



Living Well

IN GREATER GERALDTON

Wellbeing Plan 2026 - 2031



A photograph of two women sitting at a table, engaged in a painting activity. The woman on the left is younger, with long brown hair, wearing a green shirt, and is smiling while holding a paintbrush. The woman on the right is older, with white hair, wearing a red top, and is focused on her work. The table is covered with white paper, paint containers (yellow, red, orange), and brushes. A vase with more brushes is visible on the right. The background is a simple indoor setting with a window and some furniture.

ACKNOWLEDGEMENT OF COUNTRY

The City of Greater Geraldton would like to respectfully acknowledge the Yamatji Peoples who are the Traditional Owners and First People of the land on which we stand. The Nhanhagardi, Wilunyu, Naaguja. We would like to pay our respect to the Elders past, present and future for they hold the memories, the traditions, the culture and hopes of the Yamatji Peoples.

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Message from the **MAYOR**

On behalf of the City of Greater Geraldton, I am pleased to present the Living Well in Greater Geraldton Wellbeing Plan 2026–2031. This Plan reflects our shared commitment to creating a healthy, resilient community where everyone has the opportunity to live well, physically, mentally, socially and environmentally.

Public health is about more than preventing illness; it is about shaping the places and systems that support people to live healthy, connected lives. This plan recognises that improving wellbeing is a shared responsibility across local government, service providers, community organisations, businesses and residents.

Developed in accordance with section 45 of the **Public Health Act 2016**, the Wellbeing Plan is aligned with the **WA State Public Health**

Plan and the City's Strategic Community Plan. This alignment supports a coordinated, whole-of-system approach that responds to local needs while contributing to broader State priorities.

The Plan has been informed by community and stakeholder engagement, and I thank everyone who shared their insights and ideas. Strong partnerships will be critical to its success, and together we can create supportive environments, reduce health inequities and improve wellbeing outcomes for our community.

I invite you to use this plan as a guide and a shared commitment to a healthier, more connected and more resilient Greater Geraldton.

Jerry Clune
Mayor, City of Greater Geraldton



Introduction to the **PLAN**

The City of Greater Geraldton knows that a healthy community is the foundation of a strong and thriving region and is shaped by where we live, learn, work and spend our time, connected with others.

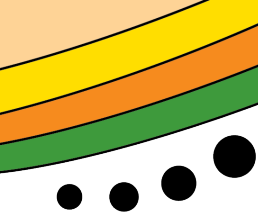
The City is home to diverse communities across coastal, urban and regional areas with each community bringing unique strengths, challenges and aspirations. From local events and active community groups to our natural environment and open spaces, our people and places all contribute to what makes this region a great place to live.

Developing the City's first Local Public Health Plan represents a significant step in strengthening the foundation required under

the WA Public Health Act 2016 and aligning our direction with the State Public Health Plan 2025 – 2030. Our Plan has been shaped by community and stakeholder input and is proudly named Living Well in Greater Geraldton Wellbeing Plan (the Plan).

The purpose of the Living Well in Greater Geraldton Wellbeing Plan is to provide a strategic framework that guides the City's role in supporting and improving public health outcomes for all residents.

It identifies local health priorities, highlights the factors that influence wellbeing, and outlines actions that the City and its partners can take to create healthier, more connected communities



It reflects a shared commitment to working together across local government, health services, community organisations and residents to create environments that support everyone to live well.

The Plan builds on the City's ongoing commitment to community engagement, inclusion and sustainability. It aims to strengthen collaboration across sectors, align local initiatives with State public health objectives and embed health considerations into everyday decision making.

Through meaningful engagement with the community and key stakeholders, the Plan has been shaped by this feedback whilst balancing resources and focuses on practical actions that make an impact over the next five years of the Plan.

This Plan serves as a roadmap, helping the City and its partners, stakeholders and community to have an impact on community wellbeing now and into the future.

The City would like to thank all community members, staff and stakeholders who contributed towards our first Wellbeing Plan.





The City's role in **PUBLIC HEALTH**

Local government plays an important role in shaping the environments that help people live healthy, connected and fulfilling lives. The City's Strategic Community Plan recognises that health and wellbeing is a key priority for our community and commits to supporting them through the work we do.

