as increasing energy efficiency, water saving and waste reduction through presentations and workshops. Using Kildonan's Coburg Community Garden, the project will provide activities and information on sustainable living practices for low-income community

members. It will focus on tailored household energy advice and community presentations and workshops.

**Phase 2 – roll-out to other areas.** The program will be extended to family service networks in other areas. In this roll-out phase, a Kildonan energy auditor will partner with family-service providers in other areas.

### **Who benefits?**

Low-income and disadvantaged families living in the urban growth area of Whittlesea will benefit from the project (in the first phase) and low-income and disadvantaged families in other urban growth areas in phase two, in collaboration with other family service networks.

### **Location**

Phase 1. Local government area of Whittlesea (pilot).

Phase 2. Other urban growth areas.

### **Who's leading it?**

Kildonan UnitingCare (with collaboration between family support and energy efficiency programs).

### **Who are the partners?**

Kildonan is a member of the North East Metropolitan Child and Family Services Alliance, which is made up of the nine major providers of family-support programs in the north east region of Melbourne. Kildonan will facilitate the roll-out of same or similar programs in other growth areas, with collaboration with its energy-audit program and the family support workers of other agencies.

### **What's needed?**

A total of \$264,000 is sought for Phase 1 to be run over 18 months. This includes salaries (\$216,000), administration costs (\$9,000), communications (\$1,750) and retrofit (\$32,250).

An 18 month time frame is important to allow audits to respond to seasonal climate change issues. Energy auditors will revisit some of the households assisted early in the project after the 12 month mark in order to engage participants in discussion about their experience and peak energy usage in the context of a 12 month period.

### **Progress to date/other comments**

The project will build on Kildonan's current energy-audit program.

### **Project contact**

Stella Avramopoulos, CEO, Kildonan UnitingCare.  
Telephone (03) 8401 0101, email savram@kildonan.org.au

*Provide access to the best information, support and guidance regarding living in an environmentally and economically sustainable manner to clients involved in the family-support sector.*



## PROJECT 3

# Hume & Whittlesea

## Community Shuttle Service



### Project focus: Community transport

### Project location: Cites of Hume and Whittlesea

*Unequal access to transport continues to be a major driver of disadvantage and inequality, particularly, in outer urban areas. A recent report on emergency relief prepared by VCOSS indicates that respondents from Melbourne's fringe suburbs nominated petrol as the expense most commonly contributing to their financial hardship. This directly related to the lack of access to public transport in these areas.*

### What is the project?

The Hume and Whittlesea Community Shuttle Service will co-ordinate the use of existing community vehicles to meet critical transport needs, assisting disadvantaged residents with transport to medical appointments, employment and social and recreational activities.

The project will strengthen existing community transport initiatives, providing a flexible, responsive and affordable community transport service where it is most needed.

The municipalities of Hume and Whittlesea have experienced rapid population growth over the past 10 years, creating pockets of acute transport disadvantage.

Older residents – people with disabilities, younger people and newly emerging communities – are particularly disadvantaged, facing serious mobility and access issues, social exclusion and financial disadvantage. This can lead to lower levels of health and wellbeing and less time for recreation and family cohesion.

The community shuttle service aims to provide community transport to socially disadvantaged communities identified by the Northern Transport Links (NTL) and Craigieburn Community Renewal (CCR) initiatives across the municipalities of Hume and Whittlesea. NTL and CCR are partnership-based projects that engage with disadvantaged communities to improve social inclusion and community participation.

### Who benefits?

Older residents, people with disabilities, young mothers and recent migrants who need to access medical appointments; young people needing to access employment opportunities and residents who are socially, economically and geographically disadvantaged.

### Location

The project has secured vehicles and some in-kind support for the commencement of the Hume and Whittlesea Community Shuttle Service



in Craigieburn. Financial support will allow the service to begin and to expand into areas in Whittlesea.

### Who's leading it?

Link Community Transport on behalf of the Northern Transport Links Project.

### Who are the partners?

Link Community Transport, Whittlesea Community Connections, Hume City Council and City of Whittlesea. To implement the shuttle service, partnerships have been developed with Craigieburn Community Renewal, Brotherhood of St Laurence, the Salvation Army, Whittlesea Community Connections, Whittlesea Area Community Care Assistance, Plenty Valley Community Health, and Craigieburn Health Service.

### What's needed?

\$80,000 per annum for two years to cover the cost of a transport coordinator, vehicle operating and related costs.

### Progress to date/other comments

The project has secured the use of community buses from the Brotherhood of St Laurence, the Salvation Army and the Craigieburn Sporting Club, as well as a \$10,000 grant from the Craigieburn Health Service (Northern Health). It is working closely with LINK Community Transport and Whittlesea Community Connections to develop a business model and operations plan for implementation.

### Project contact

David Mazzotta, Coordinator Community Renewal, Hume City Council, Telephone (03) 9205 2448, email DavidMa@hume.vic.gov.au.

*Meet critical transport needs, assisting disadvantaged residents with transport to medical appointments, employment and social and recreational activities, through use of buses from local agencies.*





## PROJECT 4

# Craigieburn Employment Mentoring Program



**Project focus: Mentoring and skill development for Unemployed people**

**Project location: City of Hume**

*Job losses tend to be concentrated in particular locations ...  
The recent closure of several large local companies has  
resulted in the direct loss of over 100 jobs in Craigieburn.*

### **What is the project?**

The Craigieburn Employment Mentoring Program aims to increase employment in the Craigieburn Community Renewal area by setting up a one-stop job service at the Craigieburn Education and Community Centre Neighbourhood House.

The service would assist residents to choose a (new) career, find job vacancies, touch-up or prepare resumes, prepare for job interviews, source training courses and assist with workplace matters.

The Centre for Full Employment and Equity's Employment Vulnerability Index (EVI) identifies Craigieburn as a suburb with a high proportion of jobs that will be at risk as the economy contracts. This is consistent with the experience of the local community; more than 100 jobs have been lost in Craigieburn with the recent closure of several large companies.

The project aims to use local newspapers, letterbox drops, flyers, school newsletters, local libraries, health and other community services to engage residents with the Neighbourhood House.

It anticipates direct agency involvement – depending on the circumstances of individuals who present – with Centrelink, Brotherhood of St Laurence, Job Network's, Kangan Batman TAFE, and similar agencies scheduled to provide specialist support, advice and training.

The service would offer one-to-one advice and encouragement, referrals, assistance with resume writing, email creation, job hunting, cold canvassing and interview preparation in a comfortable, informal environment.

The project would encourage agency partners in the Craigieburn Community Renewal area whose services complement this approach, while meeting expressed and emerging unmet needs in the area.

### **Who benefits?**

All unemployed and disadvantaged people in the Craigieburn Community Renewal area, people who have been made redundant, women returning to work, unemployed skilled migrants, refugees, disengaged and unemployed youth. The generalist approach and policies of the Neighbourhood House welcome anyone.



**Location**

Craigieburn Education and Community Centre in Craigieburn.

