

Safer Vibrant Darwin Plan 2016-2019





CONTENTS

5	Foreward
6	Safer Vibrant Darwin Vision
7	Introduction
8	Background
9	Darwin a local context
10	Community and Stakeholder Engagement
11	Key Lessons Stakeholder Forums
12	Key Lessons Community Safety Survey
16	Priorities into Actions
17	Priority 1 - Positive Perceptions of Safety
18	Priority 2 - Strong Healthy and Connected Community
19	Priority 3 - Supply Reduction Advocacy
20	Priority 4 - Safer Public Spaces
21	Priority 5 - Safer Community Support Service
22	Priority 6 - Assertive Outreach Team
23	Priority 7 - Safer Homes
24	Implementation
25	Appendix A
26	Appendix B

ACKNOWLEDGMENT

City of Darwin would like to thank the many organisations and the hundreds of retailers, businesses, residents, visitors, groups, service providers and stakeholders for their generous contribution to helping inform the Safer Vibrant Darwin Plan.

Special thanks to Saltbush Mob staff and community of clients, Public Spaces Services Collaboration Group members, Vinnies staff and community of clients, Assertive Outreach Team, Larrakia Nation Aboriginal Corporation, CatholicCareNT, Salvo's, Danila Dilba, Community Corrections, Darwin Inner City Packaged Liquor Accord members and NT Police for their ongoing partnership and support of a Safer Vibrant Darwin.

Photography by Heather Blechynden & Liam Carroll.





FOREWORD

***“Together we can make a safer vibrant Darwin
where all of our community is celebrated, connected and welcome”***

I am delighted to preface what is the culmination of 22 months of work by the City of Darwin, our partners, our many stakeholders and our community as we share in the journey of creating a safer vibrant Darwin.

This plan is the result of a myriad of meetings, mappings, forums and conversations with our residents, visitors, service partners, stakeholders, industry and sector peaks and over 700 survey responses from all corners of our community. We've reviewed learnings from other locations as cities, towns and communities, like us, are also working to better balance the impact of alcohol consumption in our community.

I am proud and deeply grateful for the time and effort of our residents and visitors in sharing their views, ideas and wisdom to contribute to this important framework that will help us create together, a safer more vibrant community to live in.

We are not the first community to grapple with better balancing our coexistence with alcohol and we won't be the last. What I am proud of, is our will in working together, as investors in building a strong, vibrant and healthy community.

We've long recognised that no single entity has either the mandate nor capability for dealing with public intoxication effectively, yet we are all interconnected.

Putting a spotlight on ensuring that we have a safe and harmonious community does see us needing to bravely consider change. Public intoxication, public drunkenness, alcohol fuelled violence, anti-social peace disturbing behaviour, family violence – all adverse impacts of alcohol consumption beyond the limit.

We can strive for balance and we can do better.

And getting that balance right will enhance not just people's livelihoods, but also people's lives and indeed the life of our community.

The diversity of stakeholders that we have formed partnerships with over the last 2 years in our delivery of the Darwin Safer City Pilot Project has demonstrated how each of us has a role to play, in sharing the burden of responding to these complexities.

From the pilot project we know, realising any local solutions, no matter how great, are only achievable together.

We have taken considered time in preparing this Plan to best consider what we as City of Darwin can do to enhance community life and make our community safer and more vibrant. We have broadened our engagement with stakeholders and the community to better understand the change community most wants to realise.



The Plan provides a framework that prioritises our work, gives greater clarity on what our community needs from us, our partners and indeed each other, if we are to share in creating a safer vibrant Darwin. Within this Plan we identify with whom and how we can best achieve this outcome.

Through our on the ground work and our detailed engagement we have developed seven priority areas to focus our efforts:

- **Priority area 1:** Positive Perceptions of Safety.
- **Priority area 2:** Strong Healthy and Connected Community.
- **Priority area 3:** Supply Reduction Advocacy.
- **Priority area 4:** Safer Public Spaces.
- **Priority area 5:** Safer Community Support Service.
- **Priority area 6:** Assertive Outreach Team.
- **Priority area 7:** Safer Homes.

I hope you will share in the journey to support a Safer Vibrant Darwin.

A handwritten signature in black ink, reading 'Katrina Fong Lim'.

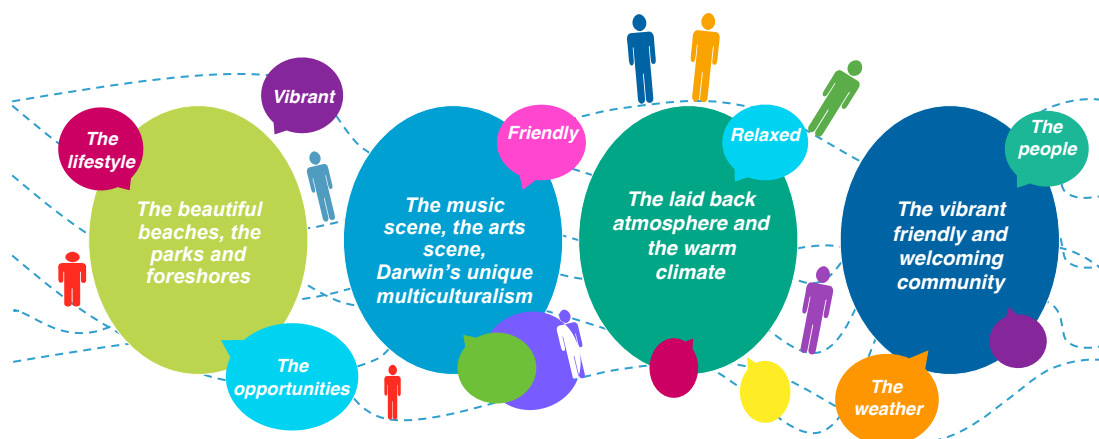
**KATRINA FONG LIM
LORD MAYOR**

A SHARED VISION

A SAFER VIBRANT DARWIN

After a vast amount of feedback and suggestions from our community, our stakeholders, our visitors and our Elected Members we have crafted a vision to reflect what our community seeks.

Darwin is a vibrant, inclusive, thriving community where visitors and residents feel safe, welcome and engaged in community life and where our services work in partnership to realise great quality of life for all.



SAFER VIBRANT DARWIN

INTRODUCTION

The Safer Vibrant Darwin Plan 2016 – 19 is the framework through which the City of Darwin will coordinate its efforts to facilitate and encourage a safer, healthier and more inclusive community.

This document sets the course for Council's actions to develop and deliver over four years from 2016-2019. It is the product of extensive stakeholder and community engagement over 22 months and takes a closer look at local demographic data, current crime data and background research to inform this Plan.

Underpinned by supply reduction, demand reduction and harm minimisation, the Plan seeks collaboration with all spheres of government, industry peaks, key service providers and all community members to work towards a shared set of outcomes *for and with* our community.

Safety and community wellbeing is a multi-faceted issue. There is no single quick-fix solution and responsibility for tackling these complex issues rests with numerous government entities and stakeholders.

Safety is everyone's business and support and collaboration across all sectors of our community is required.

Principles of the Safer Vibrant Darwin Plan

The Safer Vibrant Darwin Plan will create the best outcomes for the Darwin community, underpinned by the following key principles:

- **Awareness:** a greater recognition of community safety.
- **Collaboration:** through firm commitment to partnerships.
- **Advocacy:** demonstrating strong leadership on key issues.
- **Wellbeing:** where the rights, responsibilities and needs of all individuals, families, visitors, workers, young people, vulnerable and marginalised groups are properly balanced.

Connecting to other plans

Where possible, this plan will aim to connect with other key plans, policies and initiatives within Council and those of others to achieve the best outcomes for the Darwin community.

