
TRANSCRIPT OF PROCEEDINGS

**The attached transcript, while an accurate recording of
of the day, is not proofread prior to circulation and thus
may contain minor errors.**

2015/16 HAZELWOOD MINE FIRE INQUIRY

HEALTH IMPROVEMENT FORUMS

TRARALGON

TUESDAY, 13 OCTOBER 2015

THE HONOURABLE BERNARD TEAGUE AO - Chairman

MRS ANITA ROPER - Board Member

PROFESSOR JOHN CATFORD - Board Member

MR PETER ROZEN - Counsel Assisting

MS RUTH SHANN - Counsel Assisting

DTI CORPORATION AUSTRALIA PTY LTD
4/190 Queen Street, Melbourne.

Telephone: 8628 5555
Facsimile: 9642 5185

HEALTH CONSERVATION ZONE AND HEALTH ADVOCATE

1
2 MR SINDALL: Good morning, ladies and gentlemen, my name is
3 Colin Sindall, I'm the Director of Population Health
4 and Prevention Strategy in the Department of Health and
5 Human Services.

6 I would like to also begin by acknowledging the
7 traditional owners of the land on which we're meeting
8 today, the Brayakaulung people of the GunaiKurnai
9 nation, and pay my respects to their elders past and
10 present and to any elders who may be present today.

11 I think I also need perhaps to say good morning to
12 Evelyne, who I think is coming in via Skype; is that
13 correct?

14 PROFESSOR DE LEEUW: Good morning, Colin; good morning Don.

15 MR SINDALL: So I might begin. Thank you very much for the
16 opportunity to talk with you today. What I would like
17 to do is to briefly reflect for a moment on the Board's
18 proposal in relationship to the health conservation
19 zone and health advocate, and then to talk a little bit
20 about the way we have responded to that proposal in the
21 Department of Health and Human Services, and to reflect
22 a little bit on what we learned from our investigations
23 and consultations.

24 I'd then like to move into talking a little bit
25 more about some of the ideas and propositions that have
26 arisen since then, and some of the developments in
27 terms of the state policy context; and then finally to
28 raise some issues about how we might think about the
29 health conservation zone concept in terms of possibly
30 into the future, but very much will be welcoming the
31 discussion and the opportunity, as the Inquiry has

1 said, to see this as an opportunity for dialogue and
2 discussion.

3 The Inquiry report, as obviously most people here
4 are fully aware, identified the idea of a health
5 conservation zone and a health advocate as really
6 serious matters for further consideration, but as their
7 report noted, were not able at the time to explore
8 those concepts in depth or test them against a
9 cost-benefit analysis. But they did nevertheless put
10 forward those ideas as a potential mechanism for
11 looking to the long-term future of the health and
12 wellbeing of Latrobe Valley.

13 In doing that, in raising the concept of a health
14 conservation zone, the Inquiry report pointed to some
15 international examples, for example in particularly the
16 health action zone experience in the United Kingdom and
17 also some other international experiences, and drew on
18 that health action zone concept to propose a health
19 conservation zone which was a similar idea, but
20 included the term "conservation" to pick up on some of
21 the issues in terms of the environment.

22 The proposal was very much about how agencies
23 could better collaborate, and not only around health,
24 but also how there might be opportunities to bring in
25 other sectors in terms of a more comprehensive approach
26 to health and wellbeing, including for example, as the
27 report noted, education, agriculture, industry and
28 business.

29 The idea of a health advocate was presented as the
30 need for, in a sense, a consistent local voice for the
31 Valley that could win the trust of the community and be

1 a sound source of advice for mediation and advocacy on
2 health-related matters, and that the Victorian
3 Government should consider that possibility in
4 consideration of a potential trial basis, and that
5 position would provide a means of, not only
6 representing the voice of the Valley, but also ensuring
7 annual reporting back or monitoring of health issues.

8 Obviously, the Inquiry presented the report to
9 Government and the Department was asked to give further
10 consideration, as proposed by the Board, to those
11 proposals.

12 In my area of responsibility, we have
13 responsibility for the municipal public health
14 wellbeing planning, the state public health wellbeing
15 plan. We have responsibility for the initiative that
16 had arisen out of the federal state agreement in terms
17 of the Healthy Together initiative, and there was
18 obviously quite a lot of activity in the Latrobe Valley
19 arising from that and other responsibilities in areas
20 such as tobacco and nutrition that obviously had
21 relevance.

22 So, in conjunction with the regional office, I was
23 asked to lead some work in terms of looking at the
24 approach proposed and I'd like to talk a little bit
25 about that.

26 The first thing we did was to look a bit further
27 into some of the international experience and we also
28 looked at health action zones; we he looked at some US
29 experience, in terms of what were called enterprise
30 zones and empowerment communities, and we also looked
31 at some Victorian initiatives which perhaps resonated

1 in some way with what was proposed, and they included
2 neighbourhood renewal programs.

3 Going back particularly some years, Victoria had a
4 program of district health councils which were
5 established to be systematic listeners to the concerns
6 and issues of the communities in which they were based
7 and that concept seemed to resonate a little bit around
8 what had been proposed around the health advocate.

9 So we looked fairly carefully at some of those
10 initiatives and took some - as I guess one would in any
11 new policy analysis, thinking about new proposals to
12 Government - having done some of that investigation, we
13 then felt it was really important to take some of those
14 ideas, test some of the views against the views of
15 people on the ground, working on the ground in the
16 agencies, both Government and non-Government, in the
17 Latrobe Valley.

18 We convened through the regional office a pretty
19 good range of people to come together from actually all
20 levels of Government; we were able to include at least
21 one Commonwealth representative to really explore their
22 response to the health conservation zone proposal, to
23 share with them what we had understood in terms of the
24 international experience.

25 I should say that a combination of the health
26 action zone - obviously was a Blair Government
27 initiative - was not widely understood or known, and I
28 think the concept of a health conservation zone took
29 the idea further again, so it certainly needed some
30 discussion and some unpacking.

31 The first roundtable was very much a preliminary

1 discussion where people were familiarising themselves
2 with the ideas and the concepts. Out of that first
3 roundtable a number of suggestions were made, including
4 that one possible mechanism could be a consultative
5 council created for Latrobe Valley under the Health and
6 Wellbeing Act 2008, which empowers the Minister of the
7 day to establish a consultative council - the Act
8 specifies the sort of purposes they can be used for.
9 The suggestion was also made that potentially the chair
10 of such a council could also play the role of health
11 advocate.

12 We then took a little bit more work on that idea
13 back to the second roundtable and had some further
14 discussion, further ideas and recommendations. One of
15 the views that came through quite strongly at that
16 second roundtable was, yes, this was a promising
17 approach, but there was a real need to really test all
18 of these ideas further with a wider group of
19 stakeholders and, in particular, representatives of the
20 local community.

21 We got to that point at around the same stage as
22 there was the early thinking in terms of the holding of
23 these forums, there were a number of other consultative
24 processes underway, a number of other things obviously
25 in train arising out of the Inquiry's work. So, other
26 than further investigation and testing and looking at
27 more recent analysis, we decided not to take that
28 approach further at that point pending the holding of
29 the improvement forums and the ideas that obviously
30 were expected to serve us here, and I must say there
31 has been incredibly - just what I've been exposed to

1 and as the Board has commented - an incredibly rich
2 range of proposals and suggestions.