**Who's leading it?**

Craigieburn Education and Community Centre, and Meadow Heights Community Foundation.

**Who are the partners?**

CEACC is partnering with Craigieburn Community Renewal, local secondary schools and social support and local job network providers.

**What's needed?**

\$50,000 to cover a salary for program co-coordinator (0.7 EFT), transport, administrative supplies and other incidentals. In-kind support from volunteers in the community with expertise in writing CVs and applications.

**Progress to date/other comments**

The project has secured programming space within the Neighbourhood House. Local agencies are highly supportive of the initiative. This program aims to replicate the successes of the BEAT program in Broadmeadows.

**Project contact**

David Mazzotta, Coordinator – Community Renewal, Hume City Council.  
Telephone (03) 9205 2448,  
email DavidMa@hume.vic.gov.au.

*Assist residents to choose a (new) career, find job vacancies, touch-up or prepare resumes, prepare for job interviews, source training courses and assist with work place matters.*





## PROJECT 5

# Women in work

## Community Enterprise



**Project focus: Training/employment for refugee and migrant women**

**Project location: City of Whittlesea**

*Whittlesea is the third most multicultural local government area in Victoria, with the 2006 Census recording 140 countries of birth and 57% of the population born in non-English speaking countries.*

### **What is the project?**

The Women in Work Community Enterprise will help to provide employment opportunities for disadvantaged women by establishing a community enterprise, while meeting a community-service need in an area of high diversity.

Whittlesea is the third most multicultural local government area in Victoria, with the 2006 Census recording 140 countries of birth and 57% of the population born in non-English speaking countries. Over the past five years, 4612 new-arrival migrants and refugees settled in Whittlesea, and its strong history of migration, diversity and cultural heritage present both opportunities and challenges.

People from culturally and linguistically diverse backgrounds face a range of barriers in accessing employment. These include difficulties in having qualifications recognised, unfamiliarity with the local employment market, and employer attitudes. Many refugee and migrant women are significantly disadvantaged and marginalised by the private employment market.

This program will enable refugee and migrant women to be trained and employed as bi-cultural and bilingual childcare workers, helping them to access accredited training, gain new skills, practical experience and pathways to employment. Recognising the skills and experience women already have, it will build on and market their existing capacities, particularly in relation to linguistic and cultural competencies.

The project aims to establish a sustainable mechanism for assisting refugee and migrant women to transition to independence through a participative and strength-based approach.

Accredited childcare workers will be contracted to work in community services and settings, meeting high demand for local childcare services. This is particularly important in an area such as Whittlesea, a rapidly growing population with a significant proportion of young families.

### **Who benefits?**

- Refugee and migrant women, who face barriers accessing mainstream employment opportunities.



- Culturally and linguistically diverse families and service providers needing access to culturally and linguistically appropriate childcare services.
- The community, through the development of a locally available skilled workforce with capacity to respond to local needs.

#### **Location**

The City of Whittlesea

#### **Who's leading it?**

Whittlesea Community Connections (WCC)

#### **Who are the partners?**

Whittlesea Community Connections, the City of Whittlesea's Economic Development Unit and Northern Metropolitan Institute of TAFE.

#### **What's needed?**

- \$25,000 to enable 25 women to undertake accredited training as bilingual childcare workers through Northern Metropolitan Institute of TAFE.
- \$60,000 to employ a project worker for one year to support participants, develop links with potential clients and customers and to coordinate the community enterprise.
- \$18,000 to provide for set-up and operational costs.

Business advice and guidance is being sought to assist in areas such as marketing and promotion. Support is also being sought from business and human-service organisations to provide patronage for the community enterprise by using its childcare services.

#### **Progress to date/other comments**

Initial discussions with partners have occurred who are excited about the prospect of delivering this project.

#### **Project contact**

Jemal Ahmet, Manager, Whittlesea Community Connections. Telephone (03) 9401 6666, email jahmet@whittleseacommunityconnections.org.au.

*Train and employ refugee and migrant women as bi-cultural and bilingual childcare workers, helping them to access accredited training, gain new skills, practical experience and pathways to employment.*



## PROJECT 6

# Whittlesea

## Youth Diversion Project

**Project focus: Youth support and development**

**Project location: City of Whittlesea**

*Research shows that adolescent antisocial behaviour is common, with police recording a steady increase in violent crimes. Crime costs Australia \$32 billion per year, with young people the largest group responsible for crime and for the greatest cost to the community.*

### **What is the project?**

The Whittlesea Youth Diversion Project aims to divert young people from contact with the youth justice system, and explore community characteristics that contribute to antisocial behaviour in young people.

A joint partnership between the Brosnan Youth Services, City of Whittlesea Youth Services and Whittlesea Police, the project expands on a Police and Youth Services Referral program currently being piloted by the City of Whittlesea Youth Services in partnership with local police, which is trialling an effective practice to divert young people from entering the criminal justice system.

Recent research has found that antisocial behaviour that starts in early childhood or adolescence predicts a range of adverse outcomes. Young people are over-represented in the justice system and serious young offenders often progress to the adult criminal justice system. The research also shows that adolescent antisocial behaviour is common, with the police recording a steady increase in violent crimes. Crime costs Australia \$32 billion per year, with young people the largest group responsible for crime and for the greatest cost to the community. Other life domains are affected by youth offending, including mental health outcomes, interpersonal relationships and socioeconomic advancement (extracted from *The Young Adult Outcomes of Childhood and Adolescent Antisocial Behaviour: An Australian Cohort Study*. Bor, McGee, Hayatbakhsh, Najman 2007.)

This project aims to expand the capacity and length of the pilot program and to explore the community factors that foster antisocial behaviour in young people.

Under the pilot, the police youth resource officer refers young people who are not already linked to the juvenile justice system to council youth development workers within 48 hours of the young person coming to the attention of the police. Council workers conduct a front-line assessment of the young person and support referrals to appropriate agencies and services.

Dialogue is maintained between the police youth resource officer and youth services staff regarding the progress of the young person and the



outcomes are tracked so that the benefits of the early intervention strategy can be evaluated.

The project aligns with the *Victorian Child and Youth Strategy 2009-2013*, which aims to reduce the number of young entering the criminal justice system through effective diversion processes.

It also aims to reduce the number of young people involved in road trauma and violent and anti-social behaviour. Drivers aged 18 to 24 account for 14% of all licence holders but 28% of driver fatalities (VicPol Youth Strategy 2009-2013). With additional resources this project will deliver road-safety programs to local schools, sports clubs and other suitable places.

Additional resources also will enable the project to identify the factors that foster vulnerability and antisocial behaviour in young people, exploring the nature of neighbourhoods, schools and public places, and the effect of these on young people's behaviour, with the view to identifying preventative and community strengthening strategies.

#### **Who benefits?**

At-risk young people and the community at large.

#### **Location**

The City of Whittlesea. Research will identify community hot spots and factors that generate antisocial behaviour.

