

Murray Bridge Wellbeing Hub Acquittal Report

\$55,000 Seed Funding

Background

In May 2022 Wellbeing SA provided funding of \$55,000, to scope and investigate a potential Wellbeing Hub in Murray Bridge with the objective of providing a range of programs in response to the identified needs that will support the physical, social and mental wellbeing of the community.

The Rural City of Murray Bridge local government area was identified as a potential site for a Wellbeing Hub. This approach was based on data from the South Australian Population Health Survey.

In June 2022, community engagement was undertaken to identify what a Wellbeing Hub could look like in Murray Bridge and how it would benefit the community.

Consultation concluded in August 2022 and identified an overwhelming need for a Wellbeing Hub within the Rural City of Murray Bridge. **See Attachment 1 Murray Bridge Wellbeing Hub Stakeholder Consultation Report.**

The consultation had significant reach with an overwhelming response resulting in a total of 267 responses, equating to 1.3% of the population surveyed. Survey respondents included individual community members, community groups, businesses, schools, kindergartens and early learning centres, community centres, sport and recreation organisations, non-government organisations, CALD and ATSI communities.

A diverse cross section of the community were surveyed, resulting in an overwhelming majority of 99.3% respondents agreeing that a Wellbeing Hub would support the wellbeing of those living in our community.

The overall purpose of the Wellbeing Hub will be to create opportunities for the community to attend programs and activities to support their wellbeing. Partners of the Murray Bridge Wellbeing Hub will work in collaboration to support wellbeing through enabling opportunities to connect, learn, share and grow.

The consultation process identified the health and wellbeing focus areas for the Wellbeing Hub should be:

- creating opportunities for social connections,
- promotion of physical activity,
- improving mental health wellbeing and resilience and
- encouraging wellbeing through healthy eating.

Programs created supporting these focus areas will be identified for the following target audiences:

- Children Young People and their Families
- Older People, People with a Disability
- Aboriginal and Torres Strait Islander people (ATSI)
- Culturally and Linguistically Diverse communities (CALD)

