

HEALTH AND WELLBEING

STRATEGY

2025-2030





MAYOR AND LCAC CHAIR MESSAGE

We are pleased to present the first West Coast Health and Wellbeing Strategy 2025-2030, a vision for the West Coast community that will guide our region over the next five years and beyond.

The strategy provides an opportunity to strategically plan a future that the community, Council, government, non-government organisations and businesses and stakeholders can work towards together. The Council's Annual Plan will identify the programs and actions derived from this Strategy to be delivered in each financial year with a framework to measure the success indicators.

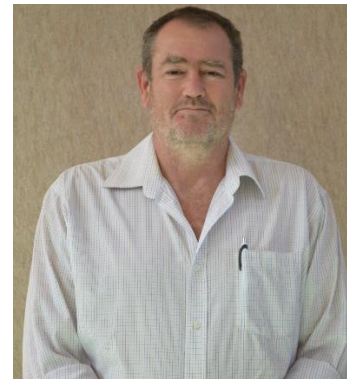
We thank the community for their contribution towards the strategy and we are looking forward to celebrating the successes of our region's health and wellbeing outcomes.

ACKNOWLEDGEMENT OF COUNTRY

West Coast Council recognises the ancient and ongoing histories of the Mimegin, Palawa, Pakana Tasmanian Aboriginal Peoples, and we recognise their traditional ownership and custodianship of lutruwita/Tasmania.

We recognise their traditional ownership and custodianship of the West Coast region and these lands. We recognise and respect the enduring histories and stories of our Country's First People.

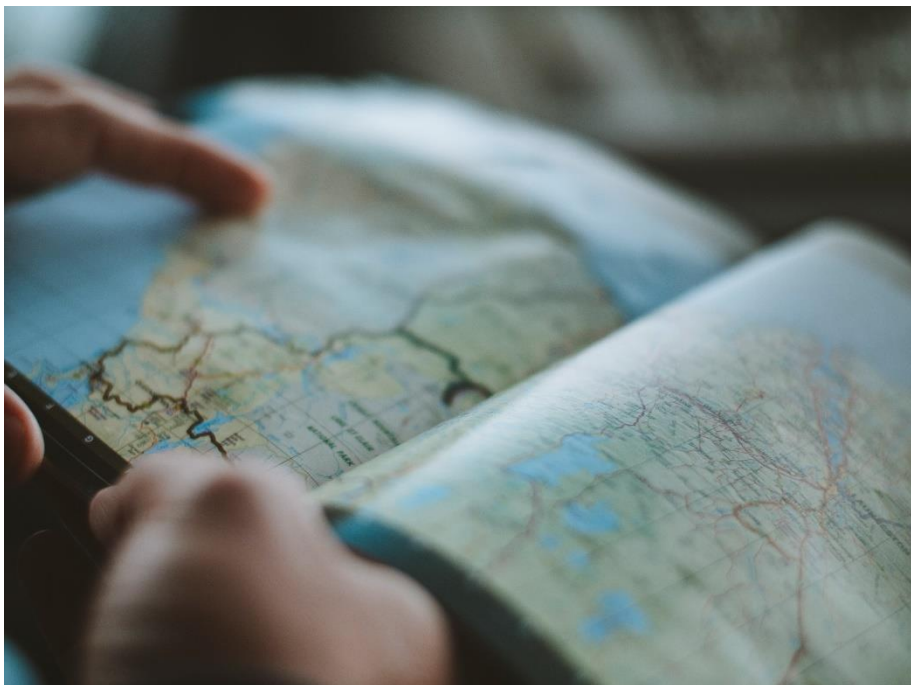
We pay our respects to the Aboriginal and Torres Strait Islander Elders, past, present and future, who hold the memories, traditions, culture and knowledge of Country.