#### **Who's leading it?**

Brosnan Centre will lead the project in partnership with the Whittlesea Police and City of Whittlesea Youth Services.

#### **Who are the partners?**

An advisory Krew of young people will provide insight and expertise to the program. An adult think tank will inform, advise and guide the program and will include representation from the Commissioner for the Safety of Children,

Kildonan UnitingCare, Salvation Army, the McCaughey Centre and other local agencies.

#### **What's needed?**

\$142,000 to employ a full-time youth development worker and a part-time research officer, plus program funds.

#### **Progress to date/other comments**

The first stage of this pilot is nearing completion and an evaluation is to be conducted on the progress of the young people.

Brosnan Youth Services runs a diversion program in conjunction with the Victoria Police, called Start Over. The program is similar to the Whittlesea program and aims to divert young people who have come to the attention of the police for the first time. The program works intensively with young people families the police and communities to ensure no further contact with the police or justice system.

#### **Project contact**

Fran Linardi, Youth Policy and Planning, City of Whittlesea. Telephone (03) 9217 2496, email [fran.linardi@whittlesea.vic.gov.au](mailto:fran.linardi@whittlesea.vic.gov.au).

*Divert young people from entering the criminal justice system, through a partnership between police and youth services.*

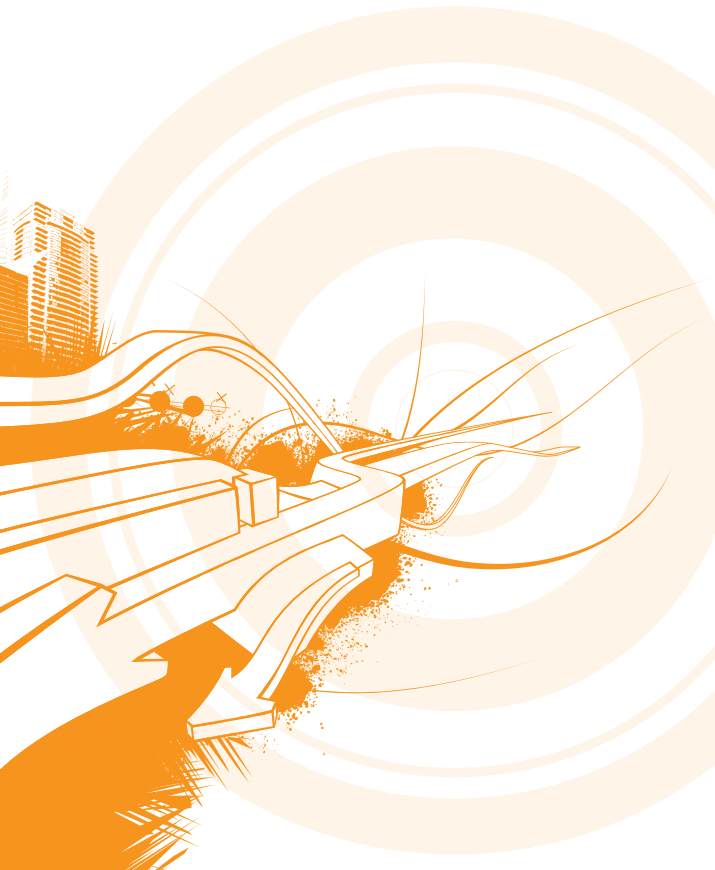




## PROJECT 7

# Bubup Wilam

Indigenous  
Education Pathways  
Project



**Project focus: Program and community development for Aboriginal children and their families**

**Project location: City of Whittlesea**

*There is a significant discrepancy between the percentage of Aboriginal children in Victoria attending funded four year old preschool, compared to the population as a whole. In 2007, this was 59% of Aboriginal children compared to 92% overall.*

### **What is the project?**

The Bubup Wilam Indigenous Education Pathways Project aims to expand the culturally inclusive programs offered at the Bubup Wilam for Early Learning Centre, establishing solid educational pathways for local Aboriginal children.

The Aboriginal population of Whittlesea is young and growing rapidly, with children aged 0 to 8 making up 21.9% of the local Aboriginal population. Aboriginal families do not have strong social or cultural ties to the Whittlesea municipality and families with young children need culturally appropriate support. These families currently travel outside the municipality to access relevant services.

The Bubup Wilam for Early Learning Centre opened in August 2009 to provide an Aboriginal, family-based, early-childhood centre that creates strong foundations for lifelong learning, health and wellbeing, emphasising the child's cultural, emotional, educational rights and needs.

Working in partnership with families, Bubup Wilam aims to nurture strong, proud and 'deadly' kids in a culturally rich and supportive educational environment. It provides a kindergarten program for 3 and 4 year-old Aboriginal children built on the strengths of the local Aboriginal culture and community through experiences including story telling, using natural resources in creative arts and environmental education.

The Education Pathways Project will work with Whittlesea's Aboriginal families, communities and stakeholders to expand these programs and establish solid educational pathways for local Aboriginal children. It will encourage community participation in the design and delivery of Aboriginal early-years services and programs, such as playgroups, parenting support, maternal and child health and community health programs, as well as in the governance of the centre.

It also will engage with schools in the Whittlesea municipality to develop cultural understandings and pathways to smooth the transition between kindergarten and primary school for Aboriginal families (for example, on-site teacher professional development/training sessions, school visits and

orientation sessions).

#### **Who benefits?**

- Young Aboriginal children and their families, as well as the wider Aboriginal community.
- Primary schools and community-service providers, as partnerships are formed to deliver culturally relevant services for Aboriginal families.

#### **Location**

Bubup Wilam for Early Learning is in Lalor. The centre attracts children and families from the whole municipality, as well as neighbouring suburbs.

#### **Who's leading it?**

Plenty Valley Community Health.

#### **Who are the partners?**

The Whittlesea Aboriginal community in partnership with Department of Planning and Community Development (DPCD), and the City of Whittlesea have established the Bubup Wilam Management Committee, which over 12-18 months will work towards self determination and governance of the early years centre. The committee includes representatives from the local community and community organisations.

#### **What's needed?**

\$75,000 per annum is required to employ a project officer to work with the centre, the Aboriginal community and other service providers and schools.

#### **Progress to date/other comments**

The proposed Bubup Wilam Education Pathways Project will build on the unique platform that the Bubup Wilam Early Learning Centre provides to develop other culturally relevant preventative programs, services and transition-to-school programs for a growing Aboriginal community in the City of Whittlesea.

#### **Project contact**

Mary Agostino, Manager Family Services,  
City of Whittlesea, Telephone (03) 9217 2364,  
email [mary.agostino@whittlesea.vic.gov.au](mailto:mary.agostino@whittlesea.vic.gov.au).

*Nurture strong, proud and 'deadly'  
kids in a culturally rich and supportive  
educational environment.*





## PROJECT 8

# Building Harmony on NewHousing Estates

**Project focus:** Community development for migrant/refugee young people

**Project location:** City of Cardinia

*The migrant population in Shire of Cardinia is currently only 6%, but with a dramatic increase expected over the next few years, primarily in Pakenham and the developing area of Officer ... potentially leading to mistrust of people from diverse backgrounds.*

### What is the project?

This project aims to build the capacity of at-risk young people from migrant and refugee backgrounds, and that of their families, to live harmonious and productive lives in a newly established community in the Cardinia growth corridor.

