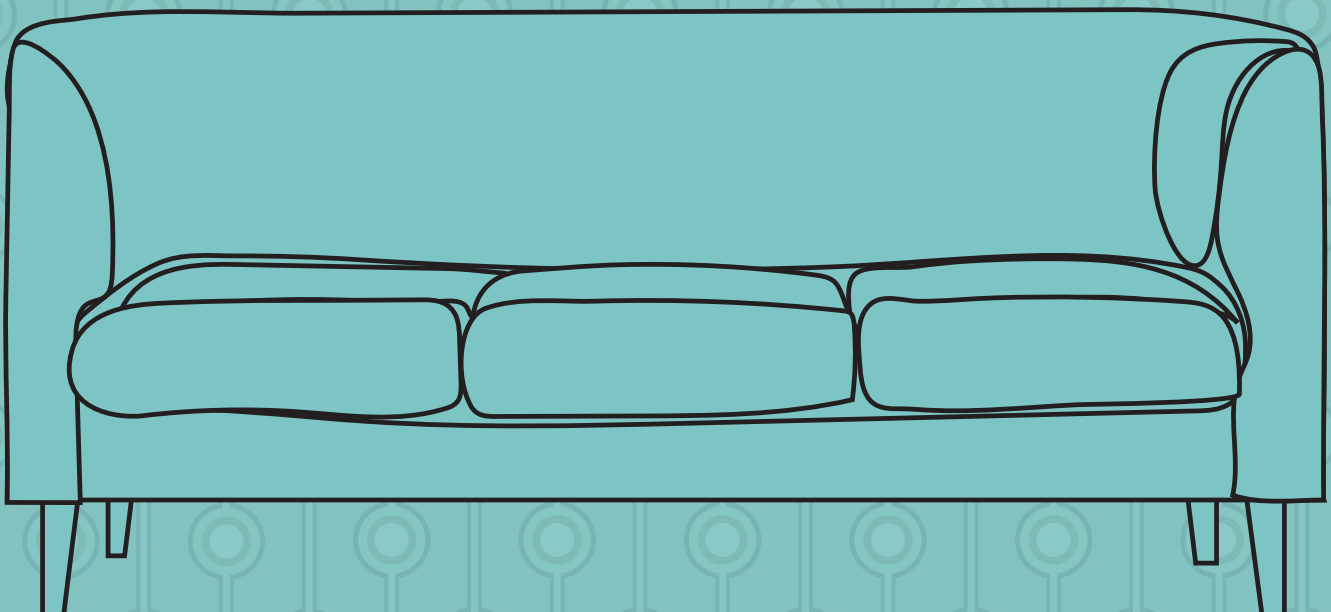


Wyndham Family Friendly City

Final Report - August 2020





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About the Family Friendly City Portfolio

Councillor Mia Shaw is Wyndham City's Family Friendly City Portfolio Holder. The Family Friendly City Portfolio focusses on making Wyndham a better place for all residents, regardless of their age, gender, cultural background or socio-economic status.

This Portfolio has a particular focus on how our programs and services foster a culture of active participation and volunteering to support the health

and wellbeing needs of children and families in our community. An exploration of the design of our city is also instrumental to achieving a family friendly city. This means working towards a built environment which is welcoming, accessible and safe for everyone and which contributes towards the creation of a shared sense of community.

About the Charter

The Wyndham Family Friendly City Charter (the Charter) was formally adopted in May 2018. The Charter outlines principles and guidelines to advise how Wyndham City and its partners work with and support families. It is believed that the Charter is the first of its kind for local government in Victoria.

The Wyndham Family Friendly City Charter is the creation of the Family Friendly City Portfolio holder Councillor Mia Shaw. Councillor Mia Shaw, in partnership with the Family Friendly City Committee members, developed Wyndham's first Family Friendly City Charter.

