

Brimbank City Council

Brimbank Community Plan:

How do we know it is working?

Translating strategic directions into actions

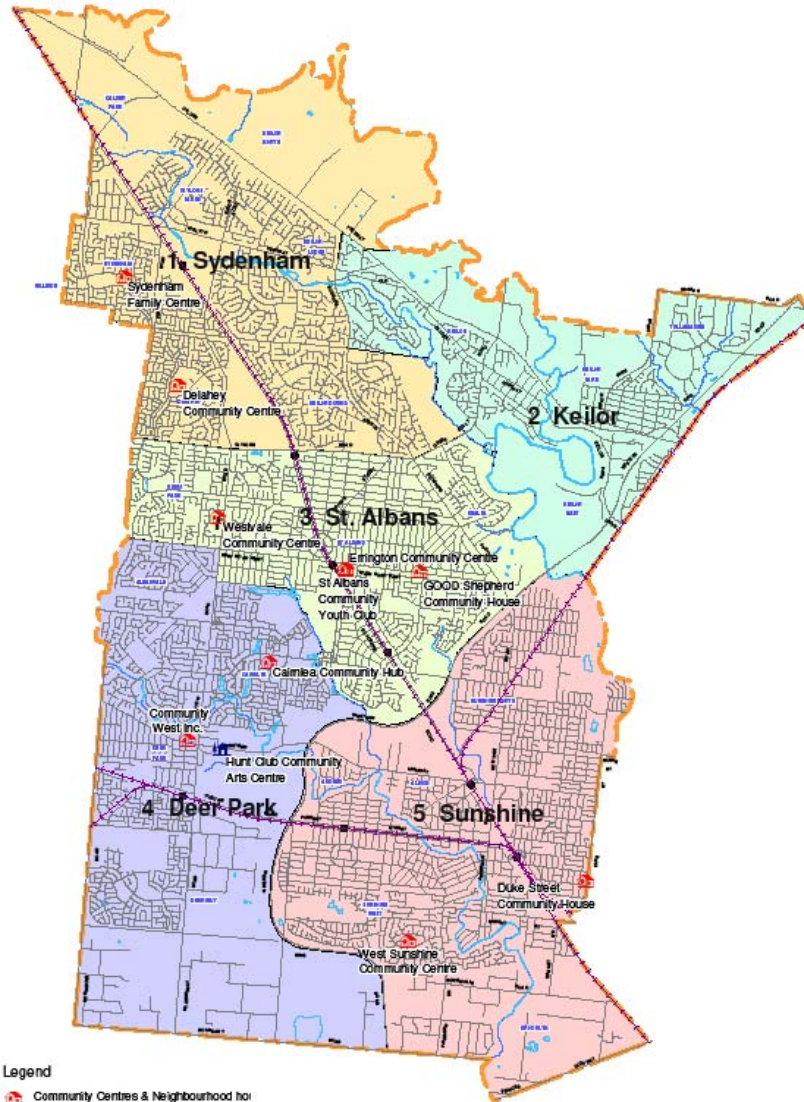


**Food for All Project Officer
Fiona Florakx**

Brimbank Municipality



Brimbank Local Planning Areas



- Legend
- Community Centres & Neighbourhood hols
 - Hunt Club

Local factors impacting on food security

- **Brimbank is characterised by cultural, social and economic diversity** (Population 175,000)
- **Approximately 8,500 people in Brimbank report experiencing the stress of food insecurity** (CIV 2007, Council Community Survey 2008)
- **Cultural; many new arrivals**
 - 43.7% of residents born overseas
 - 53.7% speak a language other than English (ABS 2006)
- **Social**
 - 77% of households are families
 - 19.5% are single parents (ABS 2006)
 - 7.1% unemployment
 - Income levels vary greatly across the Municipality

Local factors impacting on food security

- Health

- Comparable levels of overweight and obesity to Victoria
- Low rates of breastfeeding

- Environmental

- Fragmented, large Municipality
- High number of take-away vs fresh food outlets (Mapping ISIS Primary Care 2009)
- High car dependency (51% of households 2+ cars)
- Emerging effects of climate change on local food production
- High ecological footprint