The southeast region of Melbourne is one of the most culturally diverse in Australia. While the City of Greater Dandenong has a well established multicultural character, the mainstream populations – and the diversity of their migrant communities – of the neighbouring municipalities of Casey and Cardinia are increasing dramatically.

In the five years between 2001 and 2006, the migrant population in the City of Casey increased from 6% to 24% of the population. By contrast, the migrant population in neighbouring Shire of Cardinia is currently 6%, but with a dramatic increase expected over the next few years, primarily in Pakenham and the developing area of Officer.

While Cardinia is one of the fastest growing localities in Australia, it hasn't been exposed to culturally and linguistically diverse (CALD) populations, potentially leading to mistrust of people from diverse backgrounds. It is anticipated that the new housing estates will begin to attract people from CALD communities as they move further out in search of affordable housing.

There is a need to urgently address the building of cultural harmony in new-growth corridors by investing in prevention programs to ensure that new communities are socially and culturally sustainable.

There is increasing evidence that many disadvantaged migrant and refugee children and young people experience difficulties when settling with their families in traditionally mainstream new growth corridor areas.

These children and young people are at risk in new community environments for many reasons, including limited opportunities to actively participate in community life, lack of engagement due to a diversity of religious and cultural backgrounds, disassociation from previous formal and informal networks and a lack of a sense of belonging.

The project also aims to build the capacity of mainstream services, including schools, by developing appropriate and responsive strategies for working with this group of children and young people.

The project will:

- Facilitate a partnership and an agreed project framework and action plan between the Islamic Council of Victoria, a range of multi-faith and government schools – including St Brigid's Catholic School, Officer Primary School, St Margaret's, Minaret Islamic College, Manaratha Christian School – and other mainstream community service providers.
- Provide information/orientation sessions to families of children and young people to raise their awareness of diverse faiths and showcase good practice to ensure harmonious relationships between children and youth at the different schools within the area.
- Identify migrant/refugee community members who will be trained as peer educators and mentors for at-risk children and young persons, and who will work with local services such as Windermere and others in delivering the social and educational programs within and across schools.
- Implement cross-social and educational programs between the Muslim and Christian schools and activities aimed to create racial harmony, understanding and tolerance between children and youth.
- Share the project findings and learnings with other growth-area housing estates.

### **Who benefits?**

Young people studying at various secular and religious schools in Cardinia, their families and the community.

### **Location**

The suburb of Officer within Cardinia.

### **Who's leading it?**

Windermere Child and Family Services.

### **Who are the partners?**

The project is supported by the Southern Integrated CALD Child and Family Network, which comprises over 40 service providers and multicultural community membership, as well local agencies and State Government departments.

### **What's needed?**

\$40,000 to employ a part-time youth worker, plus funds for community consultations, payment of peer educators and related program costs. Additional funding would enable the children and youth worker to be employed full-time and for the project to continue for two years.

### **Progress to date/other comments**

Windermere has consulted with education and training organisations and obtained in-principle support from various schools in Officer, and other support services.

### **Project contact**

Serap Ozdemir, Manager – Business Development/Special Projects, Windermere Child and Family Services. Telephone 0412 284 174, email [serap.ozdemir@windermerecfs.com.au](mailto:serap.ozdemir@windermerecfs.com.au).

*Build the capacity of at-risk young people from migrant and refugee backgrounds, and that of their families, to live harmonious and productive lives in a newly established community in the Cardinia growth corridor.*





## PROJECT 9

# Screen stories and Community Connections



**Project focus: Connected communities and digital inclusion**

**Project location: City of Cardinia**

*At the last census, more than 50% households did not have broadband access... those areas without access tend to be suburbs with lower household incomes.*

### **What is the project?**

The Screen Stories and Community Connections project aims to increase understanding of how technology is being used by a range of families in different areas and circumstances and how they could benefit from increased access to technology.

The knowledge gained through the project will be applied to the new Cardinia Road residential and business precinct, with the aim of establishing a model of an innovative, technologically connected, equitable and socially inclusive community.

Recent initiatives in Australia and the UK show that it is possible to provide low-cost convenient computing and internet technology in settings such as public-housing estates.

Early indications are that these initiatives may offer a cost-effective way of reducing inequities and marginalisation, and promote social inclusion. But there is limited evidence about the social impact of such initiatives, including the potential for building an inclusive, welcoming neighbourhood, as well as the potential for negative experiences such as exposure to online fraud, bullying or predatory behaviour.

The research component of this project is already underway and the recruitment of families into the study will allow identification of family and intergenerational issues relating to technology.

VicUrban, the Victorian Government's sustainable urban development agency, is developing an innovative, technologically connected community at its Cardinia Road development, situated between the outer Melbourne communities of Officer and Pakenham. VicUrban aims to provide opportunities for homes, businesses and facilities to access high-speed internet and other technological facilities. The aim is that this infrastructure, together with supportive community development programs, will create a connected and welcoming community that supports a range of lifestyle choices and minimises the risk of misuse and social exclusion.

Knowledge gained through the project will be used to inform community education programs regarding safe and positive uses of technology, and contribute to developments such as inbuilt wireless internet systems, a community intranet, and a community hub where people can link into additional technology, such as a music and light installation, designed to



encourage social gatherings and community interaction.

### **Who benefits?**

New residents of VicUrban's Cardinia Road development in Melbourne's south-east growth corridor. In the longer term it is also likely to benefit other VicUrban projects, including the Officer development, a new suburb for up to 15,000 residents.

### **Location**

The new housing development in Cardinia.

### **Who's leading it?**

The McCaughey Centre: VicHealth Centre for the Promotion of Mental Health and Community Wellbeing, University of Melbourne.

### **Who are the partners?**

The Alannah and Madeline Foundation (AMF), VicUrban, University of Melbourne's Department of Information Systems.

### **What's needed?**

\$100,000 to translate the research findings into practical outcomes for the community. Funding and inkind support for the research phase have been received from VicHealth, The University of Melbourne and the project partners.

### **Progress to date/other comments**

The funded component of this study has begun with an investigation of the evidence base and previous experience of connected housing estates (as compared to this community-wide precinct). Recruitment of families will allow identification of family and intergenerational issues relating to technology and social inclusion/exclusion.

Additional funding will ensure that the project findings can be immediately translated into community benefits, by broadening an AMF cyber-safety campaign. It will include the development of principles and outcomes to

inform VicUrban's design and construction of the new Cardinia estate. VicUrban will review the proposed innovations in relation to installation of hardware, software, community physical and virtual spaces, and community education programs.

