



HUME CITY COUNCIL

# Stronger Hume

COVID-19 Adaptation and  
Resilience Plan 2022

Final Progress Report

[hume.vic.gov.au](http://hume.vic.gov.au)



## CONTENTS

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**A community that is resilient, inclusive, and thriving.**

- 1.2 Provide opportunities, and support business growth to create accessible local jobs for our diverse community
- 1.3 Promote a healthy, inclusive and respectful community that fosters community pride and safety.

**A city that cares about our planet, is appealing and connected.**

- 2.1 Facilitate appropriate urban development and enhancing natural environment, heritage, landscapes and rural places.
- 2.3 Design and maintain our City with accessible spaces and a strong sense of place.
- 2.4 Connect our City through efficient and effective walking, cycling and public transport and road networks.

**A Council that inspires leadership, is accountable and puts the community first.**

- 3.2 Deliver responsible and transparent governance, services and assets that respond to community needs.
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## PROGRESS DESCRIPTIONS

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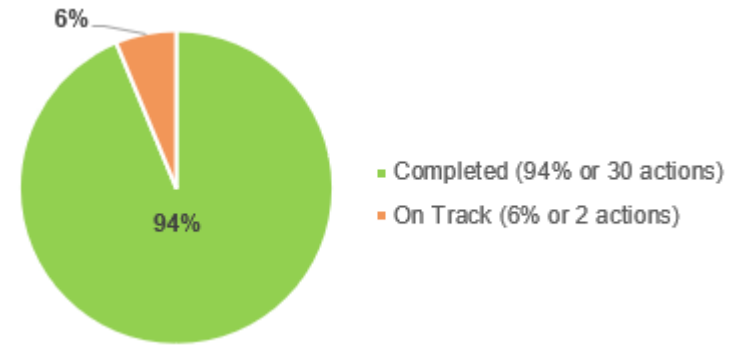
Progress is indicated with the percentage completion for each action.

The progress indicators displayed are based on the status as follows:

- **On Track** – Action is proceeding to plan and will be completed by 30 June 2023.
- **Monitor** – Action requires attention to ensure it is completed by 30 June 2023.
- **At Risk** – Action is at risk of not being completed by 30 June 2023.
- **Deferred** – Action is not being completed this financial year.

## Summary of Progress as at 31 December 2022

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## Councils Role

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The role Council has in contributing to the community expectations (strategies) can be defined as one or more of the following:

- **Statutory Authority** – Council has a legislated responsibility under Victorian law to ensure compliance and delivery of services related to these community expectations.
- **Service Provider** – Council is a leading provider of services which support these community expectations. Responsibility for providing these services is often shared between Council and other government agencies, non-for-profit organisations, and commercial businesses.
- **Facilitator** – Council facilitates, partners, and plans with other service providers to achieve these community expectations.
- **Advocate** – Council’s primary role is to advocate on behalf of (and represent) the community to other levels of government, service providers and business organisations around these community expectations.

The following *Stronger Hume* actions were completed up to September 2022. Please refer to previous progress reports for further details.

- ✓ Continue to deliver the Business Concierge and Hospitality Support Program (COVIDSafe Business Support) until June 2022.
- ✓ Support community groups and agencies to deliver immediate relief and longer-term recovery initiatives through providing an additional round of the COVID Community Support fund.
- ✓ Continue to deliver the Hume Employment Grant Program, providing \$1 million of support to the local business community.
- ✓ Provide fee discounts for community event organisers and stall holders up to the value of \$500 per organisation until 31 March 2022.
- ✓ Offer recovery and reactivation workshops to community groups to participate in the 2023 Community Grants program.
- ✓ Expand the Healthy Breakfast program to deliver volunteer and employment pathway opportunities for new arrivals and refugee communities.
- ✓ Partially waive the 2022 summer season fees (1 October 2021 – 31 March 2022).
- ✓ Continue to work with the community to plan and deliver targeted initiatives that promote respectful relationships and prevention of violence against families and women.
- ✓ Support community groups to access community facilities through providing credit and discounts for community groups to support access until March 2022.
- ✓ Launch the "I love Hume" campaign with the heart of community and driving feelings of pride and belonging.
- ✓ Deliver in person and/or online multicultural community cooking classes which promote culturally appropriate healthy eating on a budget.
- ✓ Deliver free community-based physical activity and social connection opportunities for cohorts disproportionately impacted by COVID-19, particularly women and young people.