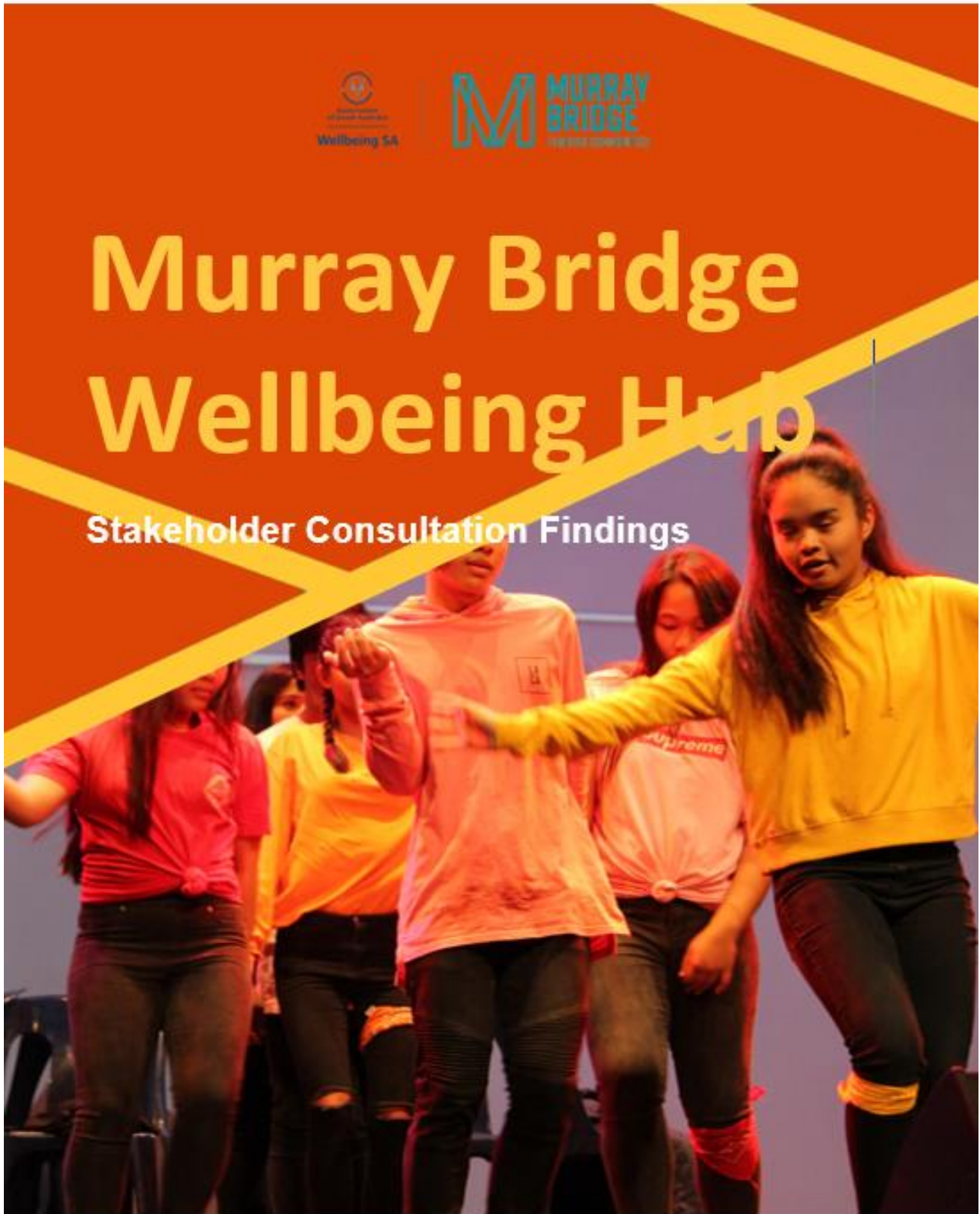
The seed funding also enabled the development of a Wellbeing Hub logo for use on promotional material and to support recognition of the Hub within the local community.

See Attachment 2 Murray Bridge Wellbeing Hub logo.

Next steps

The next two stages of the project are being planned in collaboration with our major partners, the Murray Bridge Community Centre and Wellbeing SA. This approach was reported to Council on 12 December 2022.

- Murray Bridge Wellbeing Hub Pilot Project commencing on the 1st of January 2023 delivered by the Murray Bridge Community Centre (MBCC) at both Beatty Terrace and Edwards Square sites.
- Council Administration has secured funding of \$100,000 from Wellbeing SA to conduct the Pilot project for 12 months.
- It is proposed that a quarterly adjustment of \$5,000 be provided by Council as a cash contribution towards program delivery for immediate use with a further \$20,000 annually to be proposed through the budget process to Council for consideration.
- MBCC has agreed to host a Wellbeing Hub Project Officer at 0.8 FTE (4 days) per week with an MOU in place with the Rural City of Murray Bridge as the administrator of the funding. The program will focus on the priority targeted audiences that will offer a suite of programs to support social connections, physical activity, improved mental wellbeing and healthy eating programs.
- Programs will be delivered from the MBCC Beatty Terrace and Edwards Square sites and several other Council locations, potentially including The Station and the Library and several other sites.
- Other possible partners of the Murray Bridge Wellbeing Hub may also deliver specified programs and activities from their base locations. This encompasses the identified focus that the Murray Bridge Wellbeing Hub will be a central location/place that connects with other sites across the Council area.



Murray Bridge Wellbeing Hub

Stakeholder Consultation Findings

Final October 2022



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1. Acknowledgments

The Rural City of Murray Bridge acknowledge the Ngarrindjeri people as the traditional owners of the land on which this work was undertaken. We respect and acknowledge their spiritual connection as the custodians of this land and that their cultural heritage beliefs are still important to the living people today.

