

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.



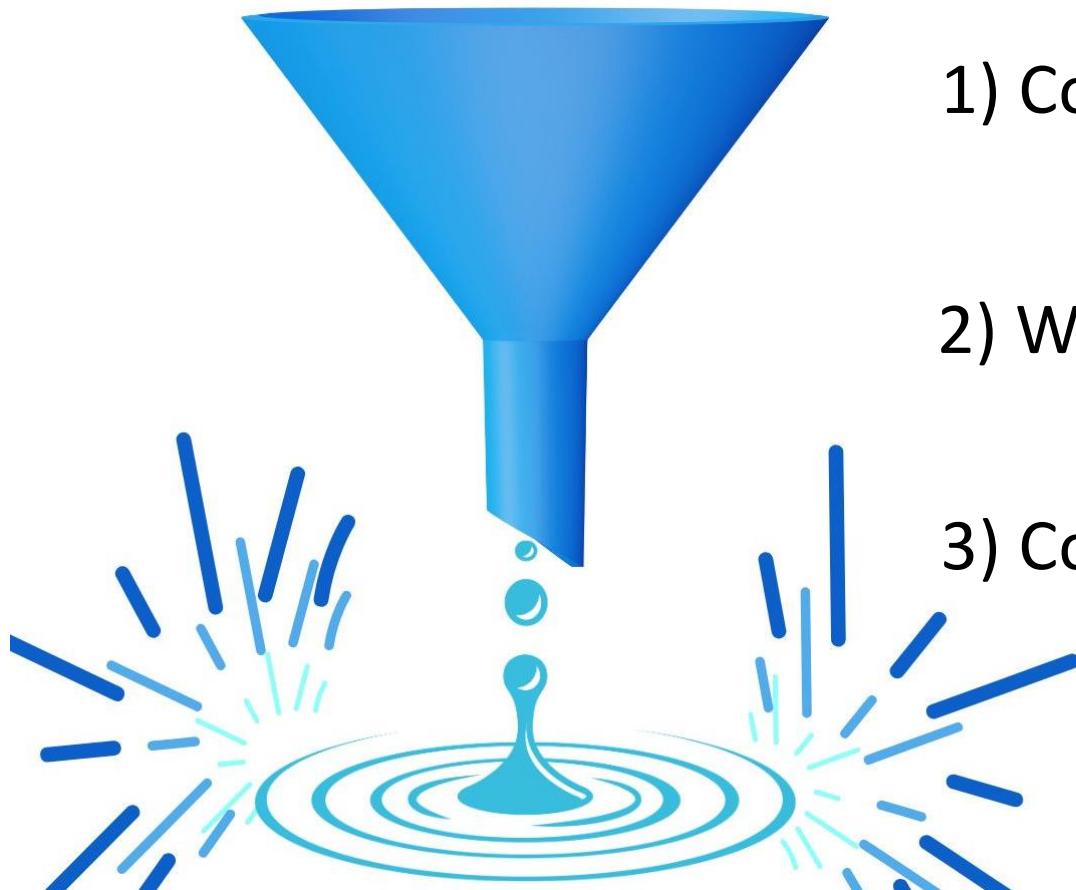
Council's Vision

- 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 Sumit
- 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



WELLBEING
PROJECT

LOCAL ACTIONS

2021



KISST - KINDNESS IS
SHARING STORIES
TOGETHER

2021



ROSE THORN BANANA

Kindness.

Kindness card.
Experiment in generosity
Visit <http://wellbeingaction.org>
for ideas to get started

KINDNESS CARDS

2021



TASSIE CHATS –
PODCAST SERIES

2022

Wellness
Directory
St Marys & Fingal Valley

Sponsored by:
The Break O'Day Community
Wellbeing Project
Funded by the Tweedman Community Fund
Supported by Break O'Day Island

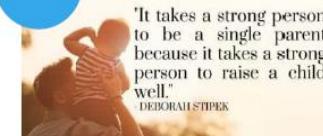
WELLNESS
DIRECTORY

2022



SOUL SURFING SISTERS

2023



SINGLE PARENT'S
GROUP

2023



PLAY IT FORWARD

2023



GAMES GROUP

2023



MEN'S TABLE

Wellbeing Champions



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.