Community Plan

- Developed in 2008/09 with extensive community consultation
- 20 year vision
- Priority focus next 4 years
 - policy planning and development
 - service delivery
 - advocacy and community education
- No food security strategy or policy
 - Focus on integration of principles within the actions of 15 strategic directions
 - Integrally linked to Councils other planning processes
 - Supported with Councils resources + FFA

Community Plan – 20 year vision

•Community Wellbeing

- Increase unrestricted access to nutritious, affordable, safe and culturally appropriate foods

- Promote Social Justice Charter in policies, plans and service delivery

- Increase our physical health

- Increase participation in community life and support local food industries

–Sustainable Environments

- Reduce waste transferred to landfill

- Increase the use of harvested and recycled water

- Develop green places that facilitate neighbourhoods getting together

Community Plan – 20 year vision

- **Urban Design and Infrastructure**

- Connected, affordable and efficient transport options that take the community members where they need to go
- Connected safe, seamless and direct walking and cycling networks provided to key destinations
- Increased capacity to use non-car based forms of transport for everyday travel to shops...

- **Council and Community Working Together**

- Consistent engagement
- Community advocacy
- Working in partnership

Implementation

Translating community priorities into work practices

- **Community Wellbeing**

- **Implement the Council's Social Justice Charter**
- **Healthy Active Brimbank Strategy**
- **Health planning; mental health, family violence prevention and community safety strategy**
- **Implement healthy eating programs**
- **Community Renewal**

Implementation

- Community Wellbeing

- Promote social benefits of affordable healthy eating (Healthy Cheap Eats Around Brimbank)
- Café meals program (Community Care)
- Support for food security/ health eating initiatives through community grants
- Research; climate change and community engagement



Implementation

- Sustainable Environments

- Waste management strategy and composting education in line with food security principles
- Community gardens
- Investigate options around cooperative permaculture projects
- Home grown food production

The Tomato Project

Neighbourhood Houses



Implementation

- **Sustainable Environments**

- **Research – climate change and community engagement**
- **Green Wedge Management Plan**
- **Advocate for water storage facilities in Brimbank for community use**
- **Review Municipal Strategic Statement**

Implementation

- **Urban Design and Infrastructure**
 - **Brimbank walking and cycling strategy**
 - **Sustainable transport strategy**
- **Council and Community working together**
 - **Establish a Social Justice Coalition**
 - **Collaborate on advocacy efforts with the community and Council's key stakeholders**
 - **Working in partnership with HealthWest, community agencies and research institutes**



HealthWest – Food Security Network

- Role
- Identifying health promotion priority issues
 - Integrated health promotion plan (2009-2012)
 - Access to nutritious foods
- Food security network working group
 - Central resource portal
 - Catchment profile
 - Advocacy, coordination, capacity



Evaluation

- Process indicator data
- Program and activity effectiveness
 - Food for all; Café meals, Tomato Project, Cooking programs, Mobile fruit and veg delivery, Mapping, Emergency food relief, The Welcome Kit
- Impact indicators for food security
 - Complex; considers social, economic, environmental and cultural factors
- Opportunity to learn from and improve approaches as the number of Councils doing community planning grows
- Tools for analysis have improved and research evidence has grown



Evaluation

- **Development of headline indicators**
 - Measure outcomes and progress over time
 - Linked to Community Indicators Victoria data
 - Feedback to inform process and impact indicators
- **Development of impact indicators; data could focus on**
 - social and health impact assessment
 - social inequity and exclusion
 - community engagement
 - mental health and behaviour
 - burden of disease, life expectancy

Evaluation

- **Level of food insecurity stress**
 - **Local Community Satisfaction Survey (2008)**
 - **Community Indicators Victoria Food Security (2007)**
 - **HealthWest Food Security Network**

In Summary

- **Building awareness of food security and social justice concepts and issues**
- **Strategic long term view and thinking**
- **Listening to the community who are concerned about energy and water use, food security and climate change environmental sustainability,**
- **Developing systems and structures to review strategies and policies**
- **Participating in integrated planning**
- **Undertaking development of impact indicators**
- **Opportunity to inform State and Federal policy**