We recognise and appreciate the contribution of everyone who volunteered their time to be involved in the stakeholder consultation process including individual community members, community organisations and groups, businesses, schools, kindergartens, and early learning centres, the Culturally and Linguistically Diverse Community and the Aboriginal and Torres Strait Islander community.

We thank the broad range of staff who have been involved in the stakeholder consultation process and in the development of this report with particular thanks to the Rural City of Murray Bridge Community Development Team, the Management of the Murray Bridge Community Centre and Wellbeing SA.

2. Background

In May 2022 the Rural City of Murray Bridge (RCMB) and Wellbeing SA entered a partnership, underpinned by the principles of co-investment and co-design, to scope, plan and develop a Wellbeing Hub to be implemented in the Murray Bridge community.

The RCMB was identified as a potential site for a Wellbeing Hub based on data from the South Australian Population Health Survey, a commitment to health and wellbeing from Council and leadership and demonstrated alignment with existing strategic plans. The Wellbeing Hub concept progresses Council's Community Plan 2016-2032, specifically the priorities of 'great people and Lifestyle' and 'connected communities.' Alignment to the RCMB Strategic Plan 2020-2024 is demonstrated through the objectives of 'enlivened community spaces', 'all ages and cultures are celebrated, accommodated and valued', 'healthy active communities', 'secure and resilient communities' and 'a proud community.'

It is anticipated a Wellbeing Hub will support the physical, social and/or mental wellbeing of the local community through the implementation of a range of wellbeing initiatives, targeting priority population groups.

In June 2022, a Wellbeing Hub Project Officer was appointed to undertake a community consultation process to identify what a Murray Bridge Wellbeing Hub could look like and how it could benefit the local community.

This report details the consultation process, findings and next steps for establishment of the Murray Bridge Wellbeing Hub.

3. Consultation process and participants

Community consultation on the Murray Bridge Wellbeing Hub concept occurred over five weeks from late July 2022 to late August 2022.

The consultation sought to identify:

- If there was support for the establishment of a Wellbeing Hub;
- The focus areas which were most important to the community in supporting their general wellbeing;
- The types of programs and activities the community are interested in;
- If there was a willingness to pay for initiatives; and
- The preferred location of a Wellbeing Hub.

The primary consultation method was written survey. The survey was hosted on the RCMB Let's Talk online survey portal and was promoted to community via the RCMB website, social media platforms, local newspaper, radio outlets and the Wellbeing SA social media platforms and 'Engage with Us' webpage. The Wellbeing Hub Project Officer also promoted the survey via direct face to face engagement with the community. For a copy of the survey see [Appendix 1](#).

A total of 297 survey responses were received, 147 via the RCMB Let's Talk portal and 150 through direct engagement with the Wellbeing Hub Project Officer.

The consultation had significant reach and responses were received from individual community members, community groups, businesses, schools, kindergartens and early learning centres, community centres, sport and recreation organisations, non-government organisations, the Culturally and Linguistically Diverse Community and the Aboriginal and Torres Strait Islander community. For a full list of stakeholders consulted see [Appendix 2](#).

A diverse cross section of the community was represented with 73% of respondents identifying as female and 26% as male, 22% of respondents indicated they were living with a disability, 15% identified they were Culturally and Linguistically Diverse and 5% identified as a member of the Aboriginal and Torres Strait Islander community.

4. Findings

The Murray Bridge Wellbeing Hub community consultation findings are presented below and detail the survey responses.

4.1 Support for a Wellbeing Hub

There is support from the community for the establishment of a Murray Bridge Wellbeing Hub. The overwhelming majority (99.3%) of respondents agreed that a Wellbeing Hub would support the wellbeing of those living in the community.

4.2 Focus areas

The consultation process sought to identify what areas of health and wellbeing a Wellbeing Hub should focus on. Four priority areas were presented to the community for their consideration, these included:

- Creating opportunities for social connection with others;
- Supporting improved mental health and wellbeing;
- Creating opportunities to be more physically active; and
- Healthy eating programs to support wellbeing.