**Chair, Liveable Communities
Advisory Committee.
Kerry Graham**



**Mayor
Shane Pitt**



The West Coast local government area is the largest in the state and includes the townships of Gormanston, Granville Harbour, Linda, Rosebery, Strahan, Trial Harbour, Tullah, Queenstown and Zeehan.

This Health & Wellbeing Strategy 2025-2030 was produced in December 2024 by West Coast Council staff and UTAS in collaboration with the West Coast community.

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GOVERNANCE CONTEXT

Reliant on partnerships



Local government: West Coast Community Plan 2025



State government: Healthy Tasmania plan, includes Healthy Tasmania grants



Commonwealth government: National Preventive Health Strategy



HEALTH RISK FACTORS

39% Current smoker, compared with 12% for Tasmania

98% Consume less than two serves of vegetables per day, compared with 91% for Tasmania

26% Consume 2 or more alcoholic drinks per day, compared with 19% for Tasmania

49% consume less than two serves of fruit per day, compared with 53% for Tasmania

24% don't do enough physical activity compared with 15% for Tasmania

66% don't do enough muscle strengthening activity compared with 70% for Tasmania

one in ten people experience high or very high levels of psychological distress (same as Tasmania)

OUR PLACE "Our people are our greatest strength"



Our Country, our people, our culture



Mining heritage



Strong sense of community



Tourism is a key economic driver



Emerging arts and culture



Spectacular landscapes/ World Heritage Area

FACILITIES: West Coast community hub, pools, sporting grounds, museums, mountain bike trails



4,263 people



8.1% Aboriginal compared with 5.4% for Tasmania

Median age: 47 compared with 42 for Tasmania

Median weekly household income \$958 compared with \$1,358 for Tasmania



WHO IS OUR COMMUNITY?

DECLINING POPULATION

- Declining numbers of students in schools ↓ reduced budget and resources for schools
- Declining numbers of volunteers for sports
- Reduces demand for health care services ↓ reduces access to health care

1 in 2 children may not be developmentally ready for school, compared with 1 in 4 for Tasmania

24% completed year 12 compared with 38% for Tasmania

27% of workforce are drive-in/drive-out

14% unemployed compared with 7% for Tasmania

95% of 5 year old children fully vaccinated compared with 96% for Tasmania

CHRONIC DISEASES

In Australia, about 38% of chronic diseases are preventable by addressing risk factors

38%

- 1 in 10 people have Type 2 diabetes
- 2 in 10 people have a respiratory disease
- 2 in 10 people have high cholesterol
- 3 in 10 people have high blood pressure

LEADING CAUSES OF DEATH ON THE WEST COAST: Heart disease, Lung cancer, Respiratory diseases, Diabetes

56% of people rated their health as "excellent/very good" or "good" compared with 78% for Tasmania

56%

ISSUES IMPACTING HEALTH & WELLBEING



Housing

- Many not suited to weather extremes = high electricity bills
- Limited options for people on low incomes
- Rental demand exceeds housing availability

Weather

- Seasonal affective disorder → increases isolation and loneliness
- Reduces physical activity levels
- Affects mental health
- Reduces ability to grow your own food

COMMUNITY PRIORITIES

The West Coast Health and Wellbeing Strategy 2025-2030 (the Strategy) is aspirational, strongly based on what our community told us they need. It is supported by evidence and data gleaned from community sessions, surveys, observations, feedback and state and federal government data and reports.

Our engagement highlighted that the community wish to focus on these six priority areas.

1 WEST COAST EATS WELL

Our community has high food and nutritional literacy with access to healthy and affordable food and the skills to grow and prepare it.

2 WEST COAST MOVES WELL

Our community has knowledge of, and access to resources and facilities to enable regular physical activity.

3 WEST COAST LIVES WELL

Our community has access to support services, recognising prevention is better than cure.

