



HUME CITY COUNCIL

Stronger Hume

COVID-19 Adaptation and
Resilience Plan 2022

Progress Report

hume.vic.gov.au



CONTENTS

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

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- 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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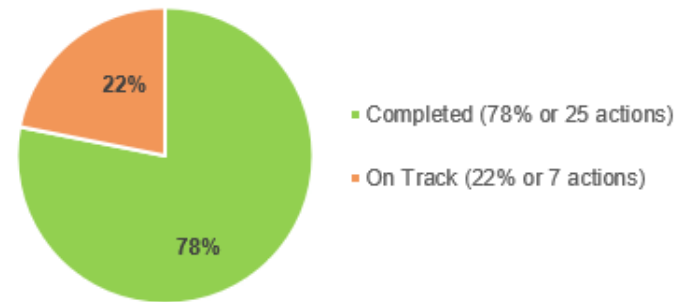
PROGRESS DESCRIPTIONS

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 30 September 2022



Councils Role


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 June 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.

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"> - Provide COVID-19 vaccination communication, information, and literacy-building to the community. - Delivery of programs, activities and support to community groups and networks to enhance community connection and social cohesion. - Support economic recovery within the community including the delivery of business grants, expansion of jobseeker supports and delivery investment attraction action and initiatives. - Provide targeted and tailored COVID-19 recovery communications for culturally and linguistically diverse community members. - Continuation and expansion of the Hume Health Champions initiative. - Funding and support to local food relief providers as well as for vulnerable community members. <p><u>Progress Indicator:</u></p> <div style="border: 1px solid black; padding: 2px; width: fit-content;"> 75% </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"> • Hume Small Business Grants Program 2022/23 launched. • Planning underway for a targeted retail and hospitality Jobs Expo to be delivered in Quarter Two. • Planning under way to deliver a Visitor Economy (VE) media partnership with TimeOut promoting Hume as a destination and driving visitation and followers to @discoverhume.

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>Progress Indicator:</p> 	<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"> • Hume Small Business Grants Program 2022/23 launched. • Planning underway for a targeted retail and hospitality Jobs Expo to be delivered in Quarter Two of 2022/23. • The StartNorth Start & Grow Program was completed on 31 August 2022, with participants presenting their business models and sharing their experiences. This 16-week program focused on supporting Hume residents who wanted to start a business. Supported by the Broadmeadows Revitalisation Board and funded by the Victorian Government, 15 people completed the Start and Grow Program. The program was designed to offer a more detailed understanding of the business planning process and pitching ideas while understanding the audience, as well as providing support in setting up a business. • Continued to facilitate quarterly meetings and work alongside Visitor Economy stakeholders (key developers working within Hume City, Commercial Real Estate Agents and relevant Victorian Government Departments). A range of confidential investment leads are being explored for the visitor economy, as well as planning, stakeholder meetings and internal referrals. • Planning is under way to deliver a Visitor Economy (VE) media partnership with TimeOut promoting Hume as a destination and driving visitation and followers to @discoverhume. A 'Discover Hume' full page advertisement and editorial was featured in September state government 'Official Visitor's Guide' (OVG) with a total reach of 900,000+. @discoverhume achieved a 4.7% increase in followers. • Planning currently underway for a November VE networking meeting.

Action	Division	Description of Progress
<p>Promote and raise awareness of mental health and wellbeing support services currently available to Hume residents.</p> <p>Progress Indicator:</p> 	<p>City Services and Living</p>	<p>Preliminary work has occurred with Hume City Council services to determine services demand for at-risk groups, including Aged, Children, Youth and groups at risk of isolation and mental health, including wait times. Consultation has included Northern Mental Health, Northern Health and DPV Health.</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>Progress Indicator:</p> 	<p>City Services and Living</p>	<p>Preliminary work has commenced to bring together teams involved in delivery of community-led initiatives that promote social connection and inclusion to better capture the suite of initiatives being delivered by Hume.</p> <p>A number of community training programs are being planned for leaders in cultural groups. Training includes the rollout of six Mental Health First aid courses, facilitated in different languages. The intent is for the community leaders to be up-skilled for identifying and assisting the enhancement of mental health within networks.</p>
<p>Deliver in person and/or online multicultural community cooking classes which promote culturally appropriate healthy eating on a budget.*</p> <p>Progress Indicator:</p>  <p>*Rollover from COVID-19 Recovery and Reactivation Plan 2021</p>	<p>City Services and Living</p>	<p>As part of the Nutrition Education and Skills Training (NEST) program, initiatives were delivered to different groups in the community. The program engaged over 70 people in a one-off session and in further activities (seven total) as part of six-week long education programs. An evaluation is being conducted to consider how these sessions can be incorporated into ongoing operations and support connection for local groups and individuals.</p>