- Evolving Darwin Towards 2020
- Youth Strategy
- 10 year Capital Works Plan
- Community Access Plan
- Communication and Marketing Strategy (2012- 2016)
- Reconciliation Action Plan (*)
- Street Food Policy
- Outdoor Dining Policy
- Alcohol in Council Controlled Spaces and Places Policy
- Outdoor Advertising Signs Code
- Recreation & Healthy Lifestyle Policy
- Community Participation, Access and Inclusion Policy
- Municipal Plan
- Darwin City Centre Master Plan

Connecting with other partners

City of Darwin endeavours to be a leader in creating a safer and vibrant Darwin. The actions in this Plan build on collaborative relationships with key partners and highlight Council's commitment to maintaining strong partnerships. Through the actions and commitments outlined in this Plan we can work together to make Darwin safer.

NT Government Plans

- Social Participation Framework, Strong Society, Confident Culture
- Alcohol Action Plan (*)
- Framing The Future Strategic Plan
- Housing Strategy
- NT Homelessness Implementation Plan
- National Partnership Agreement on Homelessness

Federal Government Policies

- National Alcohol Strategy 2016-2025
- FASD Action Plan
- National Drug Strategy 2016-2025
- National Plan To Reduce Violence Against Women 2010-2022
- Stronger Futures

* Denotes work in development



BACKGROUND

Creating a Safer Darwin

In 2013, Council in partnership with the National Local Government Drug & Alcohol Advisory Committee hosted a Public Intoxication Issues Forum to determine key priority areas of change, central to improving the Darwin experience.

A call for leadership by local government, a more humanitarian response to vulnerable people with alcohol issues in public spaces, reduction in alcohol supply, public space activation and the development of a policy or framework were prioritised and endorsed by Council as its key platform to underpin the Public Intoxication Pilot Project in 2014.

Since that time, all elements of the Pilot Project have been endorsed to continue for a further 3 years, in recognition that population level change takes time, leadership and resolve. A great deal of service development, partnership brokerage, advocacy and collaboration has occurred and will continue on as part of Council's commitment to reducing the adverse impacts of public intoxication on community life.

The Pilot Project approach by Council was yet to be informed by the wider community, and the 2015 Public Intoxication Issues Stakeholder Forum began this process. This forum was held in partnership with NT Government and attended by 70 stakeholders from a diversity of sectors, all spheres of government and industry. It confirmed several priority actions and emerging themes. These themes have formed the basis of the community engagement process undertaken to further inform this plan, paired with inviting the broader community to contribute ideas and suggestions for what the Plan could include.

There are many activities and strategies as well as good ideas that when implemented can make Darwin a safer community.

Resources however are not infinite and Council must decide how to best allocate resources to deliver the activities and services the community needs. Having a plan provides an assurance to the community of the directions and the resources Council is investing in growing a safer community.

What has happened so far?

In 2014 Council provided funding and resolved to pilot 5 key actions to address widespread alcohol harms adversely impacting community life. These actions included:

- Establish a Safer Community Support Service.
- Resource an Assertive Outreach response to vulnerable people in public spaces.
- Explore Public Space Activation.
- Develop a Safer City Plan in partnership with stakeholders.
- Alcohol supply reduction advocacy.

The project was originally entitled Community Wellbeing Pilot Project but rebadged to the Darwin Safer City Pilot Project due to similarity in program titles locally.

Since the Pilot Project began, Council has endorsed its continuation for a further 3 years and committed additional resources in recognition of the complexity of the issues and the critical need to continue this work. It is also well recognised that there is no quick fix.

Numerous partnerships have been developed since the first forum in recognition that no single entity has responsibility or capability for responding

effectively to public intoxication and that working collaboratively and in partnership builds capacity and greater outcomes for the community.

To guide the first twelve months of the work, a project Reference Group was established along with a 'Results Based Accountability Evaluation Framework' to measure project impact at both the program and population level.

The Reference Group comprised the following organisations:

- Australian Hotels Association NT Branch (AHA) NT
- Amity Community Services
- Australian Medical Association
- Bagot Community
- Council for Aboriginal Alcohol Services and Programs (CAAPS)
- CatholicCare NT
- City of Darwin
- Dept Defence/Robertson Barracks
- Larrakia Nation Aboriginal Corporation
- Liquor Stores Association NT
- Chief Magistrate (DAGJ)
- Medicare Local NT
- North Australian Aboriginal Justice Agency (NAAJA)
- Northern Territory Licensing Commission (now Licensing NT)
- NTG Department of Housing
- NT Police
- NT Council of Social Service (NTCOSS)
- NTG Department of Business
- NTG Department of Health
- NTG Department of Transport
- Prime Minister & Cabinet
- Tourism Top End
- Vincentcare
- Youth representatives

09

COMMUNITY AND STAKEHOLDER ENGAGEMENT



City of Darwin undertook extensive consultation in developing this Plan, that included:

- Stakeholder Forums held in 2013 and 2015.
- Strategic meetings with key partners and stakeholders 2014 - 2015.
- A community safety survey 2015.

Safer Vibrant Darwin Community Safety Survey

- From 20 October to 23 November 2015, a broad community engagement initiative was undertaken to gather the views, wisdom, concerns and ideas of the Darwin community, to help inform the safer community plan for the municipality.
- The consultation drew 740 responses via hard copy and electronic survey and 210 Big Ideas for Darwin cards. A small number of email responses were also received via haveyoursay@darwin.nt.gov.au.
- A range of engagement activities were designed to ensure engagement reflected Darwin's diverse population and visitors.
- The engagement approach was promoted around the key message 'help create a safer vibrant Darwin'.

Engagement Process

A review of the emergent themes from the 2013 and 2015 Public Intoxication Issues Stakeholder Forums was undertaken to frame a comprehensive survey. The survey aimed to explore community perceptions, concerns, ideas, wisdom and views considered important for creating a safer environment. A small team of Safer City staff and young people came together to form the Safer Community Engagement Team who facilitated intercept surveying and broad community participation. Collection tools were iPads preloaded with survey links, hard copy surveys, Big idea's for Darwin comment cards and a dedicated email address for feedback.

The key activities included:

Community Participation Actions

Pop up consultation stalls in each Council Ward.

Intercept and field based surveying in shopping centres, markets, taxi ranks, bus stops and public spaces.

Group discussion and facilitated lpad and hard copy surveying with groups.

Online engagement

Large scale call to action via social media and established electronic partner networks.

Focused email call to action utilising partners, stakeholder networks and services with broader community networks.

Web presence with details of the Safer Vibrant Darwin Program.

Online Survey.

For further details of the engagement process see Appendix B.

KEY LESSONS - STAKEHOLDER FORUMS

The issues, opportunities, ideas and solutions discussed at each forum provide important snapshots in time and form a valuable contribution to the next phase of work for the City of Darwin in collaboration with the NT Government.

What was evident from both forums in 2013 and revisited in 2015 is a number of key and reoccurring themes:

- The need for decisive action.
- The need for intergovernmental collaboration and leadership.
- The need to reframe the debate - it is about community wellbeing.
- The need to recognise that incremental steps will achieve change.
- The need to recognise that it will take a number of initiatives, by a number of organisations over time to seek long term change.
- The need for community ownership and recognition that there is need for change.
- The need for a greater understanding of existing issues.
- The need for greater community willingness to work together to achieve a happy and resilient community for all.



Key outcomes from the stakeholder forums

The collaborative representation at each of the forums considered where the key priorities needed to be to create long term change for a safer Darwin, with the focus being on ways to manage public intoxication. The key themes and future aspirations included:

Reframing the conversation

- Focus on community wellbeing.
- More attention given to the definition of community and public safety.
- Developing a stronger relationship with the media to better inform and influence community involvement in, and perceptions of, safety.

Awareness of Darwin Safer City Program

- Raising greater awareness of the Program through key communication tools and preparing a regular 'report card' on community safety and key projects.
- Focus on promotion of what City of Darwin is already doing within the local community, city centre and neighbourhoods.
- Educate the wider community on projects and activities provided by the City of Darwin and key partners.