The vision for the Charter is that Wyndham will be a Family Friendly City where a broad range of lived experiences and opportunities encourage families to feel informed, valued, welcomed and empowered to live productive and positive lives, while being increasingly engaged in decisions affecting them.

The Charter is deliberately broader than a 'child-friendly' charter or an 'age-friendly' charter. Its whole-of-family focus in some ways breaks new ground and underlines the Council's commitment to support families throughout their lifecourse. The Charter recognises the diverse range of family groupings in Wyndham by providing the following definition of family:

Two or more individuals that come together as a unit, to support and care for each other

The Charter recognises the economic and social contributions of the care families provide, acknowledges the value families add to developing and delivering services, infrastructure and policies affecting their lives and sets out how Council can ensure the decisions we make are inclusive and mindful of the life-cycle needs of local families.

The Charter is structured around four key principles:

1. Voice
2. Equity and Social Cohesion
3. Family Friendly Places and Spaces
4. Partnership

The Family Friendly Charter was placed out for public consultation prior to its adoption to ensure the voice of community was included in its development. Following adoption, the Charter was socialised across the municipality through various events network meetings, social media and Wyndham City's website. A video was created, featuring local residents, that illustrated the purpose and importance of Wyndham as a Family Friendly City and what it meant to them.

This final report brings together key achievements aligned with the Charter principles. For a full comprehensive list of the activities and projects that aligned with the Charter since its adoption in 2018 please refer to the Annual Reports that can be found at <https://www.wyndham.vic.gov.au/family-friendly-charter-2018>



Key Achievements

Principle 1 - VOICE

Families in Wyndham should have opportunities to express their individual and collective opinions, participate in and contribute to decisions about their wellbeing, and how liveability can be improved.

There were over 15 projects and activities reported in the Annual Charter Reports by various departments across Council that ensured that the families were given opportunities to be able to express their individual and collective opinions, to actively participate in and contribute to decisions about their wellbeing and their own liveability across the municipality.

Wyndham City uses a variety of different tools to engage families to participate in and contribute to projects these include: The Loop (online engagement platform), surveys, workshops, community forums, events and Listening Posts. This work is crucial to Council as it gives staff the opportunity to incorporate family's voices in projects and advocacy work that can improve community members liveability in the municipality.

Below are key examples on how this has been achieved across different projects.

Family Friendly City Portfolio Committee

The Family Friendly City Portfolio Committee is a committee of local residents, chaired by Councillor Shaw and supported by Council Officers. The Committee provide comment on policies, strategies and activities as they relate to the portfolio. They advocate community views and provide recommendations on ways to better and inform the community on issues that relate to the portfolio. Throughout their four year term the Committee have been engaged in conversations on 14 service areas, reforms, capital projects and advocacy campaigns. There have been eight key strategic documents linked into this Committee for early engagement and feedback as well as reporting on achievements of implementation. In addition, Committee members have tabled matters that are important to them and the community.

Middle Years Pitches

Wyndham City consulted with children in the middle years (8-12 years) and their families to inform Council's service response to the age group. A key feature of this consultation included engaging 100 Story Building to undertake creative workshops with 46 children in their middle years, which focused on the following themes:

- If you could provide an activity for 8-12 year olds, what would it be?
- If you were mayor for a day, what would you change?

The children developed ideas and formed them into video pitches that were aired at an event where the Mayor at the time – Cr Mia Shaw – was in attendance to hear their pitches. The pitches have been shared on social media and they have been shared with Council departments to consider when planning and to support the pitches to progress into reality.

Towards Equality Policy Statement and Action Plan

Council has developed the Towards Equality Policy Statement and Action Plan. Throughout its development

and during the period of public exhibition there has been broad consultation with community groups. The policy itself will strengthen Wyndham as a Family Friendly City that is friendly towards the diversity of families that live or will come to call Wyndham home.

