



# PUBLIC HEALTH & WELLBEING STRATEGY

## SCORECARD 2024-2025

Public Health & Wellbeing Strategy

2023 - 2028

WE'RE OPEN  
VIC PARK

### Pillar 1: Healthy and Active

A Town that empowers and enables its community to achieve optimal mental, physical and social wellbeing.

25 ACTIONS COMPLETED  
4 IN PROGRESS

#### 1. Our community will live active lifestyles.

##### This year we had:

**3,600** Health and Fitness memberships

**1,600** Swim School enrolments

**11% growth** in total visitations to Leisurelife and Aqualife

**Record demand** for Pickleball and Badminton resulted in additional sessions added to the weekly timetable

##### Results from the 2025 Community and Wellbeing Survey showed:

**81%** of respondents are active for 3 or more hours per week, an **increase of 10%** since 2023

Our public health education and wellbeing programs scored **60**, an **increase of 4 points** since 2023 and 8 points above the benchmark

**80%** of respondents use local paths and cycleways for exercise or recreation at least once a month.

**500** people and **15** local clubs participated in **Have a Go Day** with **100%** survey respondents reporting increased awareness of local sporting activities.

"Thank you, I didn't know these sporting clubs existed."

(Have a Go Day participant)

## Pillar 1: Healthy and Active (continued)

### 2. Our community is more mentally healthy.

**Results from the 2025 Community and Wellbeing Survey** showed:

**81%** respondents agree that they have a sense of purpose, an increase of 2% since 2023 and 3% above the benchmark

Wellbeing index score of **59** for mental health, up 2 index points since 2023 and on par with the benchmark

**65%** respondents agree that they can access support and help when needed, an increase of 9% since 2023 and 8% above the benchmark

**1,500** people participated in **Mental Health Week** activities with

**89%** survey respondents reporting that activities had **a positive impact on their mental health**

**150+** people participated in the **Perinatal Mental Health Week** activities with

**97.5%** survey respondents reporting that activities had **a positive impact on their mental health**

**240** people participated in **PrideFEST** activities with

**85%** survey respondents reporting that activities increased their feelings of wellbeing

"I realised I wasn't doing great mentally, and it prompted me to talk to my closest and safest person which made me feel better."

(Mental Health Week participant)

## Pillar 1: Healthy and Active (continued)

### 3. Our community makes healthier choices.

**Results from the Community and Wellbeing Scorecard** showed:

The following areas have maintained or improved since 2023, with all areas scoring above the benchmark:

- ✓ Personal health
- ✓ Diet and Nutrition
- ✓ Fruit and vegetable consumption
- ✓ Reduced fast food and alcohol consumption and smoking.

The Town promotes healthy eating choices through access to the blender bike, provision of slinky apples at community events, promoting the LiveLighter campaign.

The monthly Goodness me! e-newsletter distributed to **2,000+** subscribers.

Sun Safe, Clear the Air and Alcohol Think Again health campaigns promoted on the Town's Health & Wellbeing website.

**Pillar 2: Empowered and Connected**  
**A Town that enables social connection and embraces equity, diversity and inclusion in the community.**

*11 ACTIONS COMPLETED  
7 IN PROGRESS*

**4. Our community leads in active transport and infrastructure.**

**Results from the Community and Wellbeing Scorecard** showed:

**71%** respondents use public transport at least once a month

**53%** use local paths and cycleways to commute at least once a month

**In 2024/25 we delivered:**

**52** Pram Walking Group sessions for **93** participants

Walking Circles and an Active Photography Walking Group

On Ya Bike activation with approximately **300** participants

Open Streets event led by WestCycle in partnership with the Department of Transport activated Westminster Street, East Victoria Park

Archer Street protected bike lanes project.