Creating opportunities for social connection with others and supporting improved mental health and wellbeing were most important to the community with 29% of respondents selecting these focus areas. This was followed by creating opportunities to be more physically active (22%) and healthy eating programs to support wellbeing (20%).

4.3 Program areas

The survey provided respondents with the opportunity to indicate the types of programs and activities that would best suit their needs in relation to supporting their wellbeing.

Multiple program areas were selected by respondents, indicating that respondents had more than one area of interest. Activities for children and families was the most common response with 16% of respondents selecting this option. This was followed by sport and fitness classes (15%), activities for people with a disability (15%), adult education classes (14%) and art and craft classes (14%). For a full list of program areas see [Appendix 3](#).

The limited variation in the percentage differences between program areas indicates the community would like to see the Wellbeing Hub offer a variety of programs.

The consultation process also captured additional ideas and suggestions relevant to program areas. These are identified below.

4.3.1 Mental health and wellbeing

Several respondents, both individual community members and groups expressed that there is a lack of immediate access to mental health services in the community.

Murray Mallee General Practice Network indicated in September 2022 that, “there is currently a 12-14 week wait to seek professional mental health services after a general practitioner referral is received and for children under the age of 12 years the wait time is 16 weeks”.

Several community members expressed that when their mental health was poor it was important to have someone to talk as a mechanism for getting them through to their next mental health appointment. Having someone to advocate on their behalf when their mental health was poor and having access to someone who could refer to other services were also identified as important. Several respondents expressed that having access to these supports would be an additional provision to what appears to be a struggling system in the community.

4.3.2 Physical activity

Respondents, many over the age of 60 expressed the desire to engage in age appropriate fitness classes.

Respondents suggested that physical activity and fitness classes should be offered in an outdoor setting utilising the river frontage.

Young people indicated that they would like the opportunity to engage in outdoor activities that support physical fitness, with the thought that this may also support their mental health and overall wellbeing.

4.3.3 Healthy Eating

Respondents identified they would be interested in gardening opportunities to show them how to grow their own produce. A healthy eating program with instruction on how to use seasonal produce to produce healthy, low cost meals was also identified as a potential program.

Young people had a keen interest in learning how to garden, and in using harvested produce to gain cooking skills. Many expressed that a group program may also improve their social connections.

4.4 Willingness to pay

Over 78% of respondents indicated a willingness to pay to participate in programs and activities provided through the Wellbeing Hub, whilst 14% indicated they would not be willing to pay.

Of the respondents who indicated they were not willing to pay, several indicated they would be happy to make a donation to attend some programs and activities.

4.5 Location

Survey respondents were asked to identify the best location for a Wellbeing Hub. The most favourable was for a Wellbeing Hub to be a central focal point/place that connects with other wellbeing outlets and programs within the community (50%). This was followed by various places/spaces across the local government area (29%), other specific place/space (18%) and other (3%).

Whilst 50% of respondents agreed that a central focal point for the Wellbeing Hub was important, several respondents indicated there were significant transportation access issues in the community, particularly for people who live at the south side of town. This limits the ability to connect south side residents to a central site and must be considered in the development of the Murray Bridge Wellbeing Hub. The limited transport access is also relevant for residents of outlying townships within the Council area.

4.6 Additional feedback for consideration

4.6.1 Disability focus

Respondents indicated that those without National Disability Insurance Scheme (NDIS) funding would like the ability to participate in low or no cost programs to support their social connections with other like-minded individuals.

Respondents expressed that sites offering such programs must have good disability access and parking.

4.6.2 Culturally and Linguistically Diverse Community

Culturally and Linguistically Diverse respondents (15%) expressed a desire to obtain a driver's license and to learn more about the English language.

Further areas of skill development for this cohort also included safe food storage and safe food preparation practices.