### **Project contact**

Dr Lisa Gibbs, Senior Research Fellow, The McCaughey Centre: VicHealth Centre for the Promotion of Mental Health and Community Wellbeing, University of Melbourne. Telephone (03) 8344 0920, email [lgibbs@unimelb.edu.au](mailto:lgibbs@unimelb.edu.au).

*Inform community education programs regarding safe and positive uses of technology, and contribute to developments such as inbuilt wireless internet systems, a community intranet, and a community hub where people can link into additional technology on the Cardinia Road residential precinct.*





# PROJECT 10

## Photography on the Move Program

**Project focus:** Educational support for children with autism

**Project location:** Cities of Casey and Greater Dandenong

*According to Centrelink data, it is estimated that there is one child with an Autism Spectrum Disorder on average in every 160 children aged 6-12 years in Australia.*

### What is the project?

The Photography on the Move Program aims to assist the communication of children with physical and intellectual disabilities, including autism, Asperger's syndrome, cerebral palsy and learning disabilities at schools in Casey and Greater Dandenong.

While these children display differences in personality, level of functioning and creative ability, most have trouble communicating and interacting with their environment.

There are many causes of communication and language difficulties in these children, including short-term memory impairment, sensory defensiveness, oral-motor dysfunction, reduced fine and gross motor coordination, poor pragmatic and expressive language skills, reduced confidence, and poor self-esteem.

Communication and language difficulties often impact on an individual's ability to interact with peers, teachers and community members so these children require greater support and specialised education, to improve their social integration.

Photography on the Move is part of the Appreciating Autism Program, which provides holistic services to those affected by Autism Spectrum Disorders (ASD), including children with ASD, their parents and teachers. It is designed as an alternative form of self expression for children experiencing learning and communication challenges.

Photography on the Move focuses on the use of visual aids and creative expression, which have been shown to assist children with disabilities in learning and concentrating in the classroom. Children with ASD have been found to perform poorly on tasks requiring verbal skills, but to excel in tasks requiring visual and spatial skills. The photography program emphasises a child's strength and potential and helps to manage difficulties and limitations.

The program provides another avenue through which children with disabilities can engage in education. Physically handling the camera can set a challenge for the children, and help to develop skills such as fine-motor skills and hand-eye coordination. The act of looking through a viewfinder promotes focus and attention to detail. Scene selection develops



skills in decision making and initiative, raising the child's awareness of his or her environment. Use of photography among children with disabilities seems to develop self-esteem and self-concept.

### Who benefits?

Children with disabilities in mainstream schools or in special schools. Parents, who may continue the photography or visual and spatial work outside the classroom. Teachers, who may see the children differently and consider different teaching methods (visual and spatial) when working with the children.

### Location

Three special schools in the City of Casey, Greater Dandenong and Frankston. The Appreciating Autism Program covers the southern metropolitan region and operates in three schools in the City of Casey and Greater Dandenong. Funding will enable the program to be offered in additional schools.

### Who's leading it?

Women's Health in the South East Inc.

### Who are the partners?

Participating primary and special schools.

### What's needed?

\$75,000 to cover staffing costs and simple equipment (digital cameras and other accessories) to use with the children. An additional full-time staff member is required to deliver the program in additional primary and special schools. Demand for the program is increasing considerably as schools become involved in the wider Appreciating Autism Program.

The project would welcome the involvement of community members and media students with a current Working with Children Check and an interest in disability, health promotion and photography. In-house training would be provided.

### Progress to date/other comments

Photography on the Move has been developed and implemented in the schools listed above. A post-implementation evaluation is being undertaken.

The program regularly receives referrals of children with disabilities and ADS from local doctors and community health nurses.

### Project contact

Tricia Elliott, CEO, Women's Health in the South East. Telephone (03) 9794 8677, email [ceo@whise.org.au](mailto:ceo@whise.org.au).



*Use visual aids and creative expression, which have been shown to assist children with disabilities in learning and concentrating in the classroom.*





## PROJECT 11

# A Home of My Own: Personalised Supported Living for People with Disabilities



**Project focus: Independent living for people with disabilities**

**Project location: City of Casey**

*In 2006, there were 1,813 people with a disability needing assistance living in Cardinia and in Casey there were 7,080 people with a disability needing assistance.*

### **What is the project?**

The Home of My Own project will extend the Personalised Lifestyle Assistance (PLA) service into an urban-growth area where there is affordable housing but limited infrastructure to assist people with disabilities to live independently in the community.

The Victorian Government has decided not to expand the provision of group-living arrangements for people with disabilities, but there are few other options for people with severe and complex disabilities.

PLA is a small community-based advisory service developed by families to create supported living alternatives for people with disabilities. The service inspires and enables individuals and families to create personalised arrangements for living, working and participating in community life.

Since 2003, the group has worked with individuals with disabilities and families to explore alternatives in which people with complex needs can leave their family home and be supported to live in their own homes. PLA informs people and families of their options, and offers advice, mentoring and supported decision making.

In 2006, there were 1,813 people with a disability needing assistance living in Cardinia and in Casey there were 7,080 people with a disability needing assistance. In 2009, the Australian Institute of Health and Welfare estimated up to 5,288 people are living with severe disabilities in the same areas. There are 344 with disabilities registered with the Disability Services Register as waiting for accommodation in the Southern Region.

This project aims to give information to people with disabilities and their families to explore practical options and build their capacity, and to dream and imagine a home of their own.

The project will include a one-day seminar called 'A Home of My Own' for 30 individuals with disabilities and families. The seminar will highlight stories of people with disabilities who are able to live in their own place, with a range of support. The seminar aims to enrich people in the values of human uniqueness, community connection, typical home life and pathways, building unpaid relationships and safeguards for the future.

The project will provide nine individuals/families follow-up support of



20 hours each after the seminar. This will assist them to plan what it might take to help a person move to a personalised, supported living arrangement. A secondary aim would be to develop local leadership among families to continue mutual support over time.

### **Who benefits?**

People with disabilities and their families living in the urban growth areas of the Southern Region. The community benefits from the gifts of the person with a disability and their ability to contribute to community life.

### **Location**

The urban fringe areas of City of Casey and Shire of Cardinia.

### **Who's leading it?**

Personalised Lifestyles Assistance, which is auspiced by Melba Support Services Inc.

### **Who are the partners?**

UnitingCare Community Options has worked in partnership with PLA over a long period of time and has an interest in the Southern Region. The Southern Region of DHS has a strong interest in personalised living arrangements and has

identified a number of people who are interested in being supported to move from group living into personalised arrangements in the community.

### **What's needed?**

\$19,400 to cover the cost of a one-day workshop for 30 individuals/families, follow up planning with nine individuals/families (20 hours each) and participation by two families in 2010 family retreat within Cardinia. Further funding will enable a similar range of activities to be rolled out in other urban growth areas.

In kind support with venue, catering and printing for the seminar.

