



foundation.nz

Safe Communities Foundation New Zealand

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

Safe Community Waitakere City



Name of the Community: Waitakere City

Country: New Zealand

Number of inhabitants: 183,700 (2006 provisional census counts)

Programme started year: Origins in 1995 when a successful application was made by a multi-agency steering group (supported and hosted by Waitakere City Council), to the Public Health Commission, to take on the role of piloting Community Injury Prevention in an urban setting.

International Safe Communities Network Membership: Designation year: 1999
Re-designation Year: 2006

Info address on www for the Programme and full application available at
<http://www.safecommunities.org.nz/sc/wt>

For further information contact:

Name: Mark Maxlow

Institution: Safe Waitakere, Waitakere City Council

Address: 6 Henderson Valley Road, Henderson 0612,
Private Bag 93109, Henderson 0650

City: Waitakere City

Country: New Zealand

Phone: 00 64 9 836 8000 (xtn 8713) Fax: 00 64 9 836 8001

E-mail: mark.maxlow@waitakere.govt.nz

www.waitakere.govt.nz

The programme covers the following safety promotion activities:

For the age group

Children 0-14 years:

- First Call For Children (Strategic Priority)
- Safe City (Strategic Priority)
- Strong Community (Strategic Platform)
- Playground Safety
- Crime Prevention Through Environmental Design (CPTED)
- Safe Homes For Pacific Kids Project
- Be Safe Be Seen
- Safe Season Campaign
- Fall Safe
- Te Korowai Manaaki
- Warrior Kids



Youth 15-24 years:

- First Call For Children (Strategic Priority)
- Safe City (Strategic Priority)
- Strong Community (Strategic Platform)
- Project Respect
- Driving Towards a Future
- CONVERSE 06
- Crime Prevention Through Environmental Design (CPTED)
- Community Action on Youth and Drugs (CAYAD)
- City Wide Methamphetamine Strategy

Adults 25-64 years:

- Safe City (Strategic Priority)
- Strong Community (Strategic Platform)
- Crime Prevention Through Environmental Design (CPTED)
- Parent Pack
- Rock Fishing Project.

Older Adults 65+ years:

- Safe City (Strategic Priority)
- Strong Community (Strategic Platform)
- Falls Prevention (Tai Chi exercise programme/Strength and Balance Programme)
- Crime Prevention Through Environmental Design (CPTED)
- Safe with Age Driving Programme

In the following Environments:

Home:

- Safe Homes for Pacific Kids.

Traffic:

- Driving Towards a Future, Shattered Dreams, Ola Fa'asaoina Church Project.

Occupational:

- Think Campaign, Parent Pack

School:

- CONVERSE 06
- Mauriora Project
- Warrior Kids
- Violence Free Begins With Me
- Walking School Buses



Sports:

- Rock Fishing Project
- Rangatahi Sports Day
- Youth Assist
- Sports Club Accreditation Coach training

Leisure:

- Grid Iron Gang
- West Coast/Beaches Vehicle Crime Campaign
- Project Twin Streams

Other:

- Alcohol and Drugs Service Providers Directory
- Up 2 You programme
- City Wide Graffiti Vandalism Strategy
- Safe Plates
- CCTV infrastructure
- Family Violence Court



Violence prevention (intentional injuries):

- Everyday Communities
- White Ribbon Day
- Crime Prevention Through Environmental Design
- Warrior Kids, Parent Pack
- Think Campaign
- Project Respect
- Grid Iron Gang

Suicide prevention (self-inflicted injuries):

Programmes aiming at "High risk-groups":

- Rock Fishing Project

- Pacific in the Park
- Project Respect
- Safe Homes For Pacific Kids
- Driving Towards a Future
- Rangatahi Sports Day
- Youth Assist
- Grid Iron Gang
- West Coast/Beaches Vehicle Crime Campaign

Surveillance of injuries:

Analysis of injury data has always been a cornerstone of project development within Waitakere. For example this is evident in the development of Project Respect (alcohol related violence project) and also through the emphasis placed on the LTNZ Road Safety Issues Report. Waitakere City Council also completes regular surveys within the community and analyses current safety perceptions.

Produced information material, pamphlets:

Examples include;

- Waitakere City Drug and Alcohol Services Directory
- Safe Plates Flyer
- Thieves Like To Window Shop Notice
- Keep it Safe Flyer
- Parent Pack
- Think Campaign Resources
- Red Card/Yellow Card Poster



Staff

The Safe Waitakere Team has developed significantly from the solid foundations which were laid in 1999, when Waitakere became New Zealand's first accredited Safe City. At that point the Safe Waitakere team consisted of:

- **Safe Waitakere Injury Prevention-** Three staff (2 part-time), General population, Maori and Pacific
- **Waitakere Safer Community Council-** one staff member
- **Road Safety Project-** one staff member
- **Safe Waitakere Alcohol Project-** one staff member (part time)

WCC supported Safe Waitakere by housing some staff and providing management support. However, all projects were funded by external agencies.

Since that point the staffing and funding picture has considerably expanded, as has the contribution and support provided by WCC. Key contracts have been developed with the Ministry of Health (MOH) and the Ministry of Justice (MOJ). Waitakere now has a vibrant and healthy Safe Waitakere Team, integrated within Council, which is

dedicated to community safety. Although the Road Safety portfolio sits outside of the Safe Waitakere Team in terms of official council organisational structure, strong links, collaboration, and quality relationships have been maintained.

Significantly WCC now funds a dedicated senior position to lead the Safe Waitakere team. This development is a major recognition of the centrality of community safety to Waitakere City Council.



Specific intersectoral leadership group: Waitakere has a well established infrastructure based on partnerships and collaboration supported by cross sectorial advisory and steering groups responsible for safety promotion throughout the city.

International commitments:

Participation in Safe Community conferences: Recent presentations include- International CPTED (ICA) Conference 06 and Local Government New Zealand (LGNZ) Safer Communities Conference 06.