4 WEST COAST LEARNS WELL

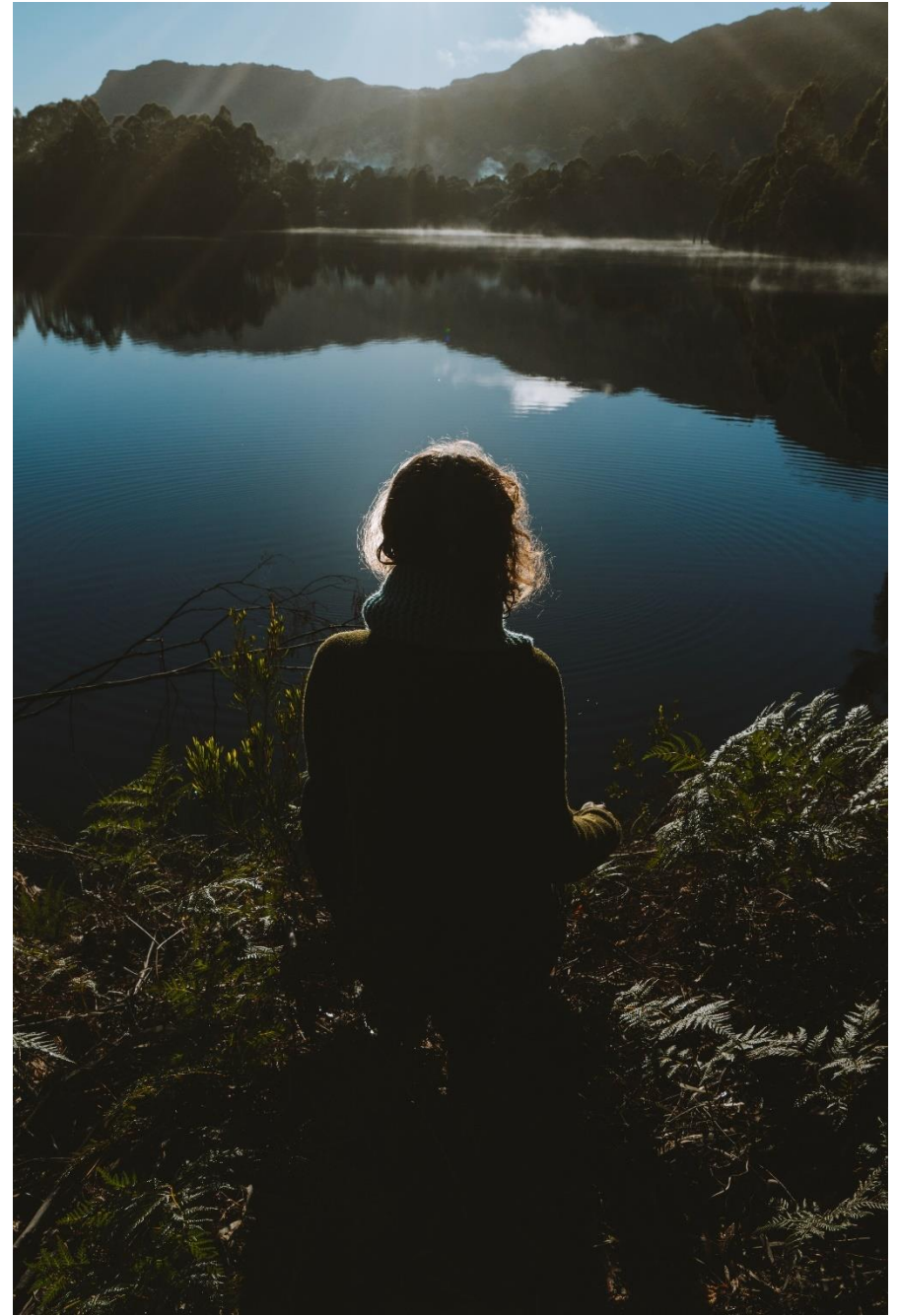
Our community has access to good quality education, are lifelong learners know about local employment pathways.