### **Project contact**

Deb Rouget, Manager, Personalised Lifestyle Assistance (PLA) Ph: 03 9739 8333  
Email: debrouget@netspace.net.au

*Provide information to people with disabilities and their families to explore practical options and build their capacity, and to dream and imagine a home of their own.*



### ***Warren's story***

*After spending many years in disability settings, Warren's family realised that their son needed a change and that this could only happen with help from the community. Warren's mother attended a seminar organised by PLA in 2005, and with some assistance, Warren's family began to create a vision of life for Warren, living in the community and focused on his skills, abilities and passions. Warren moved out of a group home and now lives in his own home with the natural support of housemates. Rather than attending a day service for people with a disability he enjoys a rich community lifestyle that includes volunteering at the Police Museum, St Vincent's Hospital, the Salvation Army café, membership of a gym, contributing to his church, and pursuing his interests in art.*





## PROJECT 12

# Integrated aged care services for financially disadvantaged elders



**Project focus: Housing and community support for older people**

**Project location: Western suburbs, including the City of Melton**

*The proportion of Melbourne's population aged over 75 will continue to increase leading to greater pressures on agencies to meet the multiple health and service needs of older people. The needs of people in this age group are diverse, with many choosing to live in their homes rather than in institutional care.*

### **What is the project?**

This project aims to develop an integrated housing and community support service for financially disadvantaged pensioners who are asset poor and cannot afford market rent. Known as the Hub Model the service is based on the principles of continuum of care, ageing in place, and of enabling elders to remain in their own home for as long as possible.

The service model covers a range of facilities and services, including:

- 104 social housing units rented at 25% of the pension (40 units are in place and Federal Government funding has been received for the other 64).
- Home-based care through Community Aged Care Packages targeting tenants.
- A transport service to the local shopping centre.
- Information and referral for existing tenants and those making enquiries.

There also is a Residential Aged Care facility providing high, low, respite and dementia-specific care.

The Hub Model also includes the development of a community centre to encourage neighbourhood contact. The community centre would be available to ethno-specific organisations providing Planned Activity Group services. This would give elderly tenants with limited mobility a chance to have contact with a wider group of people and participate in activities in their own language and culture.

The Hub Model is informed by reports from the Myer Foundation, which detailed the model, and the Older Peoples Enquiry conducted by Joseph Rowntree Foundation (UK), which concludes that 'the need for intensive care is dramatically reduced through access of low-level support safety of neighborhood, ability to get out and about, friendship and companionship,

leisure activities and reliable relevant information’.

The service model needs to be expanded and developed to:

- Create opportunities for elders to make a useful contribution, e.g. using their skills, knowledge and experience by volunteering within the community.
- Develop strategies to draw the wider community to the site.
- Strengthen the provision of secure, socially sustainable, affordable housing.

The underpinning principle is to enhance the elder pensioners’ well-being by encouraging and supporting them to remain relevant, useful and active citizens of the broader community.

The project will pursue these developments in a way that addresses the diverse social mix of the target population, ie the culturally and linguistically diverse (CALD) communities of the cities of Brimbank, Melton and Maribyrnong.

### Who benefits?

Asset-poor elderly pensioners from the CALD communities of the western suburbs and the community-based organisations to which they may volunteer time.

### Location

Although the services are located at 181 Furlong Road, St Albans, the target group is CALD elders throughout the western suburbs.

### Who is leading it?

Froniditha Care, a community-based charitable organisation initially established to provide care and support to elders of Greek-speaking background.

### What is needed?

\$24,795 to employ a part-time social worker over six months to further develop and implement the service model.

### Progress to date/other comments

Froniditha Care is progressively expanding services more generally to CALD elders. A recent example of this expansion includes the social housing services in St Albans and a multicultural residential aged-care facility in Newcastle, NSW.



### Project contact

Peter Gogorosis, Major Projects Coordinator, Froniditha Care. Telephone (03) 0414 339 065, email Peter.Gogorosis@froniditha.org.



*Create opportunities for elders to make a useful contribution, such as volunteering in the community and develop strategies which will bring the wider community on to the site*



# PROJECT 13

## Homework

### Support for Children, Young People and their Families

**Project focus: Educational support for children and their families**

**Project location: Shire of Melton**

*This group of families has a range of complex issues, including low self esteem, fractured relationships, substance use, mental health, domestic violence, low income and unemployment. The parents often do not understand the homework their children bring home or the career options and pathways available to them.*

#### **What is the project?**

This project aims to assist parents with a range of complex needs to support their children with their homework and to engage in their education.

Research has shown that there is very low parental participation in schools in Melton, relative to other areas.

A study of parents conducted by the Common Solutions project recently found that parents do not understand the homework their children bring home or the career options and pathways available to them.

The Common Solutions project – developed to identify way to engaged young people within Melton to achieve social connectedness, health and wellbeing – also surveyed students and found that there are high levels of conflict between young people and their parents, particularly when it involves educational/homework support.

The project is working with teachers from schools in the area to explore ways to address the needs of parents, identified in the survey.

The homework support program primarily would work with clients of MacKillop Family Services and Melton Shire Youth Services. This group has a range of complex issues, including low self esteem, fractured relationships, substance use, mental health, domestic violence, low income and unemployment. Many of the parents would have low levels of education and may lack confidence in supporting their children and engaging with an educational institution.

Funding is required to implement strategies to:

- Further develop the relationship between school teachers, parents and children/young people to help identify and create a supportive learning environment outside school.
- Educate and support parents to become involved in and support their children with educational/homework support.



- Recruit, train and match volunteers to work with children, youth and their families to provide educational/homework support. Volunteers would be recruited through the volunteer program run by MacKillop Family Services.

### Who benefits?

Children, youth, parents and schools within the Shire of Melton.

### Location

The homes of participants in Melton Shire or at a designated office, such as MacKillop Family Services, Melton Youth Services or Melton Library.

### Who's leading it?

MacKillop Family Services.

### Who are the partners?

Melton Shire Youth Services, which auspices the Common Solutions project.

### What's needed?

\$43,200 to increase the capacity of the volunteer coordinator to recruit, train and support volunteers working in the project, and for materials associated with running the homework sessions.

Volunteers would be welcomed to participate in the homework program.

### Progress to date/other comments:

- MacKillop Family Services has a volunteer program based in Melton. These volunteers support families in areas such as transport to and from medical appointments, regular home visits, taking children for regular respite and homework support. Many of these families have a wide range of

complex needs and are often not easily included in the wider community. Volunteer support provides a strong, consistent and positive link and experience of community.

- Melton Shire Youth Services through the Common Solutions program is working closely with young people, parents and schools to identify what and how youth, parents and schools can assist parental involvement in the educational/homework needs of young people.

### Project contact

Elizabeth Moloney, Family Services Coordinator, MacKillop Family Services. Telephone (03) 8746 0500, email [Liz.Moloney@mackillop.org.au](mailto:Liz.Moloney@mackillop.org.au).