Public space priorities

- A collaborative inter-agency approach to homelessness concerns to address basic shelter / visitor accommodation, education and overall service delivery.
- Consideration of public space activation and place making activities that are innovative within public spaces, parks and night time precincts.

Consistent efforts given to partnership working

- Seek continuing collaboration to the process and support for ongoing government and agency partnerships.
- Development of an inter-government action plan to address alcohol harms.
- Further development of inter-agency programs and services.
- Sharing of data resources, identified as a key gap and opportunity.
- Audit of programs being delivered by all agencies that influence community wellbeing particularly as it relates to alcohol harms.
- Better understand what other agency providers are doing, where the potential alignments are and where further work can be shaped.

Leadership and strong local position on Alcohol Reforms and Liquor Licenses

- Introduce reforms with risk based licensing.
- Enhance and establish triggers for an individual license to be reviewed.
- Consider implementation of fixed periodic reviews (ie 2,5,10 years).
- A review of penalties associated with non-compliance.

On-premise Licenses

- Consideration of reduced trading hours, lock outs, more RSA staff, no shots, no energy drinks.
- Review circumstances for what occurs to trigger a license review for example; sale of premises or a refurbishment / fit out.

Off-premise Licenses

- Consideration to limiting take away promotions.
- A review of the off premise license numbers to understand cumulative impacts across the municipality.
- Revisit the BDR (Banned Drinkers Register) with ID scanners or a type of point of sale control.

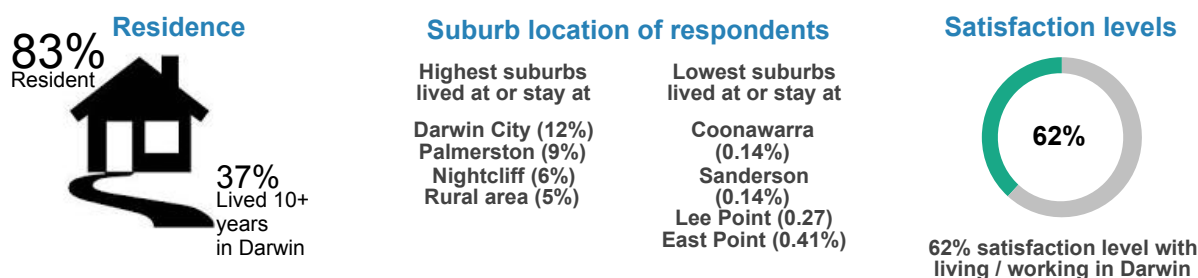
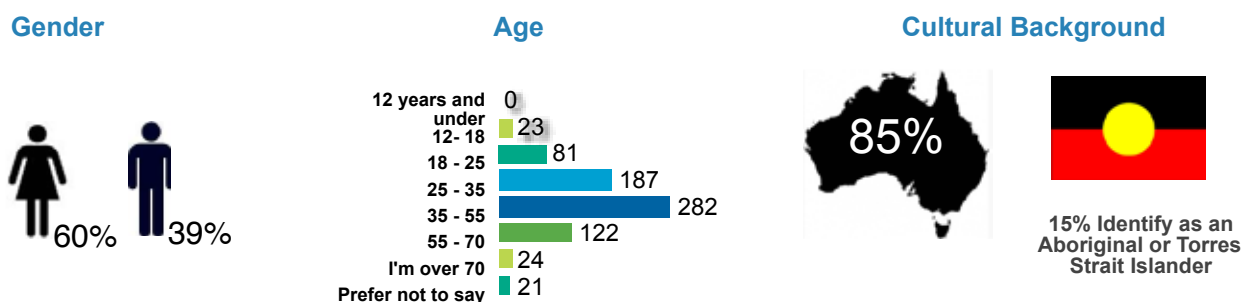
KEY LESSONS - COMMUNITY SAFETY SURVEY

SNAPSHOT OF COMMUNITY VIEWS, PERCEPTION AND IDEAS

The Community Safety Survey provided an opportunity for the wider community to input into the development of this Plan. The survey focussed on understanding people's experiences, perceptions, suggestions and future ideas on how to create a safe and vibrant Darwin. The key results from the survey are outlined on pages 13 to 15.

Profile of people that participated in the Community Safety Survey:

740 people participated. The following is a summary of the social and demographic profile of the participants.



What do you love most about Darwin?

Community Feedback

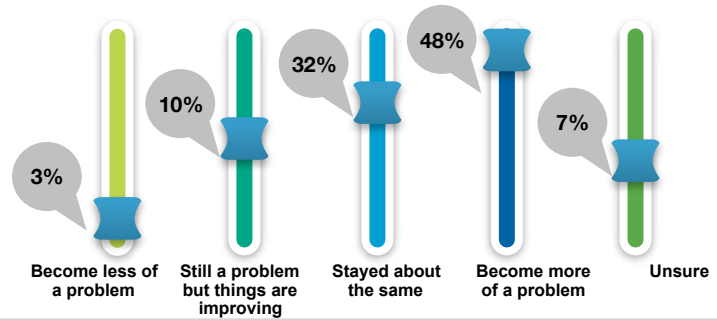
The survey revealed that Darwin is loved because of its relaxed lifestyle and friendly and welcoming community. It is valued also for its accessibility to nature and outdoor recreation opportunities and warm climate as well as a diversity of arts and cultural activities.



During the time you have lived, worked or visited Darwin do you believe that crime has...?

Community Feedback

Of the 636 respondents 48% indicated that crime had become more of a problem in Darwin with 32% indicating that the levels had stayed about the same. Only 10% suggested that crime was still a problem but things are improving and less than 3% felt that crime was becoming less of a problem in Darwin.



What types of unsafe activity do you think occurs most in the community?

Community Feedback

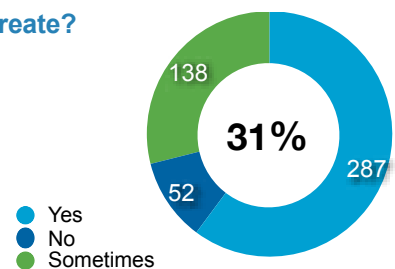
There were 566 responses to what types of unsafe activities occur mostly in the community with over 33% suggesting drug dealing and 19% indicating harassment by intoxicated people was a problem. Almost all the responses indicated the unsafe activities related to excessive alcohol consumption with drink driving, theft, domestic and family violence and drinking in public places.

Top 5 most identified unsafe activities	
Drug Dealing	33%
Harassment - Intoxicated people	19%
Break and enter	5%
Alcohol related crimes	4%
Violence / Domestic violence	3%

Is public intoxication an issue of concern where you live/work/recreate?

Community Feedback

Approximately 31% of the responses indicated that public intoxication was a problem in the community. Overall 71% of people suggested it is an ongoing issue for all communities. The response showed very little variation in where people perceived the problem to be and a very small percentage of only 5.7% indicated that public intoxication was not an issue of concern for them.



What 3 types of unsafe activity do you fear most in the community?

Community Feedback

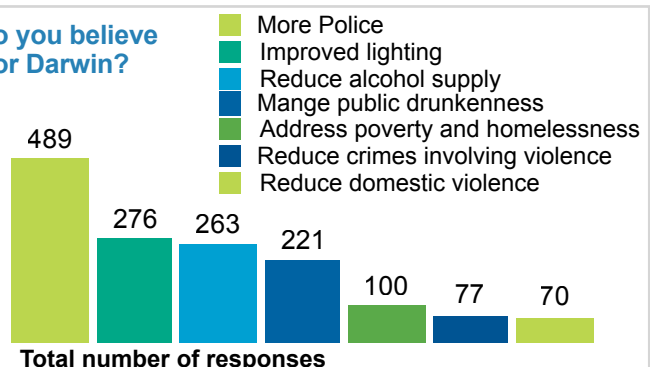
Over 45% of the respondents feared theft and burglary as being the most significant crimes followed by 18% who felt they were drug related. Approximately 80% of all respondents indicated that theft and drug crimes and alcohol abuse and violence were the most feared law breaking problems in the community. Homelessness, child abductions and sexual assault amounted to only 5% of the responses suggesting that the crimes are most likely resulting from the need to obtain money to source alcohol and drugs.

