

# Improving Community Wellbeing Through Local Government

A Pilot Project in Tasmania.

Developed by Jodie Cooper, Tara Clark, Debbie Hindle, Alison Williamson, Renee Frost & Anna Taylor.



# Council's Vision

- Nurture local connections
- Build wellbeing literacy and engagement
- Improve wellbeing and create a ripple effect
- Self-sustaining project
- Clear measures and evaluation
- Scalable framework



# The Wellbeing Project

(\$503,000 funded by TCF & BODC over three years.)



1) Community Conversations

2) Wellbeing Certificate

3) Community Led Projects



# The Delivery

- 1) Council's unwavering support
- 2) Role of marketing was critical
- 3) Dynamic content in the Wellbeing Certificate
- 4) Support for local actions and projects
- 5) Wellbeingaction.org was developed
- 6) Annual Wellbeing Festival – over 400 visitors in 2024
- 7) Community Wellbeing Summit
- 8) Ongoing funding and local support

# Wellbeing Initiatives

**2021**

17 local actions

**2022**

13 local actions

**2023**

9 local actions  
at various  
stages

Local actions  
from **2021-22**  
keep emerging  
+ evolving



## LOCAL ACTIONS



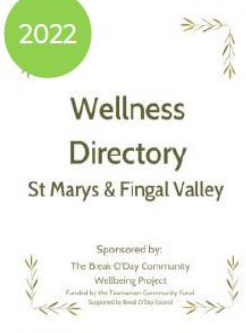
KISST - KINDNESS IS  
SHARING STORIES  
TOGETHER



ROSE THORN BANANA



KINDNESS CARDS



WELLNESS  
DIRECTORY



TASSIE CHATS –  
PODCAST SERIES



SOUL SURFING SISTERS



SINGLE PARENT'S  
GROUP



PLAY IT FORWARD



GAMES GROUP



MEN'S TABLE

The image displays a large number of 'Wellbeing Champion' certificates. Each certificate is a small, rectangular card with a colorful border. At the top of each card, it says 'WELLBEING CHAMPION'. Below this, there is a small circular photo of the champion. The text on each card identifies the champion by name and organization, and provides a short paragraph about their contribution to wellbeing. For example, one certificate is for 'Ripple' from 'Ripple Movement', another is for 'St John's First Aid', and another is for 'St John's'. Each certificate also has a 'LEARN MORE' button at the bottom.

# Outcomes

- ✓ Nurture local connections
- ✓ Build wellbeing literacy and engagement
- ✓ Improve wellbeing and create a ripple effect
- ✓ Self-sustaining project
  - Clear measures and evaluation
  - Scalable framework



# At the end of the day...

The local community gained incredible value. However, our hope to scale the model hasn't been achieved yet.

**Local Government is well placed to promote and enable community wellbeing.**