*Create a supportive learning environment outside school through use of volunteers to work with children, youth and their families.*

Photo supplied by Ardoch Youth Foundation







## PROJECT 14

# Increased transport options in Wyndham

**Project focus:** Community transport and car repair loans scheme

**Project location:** City of Wyndham

*There is a serious lack of public transport in Wyndham, with public transport to new residential developments often taking several years to establish. Families depend on cars to get to work and to take children to schools, health services and shopping centres.*

### **What are the projects?**

These two projects will address the critical shortage of transport experienced by many Wyndham residents. One project provides a community transport service to a major employment precinct in the municipality, while the other enables low income car owners to maintain their vehicles and keep them on the road.

There is a serious lack of public transport in Wyndham, with public transport to new residential developments often taking several years to establish. For many residents, it is vital to own a car to access employment, training, services and social activities, however there are many low-income residents who cannot afford to purchase a car or, when they do, cannot afford to maintain and service it.

### **Project one: WynCabs Laverton North Shuttle Service**

Laverton North/Derrimut is one of the fastest growing industrial estates in Victoria. Bordering the municipalities of Wyndham, Hobson's Bay, Brimbank and Melton, it is the largest industrial precinct in the western metropolitan region, with more than 500 businesses providing more than 10,000 jobs.

Laverton North comprises 1,500 hectares of zoned industrial land with potential to develop a further 850 hectares to the west. The precinct has a variety of commercial and industrial activities including in transport/logistics/warehouse distribution, chemical manufacturing, food processing, manufacturing, recycling and wool, hide and skin merchants.

Employers in this precinct usually specify access to private transport as a requirement of employment because there is no public transport in the area, ruling out 65% of local job seekers, who do not have private transport. Improving public transport in the area could have a significant impact on local unemployment rates.

A recent survey found businesses on the estate have difficulty attracting and retaining employees due to a lack of public transport in the area. This also impacts on their ability to employ apprentices.



The WynCabs Laverton North Shuttle Service is part of the Wyndham Transport Connections program, designed to improve local employment opportunities on the industrial estate.

The State Government has funded the transport costs associated with the shuttle service, which is undertaken in partnership with Black Cabs Combined.

Additional funding would employ a part-time worker to enhance the patronage of this service by:

- Working with key employers in the precinct to encourage them to change their recruitment requirements.
- Promoting the shuttle service to Job Services Australia, and working to change the referral system, so that prospective employees are offered access to local employment opportunities and the transport service.
- Promoting the shuttle service to local residents, particularly those identified as living in disadvantaged communities.

#### **What's needed?**

\$50,000 to cover a part-time salary, plus travel and administrative costs

#### **Project two: No-Interest Loan Program – Personal Vehicle Repairs and Maintenance**

Data from the crisis counselling service operated through UnitingCare Werribee Support and Housing's Wyndham Information and Support Program (WISP) indicates that many low-income residents have trouble maintaining their vehicles. Apart from a small brokerage program operated by the agency, there are no financial assistance programs to help meet such needs.

Maintenance of a vehicle for a single adult or family is essential in this area. Families depend on cars to get children to schools, health services and shopping centres, and if their car breaks

down, they often cannot access essential basic services. If an income earner can't get to work, they may face unemployment and homelessness. The problem has far-reaching effects on personal and family functioning and more broadly on Australia's income security system.

This project seeks funding to establish a No-

Interest Loan Program specifically to assist with the cost of personal vehicle repairs and maintenance. Loans would be in the vicinity of \$500 per client.

The WISP program would manage the referrals, applications and assessment of eligibility, with the administration and repayment processes



*Photo supplied by Growth Areas Authority*

monitored through a finance/administration position. Funds would cover both the loans pool and a part-time finance/admin position. Apart from a receptionist, the agency currently has no funded administration position and only a four-hour-per-week bookkeeper.

#### **What's needed?**

\$43,500 to cover a finance/admin position, establishment costs and a loan pool of \$20,000

#### **Who benefits?**

Project one. Wyndham residents, who will increase their employability, and the business community, who will have access to an increased workforce

Project two. Low-income households in the City of Wyndham who are unable to afford to repair or maintain their vehicle.

#### **Location**

Wyndham municipality for both projects.

#### **Who's leading it?**

UnitingCare Werribee Support and Housing for both projects.

#### **Who are the partners?**

Project one. Wyndham City Council, Transport Connection Project Steering Group, Business, Werribee Community Agency Network and Job Services Australia.

Project two. The Wyndham Community Agency Network (approximately 30 local or outreach community service agencies and community groups), and The Smith Family, which also provides a no-interest loan program for the purchase of white goods and personal aids.

#### **Progress to date/other comments**

The Laverton North/Derrimut Working Group (LNDWG) was established in 2008 to focus on the lack of public transport services into the Laverton/Derrimut Industrial Precinct. It

conducted a business survey and sought State Government funding for the transport service.

Data obtained through the agency's WISP program has highlighted the need for brokerage funds for some time. Presentations have been made to local service clubs.

#### **Project contact**

Carol Muir, CEO, UnitingCare Werribee Support & Housing. Telephone (03) 97426452, email Carol.Muir@wsh.org.au.

*Address the critical shortage of transport experienced by many Wyndham residents to enable them to access employment, training, services and social activities*





# Apendices



## PROJECT AND ORGANISATION

### Highly successful and completed

Australians for Affordable Housing  
Tenants Union Victoria

Parent Connect – Completing the Heathdale Model  
Infoxchange Australia

Social and Economic Disadvantage in Melbourne – Trends Challenges and Priorities  
McCaughey Centre at Melbourne University

Highly successful and ongoing

The Braybrook-Maidstone Youth Partnership  
Melbourne City Mission

Ardoch Education Support Centres and Programs (literacy and volunteer programs).  
Ardoch Youth Foundation

Youth Voice – Navigating the System  
Melbourne City Mission

Indigenous Education – increasing Participation  
Towards a Just Society Fund

A Wired Community@Collingwood  
Infoxchange Australia

### Partially successful

The City Centre – Worlds of Work (WOW) Program  
Education Foundation

Melbourne Universal Access – Crossing the Digital Divide  
Infoxchange Australia

Young People and Employment on the Fringe – Bridging the Transport Gap  
Victorian Council of Social Service

Creating Affordable Housing for Disadvantaged Women  
Victorian Womens Housing Association(VWHA)

