



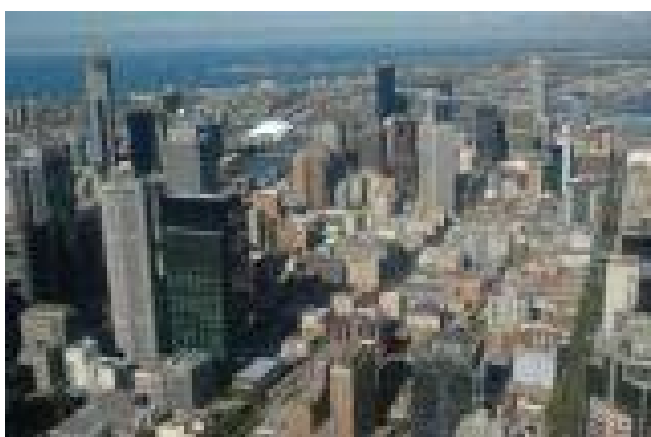
safe  
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foundation nz

# Safe Communities Foundation New Zealand

Certifying Centre for Safe Community Programs

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 City of Melbourne



**Name of the Community:** Melbourne  
**Country:** Australia  
**State:** Victoria  
**Status:** Capital City  
**Area:** 36.5 sq kms  
**Number of Inhabitants:** 64, 000  
**Daily Visitor: Rate:** Day: 644 705 - Night: 296 300  
**Program started year:** 1995  
**"WHO – designation" year:** 2000 & 2006  
**Info address on www for the Programme:** [www.melbourne.vic.gov.au](http://www.melbourne.vic.gov.au)  
**Full application available at** [www.safecommunities.org.nz/sc/mel](http://www.safecommunities.org.nz/sc/mel)

**The programme covers the following safety promotion activities:**

**For the age group**

Children 0-14 years:

- City of Melbourne – Municipal Early Years Plan 2005 - 2009
- Maternal and Child Health Service
- Enhanced Maternal and Child Health Service
- Children's Safety Publication
- UNESCO Child Friendly City
- Starting out Safely

Youth 15-24 years:

- City of Young People – Young People's Policy 2005 – 2009
- Youth Advisory Committee Model
- Melbourne Youth Services Forum (MYSF)
- Northbank Young People's Creative Space

- Young People Communications Advisory Committee
- International Students Safety Forum.

#### Adults 25-64 years:

- The City of Melbourne's Late Night Policy Framework (Draft)
- Melbourne City Licensees Forum and Accord
- *Safe City Cameras Program (CCTV)*
- Safe City Taxi Ranks
- Night Rider Bus Service
- Safe Major Events Strategy

#### Older Adults 65+ years:

- The Baby Boomers and Beyond: Strategies for over 55s 2002-2006
- Melbourne Moonee Valley Primary Care Partnership Foothold on Safety Project
- Strength Training Audit
- Wellness Workshop
- Older Driver Safety Campaign
- Welcome Shop Program
- Melbourne Mobility Centre
- Footpath Access
- Foothold on Safety Program
- Ranger Assistance Program
- Ethnic Meals Subsidy Grants Program



#### **In the following Environments:**

##### Home:

- Maternal and Child Health Service provide support and information to all families with children 0-6 years of age.

##### Traffic:

- Road Safety Strategy 2003-2007
- Moving People and Freight: Melbourne's Transport Future'
- Walk Safe
- Bike Plan 2002-2007

##### Occupational:

- City of Melbourne Occupational Health and Safety Policy (Council employees only)
- Lighting Strategy 2002
- Emergency Management Preparedness Strategy: Be Aware and Be Prepared

##### School:

- Walking School Bus
- A School Travel Plan
- Melbourne City International Students Safety Forum
- School Welfare Coordinators Network
- National and international youth-orientated events
- Victoria Police District Youth Advisers
- Melbourne City Sports Program

- SkateSafe Program
- Skate Park and Playground Safety Audits.