Platforms – Community Engagement Project

The Platforms model of community engagement was developed by the Centre for Community Child Health, within Murdoch Childrens Research Institute (MCRI), as an approach to working in partnership with communities in the design and operation of child and family centres. Wyndham City partnered with MCRI and bestchance Child Family Care to apply the model at the Mainview Blvd Family Learning Centre. The project gave community members an opportunity to come together and begin the journey of discussing how they could work together on the operation and activation of the family learning centre. Community members came from local churches and mosques, pram walking groups, local school and local cultural groups. The working group started with a community forum to gather interested parties to inform the service model design for the community centre. A key aim of the approach is to maintain partnership with the community throughout the life of the centre to ensure the centre and the services within it are responsive to the needs and aspirations of the families in the area.

Informing 3-year-old Kindergarten Reform

The Service Planning and Partnering Reform Department pro-actively sought input from a representative cross-section of families across Wyndham with a variety of communications and engagement methods to inform the recommended direction for Council's response to the 3-year-old kindergarten reform. This approach ensured recommendations put forward were grounded in the lived experiences and preferences of local families.



Key Achievements

Principle 2 – EQUITY AND SOCIAL COHESION

Families in Wyndham should have access to services and infrastructure that meet their current and future needs, and promote equity and social cohesion to ensure the benefits of liveability are shared by all

There were 20 projects and activities reported in the Annual Charter Reports by various departments across Council that ensured families in Wyndham had access to services and infrastructure that met their current and future needs and promoted equity and social cohesion.

Equity and social cohesion are crucial to ensure that no family member is left behind and that everyone enjoys the benefits of good liveability. Council needs to take into consideration the needs of babies right through to our older citizens so activities and projects need to keep this principle at the forefront throughout planning. By working on this principle Council ensures that no one gets left behind.

The examples below highlight the commitment of Wyndham City to this principle.

I love kinder campaign

A key advocacy item for the Family Friendly City portfolio has been the I Love Kinder campaign. The I Love Kinder campaign aims to put pressure on the Federal Government (who provide one-third of total funding on short term funding cycles) to commit to ongoing funding for kindergartens, resulting in certainty for all families in Wyndham and more broadly to continue to have access to 15 hours of 4 year old kindergarten.

This campaign was launched in December 2017 by Wyndham City and has since expanded and gained support from the Municipal Association of Victoria, the peak body representing Victorian councils. The campaign has captured children's voices and what they love about kinder and been spread via social media and community events throughout Wyndham and beyond.

Black Forest Road North Town Centre Design

The Urban Design Framework for the Black Forest Road North (Mambourin) Town Centre was prepared with the principle of equity and social inclusion built into the framework. The town centre has been designed to create a community space that will be accessible to all Wyndham residents regardless of their abilities in the heart of the town centre. This is a landmark project of improved design that is facilitating greater equity and social inclusion opportunities for our community.

Increasing participation in local cricket club project

The Sport and Recreation team, in collaboration with Manor Lakes Cricket Club (MLCC) and Cricket Victoria, proactively engaged with the local Manor Lakes community in a project aimed at re-establishing juniors' teams at the Club. Engagement through nearby schools, community centre, local shopping centre and social media took place to promote the project. Through the project the club was able to establish 3 new teams and it resulted in Manor Lakes Cricket Club becoming more family friendly and more representative of the diverse Manor Lakes community. It also now provides greater opportunities for local residents to play cricket, be active and socially connected.

Service and Infrastructure Planning

Councils Service Planning, Partnering and Reform Department is a team that is dedicated to understanding current and future community needs in order to align service directions and community infrastructure. Local area planning through community asset and needs analyses have been undertaken across numerous catchment areas in the municipality, including the catchments of the Jamieson Way Community Centre, Riverdale Community Centre, Williams Landing and Hoppers Crossing East. This planning enables Council to understand community service and infrastructure needs across life-stages, how they are forecast to change over time, and recommended ways that places and spaces could be created to respond to those needs.

