

# Communication, Information and Education

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## Resilient and Safe Banyule

Effective communication and access to information underpin all other focus areas in this framework. This is critical for building and sustaining community resilience in the context of ongoing stresses, as well as in preparation for and response to emergencies and disasters. This means developing and implementing effective communication systems, and proactively sharing reliable and accessible information to residents about available services, programs and opportunities to participate in the community. It also involves engaging with community leaders and connectors to tailor and deliver messages, support two-way communication and facilitate knowledge exchange between organisations and communities. There is also a need to provide formal and informal learning and education opportunities that support disaster risk reduction and preparedness, as well as the development of knowledge and skills that enable people to participate in social, economic and political life.

## What we have heard

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### 2023 Liveability Survey

The top five issues facing Banyule were identified as inflation/cost of living, housing/house prices and transport/public transport/infrastructure, household debt/person debt and fuel prices.

### Communications

Banyule's main printed communication channel is the Banyule Banner. The 2022 Banyule Household Survey found that older couples, group households, older sole persons, and two-parent families with adult children only are more likely to read the publication. Middle-aged sole persons, younger couples, and younger sole person households were less likely to read it.

Consistent with the results recorded in 2017, the 2022 Banyule Household Survey results show that a little less than three percent (2.2%) of respondent households reported that they frequently (i.e., at least every few weeks) visited the Council website, with a further 24.7% (up from 21.8%) occasionally visiting (i.e., at least every few months). A little less than half (45.9% up from 42.8%) reported that they visited the Council website once or twice a year at most. Approximately three-quarters (75.9%) of respondent households who had visited the Council website reported that they either completely (45.5%) or partially (30.4%) found what they were looking for on the website.

The 2022 Banyule Household Survey results showed that the two most common sources of local emergency information or assistance were a Google search (61.5%) and family/friends (42.8%). News services, Emergency Vic App, social media and DHHS were other sources cited.

As part of the Urban Food Strategy consultation, Council heard that knowledge and awareness of food assets in Banyule is important, and residents valued education and information sharing in accessing and using food produce. Further, the Urban Food Strategy consultation found that communication between community groups and organisations is important to promote collaboration and to share resources.

## **Community Infrastructure information**

The community engagement activities relating to the Community Infrastructure Plan highlighted the need to further promote and share information about what community spaces are available to hire. It also raised the need to consider the ways in which spaces can be booked, or information can be located as total reliance on an online book system may preclude some community members from accessing or booking information.

This sentiment was similarly echoed in the initial engagement with community groups which took place in May 2023 for the Resilient and Safe Banyule Framework. Groups representing an older adult cohort expressed the need to have diverse ways in which to access information for those who aren't 'digital natives'.

## **Disability & Inclusion User Needs Analysis**

In 2023, Council undertook an audit and needs analysis of barriers to accessing services, support, programs, activities, and events. Interviews and research revealed that accessing information was complex to navigate and difficult to understand. The feedback and recommendations indicated that ensure that information provision was clear, easy to locate and easy to understand.

It identified that there was desire from community and people with lived experience of disability to have access to information goes beyond Council service provision and incorporated other local services, events and activities.

## **Older Adults Consultations**

Whilst older adults recognise that there are many opportunities already on offer within the Banyule community, it is difficult to take advantage of these as information dissemination is not meeting their needs. Older adults ask Council to provide information on programs, services, clubs and initiatives available in Banyule, including Council services and policies, in accessible formats including hard copies for those with lower levels of digital literacy and translated materials or interpreters for those with low levels of English proficiency. To address ageism, older adults ask Council to increase the visibility of older adults in our publications, including more articles showcasing contributions and using positive imaging of older adults. Council is asked to use communication channels to address issues important to older adults, including ageism, age related stereotypes and elder abuse.