The City recognises its role in public health. It acknowledges that health and wellbeing are shaped by social determinants, including the conditions in which people are born, grow, live, work and age, as well as their environments, access to opportunities, and sense of safety and support (World Health Organization)

The City plays a leading role in delivering this Plan and achieving its

long-term goals, but is a shared community responsibility. Success relies on the efforts of all levels of government, local business, industry, community organisations and residents. Central to the City's role is listening to the community, understanding priorities, needs and expectations and balancing these with resources and capacity available to deliver key services, programs and partnerships.

The purpose of this Plan is to support our local government to:

- Improve community health and wellbeing
- Proactively prevent health issues
- Respond to local health priorities
- Strengthen collaboration and partnerships



The City plays four complementary roles in delivering this **WELLBEING PLAN**

ADVOCATE

The City speaks up for the community's priorities, ensuring that health, equity and wellbeing remain front and centre in planning, infrastructure and policy decisions. The City works to influence regional, state or other stakeholder action where broader support is needed.

DELIVER

The City directly provides services, programs and facilities to improve community health and wellbeing. This may involve delivering programs, services or projects, managing assets or infrastructure, or undertaking specific operational tasks required to achieve the strategic outcomes. The City is accountable for progressing the action and ensuring it is completed as intended.

SUPPORT

The City strengthens community led action by offering financial, in kind and logistical assistance. This includes helping local groups access resources, providing guidance to community organisations, and backing initiatives that align with shared public health goals.

FACILITATE

The City helps residents, community organisations and service providers to collaborate, share resources and coordinate action, by creating partnerships and enabling joint initiatives.

Partnerships and **COLLABORATION**

Improving public health and wellbeing is a shared responsibility that requires strong and coordinated partnerships and positive collaboration across all levels of government, services and the community.

The City will work in partnership with the Chief Health Officer via the Department of Health WA Country Health Service and a range of local stakeholders to support the delivery of public health initiatives and respond to identified community priorities. This includes (but not limited to) collaboration with health services, Aboriginal organisations, community services, community groups, community leaders and individuals, not for profit organisations, schools and education institutions, local businesses and industry.

The City recognises that meaningful and sustained collaboration is essential to achieving the objectives of this Plan.



Partnerships enable coordinated action, shared responsibility and improved health and wellbeing outcomes across the community.

City of Greater Geraldton **HEALTH PROFILE**

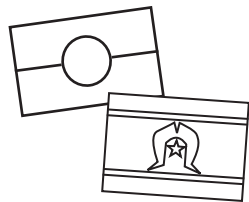
Findings from the City of Greater Geraldton Health Profile 2011 – 2020 prepared by the Epidemiology Directorate of the Department of Health, Western Australia, provides key insights into our community and its health and wellbeing.

This profile offers a snapshot of local health trends and highlights the priority areas that inform this Plan. Although the data provided reflects older indicators, these trends have remained consistent over the current timeframe.



Population approximately

41,000 – 42,000



Aboriginal and Torres Strait Islander Peoples

13%



Families' annual income <\$64,999

26%



Unemployment

4.5%



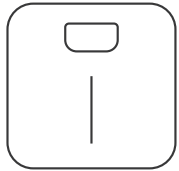
Persons born overseas

27%



Persons who do not speak English at home

22%



Obesity

Over 40% of residents experience obesity



Higher than State average of 32%



Fast Food Consumption

26% of residents eat fast food at least weekly



Higher than State average of 24%



Sedentary Behaviour

43% of residents exceeded recommended screen-based sedentary time



Lower than State average of 45%



Alcohol Consumption

28% of residents consume alcohol at high-risk levels



Higher than State average of 24%



Tobacco Use

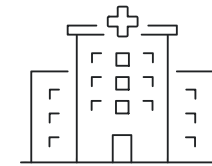
12% males and 9% females currently smoke



Similar to the State average



Double the State average for tobacco-related hospitalisations



Injury & Hospitalisation

Injury related hospitalisations from accidental falls, assault, intentional self-harm, transport accidents



Higher than State average



Mental Health

Mental health conditions 14%, anxiety 8% and stress 8%



Lower than State average of Mental health conditions 16%, anxiety 9% and stress 9%

How the Plan was **DEVELOPED**



Evidence-Based Foundations

Review of State and City strategies, policies, data and services to build a clear evidence base through the State Public Health Plan actions, other informing documents such as City of Greater Geraldton Strategic Community Plan 2021-2031.