#### Leisure:

- Playground Safety Audits
- Playground '20 Ways to Play'
- Good Sports Accreditation/Looking After Your Mates
- Bike Plan 2002-2007
- Transport Program 2003 -2006
- Walk21 conference



#### Other:

- Lord Mayors City Safety Award
- Safe Design Guidelines for Public Car Parks
- Toilet Management Strategy and Design Guidelines
- Safe City Car Parks Accreditation Scheme
- Laneway and Alcove Safety
- A Graffiti Management Plan

#### Violence Prevention:

- The City of Melbourne's Late Night Policy Framework (Draft)
- Melbourne City Licensees Forum and Accord
- Safe City Cameras Program (CCTV)



#### Suicide Prevention

- Westgate Bridge Suicide Intervention strategy

#### Programmes aiming at "High risk-groups":

- A City of Opportunity -A multicultural strategy for the City of Melbourne 2005-2009
- Melbourne - A City for People of All Abilities, Disability Action Plan 2005-2009
- Support Services in the Melbourne CBD- Quick Reference Guide
- Chinatown Syringe Training Project
- 10 tips on Enjoying Melbourne
- Bilingual Drug Peer Education Program
- Melbourne Mobility Centre
- Good Access is Good Business
- Helping Out Booklet
- City Support Services Cards
- City Safety Grants program



#### Surveillance of injuries:

- Victorian Inpatient Minimum Database - Injuries
- Coroners Facilitation System – Injury and Unnatural Deaths
- Hospital Emergency data, Australian Bureau of Statistics & Metropolitan Ambulance Service – Drug Related Injuries and Death
- VicRoads – Road Injuries and Deaths
- Public Liability Claims – Falls in the City of Melbourne

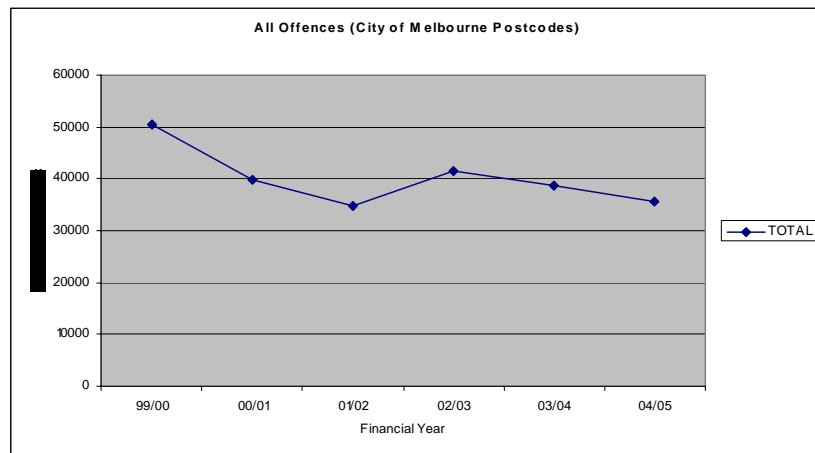
- Victoria Police (Crime Statistics) & Department of Justice (Crime Victimization Study)
- Public Surveys (CBD and Neighbourhoods) – Public Perceptions of Safety
- City of Melbourne Customer Satisfaction Surveys, International Social Science Survey, City Worker Survey, In-centre survey, In-home survey & media reporting on safety issues and incidents
- Perceptions of Safety

### Perceptions of Safety

Outcomes of the 2006 Perceptions of Safety research indicate an overall high level of perceived safety (89%) amongst key users of the City including residents, traders; tourists and visitors (refer to table below). A mean value of 89% has been adjusted down from 90.2% to account for internal sample size. The figures shown represent those who felt safe all of the time combined with those who felt safe more often than they felt unsafe.

	<b>2003</b> n=1403	<b>2006</b> n=1743	<b>Difference</b>
<b>City Users</b>	86%	86%	Same
<b>CBD Residents</b>	90%	93%	Increase of 3%
<b>CoM Residents (non CBD)</b>	87%	93%	Increase of 6%
<b>Non CoM Residents</b>	86%	86%	Same
<b>Traders</b>	89%	93%	Increase of 4%
<b>Mean total</b>	88%	89%	Increase of 1%

**Victoria Police: Total Number of Reported Crime in the City of Melbourne (1999 – 2005)**



**MUARC Victorian Injury Surveillance Unit (VISU): City of Melbourne Injury Profile 2006—ABS Death Unit Record File (DURF), Victorian Emergency Minimum Dataset (VEMD) and Victorian Admitted Episodes Dataset (VAED) supplied by postcode**