5 WEST COAST IS WELL CONNECTED

Our community is connected to local services, opportunities and each other increasing our health & wellbeing outcomes.

6 WEST COAST VALUES BELONGING

We are proud of our community and welcome others into it, supporting and encouraging each other in any way we can.



REGIONAL CHALLENGES

Our community love living here and they want to stay. They want solutions to long-standing challenges. Our community's strength lies in our ability to make a way or find a way and through this plan, we intend to make positive changes.

DISTANCE

Our unique and decentralised communities, including distances between major towns within and beyond the West Coast, means that we need to explore different models to maximise outcomes for health and connectedness.

YOUTH

Our population has declined over recent times, reducing education opportunities. We would like to support our youth, understanding that they are integral to our community now and into the future.

ECONOMY

Industry in our region produce a significant portion of the State's wealth but little is seen locally. We would like to have a respectful partnership with industry where investment meets community needs.

WEATHER

High levels of rainfall and inclement weather can mean outside activity and road access for the community can be limited or impacted. We want to ensure major towns have spaces for people to connect and exercise despite the weather.

OUR SHARED FUTURE

VISION

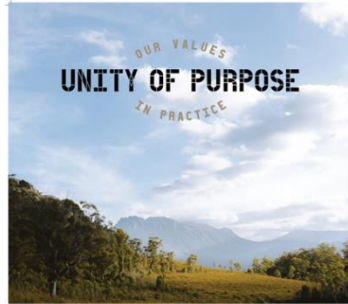
'To enhance the lives of West Coast residents by promoting and encouraging physical, mental, social and emotional health while building a strong community where individuals and the community thrive.'

GUIDING PRINCIPLES

Our decisions for health & wellbeing strategies are based on these six guiding principles:

1. **Equity** – We will work to ensure everyone is treated fairly and with respect regardless of gender, race, age or ability. We recognise that not everyone has the same opportunities, knowledge, skills and resources to achieve and maintain good health and wellbeing.
2. **Inclusion** - we will work to ensure every member of our community feels valued, respected, supported and safe.
3. **Evidence-based practice** - our decisions will be informed by the best available data and existing evidence.
4. **Collaboration** - to build capacity and improve health promotion, we will strengthen collaboration with internal and external partners with common goals, values and approaches.
5. **Community participation** - we will work to increase the participation of community members in opportunities to improve their personal health and wellbeing.
6. **Accessibility** - We will work to ensure everyone, regardless of ability, experience, gender and culture has access to services and support.

OUR VALUES



OUR APPROACH

The Strategy recognises and acknowledges the guiding engagement, documents and legislative requirements that have informed this strategy:

- Community engagement through a range of surveys, focus groups, community meetings and discussions;
- The West Coast Council Community Plan 2025 with consideration of the upcoming Community Plan 2035;
- The Liveable Communities Advisory Committee consisting of Councillors, Council administration, UTAS Study Hub and the Department of Health representatives.
- Tasmanian Governments Healthy Tasmania Five Year Strategic Plan 2022-2026;
- Community input into Sustainable Murchison 2040 which is a joint strategic planning framework for the councils of West Coast, Waratah-Wynyard, Circular Head, King Island and Burnie.
- To provide for the health, safety and welfare of the community (Section 20) Tasmania's *Local Government Act 1993*; and
- To develop and implement strategies to promote and improve public health (Section 27) *Tasmania's Public Health Act 1997*.

FEEDBACK & DELIVERY

Community feedback on the draft Strategy was gathered over a six-week period in January–February 2025, and many of the suggestions have been integrated into this final version. The Council's Annual Plan will identify the programs and actions derived from this Strategy to be delivered in each financial year.

OUR ROLE IN REALISING THE STRATEGY

While Council has an important role in preparing and leading the Strategy, the successful delivery of the Strategy is reliant on support and collaboration from community-led partnerships, local business, industry, educational institutions, service providers and state and federal government.