Action	Division	Description of Progress
<p>Deliver free community-based physical activity and social connection opportunities for cohorts disproportionately impacted by COVID-19, particularly women and young people.*</p> <p><u>Progress Indicator:</u></p> <div data-bbox="143 580 412 619" 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>City Services and Living, Chief Financial Office</p>	<p>As part of the Hume Girls Can campaign, 25 sport and leisure events were delivered in conjunction with sports clubs and local partner agencies. The events were delivered alongside a social marketing campaign to encourage and support participation. Events included bike confidence workshops, badminton, swimming classes, cricket and Mum's and Bub's exercise classes.</p> <p>Furthermore, a Get Active Expo was delivered which enabled exposure to different sports and leisure activities in the municipality. There were over 1,200 registered participants for the Expo which was delivered in partnership with 17 local agencies.</p> <p>After COVID-19, many local groups experienced low participation numbers which required efforts to reconnect. In order to facilitate the reconnection, over 15 local events were held with cultural groups and involved discussion around issues that were topical yet also mindful of not overburdening people with COVID-19 information. Event topics included women's health matters for Turkish women.</p>

The following *Stronger Hume* actions were completed up to June 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.
- ✓ 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.



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>Progress Indicator:</p> 	<p>Infrastructure and Assets</p>	<p>The Ready to Grow Kits continue to be rolled out to Hume residents impacted by the pandemic. Once the kit allocation has been exhausted, the workshops and community facing delivery will return to Sustainability Engagement as per the Live Green Plan.</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>
<p>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.*</p> <p>Progress Indicator:</p>  <p><i>*Rollover from COVID-19 Recovery and Reactivation Plan 2021</i></p>	<p>City Planning and Places</p>	<p>Completed new drinking fountains at various locations including Cimberwood Drive Reserve, Spyglass Reserve, Eric Boardman Reserve, Langama Park, Trade Park Reserve.</p> <p>Completed new furniture at Tylden Place, Westmeadows, Lackenheath Drive, Tullamarine and Murchison Square, Roxburgh Park.</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>Deliver COVID Safe Outdoor Activations (State Govt funded) across Hume including:</p> <ul style="list-style-type: none"> - 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. <p>Progress Indicator:</p> 	<p>CEO's Office, City Planning and Places</p>	<p>The Outdoor activation program funded by the State Government was completed by the end of September 2022.</p>
<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>Progress Indicator:</p>  <p><i>*Rollover from COVID-19 Recovery and Reactivation Plan 2021</i></p>	<p>City Planning and Places</p>	<p>Walking & Cycling connections projects included:</p> <ul style="list-style-type: none"> • Greenvale to Attwood Melbourne Water Pipe Track path, design completed, to be tendered in Quarter Two. • 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 2023/24. • Other connections to be investigated under Local Area Traffic Management Plans.

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 June 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.
- ✓ Continue to waive interest on unpaid rates and charges until 30 June 2022.
- ✓ Continue to set the discretionary penalties for parking infringements at the minimum until June 2022.
- ✓ Extend the period of relief for tenants for up to six months (until 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).

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

■ On Track ■ Monitor ■ At Risk □ Deferred

Action	Division	Description of Progress
<p>Form a COVID-19 Adaptation and Resilience Committee to address ongoing community recovery needs.</p> <p>Progress Indicator:</p> 	<p>City Services and Living</p>	<p>Council is continuing to support COVID-19 adaptation and resilience efforts through the Supporting Diverse Communities Project. A series of mental health first aid training sessions have and continue to be delivered to the community in response to stated needs.</p>
<p>Review our financial hardship policies to ensure they address the difficulties of increased financial stress brought about by COVID-19.*</p>  <p><i>*Rollover from COVID-19 Recovery and Reactivation Plan 2021</i></p>	<p>Chief Financial Office</p>	<p>The draft Rates Financial Hardship Policy was adopted by Council for community consultation on 12 September 2022.</p>

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

■ On Track
 ■ Monitor
 ■ At Risk
 Deferred