



Social  
Health &  
Inclusion  
Port  
Community  
Plan  
2013-17



inner south  
COMMUNITY HEALTH



## Our vision

# Health and wellbeing for all

## About SHIP

Social Health & Inclusion Port (SHIP) is an initiative of Inner South Community Health in partnership with Port Melbourne residents, the City of Port Phillip, the Department of Human Services, Port Melbourne Neighbourhood Centre, Port Melbourne Primary School, Port Phillip Community Group, St Kilda Youth Service, South Port Community Housing Group, South Port Day Links and South Port UnitingCare. The main funder of SHIP is Inner South Community Health through the Victorian Department of Health's Integrated Health Promotion funding.

SHIP is overseen by a community committee that has an equal representation of Port Melbourne residents and workers from local agencies. The committee sets the direction for the project, monitors progress and provides a space for residents and agencies to work together towards creating a healthier community.

Through our partnerships we aim to achieve health and wellbeing for all by building on the good things about Port Melbourne and the great work already being done by a wide range of people. We seek to engage and work in partnership with the whole Port Melbourne community. In line with our vision of health and wellbeing for all, we have a strong focus on working with people who are at greater risk of poor health.

## Our goals

- More active, more often
- Healthy eating for all
- Inclusive and connected neighbourhoods
- Affordable and accessible health services

## Our way of working

- We value and include everyone
- We create opportunities for people to participate in different ways
- We support local people's leadership and ownership of the project
- We know Port Melbourne and take action on the things that matter to local people
- We build connections and work together
- We support local solutions that use local skills and talents
- We build on the strengths within the community
- We work towards sustainable outcomes for the Port Melbourne community

## Our mission

Local residents and organisations  
working together to create  
a healthy and inclusive Port  
Melbourne community



Photo taken by Rochelle Bell

## About Port Melbourne

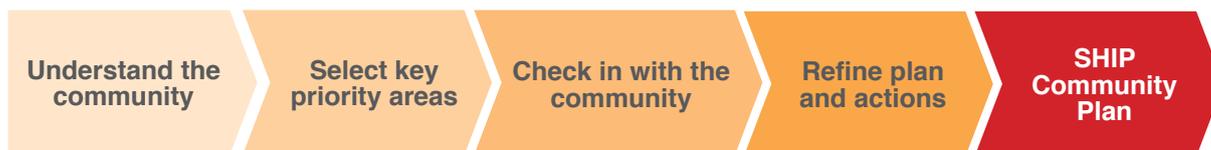
Port Melbourne is located in Melbourne's inner south on the lands of the Yalukit Willam clan of the Boon Wurrung people. Part of the City of Port Phillip, at the 2011 Census Port Melbourne had a population of 14,508.

Historically a working class suburb, Port Melbourne has seen rapid change in the last 20 years. As more people have discovered Port Melbourne's charms the population has boomed, with an 88% increase in population over this time and a 39% increase between 2001 and 2011. The desirability of its inner city, beachside location has contributed to a large number of professional, high income people making the suburb their home. This has contributed to the demand for new apartments and townhouses that have rapidly spread across the suburb.

Today Port Melbourne's median household income is amongst the highest in the City of Port Phillip. At the same time it has a higher proportion of people living in public and social housing than most of the other suburbs in the City of Port Phillip. This offers a picture of a suburb of people with great diversity.

The future of Port Melbourne will be significantly impacted by the recently announced Fishermans Bend development that sits on Port Melbourne's doorstep. This development will again rapidly increase the population living in the area and has the potential to further change the face of Port Melbourne.

## Developing the Community Plan



### This plan was shaped by:

- A community survey of 227 people
- Consultation with key local agencies
- Analysis of existing data on the demographics and health status of Port Melbourne
- The mapping of community assets
- A community check in event to confirm priorities and actions



## Port Melbourne Community Survey 2013: What did we find out?

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### What people like most about Port

- The beach/bay
  - The people/community
  - Proximity to the city
  - Parks/open space
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### Top 10 issues people wanted action on

- Improving access to health services
  - Creating opportunities to be physically active
  - Supporting good mental health
  - Creating opportunities for people to come together in groups
  - Creating opportunities for people to get to know neighbours and others in community
  - Creating opportunities for people to learn skills in using computers and new technology
  - Helping people to have a real say over decisions made by local council, government and other organisations
  - Supporting people to eat a healthy diet
  - Improving local community and recreational facilities
  - Ensuring people feel safe
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### Other major concerns raised

- Development/gentrification/growth in high-rise apartment blocks
  - Schools
  - Traffic
  - Public transport
  - Community cohesion
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Port Melbourne Community Survey 2013 Report: [www.ischs.org.au/your-wellbeing/ship/](http://www.ischs.org.au/your-wellbeing/ship/)



## Our plan

### Physical activity

#### Our goal: More active, more often

Port Melbourne's beaches, parks, sporting clubs, and walking and cycling tracks offer many ways for the community to lead healthy, active lives. However, not everyone is able to take advantage of these opportunities and many would like to be more physically active. There are a number of issues that can make it hard for some people in Port Melbourne to be active on a regular basis – these include lack of information about the opportunities that are available locally, the costs of some forms of sport and recreation, and the limited capacity of some sports clubs to take on new members.