3 Just to come back to the roundtables: it was
4 broadly agreed that, to be sustainable any new
5 mechanism, whatever it was, for the Latrobe Valley,
6 certainly it should be focused on the Latrobe City
7 Local Government area; it was felt it could get a
8 little bit diluted if it went on a more regional basis,
9 but a particularly strong emphasis on complementing
10 existing planning and coordination arrangements,
11 although there was a very strong recognition that,
12 although there was a lot of sharing and collaboration
13 within the agencies in the Latrobe Valley, that in fact
14 some mechanism which helped bring together a range of
15 diverse perspectives could be beneficial; but, that
16 said, very much within an emphasis on the need to build
17 on what already exists and to strengthen the existing
18 mechanisms and institutions within the Valley.

19 The roundtable, as I say, made further suggestions
20 and considerations about thinking about the
21 consultative council idea, further need to clarify how
22 any new mechanism would interact with existing
23 mechanisms, including Latrobe City Municipal Health and
24 Wellbeing Plan, and in particular how to reflect
25 community diversity in any governance arrangements, and
26 to ensure active community participation and ownership
27 in whatever new models might be proposed.

28 I won't go into more detail about some of the
29 other background considerations, but I think that what
30 we've seen, both in terms of what we learnt from those
31 roundtable discussions and now from some of the

1 submissions to the Inquiry, I think it can be said that
2 a number of strengths and weaknesses in the health
3 conservation zone concept have arisen and I think we're
4 now at a point where what I think has happened is that
5 the proposal has generated a very rich surfacing of
6 ideas and possibilities in a way that had not really
7 been publicly considered before and that has been an
8 incredibly important development.

9 For the most part, I think the submissions to the
10 Inquiry support in principle the idea of something to
11 help better coordinate and focus effort on the health
12 wellbeing improvement in Latrobe and some real
13 opportunities to build on existing initiatives.

14 I think there has been perhaps in some of the
15 submissions and some of the discussions an issue about
16 on the one hand really focusing attention on a
17 community that has faced many challenges and in certain
18 respects is highly disadvantaged, but also an area that
19 has many strengths, both in the community, in its
20 natural environment, in its local agencies, and there
21 is a need, as I think has arisen, as to how does one
22 get the balance right between not saying that this is
23 an area that's so disadvantaged, it's a very special
24 case and we've got to deal with all the problems,
25 versus a more positive sense of the strengths and
26 assets and future opportunities. That, to me, seems to
27 have arisen in a number of things that I've read and
28 things that I've heard.

29 Obviously, the existing infrastructure mechanisms
30 that are there to be built on are generally very strong
31 and we've seen new opportunities - not only obviously

1 the role of the Latrobe City Council, its elected
2 representatives, its statutory responsibilities, its
3 responsibility for the health wellbeing plan, its
4 planning and economic development functions, but we
5 already have some coordinating mechanisms in place
6 between particular groups of agencies - for example,
7 the Central West Gippsland Primary Care Partnership,
8 the Inner Gippsland Children and Youth Partnership, and
9 now, which was not the case when the proposal from the
10 board was first made, we have the Gippsland Primary
11 Health Network as a new entity with significant
12 Commonwealth resourcing, which also has a mandate not
13 only for improving aspects of clinical practice and
14 linking services and general practice and looking at
15 opportunities in that sense, but the primary health
16 networks also have a mandate in terms of population and
17 health planning for particular areas, and I think that
18 that's important to keep in consideration.

19 In addition, we have the specific agencies and all
20 of their links and networks, the Latrobe Community
21 Health Service, the Latrobe Regional Hospital, they all
22 their board structures, a variety of programs and
23 collaborate in different ways.

24 The Children and Youth Area Partnerships offer a
25 further opportunity to bring together health
26 perspectives and areas that bring in the community
27 sector and other sectors and social policy agencies.

28 Just to quickly - I think I've got about another
29 five minutes. Once again, since the Inquiry proposal
30 was made from last year, we have seen a number of new,
31 or newish, developments. For example, the Brotherhood

1 of St Laurence recently produced I think a very helpful
2 report, which some people might be familiar with,
3 titled, "What next for place based initiatives to
4 tackle disadvantage?" They review a number of case
5 studies of communities that have made real steps
6 forward, looking at programs like Better Future Local
7 Solutions, also Neighbourhood Renewal, the Go
8 Goldfields example and some Tasmanian initiatives, and
9 gives some very interesting examples about how some of
10 those communities are tracking and monitoring progress,
11 reporting back to their communities on change. They
12 give the example of a local data observer in the city
13 of Playford, which very much helps pinpoint where the
14 bright spots are and where real improvements are being
15 made, not only focused on remedying disadvantage.

16 There are many lessons I think from that, but one
17 of the things that the Brotherhood place-based approach
18 recommends is trials of collective impact models.

19 We've also been looking fairly closely at
20 collective impact approaches, results-based
21 accountability, and one of the advantages of collective
22 impact approaches is that they really have an
23 opportunity to bring all the relevant participants to a
24 common agenda and look at opportunities for shared
25 measurement, really tracking outcomes across different
26 initiatives and emphasising what collective impact
27 literature terms "mutually reinforcing activities", so
28 people do what they are best at doing but do that in a
29 way that the integration means that, as far as
30 possible, particular gaps are avoided. So, people
31 working together, collaborating, developing mutual

1 plans and objectives, but making sure that all of the
2 things that need to happen, whether it's clinical
3 services or community-based programs, that everyone
4 shares that responsibility.

5 There are a number of other things with collective
6 impact that I won't have time to dwell on. It's quite
7 interesting that the collective impact approaches draws
8 more out of a social policy sort of background of
9 thinking and approaches.

10 In some ways, it contains some similar thinking to
11 some of the accountable care models that have come out
12 from the US under the US Affordable Care Act, which
13 also talk about specified populations where providers
14 are jointly accountable, target outcomes that matter to
15 the population, emphasising metrics and learning and so
16 on.

17 There are other approaches we've been looking at,
18 for example, the ways in which the use of a compact
19 agreement in the UK as a mechanism for really tying
20 those elements together across agencies, and compacts
21 between local agencies themselves and with Government
22 and with communities as living documents that are
23 revised and developed and include Codes of Practice for
24 how to work.

25 We've been looking at some of the opportunities
26 for system leadership. One of the more sustained
27 initiatives, or initiatives that has the potential to
28 be sustained, which we've seen many things, like the
29 health action zones not be, are the health wellbeing
30 boards in England. Now, that's a different model
31 because they're statutory requirements across the

1 country, but there's some very important thinking about
2 system leadership and the sort of leadership that is
3 needed to really make things work in a community and
4 the need to give up turf and build trust and work
5 together.

6 There are a number of other really important ideas
7 I think that have been surfacing. I think
8 Professor Campbell has talked about the thinking of a
9 health commons and an approach that I'm sure he will
10 talk about. Evelyne and Marilyn Wise in their paper
11 talk very much about thinking about health advocacy as
12 a function as opposed to a particular personal
13 position.

14 I think that one of the lessons perhaps to
15 conclude on is that, in almost every case where we do
16 see things have been sustained, they have largely been
17 designed with, owned by, local communities and local
18 agencies.

19 I suppose what I would like to conclude on is
20 that, wherever we go with this, that that process of
21 co-design and engagement and really building something
22 that, notwithstanding changes of Government and changes
23 of policy and so on, really make sure that, what it is,
24 is going to last.