The re-establishment of the Thomas Foods International abattoir facility in Murray Bridge, scheduled for late 2022/early 2023 was also identified as likely to contribute to an increase in migrant workers on 457 visas. This requires consideration when developing the Wellbeing Hub concept.

4.6.3 Aboriginal and Torres Strait Islander Community

Respondents indicated that regardless of where a Wellbeing Hub is situated it must be a culturally safe place that is welcoming and inclusive and offers initiatives that bring the community together to share their stories and engage in culturally respectful conversations.

5. Next steps

In September 2022 the consultation findings were presented to the Murray Bridge Wellbeing Hub Operational Group, which consists of members from the RCMB Community Development Team, the Murray Bridge Community Centre and Wellbeing SA.

The Operational Group endorsed the establishment of a Wellbeing Hub and have since developed a Murray Bridge Wellbeing Hub concept document to be endorsed by Council. The concept document details the purpose, target audience, principles, focus areas and strategies for the Murray Bridge Wellbeing Hub, and provides the foundation on which the Wellbeing Hub may be implemented. For a copy of the RCMB Wellbeing Hub concept document see [Appendix 4](#).

To advance the establishment of the Murray Bridge Wellbeing Hub pilot, the Murray Bridge Wellbeing Hub Operational Group will progress subject to Council endorsement;

- Develop a high-level action plan to guide initial planning and implementation of the Murray Bridge Wellbeing Hub.
- Identify and engage community partners and in collaboration research, plan and potentially deliver a community led suite of programs to support the Murray Bridge Wellbeing Hub initiative.
- Determine the initiatives to be delivered through the Murray Bridge Wellbeing Hub, in collaboration with community partners and with consideration given to required resources based on the established evidence.
- Develop a Council Project Proposal to be submitted as part of Council Annual Budgeting process (December 2022), seeking an ongoing co-contribution for the ongoing support of the delivery of programs.
- Develop in consultation with Wellbeing SA an ongoing funding agreement for the continuing support of the Murray Bridge Wellbeing Hub now and into the future.
- Identify and map locations from where the Murray Bridge Wellbeing Hub will operate, and where programs and activities could be delivered from, with consideration given to overall accessibility.
- Develop branding and communication materials in preparation to promote the Murray Bridge Wellbeing Hub and associated initiatives throughout the community.

It is anticipated the Murray Bridge Wellbeing Hub will be launched in early 2023, at which point further information will be made available.

Appendix 1: Murray Bridge Wellbeing Hub consultation survey



Murray Bridge Wellbeing Hub Survey

FEEDBACK

The Rural City of Murray Bridge is pleased to partner with Wellbeing SA to grow our focus on supporting and promoting wellbeing in our community. Council is seeking feedback from community members, community organisations, groups and businesses, regarding the establishment of a Wellbeing Hub that intends to provide a range of initiatives to support physical, social and mental wellbeing. Your input into this project will provide us with valuable information on the types of programs, groups or activities that a wellbeing hub could offer.

The consultation closes **5pm Friday 26 August 2022**.

Alternatively, you can provide feedback online at letstalk.murraybridge.sa.gov.au

1 Please provide details:

Community Member Organisation Business Group

2 Age: _____

3 Gender: Male Female Other Rather not say

4 Country of Birth: _____

5 Language Spoken at Home: _____

6 Do you identify as Aboriginal or Torres Strait Islander? Yes No

7 Do you have a disability? Yes No

8 Do you think that a wellbeing hub suite of activities/programs would assist in supporting the physical, social and mental wellbeing of our community? Yes No

9 If yes, can you please indicate the priority areas of focus from the list below (select which option applies to you):

- a. Creating opportunities for greater social connection with others
- b. Supporting improved mental health and wellbeing
- c. Creating opportunities to be more physically active
- d. Healthy eating programs to support wellbeing