Given our small size, it is crucial that all groups are open to collaboration and co-operation. Building community capacity is critical as we seek to engage more of our community to play their part in making our community healthier.

Council will help to inspire individuals and groups to play their part in making our community a healthier place to live, work and engage with. Council will build strategic partnerships with state and federal government and industry and where required advocate for change.

OVERVIEW OF SERVICE DELIVERY RELATED TO THIS STRATEGY

Local level

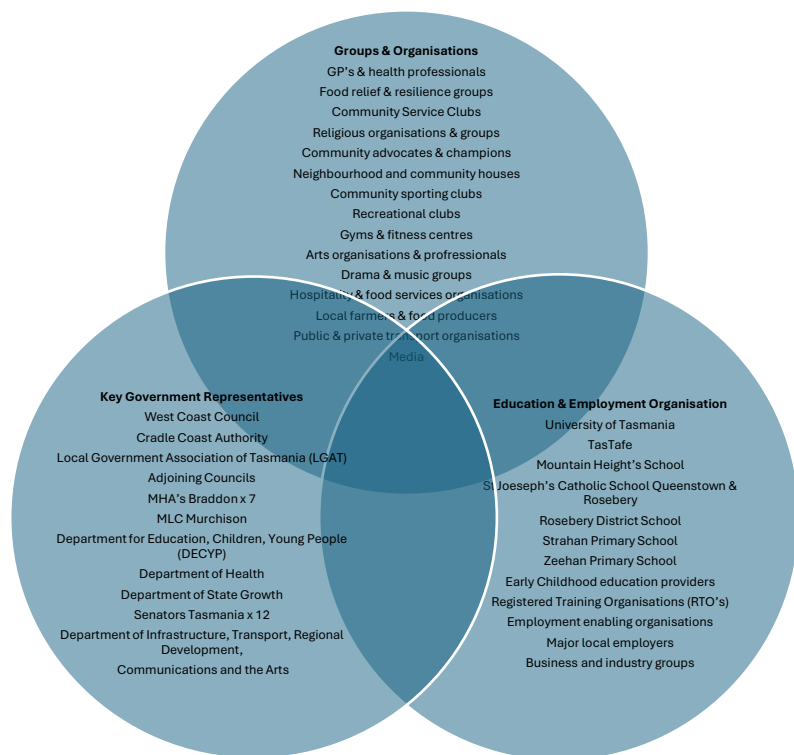
Recreation and community facilities.

State level

Healthcare, community and social housing, public transport, education and reserves.

National level

Census and statistics, telecommunication services.



SIX FOCUS AREAS

1 WEST COAST EATS WELL	1.1 High food and nutrition literacy. 1.2 Access to a variety of fresh and healthy food.
2 WEST COAST MOVES WELL	2.1 Fitness and recreation opportunities. 2.2 Thriving sports and major events.
3 WEST COAST LIVES WELL	3.1 Better access to healthcare services. 3.2 Delivery of programs targeting regional challenges.
4 WEST COAST LEARNS WELL	4.1 Strong learning opportunities. 4.2 Local employment pathways.
5 WEST COAST IS WELL CONNECTED	5.1 Connected to services, programs and events. 5.2 Readily available information.
6 WEST COAST VALUES BELONGING	6.1 Strong West Coast identity. 6.2 Promote and celebrate volunteering. 6.3 Recognise and celebrate people and successes.



I WEST COAST EATS WELL

GOAL

Our community has high food and nutritional literacy with access to healthy and affordable food and the skills to grow and prepare it.