## Pillar 2: Empowered and Connected (continued)

### 5. Social connection and wellbeing is strengthened in our community.

**Results from the Community and Wellbeing Scorecard** showed the following areas have maintained or improved since 2023, with all areas scoring above the benchmark:

- ✓ Reconciliation action
- ✓ Diversity
- ✓ Sense of belonging
- ✓ Personal relationships

Burswood and Lathlain reported high levels of community spirit and connectedness, with Burswood scoring significantly higher than in 2023. Carlisle is a target area for improvements in perceptions of community spirit and belonging.

Actions addressing social connection and wellbeing were delivered through the following in 2024/25:

- [Reconciliation Action Plan](#)
- [Access and Inclusion Plan](#)
- [Youth Action Plan](#)
- [Safer Neighbourhoods Plan](#)

## Pillar 2: Empowered and Connected (continued)

### 6. Community members have volunteering opportunities and support.

- Introduced My Community Directory, including a Give Local tab listing volunteering opportunities within the Town
- Distributed funding through Community Grants, Operating Subsidies and Peppercorn Leases to groups and organisations that provide volunteering opportunities
- Delivered Club Connect series supporting local club staff and volunteers
- Celebrated the Town's Library volunteers
- Promoted the benefits of volunteering through the Health and Wellbeing webpage.

Since 2023, participation in local giving and volunteering activities **increased by 3%** points. Demographics reporting the highest levels of engagement with local philanthropy or volunteering in 2025 are:

- Females
- People with school-age children
- People who have retired
- People living in the suburb of Victoria Park.

### Pillar 3: Safe and Resilient

A Town that is adaptable and resilient to change and dedicated to a safe and sustainable community.

10 ACTIONS COMPLETED  
2 IN PROGRESS

#### 7. Our community has safe streets and spaces.

- Provision of the [Rangers services](#)
- Delivery of the Safer Neighbourhoods Plan (see [impact report here](#))
- Child Safe Awareness Policy and Action Plan endorsed by Council
- Increased activation of John Macmillan Park through planned events and the removal of hire fees for community use
- Delivered the Community Safety Day (see [storyboard / scorecard here](#))
- Engaged an Outreach Service to conduct regular patrols
- Promoted safer roads through Bike Month initiatives
- Promoted active travel maps of the Town on the [Health and Wellbeing webpage](#)
- Delivered self defence sessions

**Results from the Community and Wellbeing Scorecard** showed a score of **73** points for safe streets and spaces, an **increase of 4 points** since 2023

## Pillar 3: Safe and Resilient (continued)

### **8. Our community is environmentally protected and sustainable.**

- Delivery of the Urban Forest Strategy
- Distribution of funding through the [Urban Forest grants](#)
- Distribution of funding through the [Adopt-A-Verge grant](#)
- Rebates, information sessions and more delivered and promoted on the [Supporting Our Environment](#) webpage, including:
  - Switch Your Thinking
  - 5-week Earth Carers program promoting sustainable, waste-free living
  - Food waste workshops
  - Visible mending workshop
  - Butterfly gardening workshop
  - Cloth nappy workshop
  - Organic waste workshop series
  - Electric Vehicle information session
  - Composting at Home workshop
  - Community Planting events

## Pillar 3: Safe and Resilient (continued)

### 9. Our community prioritises accommodation and homelessness support.

- Creation, maintenance and promotion of the [People in Need and Homelessness](#) webpage
- Creation, maintenance and distribution of the [Support Services Directory](#) (physical and online)
- Provision on an Outreach Service (see the 2024/25 storyboard / scorecard here)
- Homelessness Week 2024 initiative: Services networking event

**Results from the Community and Wellbeing Scorecard** showed an overall standard of living score of **82**, 5 points higher than the benchmark. Like the rest of the State, the housing affordability score has decreased since 2023, but is 3 points above the benchmark.

Actions addressing homelessness support were delivered through the [Homelessness Implementation Plan](#).

Social housing in the Town of Victoria Park is promoted and celebrated in a video created with residents at Connect Vic Park.