Top unsafe activities	
Theft / burglary	45%
Drug related crimes	18%
Drunken behaviour	10%
Distracted drivers	8%
Alcohol fuelled violence	7%

Thinking about unsafe activities, what 3 issues do you believe should be prioritised in a safer community plan for Darwin?

Community Feedback

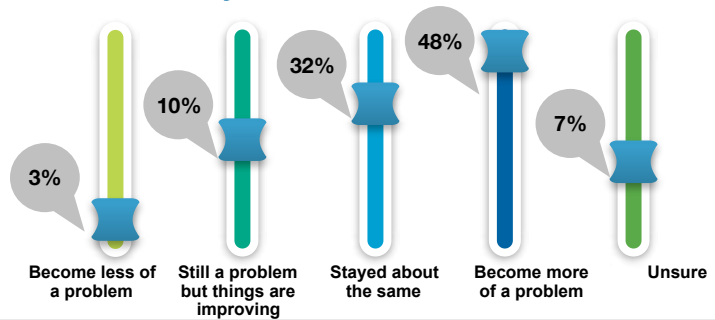
Overwhelmingly people would like to see more police together with improved lighting, reduction of alcohol supply, management of public drunkenness, actions to address poverty and homelessness and overall reduction of crime and anti-social behaviour.



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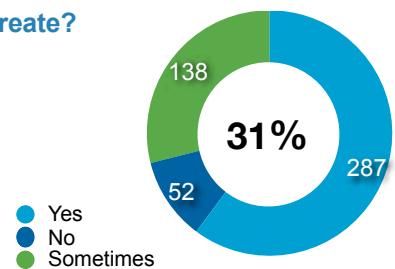
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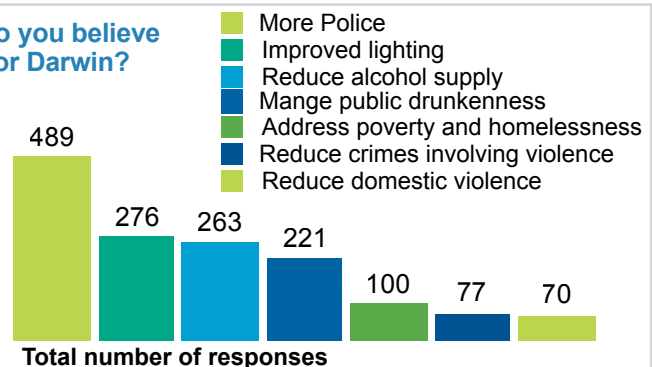
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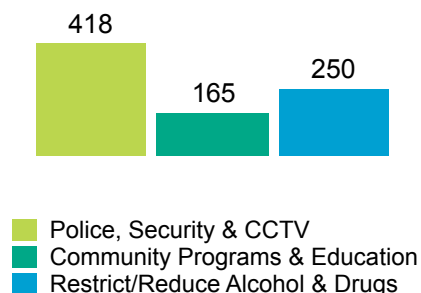
Overwhelmingly people would like to see more police together with improved lighting, reduction of alcohol supply, management of public drunkenness, actions to address poverty and homelessness and overall reduction of crime and anti-social behaviour.



What do you feel could be done to address the community safety and crime prevention issues you identified in our community?

Community Feedback

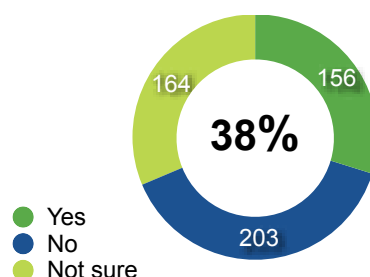
There were 833 responses to this question and 50% felt that there should be a greater Police presence, security and CCTV. This was followed by 20% of respondents that suggested education and community programs were the answer to safety and crime prevention issues. 30% of respondents indicated that there should be restrictions on the accessibility of drugs and alcohol. This data shows that the community's preference is for more active visible solutions with increased policing and reduced access to alcohol and drugs as priority areas to assist in enhancing safety and perceptions of safety.



Do you feel sufficiently informed about local community safety information and resources?

Community Feedback

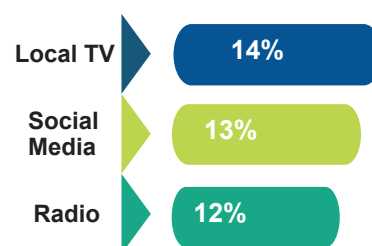
There were 646 responses to this question and almost a third or 30% indicated they were unsure about whether they are sufficiently informed about local community safety information. The remaining two thirds either responded yes or no with 38% indicating they were not sufficiently informed. It is not surprising therefore that the next question attracted a large response about suggestions for obtaining information.



What's the best way to make you aware of local community safety information and resources?

Community Feedback

There were over 2,487 responses to this question indicating that people are very keen to receive safety information from a variety of sources. Approximately 40% think TV, social media and radio are the most effective forms of communication. Approximately 8% selected print media, 5.6% suggested Council's website and 6.5% selected poster boards in shops and shopping centres. Interestingly few people suggested other social media tools like Twitter, internet advertising or subscription TV.



Thinking about community safety and wellbeing, if you could change things in Darwin right now, what changes would you make?

Community Feedback

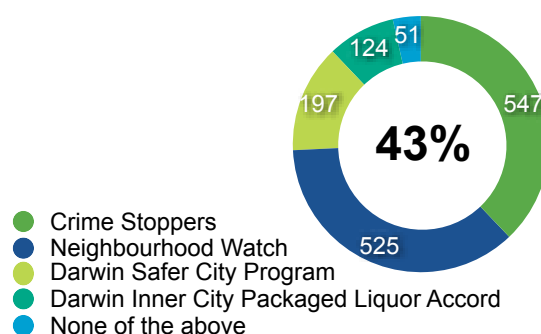
There were over 17% of people that did not respond to this question or indicated that they were not sure of the best solutions. Of the suggestions 15% of people said maintenance was important and a further 7% indicated more police. Alcohol free zones, control on drugs, management of anti-social behaviour and community education were also some ideas suggested.

Top safety and wellbeing changes	
Maintenance (lights, streets, roads etc)	15%
More police	7%
Alcohol free zones	6%
Control on drugs	4%
Less anti-social behaviour	3%
Education/information	2%

Are you aware of the following initiatives?

Community Feedback

There were 1,444 responses to this question and 38% of people indicated they were aware of Crime Stoppers, followed by 36% who said they knew about Neighbourhood Watch. Almost 14% said they were aware of the Darwin Safer City Program and only 8.5% indicated knowledge about the Darwin Inner City Packaged Liquor Accord. Interestingly only 3.6% of the respondents said they did not know about any of the initiatives.



PRIORITIES INTO ACTIONS

Identifying the priorities

The community and stakeholder engagement process over the last 2 years has identified the local expectations for a safer vibrant Darwin. We have heard overwhelmingly that people would like to see strong leadership, collaborative partnerships with all spheres of government and agencies, reduction of alcohol supply, improved public spaces, management of public drunkenness, positive ways to address poverty and homelessness, support for vulnerable communities and overall seek to reduce crime and anti-social behaviours.

The actions identified within this Plan provide greater specificity on the delivery of the overall vision for the Safer Vibrant Darwin Plan to 2019. The actions and initiatives are scheduled across the seven high-level priorities. These will vary in scale, outcomes and timing.