Postcode/Area	Injury Hospital Admissions		Injury Emergency Dept Presentations	
	No.	%	No.	%
3000 Melbourne	732	14	1,796	14
3002 East Melbourne	165	3	335	3
3003 West Melbourne	203	4	519	4
3006 Southbank	156	3	465	4
3008 Docklands	32	<1	152	1
3031 Flemington, Kens'ton.	971	18	2,293	18
3051 North Melbourne	819	15	1,998	16
3052 Parkville	320	6	763	6
3053 Carlton	537	10	1,477	12
3054 Carlton North	351	7	987	8
3141 South Yarra	1,053	20	1,820	14
TOTAL	5,339	100	12,605	100

**Metropolitan Ambulance Service callout data for Melbourne 2004** (data applies to residents, visitors and workers in Melbourne)

Ambulance call-outs for falls in Melbourne Jan-Dec 2004					
Age Categories	TOTAL	Male	%	Female	%
0-9	9	5	55.56	4	44.44
10-19	30	15	50.00	15	50.00
20-29	66	39	59.09	27	40.91
30-39	54	34	62.96	20	37.04
40-49	57	38	66.67	19	33.33
50-59	54	25	46.30	29	53.70
60-69	52	21	40.38	31	59.62
70+	134	44	32.84	90	67.16
<b>All ages</b>	<b>456</b>	<b>221</b>	<b>48.46</b>	<b>235</b>	<b>51.54</b>

Ambulance call-outs for traumatic injuries in Melbourne Jan-Dec 2004					
Age Categories	TOTAL	Male	%	Female	%
0-9	3	2	66.67	1	33.33
10-19	41	34	82.93	7	17.07
20-29	50	34	68.00	16	32.00
30-39	40	26	65.00	14	35.00
40-49	19	14	73.68	5	26.32
50-59	20	12	60.00	8	40.00
60-69	4	3	75.00	1	25.00
70+	5	3	60.00	2	40.00
<b>All ages</b>	<b>182</b>	<b>128</b>	<b>70.33</b>	<b>54</b>	<b>29.67</b>

Ambulance call-outs for traffic accidents in Melbourne Jan-Dec 2004					
Age Categories	TOTAL	Male	%	Female	%
0-9	9	4	44.44	5	55.56
10-19	41	17	41.46	24	58.54
20-29	143	79	55.24	64	44.76
30-39	78	50	64.10	28	35.90
40-49	33	23	69.70	10	30.30
50-59	31	13	41.94	18	58.06
60-69	18	8	44.44	10	55.56
70+	5	3	60.00	2	40.00
<b>All ages</b>	<b>358</b>	<b>197</b>	<b>55.03</b>	<b>161</b>	<b>44.97</b>

Ambulance call-outs for assaults in Melbourne Jan-Dec 2004					
Age Categories	TOTAL	Male	%	Female	%
0-9	5	2	40.00	3	60.00
10-19	31	14	45.16	17	54.84
20-29	141	96	68.09	45	31.91
30-39	83	64	77.11	19	22.89
40-49	36	31	86.11	5	13.89
50-59	22	10	45.45	12	54.55
60-69	11	4	36.36	7	63.64
70+	4	3	75.00	1	25.00
<b>All ages</b>	<b>333</b>	<b>224</b>	<b>67.27</b>	<b>109</b>	<b>32.73</b>

Ambulance call-outs for overdoses in Melbourne 2004					
Age Categories	TOTAL	Male	%	Female	%
0-9	1	0	0.00	1	100.00
10-19	73	40	54.79	33	45.21
20-29	196	137	69.90	59	30.10
30-39	90	57	63.33	33	36.67
40-49	18	11	61.11	7	38.89
50-59	3	2	66.67	1	33.33
60-69	2	1	50.00	1	50.00
70+	2	1	50.00	1	50.00
<b>All ages</b>	<b>385</b>	<b>249</b>	<b>64.68</b>	<b>136</b>	<b>35.32</b>

## RoadSafe Inner Melbourne region – Crash Data 2001 - 2005

Road User	Number of Road Fatalities Occurring in the City of Melbourne	% of all Road Fatalities in the City of Melbourne	Number of Serious Road Injuries Occurring in the City of Melbourne	% of all Serious Road Injuries Occurring in the City of Melbourne
Pedestrians	12	33%	407	23%
Drivers	7	19%	671	37%
Passengers	4	11%	295	16%
Motorcyclists	11	31%	237	13%
Pillion Passengers	0	0%	11	1%
Bicyclists	2	6%	152	8%
Other Drivers	0	0%	4	0%
Other Passengers	0	0%	10	1%
<b>All Persons</b>	<b>36</b>	<b>100%</b>	<b>1,790</b>	<b>100%</b>