Murray Bridge Wellbeing Hub Survey

10 What type of programs or activities would you like to see on offer to support wellbeing?

- | | |
|--|--|
| <input type="checkbox"/> Activities for Children and Families | <input type="checkbox"/> Adult Education Classes |
| <input type="checkbox"/> Sport and Fitness Classes | <input type="checkbox"/> Art and Craft Classes |
| <input type="checkbox"/> Performing and Visual Arts | <input type="checkbox"/> Cultural Activities |
| <input type="checkbox"/> Activities for people with a Disability | <input type="checkbox"/> Special Interest Groups |
- Other – Please Specify _____

11 Would you be prepared to pay to engage in group activities? Yes No

12 The Rural City of Murray Bridge has many places/spaces across the region that offer all types of community activities, services and programs. Some of these include (but are not limited to) White Park Community Centre, Johnstone Park Combined Clubrooms, Showgrounds, the newly available Edwards Square Facility, Murray Bridge Community Centre, local churches, Headspace, The Station, Mens-shed, sporting clubs, community halls, institutes, Library and many more.

Thinking of these community facilities and the activities they offer, what do you think a Wellbeing Hub might look like to you?

- a. One specific place/space
- b. Various places/spaces across the Council area
- c. A central focal point/place that connects with other Wellbeing Outlets, Community Centres and sites across the Council area
- d. Please, we would like to hear your ideas? Please list below:

13 Do you have any further ideas, suggestions or comments?

For more information please contact the Murray Bridge Wellbeing Hub Project Officer Karen Parker 08 8539 1410

k.parker@murraybridge.sa.gov.au

Return completed forms in person to the Local Government Centre or Murray Bridge Library, or post to:
Murray Bridge Wellbeing Hub Survey
Rural City of Murray Bridge
PO Box 421 MURRAY BRIDGE SA 5253