Structure of the Safer Vibrant Darwin Plan

The Safer Vibrant Darwin Plan identifies the key issues, the work already being undertaken and identifies the initiatives designed to address the challenges.

The core principles of the Plan seek to address those issues raised during the engagement process and aim to increase the quality of life of the community and visitors alike, improve community wellbeing, and build the capacity for the community to interact in ways that reduce both the risk of crime, alcohol harm reduction and its harmful effects on community life.

Priority Areas for Action

- **Priority area 1:** Positive Perceptions of Safety.
- **Priority area 2:** Strong Healthy and Connected Community.
- **Priority area 3:** Supply Reduction Advocacy.
- **Priority area 4:** Safer Public Spaces.
- **Priority area 5:** Safer Community Support Service.
- **Priority area 6:** Assertive Outreach Team.
- **Priority area 7:** Safer Homes.

The role of City of Darwin

The various roles that the City of Darwin can undertake will vary for each priority action. Although facilitated by Council, this Plan is intended for key partners to share in its delivery. The Plan therefore is not just focussed on the activities internal to the Council.

Ideally the Safer Vibrant Darwin Plan and the very broad engagement process of preparing it will provide a vehicle for the widespread commitment by all stakeholders, including all spheres of government, agencies, local organisations, business and the community, to achieve the desired outcomes.

Council as the overall lead of the Plan will take the 'guardianship' of its delivery. In so doing, Council recognises that creating a strong more vibrant community and reducing the impact of alcohol harms on community life takes strong collaborative partnerships. Sharing this response requires:

- Collaborating partners that are involved in the delivery process.
- An informed Council that has assigned strategies and resources, responsible departments and timeframes to the priorities outlined in this Plan.
- A commitment to progress toward outcomes that seek to influence the overall wellbeing of the Darwin community.

The varying Council roles are explained in the table below, and then highlighted for each priority action area.

Manager/Leader

Where Council manages, leads, delivers and communicates commitment, progress and outcomes through agreed resources, timeframes and clear responsibilities.

Critical Partner

Where Council has a direct responsibility to deliver the outcomes, and either partnerships are required in order to proceed, or the delivery of outcomes is enhanced by partnerships. Council needs to define its preferred position on outcomes, and enter the partnerships with the aim of value-adding and providing benefits for all parties.

Advocate

Where Council does not have direct responsibility to enact or make the decision. Council develops a position on the strategy/issue with a defined path forward and advocates to the responsible partners for the changes to occur. In this way, Council is part of developing the solutions rather than just presenting the problems.

Supporter Resources

Where others are responsible for the decisions, actions taken and outcomes, that align with the overall Safer Vibrant Darwin Plan, then Council may voice its support. The responsibilities and actions are those of the initiating party and not those of Council.

Facilitator

Where Council develops the capacity of others (community groups, business groups, government agencies etc), to find their own acceptable solutions. In this role Council enables and builds the capacity of others to deliver key priorities.

Priority area 1

Positive Perceptions of Safety

Key Goals

- To ensure the rights of all residents and visitors to feel safe and be safe in the Darwin community.
- To commit to developing a safe Darwin community through partnerships, collaboration and evidence-based approaches.

Priority Projects

- Implement the Safer Vibrant Darwin Plan 2016–2019.
- Continue to facilitate the Public Places Services Collaboration Group.
- Develop an effective annual measurement tool for Council's activities.
- Ensure collaborative engagement with NT Government agency providers.
- Develop an inter-agency evidence based measurement tool for collaborative activities.
- Define a suitable way to create opportunities for sharing of data across agencies.
- Prepare a Media Action Plan to encourage positive news within Darwin City.
- Launch 'Faces in Spaces' (public space activation program).
- Partner with Neighbourhood Watch or Crime Stoppers to provide safer community messages.
- Continue to use the Evaluation Framework to chart the activities delivered by programs.

To work on as we progress

- Collaborative data sharing tool across agencies.
- Measure perception of safety in the community each year via Council's Customer Satisfaction survey.

Expected outcomes

- Residents and visitors feel safe and engage actively in community life and positive social norms are reinforced.
- Improved partnering and community engagement.

City of Darwin key role in this priority area:

In delivering this priority area the Council will respond with key partners in the following ways:

Manager/Leader	Will provide strong and decisive leadership through the delivery of the Safer Vibrant Darwin Plan.
Critical Partner	Will provide leadership for inter-agency collaboration and delivery.
Advocate	Will assist to create a greater understanding and respect for existing community issues.
Supporter	Will encourage support for community ownership and recognition that there is need for change.
Facilitator	Will facilitate a greater community willingness to work together to achieve a happy and resilient community.

Current Issues

Crime, concerns with safety, whether real or perceived, are important issues that impact the way in which the community lives.

While there are numerous organisations and service providers working with individuals and community groups, government agencies and industry in the areas of community safety and alcohol harm reduction, there is not always a coordinated approach or a shared pursuit of the end goal.

This Plan provides a framework for stakeholders, the broader community and visitors to understand the local priority areas of this work. We also need to continue to work on facilitation of a shared agenda to achieve the Plan's goals to enhance community life for everyone.

Whilst community safety broadly is an area for concern this is underpinned by the principles of supply reduction, demand reduction and harm minimisation.

A key goal of this Plan will seek collaboration with all spheres of government, industry peaks and key service providers to work towards a shared set of outcomes *for and with* the community.

Progress to date

A great deal of service development, partnership brokerage, advocacy and collaboration has occurred and will continue as part of Council's commitment to reducing the adverse impacts of public intoxication on community life.

Actions that have begun

- **Darwin Safer City Program** - has been endorsed as a program for a further 3 years.
- **Public Places Services Collaboration Group** - has been established in partnership with NT Police and 25 key service providers across all spheres including industry.
- **Evaluation Framework** - the development of the Darwin Safer City Evaluation Framework
- **Public Space Activation Project** - Commonwealth funds have been secured for a 2 year public space activation project entitled Faces In Spaces.
- **Partnerships** - a collaboration with Community Corrections to pick up litter in hot spot locations.

Priority area 2



Current Issues

A community where there is a strong sense of connectedness, where all members of the community are equally valued and respected, is a fundamental key to creating a healthier and safer community.

This Plan aims to encourage resilient community members, including those who are disadvantaged, vulnerable, unwell or isolated, to feel welcome and to participate in community life.

In implementing this Plan and as we seek to better balance our coexistence with alcohol as a community, it is important to also consider, our community's most vulnerable.

Progress to date

City of Darwin has worked for some time through its Community Development portfolio, inclusive of Families and Children, Arts and Cultural partnerships, Recreation and Environment to increase community participation and build capacity. This work provides a blueprint for a strength based approach to framing key issues and when working with vulnerable communities and groups.

Actions that have begun

- **Safe and Active Routes to School Toolkit** - Council encourages active transport practices across the community.
- **Fun Bus** - is a mobile playgroup service jointly funded by City of Darwin and the NT Government for parents, carers and children from infants to 5 years aimed at reducing isolation and building capacity.
- **LAUNCH and Youth Programs** - the Youth Darwin 2016-2021 Strategy focuses on key wellbeing indicators affecting young people.
- **Midnight Basketball** - is a community-driven national social inclusion program engaging with 12-18 year olds at risk.
- **Seniors Month** - aims to develop greater community awareness of the continuing contribution of seniors to community life, as well as promoting physical activity, arts, crafts and social interaction for healthy living.
- **Supporting Significant Community Events** - Council plays an active role in community events including Territory Day celebrations, Citizenship ceremonies, International Women's Day, White Ribbon Day and NAIDOC events, to highlight a few.
- **Healthy Darwin programs** - the program includes more than 50 free and low cost activities spanning exercise classes, community workshops, learning to swim programs and gardening and cooking classes designed to encourage healthy lifestyles.