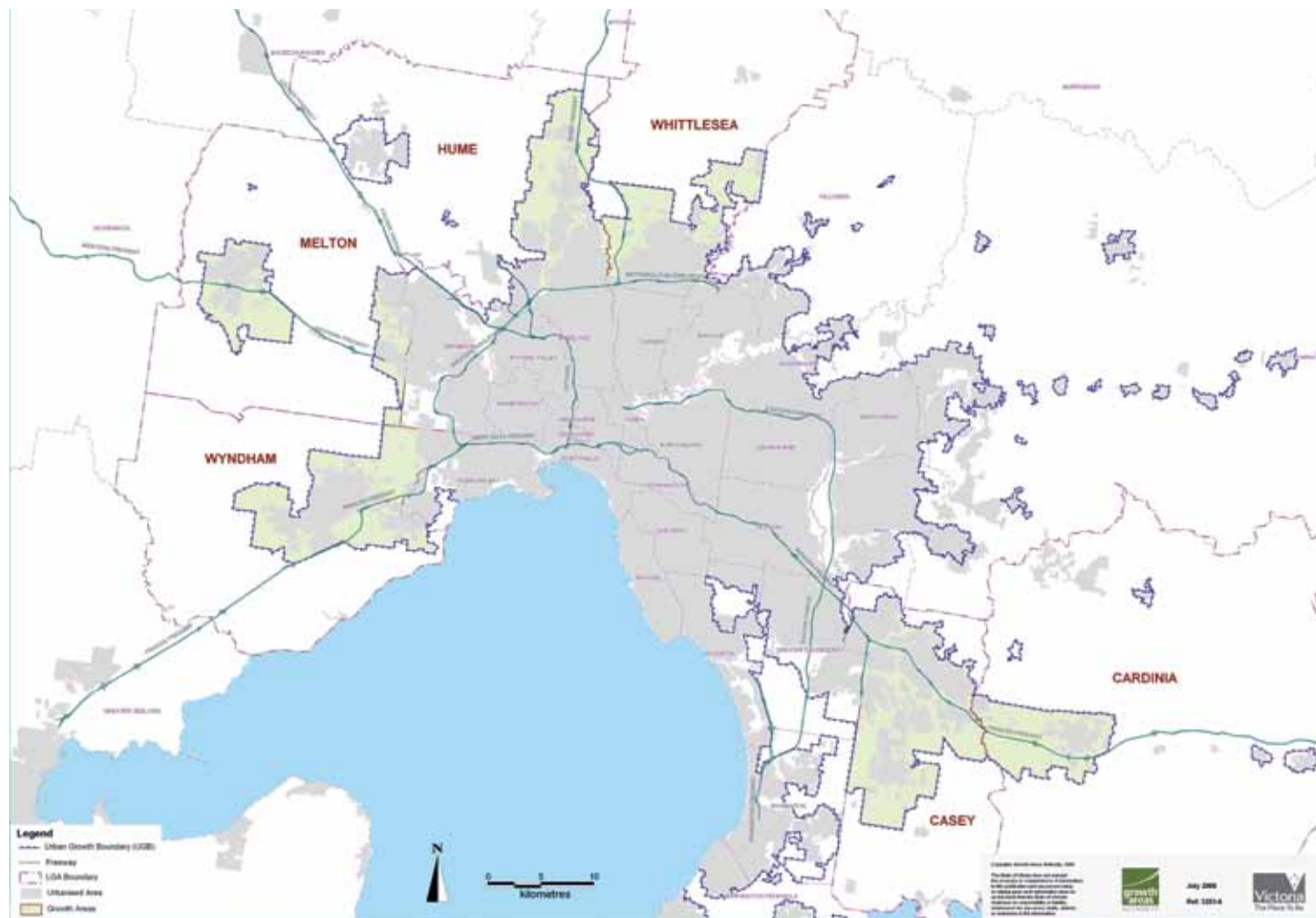
### Unsuccessful

Making the Most of Your Energy  
Kildonan



## OUTCOMES AT DECEMBER 2008

	Funding enabled research and development of media strategy. Highlighted the issues around the lack of housing affordability in the months prior to the federal election in 2007.
	Funding enabled this digital inclusion project to be completed in Heathdale, with resources provided to ensure that families from non-English speaking backgrounds could effectively participate.
	Funding enabled an update of the original research on disadvantage in Greater Melbourne (prepared in 2006) to be undertaken, as the basis for <i>MacroMelbourne</i> Phase 2.
	In its first 12 months of operation the Braybrook Youth Enterprise Hub had engaged 200 young people, 60 of whom had participated in a range of life skill and formal training programs, 30 had returned to education/training and 120 assisted to find employment.
	In 2008, there were Literacy Buddies programs operating in 15 schools and the program is being further built on a fee for service model, where the corporate partners pay an annual fee to be involved. Funding to the volunteers program focussed on broadening recruitment strategies and has led to a more diverse range of volunteers from many different geographic areas. There are now several hundred corporate, community and student volunteers.
	Funding supported (i) the pilot phase to train 15 young people from across three sites in Frankston, Braybrook –Maidstone and Shepparton, (ii) the development of curriculum material from the pilot phase, and (iii) the implementation of the second phase – the social enterprise. As part of the social enterprise phase, the market is being tested for potential employment of youth research consultants.
	Over 100 students at Melbourne, Monash, Latrobe and Deakin universities have been supported since the distribution of the booklet. An increasing focus of the fund in the next period will be on activities to support Indigenous students through the final years of school and transitioning into post-secondary education.
	This project delivered the wiring up and provision of refurbished computers to the 620 households on the Collingwood Public Housing Estate, providing IT training to residents and development of a Collingwood Intranet. The State Government largely provided the funding for the wiring up and purchase of hardware, which has been completed. The Collingwood estate community website has been launched and training sessions are being offered to residents. Several companies are providing their staff as volunteer trainers.
	Over 2008, as part of the pilot phase, 454 students (predominantly Year 10 students) from 15 Victorian Government secondary schools participated in the program. The pilot was seen to be highly successful in bringing together companies and young people. It is currently being modified in a way which will increase its capacity to be self supporting and will be re-launched next year.
	Whilst no funding was directly received for this project to explore the establishment of a municipal wide wireless network, Infoxchange has continued to move forward with the concept. It has developed the Digital Inclusion Initiative, which aims to build ten demonstration projects across Australia and several corporates have provided in-kind support, such as marketing and research expertise.
	This project to examine the impact of inadequate provision of public transport on the education and employment opportunities of young people on the urban fringe of Melbourne did not attract funds through the <i>MacroMelbourne</i> initiative. A grant from the State Department of Transport did enable some of this work to be undertaken.
	Funding enabled VVHA to develop this innovative housing model with a developer in the Western suburbs. As a result of the GFC, recruitment of investors has been slower than initially anticipated, although VVHA is still reasonably confident that the houses will be built and tenanted by the end of 2009. Following economic recovery, it should be possible to replicate this model in other housing estates.
	No funding was received for this project to produce an information booklet directed at low income households containing practical advice about how to reduce energy costs without compromising comfort levels. As the project did not attract funding, the booklet was not produced.





### PLEASE NOTE

The *MacroMelbourne* projects contained in this report are not intended to be comprehensive. They have been included following the research that identified the key issues and an extensive consultation process with organisations working in the urban growth areas. Many more project outlines were received than could be included in the report. Other organisations were keen to develop project proposals but were limited by the publication time constraints.

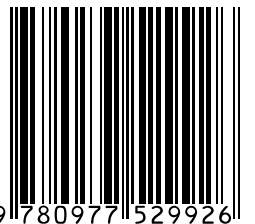
Have you found a project that interests you? Want to find out about other opportunities for addressing disadvantage in the urban growth areas of Greater Melbourne?

For more information on how to get involved contact Trudy Wyse at Melbourne Community Foundation on 03 9412 0412



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