25 The Minister has recently released the State
26 Public Health and Wellbeing Plan. That was launched on
27 1 September. That wasn't there before, but that plan
28 makes a real commitment to place-based initiatives and
29 tackling disadvantage. I think that, with that in
30 mind, and with all the lessons that have been learnt
31 and the richness of the input from all of the different

1 perspectives that the Inquiry board has brought
2 together, I would like to think that there are some
3 real opportunities into the future and I might leave it
4 at that.

5 MR ROZEN: Thank you very much, Colin. Our next speaker
6 will be Professor Don Campbell, who is the co-author of
7 a report to the Board entitled, "Improving the Health
8 of the People of the Latrobe Valley". Thanks, Don.

9 PROFESSOR CAMPBELL: I'm going to pick up on some of the
10 things that you've just elaborated on. Thank you for
11 the opportunity to talk. I'm largely going to talk to
12 the report that I wrote and draw on specific bits from
13 it; in particular, the recommendations that I've
14 written in the front and also a chapter about the
15 principles of the commons and local governance of
16 healthcare.

17 I'll start with the principle of
18 inter-organisational networks. I'm going to talk about
19 inter-organisational networks, the concept of the
20 commons, the concept of healthcare as at commons, and
21 then some recommendations - a specific example from
22 Atlanta, the Atlanta Regional Collaborative for Health
23 Improvement, and then talk briefly about the
24 recommendations.

25 Firstly, the concept of inter-organisational
26 networks. This has been recognised as a strategy for
27 public and private sector management to address complex
28 problems, share resources and achieve collective goals.
29 These networks consist of both the structure of the
30 relationships between actors, the nature of the links
31 and the meaning of those relationships.

1 Trust emerges as the very important lubricant to
2 make cooperation possible in this context, so an
3 objective is to achieve trust. We all know that there
4 are challenges to working in inter-organisational
5 networks that need to be seriously considered,
6 recognising that it's a rocky road and that work will
7 need to be undertaken to mitigate the risk that these
8 networks will fall apart under pressure.

9 The questions for consideration are really, do the
10 added benefits of networks outweigh the challenges?
11 And when are those advantages, when do they
12 predominate? And when is an inter-organisational
13 network the right organisational form to achieve the
14 particular objective?

15 It's argued that a formally mandated network can
16 provide a powerful incentive for organisations to work
17 together.

18 There are three themes that emerge here:
19 governance, management leadership and structures. All
20 of this is a challenge, and leadership isn't the role
21 of a hero. Leadership is an emergent property, and the
22 manager of the network, their responsibility is to
23 nurture leadership. So it's leadership at every level,
24 if you like.

25 There are a lot of tensions and paradoxes that
26 have to be managed. There are four stages in their
27 evolution: what I used to call storming, forming,
28 norming and performing, but we might call formation,
29 growth, maturity and achievement of resilience, and
30 then the inevitable, which is death and transformation.

31 We have to know when to choose a network as the

1 right organisational form. Increasingly in the
2 clinical context attention is being paid to the
3 development of clinical networks with the goals of
4 strengthening care pathways and improving the quality
5 and coordination of care provided for patients.

6 I think in Victoria we can point to a very great
7 deal of success in this area, particularly in the
8 cancer and cardiac services environment, and it just
9 means that there are further challenges ahead for us to
10 be able to look back and say that we were successful,
11 so we look forward to seeing that.

12 To have these networks actually work the
13 infrastructures and competencies needed will need to be
14 identified. We'll need to develop a shared vision,
15 develop trusting relationships, balance, power and
16 authority, create participatory leadership, identify
17 collaborative action plans, define our roles and be
18 measurable and accountable for achieving success.

19 That's a little bit of a background about the
20 concept of inter-organisational networks.

21 Then we come to the concept of the commons. I
22 have drawn for my readings here on the work of a
23 United States foundation, the Fannie Rippel Foundation,
24 which is focused on initiatives to foster innovation in
25 regional health as a path to the redesign of
26 healthcare.

27 This foundation got a group of visionary original
28 thinkers together, and their names are worth reflecting
29 on: Peter Senge, who wrote a book called the Fifth
30 Discipline; Don Berwick, who's the leader of the
31 Institute for Healthcare and Improvement; a person

1 called Amory Lovins, who has built an Institute For
2 Renewable Energy in the Rocky Mountains; Elinor Ostrom,
3 who is a Nobel Prize Winner for Economics whose work on
4 the commons is central to my thesis; and a man called
5 Marshall Ganz, who organised the Grassroots campaign
6 for the Obama Presidential Campaign.

7 So, far-sighted, visionary, deep thinkers, drawing
8 on the work of Elinor Ostrom, whose work describes the
9 use of long-lived voluntary social arrangements to
10 manage natural resources, to optimise their use over
11 time and prevent their degradation through individual
12 exploitation. So, this is fisheries, forests, the
13 natural world.

14 This concept has been reworked, and the Fannie
15 Rippel Foundation has explored the utility of this
16 concept of a commons and of common pool resources to
17 guide collaborative reform of healthcare delivery at a
18 regional level - very relevant to considerations in the
19 Latrobe Valley.

20 It's argued that the complex system of health and
21 Healthcare Services constitutes a commons, and the
22 resources include both physical facilities, financial
23 resources, human capital and social capital. This is
24 described as trust between health professionals,
25 community leaders and the citizens of the community.

26 One of the writers from this foundation argues
27 that collaborative stewardship of health commons works
28 best if there is a formal or informal leadership team
29 involving all the stakeholder groups, that the
30 leadership has been given the authority to manage the
31 community's resources in a responsible and sustainable

1 manner, and that there are rules and procedures that
2 fit their circumstances that look at how you distribute
3 the costs and benefits, that the participants have
4 access to information, and that monitors hold them
5 accountable for their work, the participants who
6 violate agreements are subjected to a series of
7 sanctions, and that participants can resolve disputes.

8 When the group is working on a complex problem,
9 the team can break itself into sub-teams to focus on
10 achieving specific goals; that there are regular
11 channels of communication that facilitate the
12 identification of shared goals and help team members
13 develop a common understanding of the system in which
14 they're working, and that there is a sense of trust,
15 that the teams keep their discussions going
16 productively and pursue the opportunities to reach out
17 to people who aren't yet involved.

18 These are the far-sighted workings of this group,
19 they've embraced the conditions of collective impact
20 that have been described and these principles are worth
21 going over. That these are a common agenda; shared
22 measurement; mutually reinforcing activities;
23 continuous communication; and that there's a backbone
24 organisation which creates and manages the initiative
25 and coordinates participating organisations and
26 agencies.

27 We're moving away from the concept of the state as
28 the only agency and away from the concept of private
29 sector ownership as the only alternative. It's, how do
30 we bring these elements together and manage their
31 relationships to achieve something collectively which

1 they cannot achieve each on their own. That, I think,
2 is the challenge of healthcare as it's emerging at this
3 stage of the 21st century at a regional level.

4 That's a little bit about the commons. What I'd
5 like to do now is draw briefly on the recommendations
6 that I've put at the front of the report that I made.