Strong Healthy and Connected Community

Key Goals

- To acknowledge that being safe and connected to the Darwin community is essential for individual wellbeing.
- There is a greater sense of belonging for all people to the Darwin community.
- Encourage the active participation of all community members in developing and maintaining a safe community where diversity is valued.
- Where compassion, respect and assisting to find collaborative solutions is the way forward.

Priority Projects

- Encourage community volunteering that is inclusive of vulnerable population groups.
- Promote a positive culture within the home environment around alcohol and drug awareness.
- Say no to violence, establish ways to raise community awareness.
- Promote and advocate for the Good Sports Program.
- Continue to deliver targeted youth programs that focus on youth 'at risk'.
- Strengthen partnerships within the senior's community to address specific safety issues.

To work on as we progress

- Create an awareness campaign to the wider community around care, concern and respect of vulnerable communities - 'Darwin cares'.
- Develop innovative tools (online, TV, radio) to continue to educate the community on harmful effects of alcohol and avenues for help
- In partnership, explore evidence based harm minimisation approaches for vulnerable population groups who consume alcohol at risky levels in public spaces.

Expected outcomes

- A diversity of people feel welcome, included and valued.
- People feel more confident and safe being in, and moving around the Darwin community.

City of Darwin key role in this priority area:

In delivering this priority area the Council will respond with key partners in the following ways:

Manager/ Leader	Will continue to deliver a high quality level of community services and programs to encourage community connectedness.
Critical Partner	Will work in collaboration with key partners and agencies to deliver services.
Advocate	Will advocate to the NT Government for more social services including shelter for people sleeping rough and vulnerable communities.
Supporter	Will support the not-for-profit sector in service provision to vulnerable communities.
Facilitator	Will encourage community ownership of responsible behaviour.

Priority area 3

Supply Reduction Advocacy

Key Goals

- To seek a decline in the volume of alcohol being consumed in Darwin.
- To see an overall reduction in alcohol supply and off premise licenses.
- To advocate for development of contemporary Alcohol Policy for the Northern Territory.

Priority Projects

- Continue to lobby NT Government for longer term and longer lasting changes to alcohol management.
- Advocate for review of the license structures that include both fees and risk assessment.

ON PREMISE

- Encourage industry to create an effective suite of measures that seek a reduction in anti-social behaviour. Consideration should be given to:
 - **Introduction of ID Scanners.**
 - **RSA compliance and training.**
 - **Safety issues (glass in venues).**
 - **Sale of different beverages.**
 - **Late night transport alternatives.**

OFF PREMISE

- Develop ongoing effective strategies with the Darwin Inner City Packaged Liquor Accord.
- Continue to advocate for supply reduction in off premise and take away sales.
- Continue to provide a strong stance on the location of any new licenses.
- Advocate to NT Government to buy back any specific licenses in problematic locations with outlet density.
- Advocate to NT Government to consider point of sale restrictions and consider innovative implementation.

To work on as we progress

- Continue to develop innovative strategies for harm minimisation and supply reduction.

Expected outcomes

- An overall reduction in alcohol harms and levels of public intoxication.

City of Darwin key role in this priority area:

In delivering this priority area the Council will respond with key partners in the following ways:

Manager/Leader	Will continue to be a strong community advocate on liquor license applications and advocate for limits.
Critical Partner	Will continue to provide leadership in working directly with industry both on and off premise.
Advocate	Will continue to advocate for alcohol supply reduction in NT.

Current Issues

The Northern Territory has the highest density and diversity of liquor outlets in Australia (AMSANT, 2008). Evidence shows a strong relationship between liquor outlet density and alcohol related harms (FARE, 2015).

Council acknowledges reducing supply as a key lever and has confirmed its commitment to advocating for change that would see a reduction over time in alcohol supply.

The community engagement process both within the two high level stakeholder forums and the community safety survey have all called for urgent action to the ongoing management and reform of alcohol supply within the municipality.

Progress to date

Council is not directly responsible for liquor licensing, but can make submissions to the Director General of Licensing NT in the interests of community amenity and safety as new applications are considered. Council has policies that oppose new license applications beyond 2am, that manage alcohol consumption in outdoor dining areas and Council controlled public spaces and places. Council also makes submissions as opportunities arise to advocate for reduction in supply.

Examples have included the Senate Committee Enquiry into Alcohol Harms in Aboriginal Communities, the Draft National Drug Strategy and Draft National Alcohol Strategy and the Northern Territory Government's draft Social Participation Framework. This work is ongoing and considered by Council on a case by case basis.

Actions that have begun:

- **Darwin Safe Initiative** - partnered with AHA and NTPOL to form Darwin Safe (Mitchell Street) for 12 months.
- **Darwin Inner City Packaged Liquor Accord** - facilitated the Accord in partnership with NT Police, Liquor Stores Association NT, AHA NT and Licensing NT.
- **Liquor License Applications** -
 - Council's endorsed position is to advocate for no further post 2am liquor licenses.
 - Advocacy for limitations on new and amended liquor license applications, particularly packaged liquor.
- **Dedicated Policy** - Developed Alcohol in Council Controlled Spaces and Places Policy.
- **Partnerships** - Enhanced multiple strong collaborative partnerships to share burden of response and improve service to community.

Priority area 4



Current Issues

City of Darwin is focusing efforts on public space activation as a more positive means of invigorating and enhancing community spaces. There are over 242 formal parks and playgrounds in the municipality and the focus of Council is to achieve a diverse range of people, activities and experiences within these spaces.

There are many spaces that do have issues of anti-social behaviour, litter, illegal camping, graffiti and a general lack of respect for the local area. Additionally, the NT has the highest rate of homelessness in Australia (NT Shelter, 2015). Vulnerable people who are homeless or without safe shelter are key users of public spaces, in the absence of much needed facilities. It is Council's intention over time to enhance public spaces and the overall negative public perceptions through a series of programs delivered across the organisation and in partnership, and to continue to advocate for social housing and accommodation.

Progress to date

In 2014 Council facilitated greater collaboration/communication across sectors by establishing the Public Spaces Services Collaboration Group in partnership with NT Police. This group of approximately 25 stakeholders meets each month and works together to direct resources, problem solve and collaborate to better respond to public intoxication issues impacting community life and public spaces.

Council has secured funding for a public space activation project - 'Faces in Spaces'. Faces in Spaces will commence in 2016 with a grant from the Australian Government. The goal of this project is to activate public spaces using place making strategies, in partnership with vulnerable people who are socially excluded to plan, program and deliver arts, music and creative industry activities in locations prone to anti-social behaviour.

Actions that have begun

- **Launch of ActiveLife@ TheTop** - in July 2014 the program to encourage more people to use public spaces for a fit, active and healthy lifestyle.
- **Public Art** - In September 2014 'Intertwined' public art unveiling at East Point Reserve.
- **Food Van Trials** - In May 2015 Food Van Fridays Trial commenced in Civic Park and contemporary policy developed.
- **Tamarind Park** - City Centre Masterplan key refurbishment project completed in November 2015.
- **Partnerships** - Council has partnered with Community Corrections to provide access to Shoal

Safe Public Spaces

Key Goals

- Creating vibrant community public spaces as places for social interaction, creativity and social wellbeing.
- To seek to create innovative place making activities that assist to change long term public intoxication and anti-social behaviours.

Bay Waste Disposal facility and a trailer to support litter removal from public spaces.

- **CBD Taxi Review** - a review of CBD taxi ranking facilities has been completed to better respond to community needs.

Priority Projects

- Continue to facilitate and host the Public Spaces Services Collaboration Group to work together to oversee key actions within this plan.
- Faces in Spaces Public Spaces Activation Project - for key locations within Darwin City that will work with marginalised people to plan and deliver creative industry activation to positively influence perceptions of safety and foster community inclusion.
- Undertake a public spaces safety audit focusing on adequate lighting.
- Reduce the prevalence of graffiti in Darwin by encouraging the community to report incidences and removal of graffiti rapidly.
- Implement the actions from the CBD Taxi Facilities Review to address late night issues.