Community and Stakeholder Engagement

The City directly engaged with 606 people through surveys, events, meetings and workshops, focusing on local needs and aspirations.



Turning Feedback into Priorities

Analysis was undertaken to identify recurring themes and opportunities, resulting in a draft plan assessed against Councils role and capacity.



Endorsement and Implementation Planning

Community-informed, evidence-driven priorities endorsed and a framework for actions established.

Implementation, Governance and **MONITORING**

The delivery, coordination and oversight of the City's Wellbeing Plan will be supported through a whole-of-organisation approach, with actions implemented across relevant services. The Plan will be delivered through an annual internal action plan that identifies priority actions, responsible teams and timeframes.

Implementation and performance will be overseen by an internal Public Health Working Group, comprising relevant City officers. In Year 3, the City will engage key stakeholders to gather feedback on

how the Plan is being implemented. The Working Group will provide annual progress updates to the City's Executive Management Team through the Corporate Business Plan reporting process, outlining progress against the actions and implementation schedule.

The Wellbeing Plan will be reviewed annually and revised every 5 years. The annual review will commence in July each year with the purpose of checking delivery progress for each action and this will include annual reporting to the Department of Health.



UPWARD TRENDS

- Fruit and vegetable consumption
- Physical activity
- Positive mental health and wellbeing
- Compliant built and natural environment
- Sense of security and community safety
- Food security



DOWNWARD TRENDS

- Anxiety and stress levels, depression and mental health
- Smoking rates and hospitalisations related to smoking
- Harmful alcohol consumption
- Screen-based leisure time
- Obesity prevalence
- Alcohol and other drug-related injury
- Accident-related hospitalisations

Our **PRIORITIES**

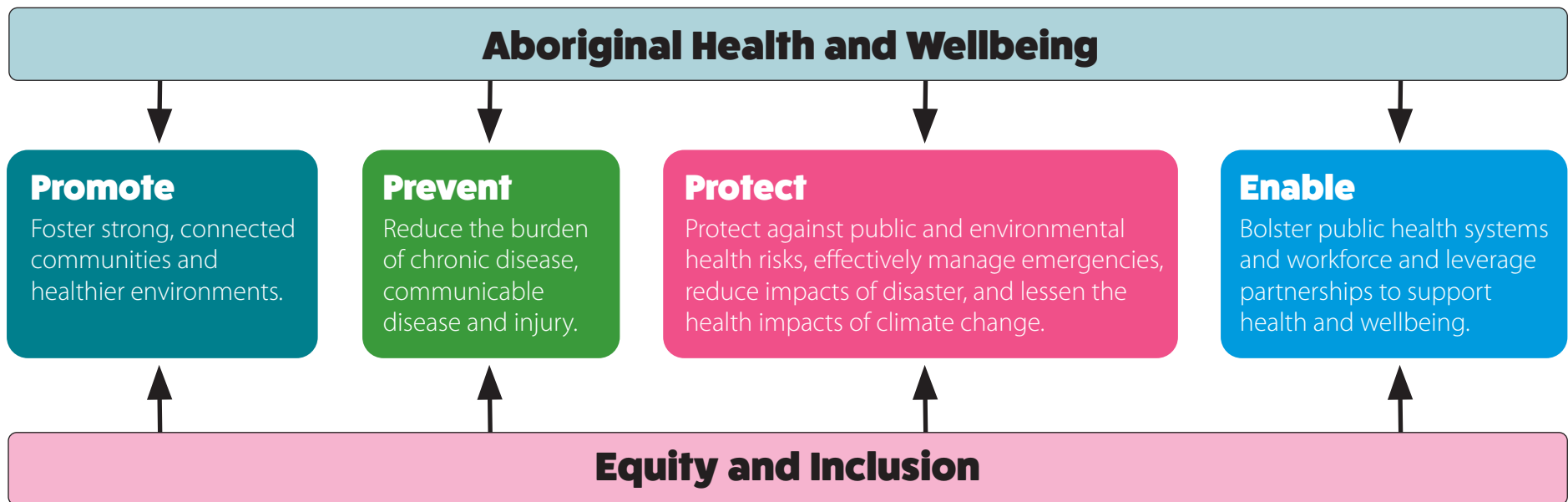
The following priority areas have been developed to best relate to the breadth of work the City is already doing and reflects the focus that the City has for the health and wellbeing of its community.

