Place-Based Wellbeing Economy

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



Contacts

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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:

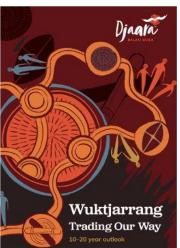
- Wellbeing Economy
- Ageing and prevention
- Resilient homes and neighbourhoods
- Cross-cultural ecology

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



Always was, always will be





Message from the Cha

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<u>Wuktjarrang</u> (Trading Our Way) Strategy DJAARA - Contact Martin Szakal (DJAARA)

10-20 year outlook



Welcome



Uncle Rick Nelson - Djaa Traditional Owner

As the Senior Elder of this beautifi Diagra Country (Djandak), I welco you to Mount Alexander Shire (Liyangaryuk Banyut) and introdu you to this Economic Developmen Stratem.

Before European colonisation, the natural places vision Disease Dismissive 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 lide of a Wellbeing economy is not mand that First Nations peoples have wellbeing of our pandaded to wellbeing of a manufacture of the 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.

developing this strategy, Council his awar inspiration from our First National lives and our profound connection to landak and community. It is heartening see an approach that promotes selftermination, aims to restore nature, id seeks to heal Djandak.

is we move forward together, let is remember that the gath to true respectly honours the wisdom of the least white embracing the challenges of he future. May this strategy serve as bidge between ancient knowledge and modern practice, creating a thriving community that respects all people and he land we share.

I also want to acknowledge all Djärar geopole and other Abergiania and Torres Strait issender peoples, the octobalism Strait issender peoples, the octobalism them for the care they have taken of Djandak, the rivers, mountains, trees and animals. We hance the Elders of the bast and present and, most importantly, and the present and, most importantly, and the present and, most importantly, and the present and the present and present and the present the strain and the present the strain and the present and the present and the present the present and the present and the present and the present the present and the present and the present and the present the present and the present and the present and the present the present and the present and the present and the present the present and the present and the present and the present the present and the present and the present and the present and the present the present and the present and the present and the present and the present the present and t

Mount Alexander Shire Council <u>Economic</u> <u>Development Strategy</u>. Contact Merryn Tinkler (MASC)

Timeless strategy, linked to long term vision

Wellbeing Economy – the opportunity for a shared narrative

Shared purpose

Strategy (component 1)

1a: Document a community wellbeing economy strategic ap proach and priority 'next steps'(WWF Australia funded)

> Engagement across both strategies



Community **Economy** 'Deeper Roots' **Trail Guide**

Research Learning

Engagement **Partnerships**

Mt Alexander

Shire Council

Economic

Development

Other wellbeing economy actors

Traditional Owners (DJAARA, Taungurung), public health, neighbourhood houses, community groups, First Nations organisations, local businesses & entrepreneurs, creative sector, care economy

economic development framework for wellbeing economy, aligned the Community Vision (perpetual)

Strategy 1b: A strategic

Strategy (component 1)

Research & UMEL (component 2)

2a: **Dr Melissa Kennedy** LaTrobe learning partnership for strategy work

2b: Castlemaine Institute Pilot the VicHealth wellbeing economy monitoring, evaluation and learning at a local level in Mount Alexander Shire (2024)

Phase 2c: Dr Melissa Kennedy VicHealth Fellowship

People & places inspiring people & places





Some shared goals & some shared language

Different roles

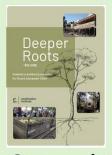
A platform for shared learning, accountability, and innovation

No time horizon



Economic Development Strategy





Community
Wellbeing Economy
Trail Guide



2025 (10-20 years)



Wuktjarrang (Trading Our Way)



Contact Martin Szakal (DJAARA), <u>martin.szakal@djadja</u> wurrung.com.au 2025-2029

2025-2027

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@mount alexander.vic.gov.au

Developing Robust
Wellbeing
Economies in Mount
Alexander Shire Fellowship

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





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Wallace <u>cwallace@vichealth.vic.gov.a</u>
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2025-2026

Wellbeing Economy Learning Circle - broadening knowledge and connection

Resourcing
Narrative
Inner work
Learning across difference

Relational & language foundations for place-based change





"Most of the all moles I know wish they had listed less to their fews and



Design session - ageing and resilience







Strategy on Country (with great food & tea!)

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

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Coworking space

castlemaine institute