To work on as we progress

- Investigate ways to secure ongoing funding to deliver a place activation program that includes free or low-cost activities to encourage diverse use of public spaces by all people of all ages and abilities.

Expected outcomes

- Maintain safety in public spaces encouraging greater overall use of the 242 formal public spaces.
- Streets are safe and vibrant places which facilitate movement and community interaction.

City of Darwin key role in this priority area:

In delivering this priority area the Council will respond with key partners in the following ways:

Manager/Leader	Will lead on providing safe and vibrant public spaces.
Critical Partner	Will partner with stakeholders to continue to reduce the impacts of public intoxication on community life.
Advocate	Will advocate for further funding to add value to existing programs.
Supporter	Will support local organisations and community groups in activation of public space through innovative place making.
Facilitator	Will encourage community groups to actively use public spaces in programming.

Priority area 5

Safer Community Support Service

Key Goals

- To build safe, connected, informed and resourceful communities.
- To build skills, knowledge and capability of local businesses and residents in responding to community safety concerns.
- To encourage good neighbour connectedness.

Priority Projects

- Provide information to local businesses about crime prevention and crime reduction and techniques i.e. Crime Prevention Business Kit around topics such as 'personal security', 'business security' and 'Closed Circuit Television'.
- Identify opportunities to provide incentives for 'Safer Streets' awards and recognition program to encourage whole of community response in creating a safer vibrant community.
- Support Faces In Spaces with retailer engagement to encourage participation and space activation.
- Develop Good Neighbour resources to encourage neighbourhood connectedness.

To work on as we progress

- Facilitate bi-annual training for CPTED certification
- Develop, with partners, community awareness campaigns for Neighbour Day to encourage shared passive surveillance of spaces and neighbourhoods and greater community connectivity.
- Develop contemporary policy underpinned by harm reduction and supply reduction principles to guide Council's consideration of new liquor license applications.

Expected outcomes

- Greater business and community awareness of CPTED principles.
- Greater awareness of crime prevention approaches.

City of Darwin key role in this priority area:

In delivering this priority area the Council will respond with key partners in the following ways:

Manager/Leader	Will continue to lead on the delivery of the Safer Community Support Service.
Critical Partner	Will work alongside NT Police and other agencies to increase crime prevention and good neighbour activities.
Advocate	Will encourage application of Crime Prevention Through Environmental Design (CPTED) principles.
Supporter	Will support the work of local businesses and community groups.
Facilitator	Will encourage the community and local businesses to take ownership of safety issues.

Current Issues

City of Darwin has established a specialised service to support residents and retailers respond to localised community safety issues primarily concerning adverse alcohol impacts. The service strives to build capacity of businesses and residents in maintaining and enhancing safe, secure and welcoming venues, homes and neighbourhoods.

The Safer Community Support Service directly engages with retailers and residents on site proactively and on complaint. The service draws on crime prevention, crime reduction, community engagement and Crime Prevention Through Environmental Design (CPTED) principles to inform its work.

Since inception, the service has undertaken multiple CPTED assessments of public spaces, security audits for retailers and residents seeking support in addressing neighbourhood safety concerns and provided specialist advice.

Progress to date

Underpinned by crime prevention principles, the Safer Community Support Service draws on CPTED approaches, community engagement and education in its delivery.

Actions that have begun

- **Safer Community Support Service** - has been operating since March 2014 supporting local business and residents in reducing and preventing crime.
- **Capacity Building** - Council hosted skill building training for its staff and local police resulting in 25 participants becoming accredited in Level 1 CPTED certification.
- **Provided specialist advice** - to Council staff with liquor licensing applications, and facility planning.

Safer Community Support Service key activity areas

- Support retailers and residents with crime prevention, or crime reduction issues utilising CPTED.
- Support/liaison with businesses/retailers for alcohol related anti-social behaviour.
- Partner agency collaborations.
- Security audits.
- CPTED assessments of public spaces and entertainment precincts.

Priority area 6



Current Issues

Homelessness is an issue in every Australian state and territory, however, the NT continues to experience the highest rate nationally (Shelter NT, 2015). There is an ever presence of highly vulnerable people in public spaces needing safe shelter, health, support, financial and material aid, medical care and access to services.

With a lack of suitable facilities there is a myriad of flow-on affects for vulnerable people and the community alike. Council introduced an Assertive Outreach response in 2014 as part of the Darwin Safer City Pilot Project to help connect vulnerable people, many of whom are homeless, to the support services they need.

Progress to date

City of Darwin provides Public Place Patrols, also known as Rangers, to encourage compliance with Council's By-Laws. The Assertive Outreach Team enhances Council's existing role by engaging directly with vulnerable people in public spaces with alcohol issues, to bridge them to the services they need, such as healthcare, advocacy and accommodation services.

This service aims to provide a more culturally safe, humanitarian and barrier free response, coupled with the regulation of public spaces. The Assertive Outreach Team also partners with community health and wellbeing services to work collaboratively in public spaces and to help improve accessibility to key services.

Actions that have begun

The Assertive Outreach Team has built strong partnerships to enable key services to join the Team and deliver services to vulnerable people together.

Key partnerships include Salvo's, Danila Dilba, CatholicCare NT, Salt Bush Mob, NT Legal Aid Commission, Larrakia Nation HEAL Team, Centrelink and Vincentcare. Vinnies also support the Team by providing access to Ozanam House when needed.

Initial work has begun on 'rough sleeper' protocols to guide staff and contractors when engaging with vulnerable people in public spaces.

Assertive Outreach Team

Key Goals

- To foster inclusion and community connectivity for people who are homeless or without safe shelter.
- To achieve permanent homelessness reduction.
- To connect vulnerable people to essential services.
- To reduce alcohol harms amongst local vulnerable population groups.

Priority Projects

- Complete Rough Sleeper protocols and provide education to support implementation.
- Through the Assertive Outreach Team connect vulnerable people to services such as health, welfare, support and accommodation.
- Advocate for increased sobering up facilities.
- Advocate for development of safe shelter facilities for visitors.
- Advocate for more flexible access to treatment services.
- Partner with key services to build community awareness and understanding of homelessness.

To work on as we progress

- Investigate opportunities to create 'A Basic Shelter' Model that is coordinated across agencies.
- Investigate ways for collaboration to provide seamless transition to rehabilitation programs, identify gaps and advocate for any additional services.

Expected outcomes

- The wellbeing of vulnerable community members and the community is enhanced.
- A more inclusive community is created and anti-social behaviour is reduced.

City of Darwin key role in this priority area:

In delivering this priority area the Council will respond with key partners in the following ways:

Manager/Leader	Will continue to lead on the delivery of the Assertive Outreach Team
Critical Partner	Will work with key agencies to explore accommodation solutions in line with the above actions.
Advocate	Will advocate to the NT Government for safe shelter and accommodation.
Supporter	Will support the work of others.
Facilitator	Will continue to facilitate partnerships that increase inclusion and community connectedness.

Priority area 7



Current Issues

Everyone has a basic right to safe shelter and to have a place they feel safe at home, within their local neighbourhood and in their community.

Everyone has a right to have a safe place to stay and to access shelter.

Highlighted in the consultation program has been the concern for personal safety in local neighbourhoods, risk of home invasion, the high unfriendly fences, barking dogs, home parties, anti-social behaviour in streets and safety in and around neighbourhood parks and public spaces.

Progress to date

Through the Darwin Safer City Program, Council has been working with the community to create safer neighbourhoods.