Community events - Tarneit Night Market

The Community Planning and Development Department implemented the Tarneit Night Markets which are a community event for all ages providing a platform for local start-ups to promote and sell their products to the local community. This includes crafts, toys and a large variety of multi-cultural cuisine. This event also provides a platform for community groups such as dance schools, fitness groups, musicians and other organisations to perform on the main stage, increasing civic participation and building self-confidence.



Key Achievements

Principle 3 – FAMILY FRIENDLY PLACES AND SPACES



Families in Wyndham should have equitable access to and experiences of well-designed and safe spaces and places that meet community needs.

There were over 20 projects and activities reported in the Annual Charter Reports by various departments across council to ensure that families in Wyndham have equitable access and experiences that are well designed and safe and that meet their needs.

Council needs to ensure that families feel safe and welcomed into their spaces and places. This is achieved through intentional planning, design and activation of community spaces that are reflective of the diversity of families that live in Wyndham.

Several examples of work that have embodied this principle are summarised below.

Wyndham Parks

The Wyndham Parks 2021 Project aimed to make parks more accessible, safer, comfortable and welcoming to everyone. The project has seen upgrades of approximately 50 local parks across the municipality and included upgraded signage, pathways and fences, the addition of more trees and seating, improved entry gardens and picnic amenities. The investment in these upgrades have enabled local families to make greater use of these assets.

The Wyndham Park redevelopment has been a significant capital project that has used the natural asset of Werribee River to transform the park into a recreation and events space of regional significance. The park caters to the diversity of families that call Wyndham home with play spaces, events lawn, seating, rest areas, toilets, barbecues, shelters, and drinking fountains, new pathways and improved connectivity, improved lighting and an activity area.

Story time in languages other than English

Council’s Child & Family Cultural Liaison Officer in partnership with Library Services engaged culturally and linguistically diverse (CALD) community groups to visit and run story time sessions at the Plaza Library. Through collaboration between libraries and three CALD playgroups the officer was able to support the Russian, Islamic and Chinese playgroups to facilitate story time sessions in their community language at the Plaza Library. It’s important that families feel that activities such as these respect their culture and knowledge. This also gives families the opportunity to connect with other services and programs available to them.

Acknowledging local Aboriginal and Torres Strait Islander culture in Kindergartens

The Early Education and Care Services have fitted all kindergartens with high quality furniture and equipment that recognises and celebrates Wyndham’s diverse community and creates welcoming and safe spaces. All kindergarten sites have acknowledgment plaques recognising the traditional owners of the land. Many kindergarten playgrounds have included aspects of Aboriginal and Torres Strait Islander culture into their programming such as flags, yarning circles and fire pits. It’s important to value and respect our First People’s knowledge and history because this will give families an opportunity to learn and be welcoming to all regardless on their background, social status or ability.

Seniors Exercise Park

Wyndham’s first senior’s exercise park was opened at Central Park Community Centre in Hoppers Crossing. Wyndham City partnered with the National Research Institute (NARI) and was funded through Gandel Philanthropy for the ENJOY Trial. This park caters to older residents demonstrating a commitment to delivering initiatives and facilities that meet the needs of all families in Wyndham as well as creating an age friendly environment. The park provides equipment to improve physical fitness as well as a place where people can come together and socialise with each other, helping to improve their mental health too. The Community Centre and children’s playground upgrade at the same site make this an intergenerational family friendly space.



Key Achievements

Principle 4 – PARTNERSHIPS

Acknowledging that services, infrastructure and decisions affecting families are often provided, or affected, by other partners, Council will work with partners in government, non-government, business and community organisations to support and strengthen our Family Friendly City.

There were approximately 20 projects and activities reported in the Annual Charter Reports by various departments across Council that took into account services, infrastructure and decisions that affected or were provided to families by other partners in the municipality. Council understands the importance of working closely with their partners in both government and non-government agencies to support and strengthen our municipality to continue to be a Family Friendly City. This principle is one that acknowledges that Council cannot work on the needs of families on their own and that only by working in partnership with our local partners we are able to gain better outcomes for families in the municipality.