7 Really, I've suggested that there should be this
8 platform. I strongly support the idea that there's a
9 platform to enable the community of the Latrobe Valley
10 to restore its health; that it should focus on health
11 and wellness as a strategic objective. If we only look
12 down, all we will see is problems, and we will have
13 jealousies and we will fear what our neighbour is going
14 to do. Whereas, if we focus on a far-sighted objective
15 we can create the momentum that will sustain
16 collaboration and partnership. This idea of a platform
17 focus should foster engagement across both the health
18 and the social sectors with broad community
19 involvement.

20 This health conservation idea, if it's adopted
21 with the concept of commons, would require
22 collaborative management by a commission.

23 In my report I draw the reader's attention to the
24 existence of the Atlanta Regional Collaborative Health
25 Improvement and, for anyone who's visited the US,
26 frankly if you can make it work in Georgia, I think you
27 can just about make it work anywhere. They're a group
28 of individuals who have a very strong sense of self,
29 and I don't know that collaboration would have been
30 something that was upper most in their minds, but
31 nonetheless they've put together a playbook that's

1 available and it shows how they have done the hard
2 yards to get to the point where they have this process
3 working reasonably well.

4 I'm arguing for the adoption of these principles
5 as the foundation for the organisation of the health
6 conservation zone. I think that something like the
7 Latrobe Regional Collaborative Health Commission could
8 potentially be an exemplary manifestation of the work
9 of something like the local health primary network.
10 I've written this without knowledge of what a primary
11 health network would do, and I think the position of
12 blissful ignorance is a very fine position to write
13 something like this from, so I'm not seeking to
14 apologise, I wrote this at a time when it was not known
15 what the PHNs would look like.

16 Arguably, something like a Latrobe Regional
17 Collaborative Health Commission could have the
18 responsibility of engaging with the community, adopting
19 the principles of co-design for the healthcare system
20 to meet its needs.

21 It could also be responsible for managing the
22 scale and scope of the activities to obtain population
23 or strategy. I think it would benefit from the
24 broadest possible range of community representation and
25 engagement, including the usual players, Local
26 Government, the Community Health Service, the Regional
27 Health Service, the general practitioners, and arguably
28 including insurers, representatives of large
29 businesses, and of which there are several big
30 employers in the district, not limited to the health
31 service, not limited to the electricity industry, but

1 general insurers, the social sector as well.

2 There should be a steering committee to provide
3 oversight guidance. I've also suggested that they
4 adopt the principles of alliance contracting which has
5 been adopted in New Zealand, drawing from big building
6 projects, where everybody has to put money into the pot
7 for the activities that they collaborate on to ensure
8 that everyone is committed. If you're wondering about
9 the difference between involvement and commitment, it's
10 the difference between bacon and eggs.

11 When you're talking about eggs, the chicken is
12 involved; when you're talking about bacon, the pig is
13 committed. So, what we're looking for is for people to
14 be viscerally committed to the success of the overall
15 project, not just the limited bit which is their
16 purview. This is an important principle and
17 New Zealand have adopted that principle from big
18 building projects into healthcare at a regional level.

19 There are a whole range of activities that are
20 suitable for something like a regional collaborative
21 Health Commission to adopt and a whole range of
22 activities could include developing pathways to
23 employment for disadvantaged people, ensuring that we
24 have the right healthcare workforce, that we're not
25 populated by fly in, fly out - or Vikings as I've heard
26 them referred to. This could be a very productive
27 activity and, if the Atlanta experience is anything to
28 go by, it will require some seed funding but it will
29 have to be charged with developing a financial model to
30 ensure its ongoing viability.

31 I hope I haven't spoken for too long. Thank you.

1 MR ROZEN: Thank you very much, Don. The final speaker that
2 we'll hear from this morning is Evelyne de Leeuw.
3 Evelyne is the co-author of another report to the Board
4 of Inquiry entitled, "Population and Health Development
5 in the Latrobe Valley". Thank you, Evelyne.

6 PROFESSOR DE LEEUW: Can you hear me? And I see myself in
7 the background on the big screen, that's fantastic.
8 I'm just going to give a few brief reflections on
9 everything that you've said.

10 I think Colin, as well as Don, really covered the
11 basis of ways forward to address social disadvantage,
12 to repair health, to grow health, to grow wellbeing, to
13 grow resilience. My reflection on this is really
14 looking at two words - trust and ownership. Colin, I
15 think in particular, emphasised at the end of his
16 presentation these issues of trust and ownership.

17 What I have felt when I visited the Valley and
18 talked to people during the different forums and
19 consultations, and also aside from formal interactions
20 but more informal, through Twitter and other social
21 media, is that, people believe that the structures that
22 are already there are not serving them well.

23 When we talk about putting more structures in
24 place, like advisory committees, consultative boards,
25 partnerships - they're big words, but what the people
26 in the Valley need is concrete action; they need to see
27 deliverables on in this talk.

28 I'm sure that everybody who is there with you
29 today shares that idea with me and with the people of
30 the Valley, that action needs to be taken and action
31 needs to be taken now.

1 That's not to say that putting structures in place
2 is a bad plan - I think structures should be put in
3 place, but it should be very clear that they yield
4 results very quickly through a process of co-ownership.

5 I think, using the term "co-design" for systems
6 development is a little bit trendy. I'm not sure
7 whether people in the street would actually understand
8 a call to co-design; would they know what that means?
9 What really is important is that they see that they are
10 involved in taking charge of their own fate, and their
11 fate is not just health or wealth or wellbeing, it
12 really is active improvements in their direct living
13 environment and that of course connects to place-based
14 health improvement.

15 Both of you, Colin and Don, have been talking
16 about place-based health improvement, and health in a
17 very broad social way, not just a biomedical delivery
18 of clinical services, but really looking at the social
19 determinants of health.

20 The last time I was in Traralgon, I was really
21 pleased to see that there is general acceptance of one
22 of the important current ideas of VicHealth, which is
23 fair foundations, looking at social determinants of
24 health, looking at the drivers of health equity, but in
25 a direct people-owned way.

26 The paper that Marilyn and I wrote actually shows
27 that people can own their own fate, that there are of
28 course other factors at Government level, at private,
29 at corporate levels, but it is possible for people to
30 own their own fate and work toward their own fate, and
31 maybe we should see those networks that particularly

1 Don talked about as mere facilitators of people taking
2 charge of their own fate.

3 I would want to briefly talk about the idea of the
4 health conservation zone and the work that Marilyn and
5 I did looking at health action zones for instance but
6 also healthy cities.

7 One of the things that I am a little bit concerned
8 about is the terminology, because you could poke easy
9 fun at the idea of a health conservation zone.
10 Conserving health where there is no health is a
11 challenging idea. So we write in our report that the
12 terminology may have to be reconsidered.

13 Similarly, one of the things that we see in the
14 literature is the notion of "resilient communities" or
15 "resilient local areas". When you look at that
16 literature, resilience is usually seen as bouncing
17 back, the capacity to bounce back to a situation.

18 If we look at the Latrobe Valley as a resilient
19 community after the mine fire, they would bounce back
20 to a situation of disadvantage anyway. So, it's not
21 just bouncing back, it is what we want in a resilient
22 community is to also have the capacity to bounce up,
23 getting better; and not just a few people getting
24 better, but everybody getting better.