We aim to support people to be more physically active by:

- Making it easier to find out about ways to be physically active
- Making sure everyone is welcome and able to take part in local physical activity
- Developing new opportunities to take part in local sport and recreation activities

We will:

- Create new ways of promoting local physical activity opportunities
- Develop a local 'More active, more often' campaign
- Support local sports and recreation groups to be accessible and welcoming to all

- Advocate for improvements to sport and recreational facilities and the local infrastructure for bike riding, walking and other outdoor exercise
- Support community members to create new sports and recreation activities

### Healthy eating

#### Our goal: Healthy eating for all

Port Melbourne's many cafes, restaurants and boutique grocers reflect Melbourne's rich food culture. While food options in and around Port Melbourne would appear to be in abundance there are a range of issues that affect whether people eat a balanced healthy diet. Not everyone has the knowledge, skills and resources to eat well all the time. The food options, including the grocery outlets, are not affordable and accessible to all. Some parts of Port Melbourne, such as the Centre Avenue shops and Williamstown Road, offer very limited food choices. The popularity of community gardens such as Dig In reflects community interest in growing food but the space limitations make this out of reach of most people.

We aim to support people to eat well by:

- Supporting people to have the knowledge, skills and resources to eat a healthy diet
- Bringing the community together to support each other to eat well
- Making it easier to access healthy food



Port Melbourne Neighbourhood Centre Community Garden Party 2013

We will:

- Support healthy eating initiatives such as community kitchens and gardens
- Deliver classes and demonstrations on eating a healthy diet
- Deliver a local campaign to promote healthy eating
- Support local community initiatives that bring people together around food
- Support local community organisations and groups to provide healthier food options
- Work to improve the local availability of affordable healthy food
- Improve transport options to get to affordable healthy food

## Social connections

### Our goal: Inclusive and connected neighbourhoods

Port Melbourne's friendly and welcoming 'village atmosphere' is one of things that make it a great place to live. However, the rapid changes to Port Melbourne's population make it more challenging to maintain friendships, know your neighbours and get involved in the local community. It can be difficult to find out about community activities and groups that meet your needs. The changes and pressures on community spaces, such as community facilities, streets, parks, shops and cafes, can make it difficult for people to find spaces where they feel welcome

and safe. The Port Melbourne community also faces the challenge of forging a sense of identity that includes both the past and present. The rapid pace of change contributes to the sense that locals sometimes do not get a say in local and state decision-making. It can also make it more challenging for people to come together to drive change in their community.

We aim to support people to strengthen their community connections by:

- Making it easier to take part in activities that link them to others in their neighbourhood
- Ensuring community spaces are friendly, welcoming and accessible to all
- Making it easier for people to create positive change for their community
- Ensuring the diverse and changing community is celebrated and valued

We will:

- Create new ways of promoting local community activities
- Support local community events to attract broader community involvement
- Work with local community groups to make community activities accessible to all
- Work to revitalise underutilised community facilities and public spaces
- Run events and training to support resident driven initiatives
- Deliver support and training for local leaders



Port Melbourne Neighbourhood Centre Community Garden Party 2013

- Support the local community to have more of a say in local decision-making
- Develop arts-based initiatives that promote and celebrate the diverse community

## Access to health services

### Our goal: Affordable and accessible health services

Port Melbourne offers a range of health services, including GPs, dentists and optometrists, for those who can afford to pay. However, if you cannot pay full-cost for health services your choices are more limited. Bulk-billing GP appointments are in short supply in Port Melbourne. Inner South Community Health (ISCH) offers low cost health services in nearby South Melbourne but there are no low cost health services operating in Port Melbourne. If you don't have a car it can be costly and time-consuming to get to public health services located outside Port Melbourne such as the Alfred Hospital and ISCH. Accessing the right health services is made more difficult by the challenge of getting information about how, where and when to access these services.

We aim to make it easier to access health services by:

- Making affordable health services available locally
- Improving transport links to key health services
- Making it easier to get clear and up-to-date information about health services and programs

We will:

- Work with local GPs and other health service providers to better meet local needs
- Explore options for establishing a community health site in Port Melbourne
- Raise awareness of public and community transport options to key health services
- Advocate for improved public and community transport to key health services
- Run health education programs to provide people with health knowledge and skills
- Provide the community with clear and up-to-date information about the available health services

## Making this plan happen

To make this plan a reality the SHIP Community Committee and all our partners and stakeholders will:

- work with the local community to develop the initiatives outlined in this plan and other initiatives that fit with the vision and goals of this plan
- create a wide range of opportunities for people to participate in SHIP and our initiatives
- continue to build new partnerships with local organisations and community groups
- seek additional investment in Port Melbourne
- measure and evaluate our progress in achieving the vision and goals of this plan
- strive to ensure that the impacts of SHIP's work continue on beyond 2017

## Get involved

If you would like to get involved in achieving health and wellbeing for all in Port Melbourne or find out more about what is happening please get in touch with the SHIP Project Team:

**Phone:** 03 9525 1300

**Email:** [ship@ischs.org.au](mailto:ship@ischs.org.au)

**Post:** PO Box 103, South Melbourne 3205

Drop in and see us on Mondays, Tuesdays or Wednesdays from 9am – 12pm at the Liardet Community Centre, 154 Liardet Street, Port Melbourne.

**Website:** [www.ischs.org.au/your-wellbeing/ship/](http://www.ischs.org.au/your-wellbeing/ship/)

**Facebook:** [facebook.com/SHIPortMelb](https://facebook.com/SHIPortMelb)

**Twitter:** @SHIPPortMelb

## SHIP Partners



Department of Human Services



Port Melbourne Neighbourhood Centre Inc.



PORT PHILLIP COMMUNITY GROUP



SouthPort  
UnitingCare

and the Port Melbourne community