Objective	Strategy	Council's role
1.1 High food and nutrition literacy.	a increase food and nutrition knowledge through a collaborative effort (health providers, educators, community groups, community champions).	Advocate.
	b encourage fun & empowering initiatives that build skills and confidence to grow, prepare, cook and preserve tasty healthy food.	Partner.
	c promote existing initiatives and resources (Libraries Tasmania – Health on a Shelf, HelloTas, 26TEN, Eat Well Tasmania, etc.).	Partner. Advocate.
1.2 Access to a variety of fresh and healthy food.	a encourage the continuation of breakfast and lunch programs at all schools.	Advocate.
	b support community gardens as spaces of connection that promote knowledge sharing, gardening and cooking programs and sharing meals.	Partner.
	c encourage seed, plant and produce swap programs.	Advocate.
	d encourage local food markets or cooperatives.	Advocate.
	e encourage local businesses and event holders to offer healthy menu options.	Advocate.
	f advocate for subsidised fruit and vegetable programs for West Coast families.	Advocate.
	g encourage and advocate for Food Pantries in all West Coast towns.	Advocate.

2 WEST COAST MOVES WELL

GOAL

Our community has knowledge of, and access to resources and facilities to enable regular physical activity.

Objective	Strategy	Council's role
2.1 Fitness and recreation opportunities.	a ensure the design of facilities considers local weather conditions (indoor or outdoor covered options), multi-use functionality, public baby-change facilities and disability access.	Deliver.
	b encourage the delivery of inclusive and engaging fitness and recreation programs across the region.	Partner. Advocate.
	c expand on after-hours use of school facilities for health and well-being activities for all ages.	Advocate.
	d promote free access community facilities, paths and tracks with good lighting for safety.	Deliver.
	e promote programs and schemes like Ticket to Play and Ticket to Wellbeing to offset costs associated with equipment and registration.	Deliver. Partner.
	f develop a directory of sporting and recreation groups and actively promote programs across council, local school and community networks.	Deliver. Partner.
2.2 Thriving sports and major events.	a lobby and secure major events (mountain biking, rock climbing/ bouldering, etc.).	Partner. Advocate.
	b secure community sports activities (Jack Jumpers' basketball clinics, AFL and AFLW clinics, miniroos, aquatic clinics, etc.).	Partner. Advocate.

3 WEST COAST LIVES WELL

GOAL

Our community has access to support services, recognising prevention is better than cure.

Objective	Strategy	Council's role
3.1 Better access to healthcare services.	a increase face-to-face health services including preventative screening services, continuity of care and support groups.	Advocate.
	b coordinate effort between health care services to provide easily accessible information to the community.	Partner.
	c encourage existing healthcare services to be available to all West Coast residents, to be accessible on weekends (ie: pharmacies) and encourage all medical practices to provide e-scripts.	Advocate.
	d introduce a West Coast Priority Card – development of a MOU with key health services and practitioners outside of the West Coast to prioritise appointments in recognition of travel constraints.	Advocate.
3.2 Delivery of programs targeting regional challenges.	a encourage collaboration between health care providers and community groups to deliver a holistic approach to wellbeing (informal referrals to mindfulness, support and recreational groups, along with introducing healthcare navigators).	Partner. Advocate.
	b work with government and healthcare providers to ensure that services that are mandated or funded are delivered to the West Coast. Ensure that existing schemes are modified to suit the unique barriers on the West Coast (e.g., PTAS, My Aged Care).	Advocate.
	c actively invite TeleHealth and digital health solutions pilots.	Partner. Advocate.
	d actively pursue partnerships that support health & wellbeing. Where possible, promote existing initiatives and resources (Rural Alive and Well Tasmania, Stay Afloat, Smoking Prevention Package for Young People, AA groups, etc.).	Partner. Advocate.
3.3 Fit for purpose accommodation.	a ensure there is fit for purpose accommodation that attracts healthcare and education professionals.	Advocate.

4 WEST COAST LEARNS WELL

GOAL

Our community has access to good quality education, are lifelong learners and know about local employment pathways.