25 The last time I was in Traralgon, we talked about
26 ideas of Michael Marmot about proportionate
27 universalism, saying that everybody should get the
28 same, but those who need it more should get more and
29 better of it. Again, in our report we write about it,
30 and it's very much in line with what Colin and Don have
31 said, that we need to have a very clear idea that the

1 people who own their programs need to work to improve
2 their fate, improve their lot, improve their engagement
3 and ownership to the extent that, in solidarity, those
4 who need it more would get more and I think that's very
5 important to establish.

6 My final comment really is about the advocate.
7 Colin alluded already to the fact that we see the
8 advocate as a function rather than a person. One of
9 the reasons that we've written that is, an earlier
10 analysis that I did in Europe on healthy cities,
11 effective operators in healthy cities in Europe could
12 be labelled "social entrepreneurs". Now, whether a
13 social entrepreneur is a health advocate could be
14 debated, but effective social entrepreneurs are
15 effective individuals, and those effective individuals
16 tend to be so successful that they will be offered
17 other jobs and they will move out, they will leave a
18 vacuum behind.

19 Therefore, it is important for social
20 entrepreneurs or health advocates, if they're persons,
21 to institutionalise what they're doing. So, to have a
22 person is legitimate and it's good to have a figurehead
23 and someone that you know you can address and someone
24 who is walking the street, but when that person leaves,
25 you actually need to have an institution that can
26 easily fill any gaps or be responsive to particular
27 needs when they arise.

28 There's a combination between the person and the
29 function and I absolutely see the importance of having
30 a visible and recognisable health advocate who, in a
31 term from political science, would be a street level

1 bureaucrat, someone who is able to make decisions on
2 the street with the people right away; at the same time
3 that needs to be embedded in the structures that both
4 Colin and Don have described.

5 My recommendation is, yes, health conservation
6 zone, but consider the name and consider how it is
7 embedded and owned by the community. Yes, health
8 advocate, but apart from it being a person or a network
9 of persons, it needs to be institutionalised well so
10 that it will be sustainable and survive all sorts of
11 challenges in the community.

12 I'm going to turn on my light again and then I'm
13 happy to continue the conversation with you.

14 MR ROZEN: Thank you very much, Evelyne. So, they're the
15 three presentations - sorry, Evelyne, have you
16 concluded your presentation?

17 PROFESSOR DE LEEUW: Yes.

18 MR ROZEN: Thank you. They're the three presentations that
19 we are to hear from now. The proposal is that we will
20 now move into a more informal discussion group. We've
21 got about an hour available to us, we've got other
22 members of the group. We've left it a bit flexible as
23 to how we're going to do this in terms of logistics.
24 We don't have a table to sit around, for example.

25 If we could have a break for a couple of minutes
26 while we re-organise the room and then we'll reconvene.

27 (Working group 2 commences in the Grand Prom room)

28 (Short adjournment).

29 MR ROZEN: Thank you very much and welcome back to everyone.

30 We've had a very useful discussion, albeit it perhaps a
31 little bit brief, but we were able to cover a number of

1 issues that were stimulated by the very interesting
2 presentations that we heard from Colin, Don and Evelyne
3 this morning.

4 What we're now going to do for the next 25 minutes
5 or so, I think we have, or possibly half an hour - I'll
6 get told if I'm being too ambitious - no, it's nodding,
7 so we've got about 30 minutes available to us.

8 What I would like to invite this group to do,
9 which has been looking at the health conservation zone
10 and health advocate, is to report back to the Board on
11 the discussions we've had this morning. We're not
12 limited to the things that were said this morning,
13 we're very grateful to the group of people that have
14 come together to assist the Inquiry in relation to this
15 topic and I'm sure the Board is very keen to hear from
16 you all.

17 Don, who you heard from this morning, took the
18 role of chair of the group this morning, and Don, I'll
19 invite you to do that again. But before perhaps
20 throwing to Don, perhaps if we could start with you,
21 Gary, if you could tell the Board and for the record
22 your name and the organisation that you're here
23 representing and then we'll go down the table please.

24 MR VAN DRIEL: Gary Van Driel, I'm the CEO of the Latrobe
25 City Council.

26 MR LEIGH: Ben Leigh, CEO of Latrobe Valley Community Health
27 Service and also deputy chair of the Gippsland Primary
28 Health Network.

29 MR CRAIGHEAD: Peter Craighead, Chief Executive of the
30 Latrobe Regional Hospital.

31 MS SHEARER: Marianne Shearer, Chief Executive of Gippsland

1 PHN.

2 MR SINDALL: Colin Sindall, Director of Population Health
3 Prevention Strategy in the Department of Health and
4 Human Services.

5 PROFESSOR CAMPBELL: Don Campbell, general physician, Monash
6 Health.

7 MR BLAKELEY: Greg Blakeley, Regional Director, Health
8 Gippsland, Department of Health and Human Services.

9 MR ROZEN: I'm just wondering to myself what the collective
10 noun is for a group of chief executives and directors,
11 but that's something we can mull over; maybe "a
12 leadership" would be one possibility.

13 Don, perhaps if I could throw to you. We've got
14 some slides which Monica has prepared. Perhaps we
15 could go to the first slide if we could and that might
16 help us.

17 PROFESSOR CAMPBELL: We had some themes come through very
18 strongly. I think the first theme that came through
19 was, I think, community frustration and a level of
20 distrust with what has gone before, and a recognition
21 that we need to avoid political disruption. At one
22 level that will require long-term planning and
23 long-term sustainability, but there needs to be runs on
24 the board fairly swiftly or the community will further
25 disengage and regard it as a bureaucratic exercise yet
26 again. That came through as a theme.

27 It needs to be very pragmatic. We started to hear
28 the voice of employers, and recognising that the health
29 service itself is potentially the largest employer in
30 the Valley, but if there's a role for employers to be
31 heard, that's very important. Employers have a very

1 strong investment in the health of the community.

2 Employers need healthy employees.

3 I think we heard a theme about learners and
4 earners, that these were critical pathways to health,
5 that people had to have an opportunity for employment
6 as one of the precursors to health.

7 We also had a discussion about the health advocate
8 and the need to institutionalise this concept. There
9 was a question as to whether this was an evolutionary
10 step, something that was important initially to manage
11 communication and to create the conversation space with
12 community and ensure that they could see, touch and
13 feel the activities that arose as a consequence of
14 potentially establishing a health conservation zone,
15 and it had to be somebody who had a very strong sense
16 of identity with the community; it couldn't be somebody
17 who represented a bureaucracy - we heard that word a
18 couple of times. Those were important concepts.

19 It was important for it to be above the political
20 fray, something that couldn't be neutralised just
21 because there was a change in Government or a change in
22 perspective as to what the role of Government was.

23 MR ROZEN: Peter, I think from the hospital's point of view,
24 you were talking about the hospital's role as an
25 employer and the significance of that in the context of
26 this discussion. I wonder if you'd just like to share
27 that with the board, please.

28 MR CRAIGHEAD: We see, as a large employer who has a
29 cross-section of employees, so I think our employees'
30 health status matches the health status of the Latrobe
31 Valley is large, even though we probably have some

1 better health outcomes than some of our higher employed
2 staff.

3 Certainly, we have a large focus on employment
4 across the sector and we see our role in improving the
5 health and wellbeing of individuals in our organisation
6 through some work-related programs - healthy eating,
7 exercise, looking at those issues as an important
8 preventative and improvement role that we can have as
9 an employer.

10 I think it would be good to see perhaps the
11 largest ten employer groups across Gippsland targeted
12 in that way, or the Latrobe Valley.