**Population base:** total population

**Started year:** varied

## Publications: (Scientific)

### Produced information material, pamphlets:

-  [A Strategy for a Safer City 2004 – 2006 \(1439kb\)](#)
-  [Injury Prevention Action Plan 2004 - 2006 \(329kb\)](#)
-  [Drugs Action Plan 2004 - 2006 \(689kb\)](#)
-  [Syringe Management Plan 2004 – 2006 \(332kb\)](#)
-  [Melbourne - A City for People of All Abilities, Disability Action Plan 2005-2009' large print](#)
-  [Draft Social and Affordable Housing Framework 2006 - 2009 \(136kb\)](#)
-  [Draft action plan for the Social and Affordable Housing Framework 2006 – 2009 \(53kb\)](#)
-  [Helping Out - English version \(1.45mb\)](#)
-  [Statement of Commitment to Indigenous Australians \(12kb\)](#)
-  [Indigenous Memorandum of Understanding \(19kb\)](#)
-  [A City of Opportunity - A Multicultural Strategy for the City of Melbourne 2005-2009](#)
-  [A City of Young People – Young People’s Policy 2005 – 2009 - Full version \(1MB\)](#)
-  [Transport Program 2003 - 2006 \(1500kb\)](#)
-  [Baby Boomers and Beyond: Strategies for Over 55s \(175kb\)](#)
-  [Lighting Strategy 2002 \(1.8Mb\)](#)
-  [Children’s Safety Publication “Double Trouble” and Activity Sheets](#)
-  [Swimming Pool and Spa Safety Barriers \(223kb\)](#)
-  [City of Melbourne Bike Plan 2002-2007](#)
-  [Transport Strategy 2020: Moving People and Freight \(3.31MB\)](#)
-  [Emergency Management Preparedness Strategy - Be Aware & Be Prepared \(90kb\)](#)
-  [Graffiti Fact Sheet \(47kb\)](#)
-  [Towards 2006 - Sports Policy \(2002-2006\) \(352KB\)](#)

## Staff

- Number: 16 (3 part-time or 13 full-time)
- Professions: Social planners, Project officers
- Permanent: 15
- Temporary: 1
- Organisation: City of Melbourne
- Specific intersectoral leadership group: City Safety Leadership Committee (formerly known as the City Safety Taskforce)

- General public health/health promotion group: Injury Prevention Advisory Committee

Photo Below: L to R – Staff member Hugh Kilgower, Team Leader Nancy DiSanto, Deputy Lord Mayor Garry Singer, Manger Community Safety and Wellbeing Colleen Lazenby, Staff members Phillipa Dwyer and Sarah Kaushik. Melbourne Town Hall



## **Commitments:**

### **International**

- The Eighth International Safe Community Conference, Vienna October 1999.
- Social Policy Conference - Bath UK June 2005

### **National/State**

- The Sixth International Safe Community & Injury Prevention Conference, Melbourne 1996.
- Club Health 2004: 3rd International Conference on Nightlife, Substance Use and Related Health Issues in Melbourne
- 15th International Conference on the Reduction of Drug Related Harm in Melbourne 2004 (sponsored by the City of Melbourne)
- Crime Prevention Through Environmental Design (CPTED) Conference in Brisbane 2004
- HEALTH2004: 18th World Conference on Health Promotion and Health Education in Melbourne 2004 (sponsored by the City of Melbourne)
- 7th Australian Injury Prevention Conference - Mackay, Queensland September, 2004
- Victorian Safer Communities Network (VSCN) Annual Conference - Darebin Arts and Entertainment Centre November 2004
- Crime Stoppers International Training Conference in October 2003 (sponsored by the City of Melbourne)
- ANEX Amphetamine Conference in Sydney September 2006
- Queensland Safe Communities Conference in Townsville "Building Blocks" – 12-13 October 2006
- Walk 21 Conference in Melbourne October 2006 (sponsored by the City of Melbourne) in October

- International Forum on Disability Management in Brisbane 8-11 October 2006 (sponsored by the City of Melbourne)
- International Symposium "Community Safety in Major Urban Environments", April 2000.
- [Travelling Seminar in Victoria April 2000.](#)

**For further information contact:**

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