Objective	Strategy	Council's role
4.1 Strong learning opportunities.	a work with state government to attract and retain education and health & wellbeing professionals and encourage local training and local employment where possible.	Advocate.
	b facilitate connections between all levels of education to encourage lifelong learners (encourage engagement in early learning through existing programs of CFLC, HIPPY, LiL, Little Miners, Little Joeys etc.).	Deliver. Partner. Advocate.
	c advocate for access to learning opportunities and assessments that can be completed on the West Coast (ie; VET in schools and TasTafe).	Advocate.
	d advocate for learning hubs to encourage informal and formal learning opportunities.	Advocate.
	e advocate for improved internet and encourage digital literacy learning opportunities.	Advocate.
	f advocate for child and family services where needed including youth services.	Advocate.
	g encourage capacity building, skills, learning and confidence through volunteering and study mentors.	Deliver. Partner.
	h capture and promote learning opportunities across council, local school and community networks.	Deliver. Partner.
4.2 Local employment pathways.	a connect local business and industry with the community, to encourage employment pathways and training.	Deliver. Partner.
	b connect school aged children with organisations that provide support to employment pathways (develop work skills, work experience, resume writing, career guidance, etc.).	Partner.

5 WEST COAST IS WELL CONNECTED

GOAL

Our community is connected to local services, opportunities and each other increasing our health & wellbeing outcomes.

Objective	Strategy	Council's role
5.1 Connected to services, programs and events.	a prioritise regularly scheduled mobile services (dietitian, podiatrist, optometrist, hearing specialist, etc.).	Advocate.
	b advocate for critical services to be located within the community ensures continuity of care (permanent GPs, mental healthcare, dental, Xray, ultrasound, maternity, age care, youth services, pharmacist, etc.).	Advocate.
	c implement affordable and accessible inter-town transport to access essential services.	Partner. Advocate.
	d facilitate social connections including connecting age groups such as school age with seniors through neighbourhood houses, 'human book' at libraries, community gardens, celebrations and events, etc.	Deliver. Partner.
	e ensure collaboration with services and community groups is a central part of planning.	Deliver. Partner.
	f support and promote regional events that bring the community together.	Partner.
	g promote success through all accessible media channels.	Deliver. Partner.
5.2 Readily available information.	a share information to expand the 'real-time' understanding of health and well-being performance.	Deliver. Partner.
	b 'join up' service delivery through agreed roles and service systems.	Partner. Advocate.
	c provide easily accessible and promoted health care service information to health care professionals and the community.	Deliver. Partner.

6 WEST COASTS VALUES BELONGING

GOAL

We are proud of our community and welcome others into it, supporting and encouraging each other in any way we can.

Objective	Strategy	Council's role
6.1 Strong West Coast identity.	a support and promote an inclusive regional West Coast identity.	Deliver. Partner.
	b promote storytelling and historical understanding of major towns and communities.	Deliver. Partner.
	c ensure the locality guide is accurate and easily accessible in each community.	Deliver.
	d engage with DIDO workers to encourage participation in the community.	Deliver. Partner.
	e ensure new residents are provided easily accessible information on how to get involved in their community and the region.	Deliver. Partner.
	f ensure there are places for each community to come together (neighbourhood houses, outdoor spaces, precincts, etc.).	Deliver. Partner. Advocate.
6.2 Promote and celebrate volunteering.	a promote volunteering as a way of helping each other out, having a sense of belonging, meaning and connection with the region. Share volunteer directory on the Council website.	Deliver Partner. Advocate.
	b support capacity building programs for existing volunteers, volunteer organisations and carers.	Partner. Advocate.
	c capture and promote positive storytelling from volunteers.	Deliver. Partner.
6.3 Recognise and celebrate people and successes.	a encourage and support celebratory events and activities to acknowledge our diversity, e.g., NAIDOC Week, Seniors Week, National Families Week, Youth Week, etc.).	Deliver. Partner.
	b maintain and build on the pride of the West Coast community by celebrating successes.	Deliver. Partner.

CONTACT

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