Our priorities align with the WA State Public Health Plan 2025–2030, including the Promote, Prevent, Protect and Enable objectives, and respond to local health needs identified through community engagement and the City’s health profile.

Aboriginal health and wellbeing, and equity and inclusion are embedded across all priority areas, ensuring a focus on culturally appropriate, inclusive and accessible approaches that support all community members, particularly those experiencing greater vulnerability.

The City recognises that improving public health outcomes requires a strong focus on equity, inclusion and cultural respect. Aboriginal health and wellbeing, and equity and inclusion, are embedded as cross-cutting priorities throughout this Plan and underpin all actions and partnerships.

STATE PUBLIC HEALTH PLAN OBJECTIVES



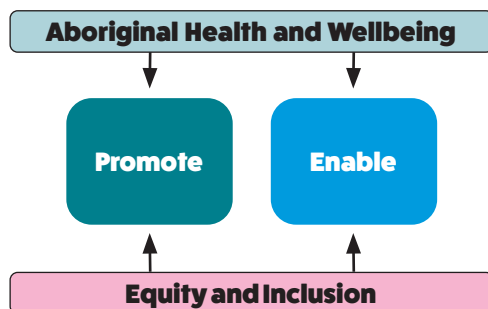


Priority Area One Connected and Engaged Communities

Strong connections build stronger communities

Social connection, inclusion and participation help people feel valued, supported and connected. Strengthening relationships and community involvement improves wellbeing and builds a strong sense of belonging across Greater Geraldton.

State Public Health Plan alignment:

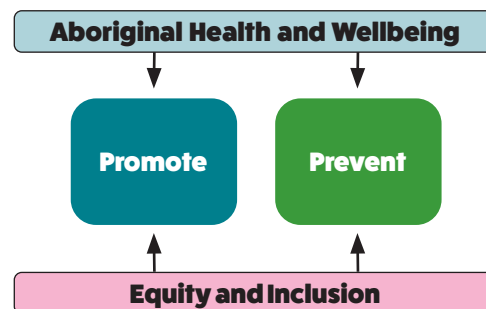


Priority Area Two Healthy and Active Communities

Making healthy choices easy

Creating places and opportunities that support physical activity, healthy eating and positive lifestyle choices. Supporting people of all ages and abilities to be active, connected and engaged helps prevent chronic disease and improves overall wellbeing.

State Public Health Plan alignment:

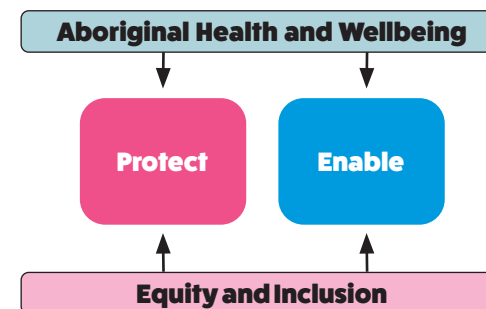


Priority Area Three Safe and Healthy Environments

The places we live, work and play shape our health

This priority area recognises the strong link between the places we live, work and play as well as our overall health. It focuses on protecting the community from environmental and public health risks and promoting built and natural environments that are sustainable, inclusive and resilient to change.

State Public Health Plan alignment:



Priority Area One: Connected and Engaged Communities

Objective	Action	Role	Priority	Resources*
To ensure our communities are encouraged, supported and given opportunities to connect and engage	1.1. Strengthen community mental wellbeing by embedding evidence-based mental health promotion initiatives and partnerships across City strategies, programs and services.			
	1.1.1. Actively participate in identified Community Service Provider networks and relevant government department meetings to ensure regular communication is aligned with the City's health and wellbeing priorities to strengthen partnerships and coordinated service delivery	Support	High	Continuation & Opportunity
	1.1.2. Register the City as a partner with Volunteering WA, to share local volunteering opportunities through the City's communication channels.	Support	Low	Opportunity
	1.1.3. Partner with Act Belong Commit to become a registered partner, promoting and extending the reach of positive mental health messaging across City delivered programs, activities and events.	Deliver	Low	Opportunity
	1.2. To promote and increase visibility of local services and programs that support positive mental health and wellbeing.			
	1.2.1. Develop and maintain an annual communications schedule highlighting relevant local, state and national health promotion campaigns (e.g. Push-up Challenge, R U OK Day).	Deliver	High	Resourced
	1.2.2. Review and update the City's Community Services Directory to ensure information is current, easy to access and effectively promotes sharing of information between local community and services available.	Deliver	Medium	Resourced
	1.2.3. Promote local mental health support services and crisis contacts through the City's website, facilities and other communication channels.	Deliver	High	Opportunity
	1.2.4. Seek regular input from priority populations (e.g. seniors, children, families, youth, Aboriginal community, CALD communities, LGBTQI+) when planning, developing programs, activities and resources that support health and wellbeing.	Deliver	High	Continuation

Objective	Action	Role	Priority	Resources*
<p>To ensure our communities are encouraged, supported and given opportunities to connect and engage.</p>	<p>1.3.Support place-based initiatives that strengthen neighbourhood connection, promote social inclusion amongst our most vulnerable communities and enhance community health and wellbeing.</p>			
	<p>1.3.1. Consider support through the City’s Community Funding Grants, community led projects, activities, events and programs that encourage neighbourhood safety, inclusion and connection.</p>	Facilitate	Medium	Resourced
	<p>1.3.2. Support the provision of trauma informed services for the wider community (eg. Family Domestic Violence services).</p>	Advocate	Low	Opportunity
	<p>1.3.3. Support for professional development to be accessible for City staff in community facing roles (e.g. Rangers, Customer Service, Libraries), community leaders and service providers, focusing on inclusion, respectful communication and appropriate referral pathways (e.g. homelessness, food relief, counselling support, family services).</p>	Deliver	High	Continuation & Opportunity
	<p>1.3.4. Develop an internal toolkit identifying local referral contacts and pathways, to support front line staff when engaging with vulnerable community members.</p>	Deliver	Medium	Opportunity

Resources*

Resourced: a new action that already has resources allocated.

Continuation: an ongoing service or action already being delivered.

Opportunity: not currently funded but may be resourced in the future if capacity becomes available.

Priority Area Two: Healthy and Active Communities

Objective	Action	Role	Priority	Resources*
To support active lifestyles and healthy behaviours that prevent chronic disease and improve overall health and wellbeing.	2.1. Deliver programs, activities and events that support and encourage, healthy, active lifestyles.			
	2.1.1. Investigate options to deliver and build on existing initiatives that encourage and support sustainable active travel options and activities within the City.	Deliver	High	Opportunity
	2.1.2. Integrate public health priority themes into the City's existing Events Strategy to strengthen the health and wellbeing focus of community events and activities.	Deliver	High	Resourced
	2.1.3. Promote and maintain the City's shared path and trail network through promotional activities encouraging regular community use, updating signage and maps.	Deliver	Medium	Continuation & Opportunity
	2.1.4. Support opportunities for low cost and/or free physical activity and other recreational options in public spaces and indoor facilities.	Support	Medium	Opportunity
	2.1.5. Promote existing City facilities, parks, public open spaces to increase awareness of free and low cost opportunities for physical activity.	Deliver	Medium	Continuation
	2.1.6. Identify opportunities for infrastructure improvements that enhance walkability, cycling safety and accessibility e.g. Shade, lighting, footpath improvements.	Deliver	Medium	Continuation & Opportunity
	2.1.7 Promote education initiative/awareness-raising projects, including social media outreach regarding identified high risk health issues. Such as campaigns regarding Slip, Slop, Seek and Slap and Asbestos Awareness Week.	Deliver	Medium	Opportunity