Action	Division	Description of Progress
<p>Continue to deliver the Supporting Diverse Communities through the COVID-19 Pandemic Project, including the following specific actions:</p> <ul style="list-style-type: none"> <li>- Provide COVID-19 vaccination communication, information, and literacy-building to the community.</li> <li>- Delivery of programs, activities and support to community groups and networks to enhance community connection and social cohesion.</li> <li>- Support economic recovery within the community including the delivery of business grants, expansion of jobseeker supports and delivery investment attraction action and initiatives.</li> <li>- Provide targeted and tailored COVID-19 recovery communications for culturally and linguistically diverse community members.</li> <li>- Continuation and expansion of the Hume Health Champions initiative.</li> <li>- Funding and support to local food relief providers as well as for vulnerable community members.</li> </ul> <p><b><u>Progress Indicator:</u></b></p> <div style="border: 1px solid black; background-color: #4CAF50; color: white; padding: 2px; display: inline-block;">100%</div>	<p>City Services and Living, City Planning and Places</p>	<p>COVID-19 updates have been regularly provided to the Hume community through our website, social media channels and in partnership with other agencies. Communication has targeted at risk groups including seniors, culturally diverse groups and individuals at greater risk.</p> <p>Cultural Workers have developed and delivered in-language information through groups, events, social media and online channels. In-language material has been communicated in English, Hindi, Arabic, Punjabi, Turkish, Macedonian, Spanish, Vietnamese, Chinese (Simplified), Greek, and Italian.</p> <p>Initiatives to support economic recovery within the community have included:</p> <ul style="list-style-type: none"> <li>• Sixteen Hume businesses received funding in Round 1 of the Hume City Small Business Grant Program.</li> <li>• Delivered Visitor Economy jobs expo at URBNSURF securing 13 tourism and hospitality businesses and achieving over 90 job outcomes for local residents.</li> <li>• Delivered a Visitor Economy (VE) media partnership with TimeOut promoting Hume as a destination and driving visitation and followers to @discoverhume.</li> <li>• Through the Hume Multiversity job search support sessions were delivered at Craigieburn Library. Kangan Institute Melbourne Polytechnic and Go Tafe supported these sessions.</li> <li>• Six targeted workshops were delivered to Hume residents through Local Jobs for Local People (LJLP) to support them with the online recruitment process for jobs in Retail and Children's services.</li> </ul>

Action	Division	Description of Progress
<p>Support the recovery of the hardest hit local business sectors (i.e. hospitality, retail and accommodation sectors) through targeted programs and initiatives.</p> <p><b>Progress Indicator:</b></p> <div data-bbox="143 539 405 579" style="border: 1px solid black; background-color: #4CAF50; color: white; padding: 2px; display: inline-block;">100%</div>	<p>City Planning and Places</p>	<p>Initiatives undertaken to support the recovery of the hardest hit local business sectors include:</p> <ul style="list-style-type: none"> <li>• The StartNorth Start &amp; Grow Program was completed on 31 August 2022, with participants presenting their business models and sharing their experiences. Initial discussions have commenced to deliver a Start Your Business Workshop in Quarter Three in collaboration with Multiversity and Holmsglen.</li> <li>• Delivered Visitor Economy jobs expo at URBNSURF securing 13 tourism and hospitality businesses and achieving over 90 job outcomes for local residents.</li> <li>• A range of confidential investment leads are being explored for the visitor economy, as well as planning pre-apps, stakeholder meetings and internal referrals.</li> <li>• Delivered promotional campaign over November and December with TimeOut promoting Hume as a destination and driving visitation and followers to @discoverhume.</li> <li>• The campaign is projected to reach over 152,000 people with 336,000 impressions, and 4,000 video views. Final campaign report to be received.</li> <li>• Delivered 'Discover Hume' double page advertorial in state government publication-Summer 'Official Visitor's Guide' (OVG) with a total reach of 900,000+.</li> <li>• @discoverhume achieved a 4.7% increase in followers this quarter exceeding 3% kpi.</li> <li>• Coordinated biannual Visitor Economy network meeting in November.</li> <li>• Sixteen Hume businesses received funding in Round 1 of the Hume City Small Business Grant Program.</li> <li>• A Hard Waste Design Sprint was completed in November 2022. It was delivered by Circular Economy Victoria in collaboration with RMIT Activator.</li> </ul>

**THEME**  
**1**

# A COMMUNITY THAT IS RESILIENT, INCLUSIVE AND THRIVING

Strategic Objective 1.3: Promote a healthy, inclusive, and respectful community that fosters community pride and safety.

Action	Division	Description of Progress
<p>Promote and raise awareness of mental health and wellbeing support services currently available to Hume residents.</p> <p><b>Progress Indicator:</b></p> 	<p>City Services and Living</p>	<p>Services have been promoted for at risk groups. Further awareness raising will occur in 2023 that targets at risk groups.</p>
<p>Facilitate and support the delivery of local community-led mental health and wellbeing initiatives which seek to enhance social cohesion and social connectedness across the city.</p> <p><b>Progress Indicator:</b></p> 	<p>City Services and Living</p>	<p>A range of social and wellbeing initiatives are being promoted that intend to better connect at risk groups. Further efforts will occur to promote services and initiatives throughout 2023.</p>



The following *Stronger Hume* actions were completed up to September 2022. Please refer to previous progress reports for further details.