Below are a examples of partnership initiatives aimed at achieving better outcomes for families in the municipality by working in collaboration.

Kidsafe Partnership Campaign

Throughout 2018 and 2019 Wyndham City partnered with Kidsafe Victoria to implement a range of programs and activities over a 12-month period. A series of targeted digital community awareness campaigns reached thousands of Wyndham residents with safety messages on issues such as children left unattended in cars, driveway safety and backyard pool safety. Four free child restraint fitting sessions were run at community centres and events and child safety information sessions were delivered to families. The partnership also saw the installation of 50 ‘do not leave children in cars’ signs in car parks across municipality

Volunteer Strategy

The Wyndham Volunteering Strategy 2019-2024 was adopted in October 2019. The Wyndham Volunteering Strategy sets out the strategies and actions that Council will undertake, in partnership with others, to strengthen the local volunteering sector and increase the numbers of volunteers in Wyndham. Volunteering is at the heart of strong communities. Volunteering creates opportunities for individuals to make valuable local connections and enables them to use and grow their skills. It creates an important avenue for gaining experience, personal satisfaction and acknowledgement. Volunteers improve liveability for all people across all generations by providing activities and services that would otherwise not exist. They contribute enormously to the community’s sense of health and wellbeing, including feelings of inclusion and welcome. They help create a Wyndham that is a place for people.

Exploring Cross-sectoral Opportunities in the Youth Sector in Western Metropolitan Region

The Wyndham Youth Services team, in collaboration with Melton and Brimbank City Councils Youth Services conducted a forum which facilitated a cross-sectoral dialogue about the range of current programs, initiatives and other activities occurring across the West to support young peoples’ engagement and participation. The forum aimed to identify gaps in current planning of service delivery and infrastructure across municipalities as well as opportunities for improved cross-sector and community responsiveness across local government boundaries and to explore opportunities for a more integrated systems approach to governance and planning. A briefing paper was written and submitted to the Victorian Government and funding was received by local government and other organisations to implement new programs and activities (eg the Fresh Start Program).

Wyndham Child and Family Services Alliance

The Wyndham Child and Family Services Alliance – Strategic Group is a newly convened group. The Alliance brings together representatives from community service organisations, local schools, local government and state government to work together towards the vision – Thriving Wyndham families have access to and participate in quality services related to education, health and wellbeing, and social inclusion. The Alliance works together to develop a logic model Which is reviewed annually, that focuses on addressing community issues and identifying opportunities for collaboration. The current logic model has placed based focus, to strengthen service relationships and provision in consultation with the two targeted communities



FFAST (Family Focussed Assets and Settlement Tool) – Better case management for families

The Social and Economic Inclusion Department focusses on delivering a broad range of economic participation projects to support social cohesion and inclusion to improve outcomes for young people in Wyndham and residents from a humanitarian migrants. This focus brings together business, community and government to create and sustain pathways for local people to fully participate in work and community life. The work is underpinned by funding from the Victorian Government provided from the Department of Jobs, Precincts and Regions (DJPR) and the Federal Government, with funding from the Department of Education, Skills and Employment under the Regional Employment Trial.

As part of this work the Family Focussed Assets and Settlement Tool (FFAST) has been developed. This tool was developed collaboratively by multiple service providers internal and external to Council. The tool enables a holistic family-focused and assets-based approach to working with residents' new to Wyndham from a humanitarian background. It will be used by partners to support local settlement and employment outcomes

Related Documents

Wyndham Family Friendly City Charter

Family Friendly City Charter – Annual Report 2018-2019

Family Friendly City Charter – Annual Report 2019-2020

<https://www.wyndham.vic.gov.au/family-friendly-charter-2018>



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**Find out more at
wyndham.vic.gov.au**