Actions that have begun

- **Walkway management** - managed issues and complaints, including matters related to crime, negative behaviours, and public intoxication.
- **Bagot Court Park** - Advocated for the park to be declared a Public Restricted Area in response to resident complaints about persistent negative behaviours and public intoxication.
- **Animal Education Program** - delivery of animal education programs for dog owners and within schools.
- **White Ribbon** - supported White Ribbon Campaign to 'say no to family violence'.
- **Engagement** - provide support, education and strategies for managing around home safety issues to residents.

Priority Projects

- Provide education and skill building sessions to community groups on topics related to home security.
- Provide education to the community about safe parties in private homes.
- Review existing guidance to residential community about fencing and private security. Look to create an innovative program to encourage a better look and feel for front fences.

Safer Homes

Key Goals

- To ensure that local neighbourhood parks / public spaces are safe for everyone day and night.
- To reduce the number of offences against property, particularly, theft, unlawful entry and property damage offences.
- To increase community awareness of security around the home.

- Continue to provide proactive education programs for dog owners.
- Work collaboratively with government and agency partners to contribute to the prevention of domestic and family violence against women and children.
- Support the annual White Ribbon Day events in partnership with key stakeholders.

To work on as we progress

- Develop a trial of 'Know Thy Neighbour' program to encourage individuals to respect each other and the neighbourhood in which they live.
- Through the Safer Community Support Service develop a Home Safety Audit Self Check Kit.
- Consider realigning community events to suburban parks to improve activation.
- Consider functional mobile solar lighting options that could be installed in neighbourhood hot spots, parks and areas of pedestrian traffic.

Expected outcomes

- People feel safe in all residential locations in Darwin.
- Vulnerable groups are supported and feel included.

City of Darwin key role in this priority area:

In delivering this priority area the Council will respond with key partners in the following ways:

Manager/ Leader	Will through the Safer Community Support Service deliver education and awareness programs.
Critical Partner	Will work with NT Police and other partners on community safety education programs.
Advocate	Will work to educate communities to respect their neighbours.
Supporter	Will provide support to local neighbourhood groups and encourage local leadership.
Facilitator	Will assist local groups to create locally appropriate events and activities.

IMPLEMENTATION

Delivering this Plan

The actions within the Safer Vibrant Darwin Plan will deliver both tangible and intangible outcomes based on the seven high level priorities.

Projects and initiatives will involve a multi-disciplinary approach. Internally, the Darwin Safer City Team will collaborate across a range of Council program areas to support realisation of the outcomes expressed within the Plan. Externally, various government agencies, industry groups, key service providers and the community will continue to be engaged, and their participation in the Plan invited.

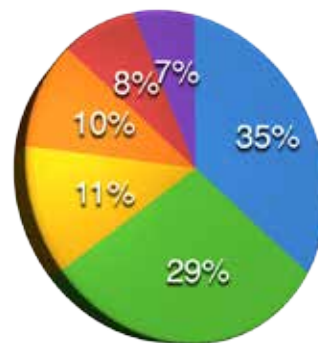
Launching the plan will invite key stakeholders critical to the Plan's implementation, and indeed to the building of a Safer Vibrant Darwin to 'sign on' to demonstrate their willingness to partner and share in the change process.

The overall resource allocation and timing of delivery will vary including internal programming, stakeholder and government agency engagement.

This Plan includes recommendations for a wide variety of activities and projects to address identified community safety issues. The delivery of this plan and its actions should be considered in the following context:

- Some require no new funds, only a change in Council's internal processes.
- Some have funding allocations from existing budgets.
- Some of the projects recommended will require additional funds and grant opportunities and partnerships will be explored over time.

The Safer Vibrant Darwin Plan is a working document that will be reviewed annually to enable reprioritisation of issues in response to community need. Each year with this review, resources will be revised to best meet the delivery priorities.



Monitoring and evaluation

Plan progress will be monitored to ensure measures, deliverables and outcomes are achieved. Progress reporting to Council will continue to be undertaken on a quarterly basis.

The Council will ensure that up-to-date information is taken into account when reviewing the Plan. It is Council's intention to maintain regular and ongoing engagement with the community, the NT Government and key agencies.

The close relationship between the Council and collaborating partners will ensure that emerging trends are identified and initiatives developed where needs are prioritised and the delivery possible.

Perceptions of safety, injury, drug and alcohol related data will be regularly collated, analysed and shared.

The Council will use further community engagement strategies to redefine the needs overtime. Council will continue to use the Evaluation Framework developed as part of the Darwin Safer City Program to track progress and prepare an annual report card for distribution to collaboration partners and the wider community.

At the completion of the Safer Vibrant Darwin Plan 2016-2019 implementation period, a detailed report and evaluation of all projects and initiatives will be undertaken and reported. This review will capture lessons learned, results and achievements to inform future actions and Council's role.



APPENDIX A

Community Engagement - Big Ideas “What is one idea for a Safer Vibrant Darwin”



APPENDIX B

Engagement activities Oct / Nov 2015	Detail
Pop up consultation stalls in each ward with Lord Mayor and Ward Alderman participation with Safer Community Engagement Team.	<ul style="list-style-type: none"> • Shop front, Knuckey Street, Darwin City • Karama Shopping Centre • Casuarina Shopping Centre • Nightcliff Markets
Intercept and field based surveying (random selection retailers & customers at each location)	<ul style="list-style-type: none"> • Darwin and suburban bus stops • Lunchtimes @ The Mall • Public places including public seating, bus stops/ City Bus interchange • Raintree Park, Frog Hollow • City taxi ranks including taxi drivers • Brown's Mart Theatre • Orchid Nails customers, Knuckey Street • The Cavanagh staff and customers • Northlakes Shopping Centre stores and customers • Stuart Park Shopping Centre stores and customers • Nightcliff Shopping Centre stores and customers • Winnellie Shopping Centre stores and customers • Nightcliff Village stores and customers • Mitchell Street retailers (random selection) • Leanyer Shopping Centre stores and customers • Fannie Bay Shopping Centre stores and customers
Group discussion and facilitated IPAD and hard copy surveying	<ul style="list-style-type: none"> • Salt Bush Mob Alcohol Rehabilitation client community • Vincentcare Ozenam House client community • Assertive Outreach client community • Public space users – Vestey's beach, Nightcliff Forshore, The Mall, Esplanade, city streets including Gardener, Knuckey, Cavenagh and Smith.
Large scale call to action via social media & established electronic partner networks	<ul style="list-style-type: none"> • Social Media (Facebook & Twitter) • NT News • Territory FM • Hot100 • Youth Network of Darwin • Off The Leash • Darwin Festival • Tourism NT • Personalised call to action to 200 Facebook contacts and networks including: Things to do in Darwin, Darwin People, Darwin Volunteers, Darwin Gig Guide, Darwin laughs social groups, The Shak, headspace Darwin, Palmerston Youth, shout out youth mental health and Darwin Socialites.
Focussed email call to action utilising partners, stakeholder networks and services with broader community networks	<ul style="list-style-type: none"> • Program partners loaned support reaching far and wide including • Police media Facebook call to action • ABC News online and radio interview with Lord Mayor • Prime Minister & Cabinet • NT Shelter • Crime Stoppers • COTA • NTCOSS • MLA's promoted survey via Facebook. • Email call to action to <ul style="list-style-type: none"> • All Council staff • Public Places Services Collaboration Group members • Elected Members • Accord members • Darwin Safer City Team staff email networks • Safer Community Support Service clients • 170 partners, stakeholders and colleagues including ngo's, industry and previous clients. • Dedicated survey computer set up at Customer Services • Call to action email signature for Safer City staff. • Darwin Sun & NT News advertisements, news articles and web site profiling on CoD website. • Call to action emails: <ul style="list-style-type: none"> • Rotary Clubs in Darwin encouraging participation. • Variety NT encouraging participation. • School counsellors network encouraging participation • MusicNT networks • Personalised emails to 100 Team local contacts
Web presence	<ul style="list-style-type: none"> • Dedicated information page on City of Darwin site • Survey page, feedback linkages and front panel profiling.



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