13 I also see in the health sphere, that's our area
14 of primary healthcare that we can get into, but as an
15 organisation we need to get into secondary and tertiary
16 management of chronic disease to prevent debilitation
17 and minimise hospitalisation, and that can be through
18 the development of cardiac clinics, lung, pulmonary
19 clinics, diabetes in the specialist area. Our
20 specialists are starting to work, and I think we talked
21 earlier in the forum about chronic disease and how we
22 can best manage it to keep people out of hospitals to
23 manage the growing demand that we have.

24 MR ROZEN: Marianne, if I could turn to you. The Primary
25 Healthcare Network, a recent innovation which puts you
26 in one sense at a disadvantage, and one of the points
27 you were making in the group was what an opportunity
28 that presents and this Inquiry is very timely in that
29 regard.

30 One of the things that has come through a lot of
31 the discussions and community consultation the Inquiry

1 has engaged in has been the need for greater
2 coordination of service provision, greater coordination
3 of different organisations such as the ones represented
4 here; that's part of the function of the PHN.

5 The question in my mind is, we're talking about a
6 health conservation zone, how does that potentially
7 work with the PHN so that that would improve service
8 delivery rather than merely being an additional layer
9 of bureaucracy?

10 MS SHEARER: Thank you, and it's a question that raises, I
11 suppose, the different sides of the opportunity as well
12 as not adding a layer of fatigue, because there are a
13 number of activities already in place, there are strong
14 organisations already in place, and they have the
15 existing structures. So, with the PHN, it will want to
16 work with those structures and add value to those
17 structures rather than adding another layer on top of
18 that.

19 I think that's where the fatigue sometimes comes
20 in, either for the community or organisations and
21 sectors that think, I'm doing some of this already and
22 here you go, we're just going to add more meetings and
23 more meetings and no action and no benefit.

24 So, for the PHN, we'll be wanting to take the
25 opportunity to add the value with our population health
26 planning role to build on and use existing structures
27 to inform what's needed for the community and to inform
28 future purchasing.

29 From that, we will and do have funds for
30 commissioning of services and we're hoping that that
31 will grow, so we will want to be able to invest in

1 existing services and build capacity with existing
2 services to be able to provide more for the community,
3 and that might mean more from within existing settings
4 or it might mean more in the way of being able to
5 enable outreach services.

6 We have nearly 1,500 members with the PHN and
7 we've got an opportunity to be able to commission in
8 such a way that helps integration of services between
9 the sectors. So it might be working with nursing
10 services provided from the community health, working
11 with specialists in telehealth as an arm that links
12 with hospital; working with community services that are
13 supported by council and many others; we want to be
14 able to branch that out and help with the integration
15 and help with the access.

16 MR ROZEN: Ben, perhaps if I can bring you in here, if I
17 could, you're wearing at least two hats, the community
18 health hat, but you're also Deputy Director, if I've
19 got the title right.

20 MR LEIGH: Deputy chair.

21 MR ROZEN: Deputy chair of the PHN. Just talking
22 specifically about the health conservation zone, if
23 that was an initiative that was to be implemented in
24 Latrobe Valley, how do you think it can work? How can
25 it improve the health of the people in the Valley?

26 MR LEIGH: From the perspective of the PHN, I think it would
27 assist the work of the PHN as it stepped up now and
28 started taking responsibility for population health
29 planning across the whole region, being Gippsland, and
30 I think the PHN would look to local communities such as
31 Latrobe to take charge of their own destiny and look at

1 the special needs that they might have and to be
2 supported and assisted by the PHN perhaps.

3 Firstly, I would say that the PHN wouldn't want to
4 take over the role of local communities necessarily in
5 those special areas.

6 What a health conservation zone could do for us
7 though, is that, in the past - and Marianne has made
8 reference to this - is that there have been various
9 initiatives, various networks that we've put together
10 that have often been short-lived and perhaps haven't
11 delivered the results we would have liked, and perhaps
12 a little bit broad in their focus.

13 I would see a health conservation zone, if it were
14 to be successful, needing to have a very clear focus on
15 what it wanted to achieve. It would need to have a
16 long-term commitment by the community, by the
17 Government. It would need to have clear metrics that
18 were understood and engaged the community in developing
19 and monitoring about our health here, our wellness and
20 that we work together to achieve those.

21 It would need to be adequately resourced so that
22 it could stay the long-term and do the work that was
23 required. It would need to have a very broad
24 membership. It would need to extend beyond the
25 traditional boundaries of health and wellness, but in
26 all sorts of areas, being the environment, being
27 industry, because the whole community has an investment
28 in its health.

29 In my experience when I talk to people, the whole
30 community has an interest in health, and so, we would
31 need to have engagement mechanisms that would bring

1 those participants to the table and engage them.

2 Don gave the example this morning of the bacon and
3 eggs, so we would need to have clear bacon in this that
4 would bring all of those stakeholders to the table to
5 pursue a clear focus on improving our health and
6 wellness. If that were to be achieved, I think we
7 would have some success.

8 MR ROZEN: So, you're very taken with the bacon idea. Gary,
9 if I can bring the council perspective in here. You
10 explained to the group about the council's existing
11 public health and wellbeing plan which has its own
12 initiatives and goals. How might health conservation
13 zone, how might it overlap with the existing structures
14 in a way that's beneficial?

15 MR VAN DRIEL: I think you would be looking at, I suppose,
16 understanding the definition of "health" within that
17 zone. The public health and wellbeing plan articulates
18 wellness across a broader spectrum than just sort of
19 biomedical. I think, if you're looking at
20 communities - and I mentioned community development,
21 the work that council does in engaging with
22 communities - often it's about creating liveability,
23 improving the enjoyment of citizens in their areas, and
24 so, it's in the context of a broader definition around
25 what adds to the health of the community.

26 Through the Local Government reporting framework
27 there are a number of indicators that we already report
28 on that actually link back to the delivery of the
29 actions and outcomes within our plan.

30 MR ROZEN: Don, if I could perhaps go back to you. One of
31 the clear themes for me from the discussion this

1 morning was the importance of sustainability of
2 anything that's put in place being able to outlive the
3 political cycle. Everyone agrees with that, it's easy
4 to say, it's an obvious point to make; I suppose the
5 challenge is, how does one do that?

6 One discussion point was that, the greater the
7 community involvement, the greater the community
8 support for any initiative, perhaps the more likely it
9 is to outlive the political cycle in the sense that,
10 politicians are less likely to tamper with something
11 that is entrenched in the community.

12 Is that something that, from your understanding of
13 international and interstate experience, is a
14 significant factor in this debate?

15 PROFESSOR CAMPBELL: Yes, one of our community members,
16 who's the lady at the end whose name I've forgotten,
17 Marianne, she had this idea of the Latrobe Health
18 Foundation. I'm reminded by one of my colleagues that
19 the concept of social impact bonds is starting to get
20 some air play in various sectors; the idea that there
21 are bonds that are invested and there's a return, you
22 know, a cash return on the bond if the investment
23 achieves its objectives, its outcomes - this idea of
24 sustainability that transcends the political cycle and
25 takes people away from the idea of being dependent on
26 Government handouts, translating that across into
27 saying that the whole community has skin in the game
28 around improving health outcomes or improving outcomes
29 from the justice system.