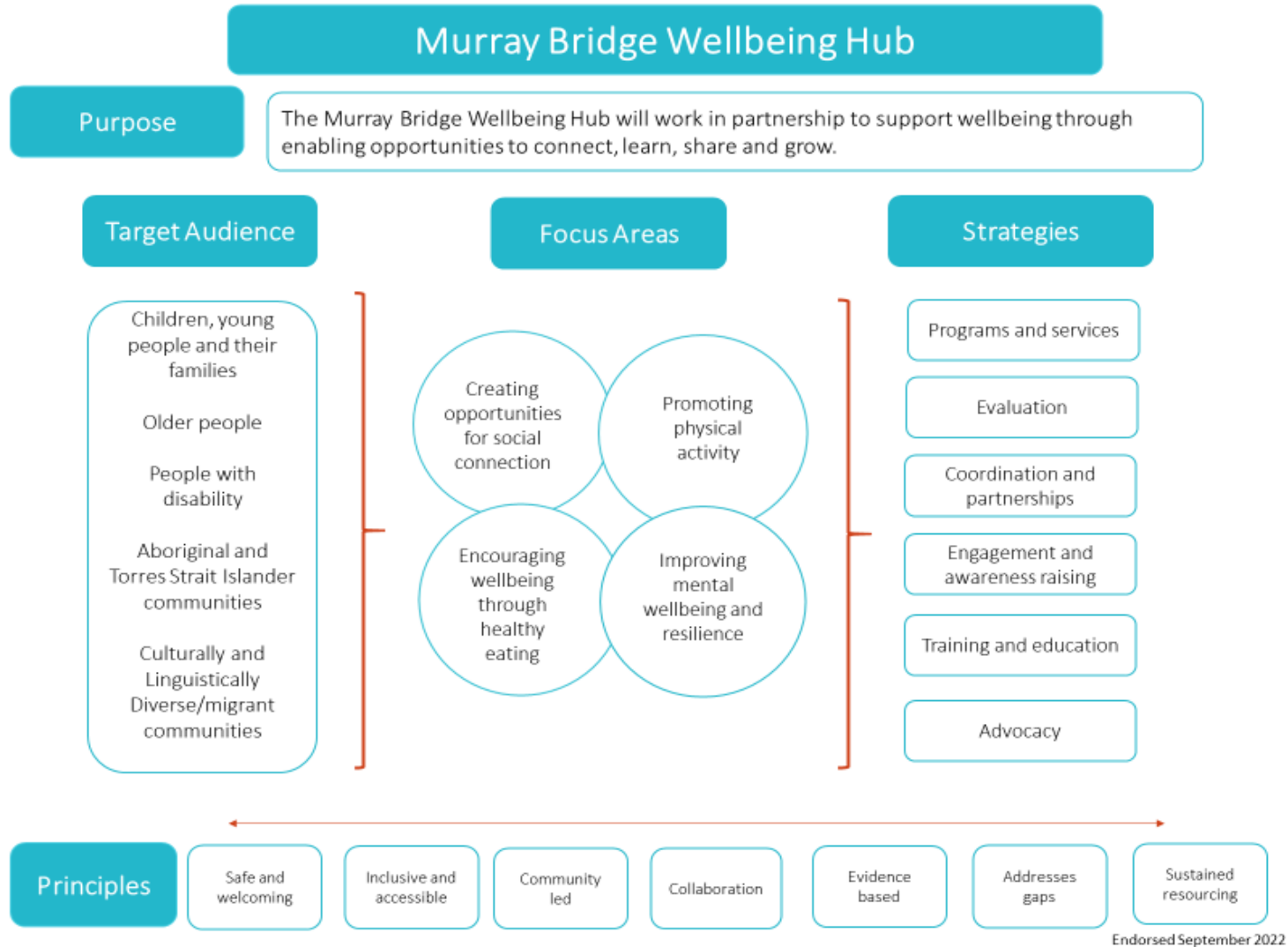
Appendix 2: Stakeholders

| Stakeholders | |
|---|--|
| Business | Rural City of Murray Bridge associated |
| Big River Pork | Planet Youth Program |
| Thomas Foods International | The Station and Youth Development Team |
| Costa Adelaide Mushrooms | Youth Action Committee |
| Community organisations and services | Murray Bridge Safe Committee |
| Reclink Australia | Ability Action Group |
| Murray Bridge Community Centre | Community Action Group |
| The Hub @ Darling Avenue | Murraylands Youth Sector Network |
| Centacare – Murray Bridge | Murray Bridge Library |
| ac.care – Murray Bridge | Education sector |
| Skylight Mental Health Murraylands | Murray Bridge South Primary School |
| Murraylands Migrant Resource Centre | Fraser Park Primary School |
| Orana Australia Limited – Murray Bridge | Tyndale Christian School Murray Bridge |
| Acquired Brain Injury Support Group | Callington Primary School |
| Headspace Murray Bridge | Mypolonga Primary School |
| Murray Bridge Uniting Church | Jervois Primary School |
| Uniting SA – Parent Next Program | Tinyeri Children’s Centre |
| Life Without Barriers | Murray Bridge High School |
| WINGS – Support Group | Individual community members |
| Longriders Christian Motorcycle Club | Several individual community members |
| Murray Mallee General Practice Network | |
| Salvation Army - Murray Bridge Corps | |
| Bunnings Trade – Murray Bridge | |

