

Place-Based Wellbeing Economy

Towards a wellbeing economy in place - learning together for systems shifts

Contacts

Lexi Randall-L'Estrange - lexi@ci.org.au

Melina Chan - melina.chan@ci.org.au



Our session today

Overview of recent Mount Alexander Shire (on Djaara Country and Taungurung Country) economic systems change work:

1. Mount Alexander Shire Council – Economic Development Strategy
2. Deeper Roots – Community Economy Trail Guide
3. UMEL Work (VicHealth & Deakin Commercial and Economic Determinants of Health Research Translation Centre)
4. Wellbeing Economy Learning Circle
5. Learning forward

Approved Research Institute (DGR1)

We partner with government, community, and the environment to generate knowledge and innovation to the most pressing opportunities of our time. We deliver:

- Research
- Strategy
- Innovation & Design

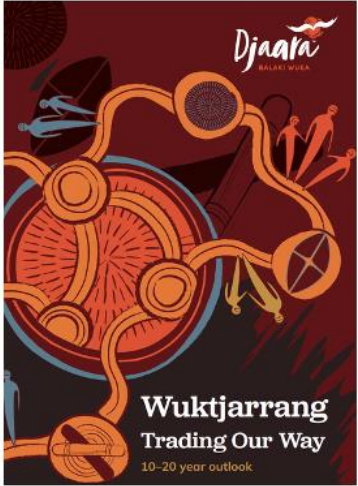
Our current work is centred around the following clusters:

- Wellbeing Economy
- Ageing and prevention
- Resilient homes and neighbourhoods
- Cross-cultural ecology

We work through partnerships with industry, academia, philanthropy, other places, and learning partners – get in touch!



Always was, always will be



[Wuktiarrang](#) (Trading Our Way) Strategy **DJAARA** - Contact Martin Szkal (DJAARA)

10-20 year outlook



Welcome



Uncle Rick Nelson - Djara Traditional Owner
As the Senior Elder of this beautiful Djara Country (Djandak), I welcome you to Mount Alexander Shire (Liyangyuk Banyu) and introduce you to this Economic Development Strategy.

Before European colonisation, the natural places within Djara Djandak were well known, had names and songs, and were celebrated as part of our culture. We had an economy, a political system, and the resources and means to care for our community. This strategy recognises that the idea of a 'wellbeing economy' is not new and that First Nations peoples have been looking after Djandak and the wellbeing of our communities for millennia.

It emphasises the importance of balancing economic prosperity with the strength, health and wellbeing of our community and recognises the importance of restoring health to Djandak and caring for our precious environment.