30 In New South Wales there's been two examples of
31 social impact bonds in the justice system, and they're

1 paying 8 per cent, because they're achieving their
2 deliverables around return to employment and recidivism
3 rates in the justice system. I know that has some
4 intrinsic appeal, because we spent a lot of money on
5 the justice system and, if we spent less money on the
6 justice system, we might be able to spend more money on
7 the healthcare system. They look awfully like the same
8 customers quite frankly because people who are heavy
9 users of the justice system also are heavy users of the
10 healthcare system.

11 So this concept of social impact bonds as a
12 potential vehicle for business to invest in improving
13 the health outcomes of the community as a means of
14 achieving sustainability beyond political cycles has a
15 lot of merit.

16 MR ROZEN: The overhead slide there just reminds me about
17 the link that was made a number of times during the
18 discussion this morning between the two topics: the
19 health conservation zone topic and the health advocate
20 zone topic. Whilst they're separate, in a lot of ways
21 they are related.

22 We heard discussion about having a champion for
23 health in the area. I'm happy to open this up to
24 anyone on the panel really, how the two ideas might
25 interact and how a health advocate might be able to
26 make a health conservation zone a more sustainable
27 concept over time.

28 Perhaps, Don, if you could kick us off on that, if
29 you don't mind.

30 PROFESSOR CAMPBELL: The first thought was, a very effective
31 health advocate with their entrepreneurial role may

1 well find themselves receiving an offer too good to
2 refuse and moving on to pursue their own career, so
3 there's a risk of investing this role in only one
4 person, but, if that's how it starts, the person who
5 takes that role on, their first job is to ensure the
6 persons who come after them can do their job, that they
7 institutionalise that role, rather than have it vest
8 only in one person.

9 It's very useful to have a figurehead, but the
10 figurehead has to ensure the transfer of that role
11 beyond them into a broader group sitting behind them.
12 That was a concept that I think our group discussed and
13 had some reasonably clear views on.

14 MR ROZEN: Marianne.

15 MS SHEARER: I was thinking of it a little like business and
16 new ventures. Often you need a really entrepreneurial
17 person to start that venture that's very engaging and
18 engaging at many levels, and then to follow becomes
19 that institution, and also a person that perhaps moves
20 into the maintenance mode, because that then builds the
21 sustainability of the organisation.

22 So, the vision at the beginning needs to be to
23 have somebody quite at that entrepreneurial level and
24 can engage the community and can be that link there,
25 but then building in mechanisms that actually backfill
26 and keep that maintenance mode and builds that
27 strength.

28 MR ROZEN: Looking at the slide again, and I'm seeing the
29 second point; I'm reminded of what we heard from
30 members of the community during the group, and that is
31 the idea that, if the health advocate's stuck in an

1 office behind a desk and inaccessible, then they're
2 going to be less able to do that important work of
3 engagement with the community.

4 Perhaps, Ben, if that's something you might like
5 to make some observations about.

6 MR LEIGH: Yes, I sometimes wonder whether we are sort of
7 trying to create a Gandhi-like person here, because I
8 think what will be necessary is that that person will
9 need to bring a certain level of vision to the role
10 themselves, but a high level of engagement skills, as I
11 said before, across industry, across sectors, across
12 communities, and I think that will be critical to the
13 success of this.

14 I think initially we are looking for someone that
15 can bring us together and bring traditional players
16 together in a space that perhaps they're not familiar
17 with, but then, importantly what we then said was that
18 it was going to be important to systemise this because,
19 if that person is that good, they will probably be
20 needed elsewhere after a time, and so, part of the
21 process will be systemising that and building that up
22 so that it's self-sustainable.

23 MR ROZEN: You made reference to Gandhi when Marianne was
24 talking - I was thinking Steve Jobs, that's an
25 interesting person we're creating here and I wonder
26 where they are. I wonder if anyone else wanted to add
27 to that discussion? Don't get all shy on me now.

28 PROFESSOR CAMPBELL: It's a very difficult role, because
29 part of it is around communicating with community and
30 carrying the community on a journey, and we're aware
31 that there are disparate communities, that potentially

1 people do identify with the Latrobe Valley as a region,
2 but they will have strong identification with towns
3 within that and won't necessarily see the Latrobe
4 Valley as a word that refers to them, whereas they
5 might see themselves as a person from Morwell or a
6 person from Moe.

7 So, people have strong identification with bits of
8 the Valley, so the messaging is going to have to be
9 targeted to particular towns or groups within those
10 towns, so that person's going to have to have a very
11 good local knowledge to be able to communicate that.

12 Equally, I think if they're going to play a role
13 in relation to an entity that might be the entity that
14 brings together a health conservation zone, to really
15 be able to channel the desires of the community to see
16 quick wins. They're going to have to see things that
17 they want to see, touch, feel as representing outputs
18 from this marvellous activity that isn't quite tangible
19 when it's first announced, so that will be an important
20 role for that person.

21 Equally, I guess, the question around the health
22 conservation zone, if there's such a thing, is that it
23 is assisted to ensure that it's successful by having
24 access to some of the best brains that the state can
25 muster who have got demonstrable success at regional
26 levels in bringing in finance in innovative ways.

27 We heard from our community representative that a
28 quick win for them would be jobs in Morwell. So, how
29 do we find out how to do this? Well, arguably not all
30 of the expertise is going to come from Spring Street,
31 not all of the expertise is going to come from Collins

1 Street, and potentially not all of the expertise is
2 available locally, but there might well be people with
3 a lot of expertise in other parts of Regional Victoria
4 who have got something to contribute who would want to
5 contribute something in some way to a very special
6 initiative.

7 MR ROZEN: Thank you. What I'd like now to do is start to
8 wrap up this presentation. What we've done with each
9 of the groups that have previously come together and
10 assisted the Inquiry is to conclude by asking each
11 member of the group if they had one message they wanted
12 to convey to the Board about the topic that's been
13 discussed, then now's the opportunity to do it.

14 Just because where you're sitting, Gary, it seems
15 opportune to start with you. If there was one message
16 you wanted to convey from the council perspective or
17 from a broader perspective as someone living in the
18 Latrobe Valley to the Board about this concept of
19 health conservation zone and/or health advocate, what
20 would that message be?

21 MR VAN DRIEL: Again, I think it would be re-affirming the
22 need to have a broader definition of what the health
23 conservation zone is all about, and for the players to
24 actually understand where their boundaries are on the
25 playing field.

26 I think ultimately, though, the success will be
27 the capacity of the advocate, or the office of the
28 advocate, to engage with community to provide that
29 conduit and capacity for - we used the word
30 "cogenerating" solutions with community.

31 MR ROZEN: Thank you. Ben?

1 MR LEIGH: Yes, I think Latrobe deserves a special focus on
2 its health, and particularly parts of Latrobe, and
3 particularly Morwell. It needs to be long-term and it
4 needs to be well resourced with strong engagement and
5 commitment to improving the health of our community,
6 and not re-instating us to the former level of
7 disadvantage prior to the fire, but in fact elevating
8 us to health status levels that are comparative with
9 the best parts of Australia.

10 MR ROZEN: Thank you. Peter?

11 MR CRAIGHEAD: I'd like to see us get off the bottom of the
12 league table now, because we've got poor health
13 outcomes; I think we can make a difference starting
14 with small steps.