Objective	Action	Role	Priority	Resources*
<p>To support active lifestyles and healthy behaviours that prevent chronic disease and improve overall health and wellbeing.</p>	<p>2.2. Deliver smoke and alcohol-free community events, programs and City managed places.</p>			
	<p>2.2.1. Promote (when appropriate) alcohol-free, smoke-free, and vape-free environments through messaging across City policies, programs, events, signage and public environments.</p>	<p>Deliver</p>	<p>Medium</p>	<p>Resourced</p>
	<p>2.2.2. Undertake education and awareness initiatives including social media outreach, to reduce prevalence of smoking, vaping and problematic alcohol use.</p>	<p>Deliver</p>	<p>Medium</p>	<p>Opportunity</p>
	<p>2.3. Increase the provision of and access to healthy food and drink options at City managed facilities, programs, activities and events.</p>			
	<p>2.3.1. Continue participation in the Stakeholder Review Panel for the Healthy Food Outdoor Advertising Policy through WALGA.</p>	<p>Advocate</p>	<p>Medium</p>	<p>Resourced</p>
	<p>2.3.2. Explore opportunities to enhance healthy food advertising practices, informed by learnings from the Stakeholder Review Panel on outdoor food advertising.</p>	<p>Deliver</p>	<p>Low</p>	<p>Resourced</p>
	<p>2.3.3. Promote the importance of healthy eating and make healthy food and drink choices available at City programs, services, facilities, events and through communications.</p>	<p>Support</p>	<p>Medium</p>	<p>Opportunity</p>
	<p>2.4. Support and collaborate with community organisations to strengthen the delivery of food security programs and services, targeting vulnerable communities.</p>			
	<p>2.4.1. Promote available food atlas/map which includes charitable organisations through City communication channels to connect community with locally available meal and food relief services.</p>	<p>Support</p>	<p>Medium</p>	<p>Resourced</p>
	<p>2.4.2. Participate in Local and Regional Food Security initiatives to identify gaps, confirm current service information and collaborative opportunities.</p>	<p>Support</p>	<p>Low</p>	<p>Opportunity</p>

Priority Area Three: Safe and Healthy Environments

Objective	Action	Role	Priority	Resources*
To protect against the environmental health risks, manage emergencies, reduce impact of disaster and lessen impact of climate change.	3.1. Partner with key agencies to support the delivery of environmental health and public health programs.			
	3.1.1. Implement identified programs (e.g. Healthy Homes program) targeting our most vulnerable communities to strengthen household health and wellbeing.	Support	High	Continuation
	3.1.2. Develop and promote communication resources that reach our vulnerable population groups, relating to climate change, emergency management preparedness and response.	Deliver	Medium	Resourced
	3.1.3. Partner with key agencies to deliver and support environmental health and public health programs (eg. Infection control, food safety).	Deliver & Support	Medium	Opportunity
	3.2. Continue to fulfil the City's statutory responsibilities through the regular inspection and monitoring of food premises and public health premises to ensure community health and safety.			
	3.2.1. Continue to undertake regulatory food and public health inspections.	Deliver	High	Continuation
	3.2.2. Continue to investigate all public and environmental health complaints requests.	Deliver	High	Continuation

Objective	Action	Role	Priority	Resources*
<p>To protect against the environmental health risks, manage emergencies, reduce impact of disaster and lessen impact of climate change.</p>	<p>3.3. Strengthen community preparedness and environmental resilience by improving the design and functionality of public spaces and facilities.</p>			
	<p>3.3.1. Undertake a City wide assessment to identify shade gaps and opportunities, and implement a comprehensive Shade Policy to enhance sun protection across all City owned and managed buildings, facilities, and services.</p>	Deliver	Medium	Opportunity
	<p>3.3.2. Identify community spaces in need of lighting improvements to enhance safety, accessibility, and community wellbeing.</p>	Deliver	Medium	Opportunity
	<p>3.3.3. Develop and adopt a CCTV strategy to guide the planning, installation, management and evaluation of CCTV infrastructure across public spaces.</p>	Deliver	Medium	Resourced
	<p>3.3.4. Develop and implement an Extreme Weather Response Plan for heatwaves specifically targeting our most vulnerable community (older people, people with disability, people experiencing homelessness).</p>	Develop	High	Resourced
	<p>3.3.5. Update the City's Local Planning Strategy and other subsequent planning frameworks to better support healthy neighbourhood design.</p>	Deliver	Medium	Resourced
	<p>3.3.6. Apply a Public Health lens checklist or assessment process to relevant new and reviewed Council policies, plans and procedures to ensure public health principles are considered.</p>	Deliver	High	Resourced



City of
Greater Geraldton
a vibrant future



Living Well
IN GREATER GERALDTON

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