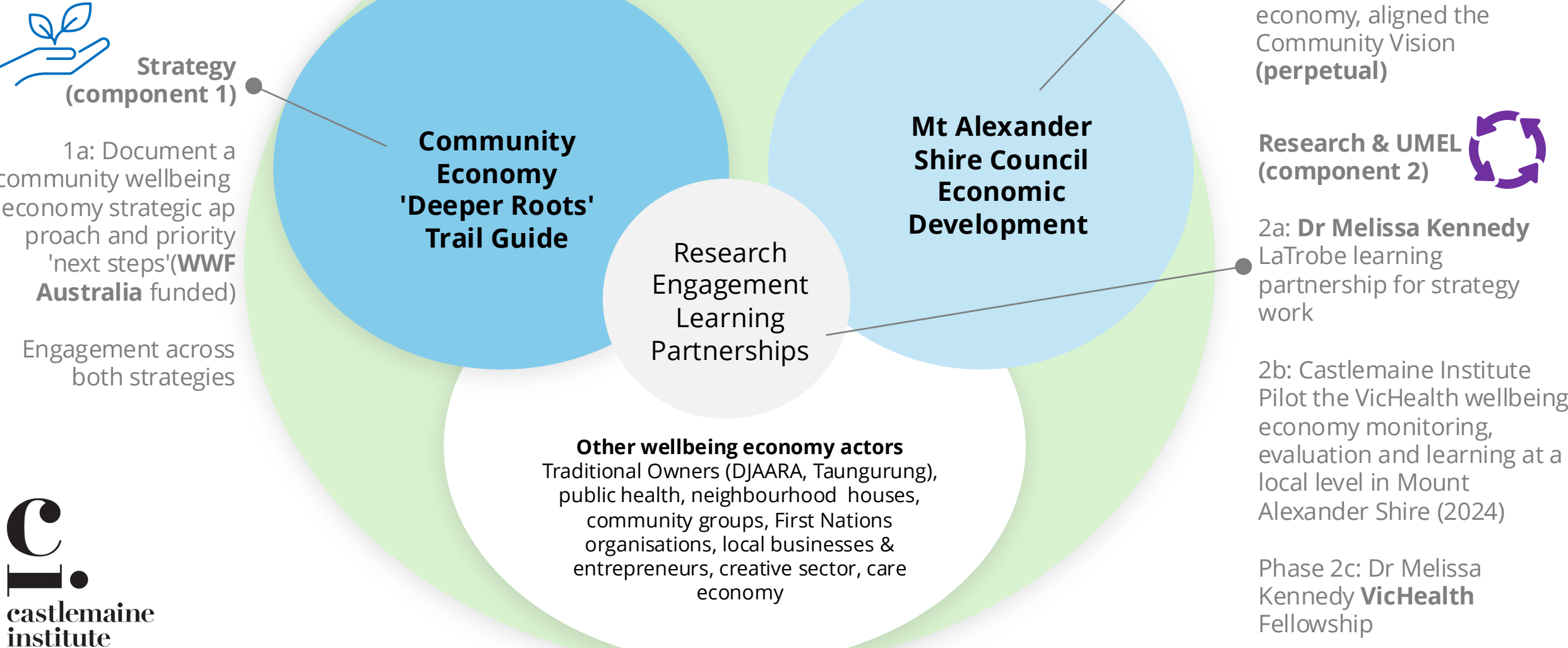
In developing this strategy, Council has drawn inspiration from our First Nations values and our profound connection to Djandak and community. It is heartening to see an approach that promotes self-determination, aims to restore nature, and seeks to heal Djandak.

As we move forward together, let us remember that the path to true prosperity honours the wisdom of the past while embracing the challenges of the future. May this strategy serve as a bridge between ancient knowledge and modern practice, creating a thriving community that respects all people and the land we share.

Mount Alexander Shire Council [Economic Development Strategy](#). Contact Merryn Tinkler (MASC)

Timeless strategy, linked to long term vision

Wellbeing Economy – the opportunity for a shared narrative



People & places inspiring people & places



Some shared goals & some shared language

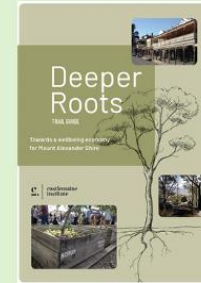
Different roles

A platform for shared learning, accountability, and innovation

No time horizon



Economic Development Strategy



Community Wellbeing Economy Trail Guide



2025 (10-20 years)



Wuktjarrang (Trading Our Way)



Contact Martin Szakal
(DJAARA), martin.szakal@djadja.wurrung.com.au

2025-2029

The work
is developing a life
of it's own

More people and
organisations
taking up a role

Collaborations &
partnerships
emerging

BAU shifting

Council Plan & Economic Development Strategy



Contact Merryn Tinkler
(MASC) m.tinkler@mountalexander.vic.gov.au

2025-2027

Developing Robust Wellbeing Economies in Mount Alexander Shire – Fellowship

Contact Dr Melissa Kennedy
(Deakin) melissa.k@deakin.edu.au



Dr Carolyn
Wallace cwallace@vichealth.vic.gov.au
Dr Kate Lycett k.lycett@deakin.edu.au

2025-2026

Wellbeing Economy Learning Circle – broadening knowledge and connection

Resourcing
Narrative
Inner work
Learning across difference

Relational & language
foundations for place-based
change



2026 - 2036

Developing our forward strategy & partnerships

What evidence and innovation do you need to support you and your work?

How can we learn together, at the pace of wellbeing?

Contacts

Lexi Randall-L'Estrange – lexi@ci.org.au

Melina Chan – melina.chan@ci.org.au



Design session – ageing and resilience



Coworking space



Strategy on Country (with great food & tea!)