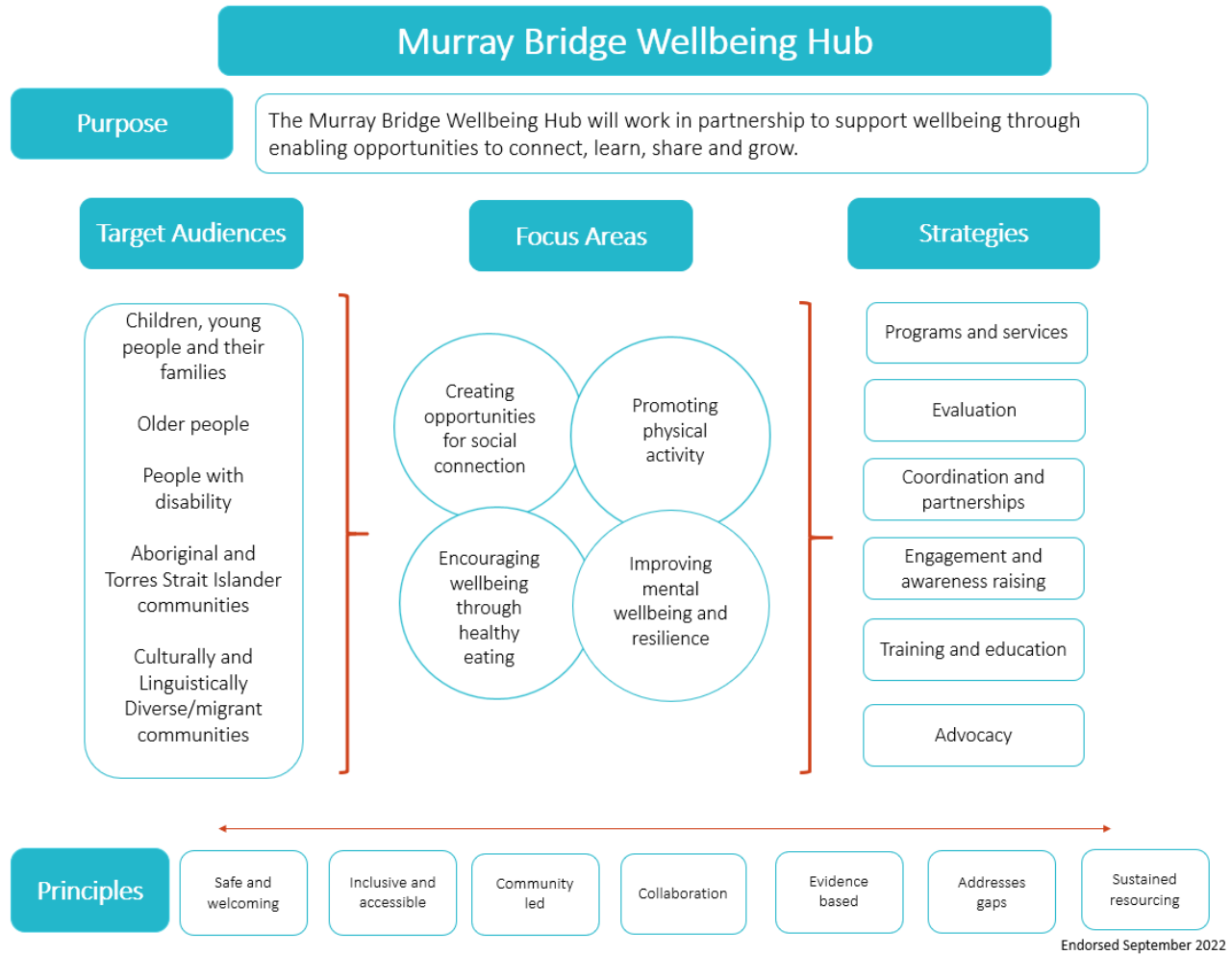
Appendix 3: Program areas

| Program area | Percentage (%) |
|--|-----------------------|
| Activities for Children and Families | 16% |
| Sport and Fitness Classes | 15% |
| Activities for people with a disability | 15% |
| Adult Education Classes | 14% |
| Art and Craft Classes | 14% |
| Cultural Activities | 12% |
| Performing and Visual Arts | 10% |
| Special Interest Groups / Other | 4% |

Appendix 4: Murray Bridge Wellbeing Hub concept



Appendix 2: Murray Bridge Wellbeing Hub Concept Plan



Attachment 3: Murray Bridge Wellbeing Hub Logo

The Murray Bridge Wellbeing Hub logo depicts the people in our community, and symbolises supports to create strong bonds and branches that encourage connection. The leaves are the new life providing diversity and inclusiveness. Branching out to live healthier and give opportunities to create positive wellbeing in our lives.