- ✓ Continue to deliver the Household Energy Program to support Hume residents experiencing or at risk of bill stress, improve the thermal comfort of homes and reduce greenhouse gas emissions (Hume Solar Roll-out until September 2022 and Energy Savvy discounted home retrofits for vulnerable residents until June 2022).
- ✓ Investigate energy efficiency opportunities at sporting clubs to help reduce running costs, greenhouse gas emissions and improve comfort.
- ✓ Continue to install solar panels on community leased Council facilities to help reduce running costs for community organisations and greenhouse gas emissions.
- ✓ Deliver COVID Safe Outdoor Activations (State Govt funded) across Hume including:
  - wide street entertainment, cultural displays and performances, etc, to enhance the ambience of outdoor areas.
  - Town Hall Broadmeadows Gallery.
  - Local markets (free to traders), roving performers supported by enhanced outdoor furnishings, festoon lighting and event management.
- ✓ Continue to waive fees for all outdoor dining permits until 30 June 2022.
- ✓ Waive 50% of the annual registration fees for food business for the remainder of the 2021/22 financial year.
- ✓ Deliver additional infrastructure in upgrades to open spaces and play spaces including installing more seats, table settings, water fountains, signage, and recreation equipment e.g., basketball/netball towers in local parks.\*

The progress indicator displayed above is based on the status as follows:


■ On Track ■ Monitor ■ At Risk □ Deferred



**THEME**  
**2**

**A HEALTHY AND SAFE COMMUNITY**

Strategic Objective 2.3: Design and maintain our City with accessible spaces and a strong sense of place.

Action	Division	Description of Progress
<p>Continue to deliver the home gardening support program for Hume residents particularly those that have been impacted by the pandemic.</p> <p><b>Progress Indicator:</b></p> 	<p>Infrastructure and Assets</p>	<p>Gardening workshops undertaken in December and the distribution of Ready to Grow Kits is being completed in January and February 2023. The face-to-face sustainability workshops are continuing for the community as part of Council's ongoing service delivery.</p> <p>The multimodal blended model of face-to-face gardening workshops and online webinars to support sustainable gardening practices has had a significant increase in Hume residents participating in the Let's Grow Hume program. The age and demographic spread of the attendees of the events has widened, with the face-to-face workshops reaching children, families and retirees across the municipality.</p>


The progress indicator displayed above is based on the status as follows:

■ On Track 
 ■ Monitor 
 ■ At Risk 
  Deferred

**THEME**  
**2**

**A HEALTHY AND SAFE COMMUNITY**

Strategic Objective 2.4 Connect our City through efficient and effective walking, cycling and public transport and road networks.

Action	Division	Description of Progress
<p>Continue to promote walking and cycling through connecting more walking and cycling links in urban areas e.g., residential areas to activity centres, schools, community centres, transport hubs and providing associated infrastructure e.g., seating, drinking fountains, signage, lighting.*</p> <p><b>Progress Indicator:</b></p> <div style="border: 1px solid black; padding: 2px; display: inline-block;">  <span style="margin-left: 10px;">30%</span> </div> <p><i>*Rollover from COVID-19 Recovery and Reactivation Plan 2021</i></p>	<p>City Planning and Places</p>	<p>Walking &amp; Cycling connections projects included:</p> <ul style="list-style-type: none"> <li>• Greenvale to Attwood Melbourne Water Pipe Track path, design completed, tendered in Quarter Two and construction to commence in Quarter Three.</li> <li>• Planning underway for Aitken Creek trail; Spavin Drive Reserve/Kismet Creek corridor - both projects require a Cultural Heritage Management Plans, construction will be undertaken in late 2023/24.</li> <li>• Other connections to be investigated under Local Area Traffic Management Plans.</li> </ul> <p>Future updates for this action will be continued to be reported through the Council Plan Progress Reports (Action 2.4.2).</p>

The progress indicator displayed above is based on the status as follows:


■ On Track 
 ■ Monitor 
 ■ At Risk 
  Deferred

The following *Stronger Hume* actions were completed up to September 2022. Please refer to previous progress reports for further details.

- ✓ In partnership with the Victorian Government and other stakeholders, continue to deliver a range of initiatives and support to respond to and recover from the COVID-19 pandemic.
- ✓ Extend the period of relief for tenants for up to six months (until June 2022).
- ✓ Continue to waive interest on unpaid rates and charges until 30 June 2022.
- ✓ Develop information to assist the community to be prepared for future variants and ongoing impacts of COVID-19 (including preparation for isolation, how to make a COVID kit etc).
- ✓ Continue to set the discretionary penalties for parking infringements at the minimum until June 2022.
- ✓ Form a COVID-19 Adaptation and Resilience Committee to address ongoing community recovery needs.

The progress indicator displayed above is based on the status as follows:

■ On Track ■ Monitor ■ At Risk □ Deferred

Action	Division	Description of Progress
<p>Review our financial hardship policies to ensure they address the difficulties of increased financial stress brought about by COVID-19.*</p> <p><b>Progress Indicator:</b></p> <div data-bbox="143 496 405 533" style="border: 1px solid black; padding: 2px; display: inline-block;">  100%                 </div> <p><i>*Rollover from COVID-19 Recovery and Reactivation Plan 2021</i></p>	<p>Chief Financial Office</p>	<p>The Rates Financial Hardship Policy was adopted by Council on 28 November 2022.</p>

The progress indicator displayed above is based on the status as follows:

■ On Track 
 ■ Monitor 
 ■ At Risk 
  Deferred