15 We also need to see that the Valley has equity
16 with our regional providers. We are so far behind the
17 8-ball on health investment in comparative,
18 self-sufficiency. We lose a lot of our disadvantaged
19 people who still have to go to Melbourne, have a lot of
20 hidden money that's spent on travel, accommodation and
21 that to provide the services that we should be
22 providing in the Valley.

23 MR ROZEN: Thank you. Marianne?

24 MS SHEARER: It's getting harder to add value, you're all
25 pinching my headlines here.

26 Integration of care will be important for the
27 future, so it needs to be a key part of the focus of
28 the zone.

29 Increasing access and looking at different
30 mechanisms to do that so that people don't always have
31 to travel back into Melbourne; and measurable

1 improvements for the community. So that means we need
2 a commitment to shared data so that we can be
3 accountable back to the community, back to ourselves,
4 to know where to invest in the future, to attract
5 investment, and new investors for the community.

6 MR ROZEN: Thank you. Colin?

7 MR SINDALL: Yes, thank you. I think it is really important
8 to ensure that, whatever is done, really builds very
9 much on the foundations of the existing structures and
10 processes.

11 I think, without the real ownership, both from
12 local agencies and the local community, whatever is
13 done is potentially fragile and I think that absolutely
14 has to be the starting point.

15 I've seen many initiatives come and go, as we all
16 have, and there probably are not too many magic
17 bullets. It probably needs to start with the strengths
18 and opportunities that exist locally and, if there are
19 some gaps, or if there are some issues that need to be
20 addressed, we need to look at how we strengthen those
21 structures and processes and really think very
22 carefully about, in a sense, new, totally new
23 directions.

24 MR ROZEN: Don?

25 PROFESSOR CAMPBELL: My final comment would be, to throw out
26 the challenge to the community that, having established
27 their health conservation zone, that they could report
28 back to us in 12 months' time what they've achieved,
29 and that in three years' time we look back and say,
30 this was the point at which we turned it around and
31 started to see a different future for the health of the

1 people of the Latrobe Valley.

2 MR ROZEN: Thank you. And, Greg?

3 MR BLAKELEY: Just probably adding to Colin's comments I
4 suppose, and probably picking up on a few things that
5 Ben and others have talked about, I think whatever
6 solutions in a place-based sense that we're going to
7 come up with additionally in the Latrobe Valley, you
8 need to build on the existing. PHN is obviously a new
9 player on the block that we can leverage off as well
10 and a great opportunity to partner with them.

11 I think Ben's point, I just want to pick up on
12 strongly as well, and that is that, addressing health
13 inequalities and health prevention and social and
14 economic participation in the upstream sort of sense is
15 very much beyond the current health players. It's
16 also, we need to engage a whole raft of other community
17 groups, the community generally and private business in
18 that co-design.

19 MR ROZEN: Thank you. I should ask if Members of the Board
20 have any questions at this point. John, was there
21 anything you wanted to ask?

22 PROFESSOR CATFORD: No, that was good, thank you very much.

23 MR ROZEN: Terrific. It just remains for me, on behalf of
24 the Board and its staff, to thank the members of this
25 group very much for the time they've made available to
26 us this morning and for giving us the benefit of their
27 collective wisdom and experience, local and external, I
28 think it's been a very valuable session. Thank you.

29 We'll now have a brief break while we reconvene
30 with the next group that will report to the Board.

31 (Short adjournment.)

1 **COMMUNITY ENGAGEMENT AND COMMUNICATION**

2 MS SHANN: This is the community engagement and
3 communication forum and we've got a full and extremely
4 excellent and expert panel. We've got a chair, Sara,
5 who I'll throw to, and a PowerPoint presentation, so
6 we've got to cram it all into one hour. You'll hear
7 from me, as I've already warned the panel, if they
8 start not obeying the strict timelines, but otherwise
9 Sara will explain and go through with the board what
10 the panel discussed and what the ultimate
11 recommendations are in this area. Thanks Sara.

12 MS RHODES-WARD: Thank you, Ruth. I think it's important
13 to note - we'll introduce the panel members shortly -
14 but we had of course wanted to deliver our presentation
15 to you in mime, but Ruth said we'd go over time, so
16 we're going with a very traditional PowerPoint format.
17 We think you'd have enjoyed the other better but we'll
18 see how this goes.

19 I'm just going to ask the panel members to
20 introduce themselves and then we'll provide you with
21 our reflections of this morning's session. Marilyn.

22 ASSOCIATE PROFESSOR WISE: I'm Marilyn Wise from the Centre
23 For Primary Healthcare and Equity at the University of
24 New South Wales. My background's in public health and
25 health promotion.

26 MS SINHA: I'm Lisa Sinha, I manage the Gippsland
27 Multicultural Service. I'm here representing migrant
28 and refugee communities.

29 MS CHARALAMBOUS: I'm Stephanie Charalambous. I currently
30 work at the Latrobe Valley Express newspaper and I've
31 been a local journalist for almost nine years.

1 MS RECHTER: Jerril Rechter, the CEO of VicHealth, also
2 known as the Victorian Health Promotion Foundation.

3 MS LUND: Tracie Lund, manager of the Morwell Neighbourhood
4 House.

5 MR CAMERON: Steve Cameron is my name. I work for Emergency
6 Management Victoria.

7 MS FARMER: Wendy Farmer, president of Voices of the Valley.

8 MR KLAPISH: Simon Klapish, I'm the corporate social
9 responsibility manager for GDF Suez, and I've worked
10 for - or originally Hazelwood - since 1995.

11 MS SHANN: Sara, can I step in, would you be able to
12 explain, we've got two panel members who aren't
13 physically present at the moment and perhaps you could
14 introduce them in their absence.

15 MS RHODES-WARD: So we were joined by Jane and Carlyne.
16 Jane is from EW - I always forget the other letter -
17 EW Tipping, and Carlyne is from the community recovery
18 committee, and both provided excellent input and were
19 valued members of our session, but they had other
20 commitments that they needed to attend to and they did
21 ask that we provide their apologies to you for not
22 being able to be here.

23 Our session considered the question of community
24 engagement and communication, and I think there were a
25 number of elements that we were particularly delighted
26 by: I think, largely, the level of furious agreement
27 that we had on a range of elements and recommendations
28 that we'd like to provide to you and also the
29 opportunity that we had to share and experience and
30 tell stories from the collective depth and knowledge of
31 the panel was particularly insightful and really helped

1 guide us in our conversations and provide an enormous
2 amount of expertise into that space.

3 We'll be considering the questions and each of the
4 panel members will provide you with their reflections
5 from our session.

6 We first considered what were the best ways
7 forward for community engagement. I think largely as a
8 broad premise we said critically that engagement should
9 be undertaken with communities, not done to
10 communities, and that we felt that that was a really
11 important foundation component of community engagement.

12 Marilyn has raised some interesting and important
13 points around seats at the table.

14 ASSOCIATE PROFESSOR WISE: Thanks, Sara, very much. It was
15 a great experience to be part of, thank you.

16 I wanted to start by - because there's never any
17 question, at least in my mind, about community
18 engagement and communication, but I just thought, in
19 terms of linking it to, how does did contribute to
20 improving the health of populations, it was important
21 to not move beyond the sense in which it's important as
22 a right of citizenship, which indeed it is, and that
23 it's important for its instrumental reasons so that we
24 can exchange information and so that decisions can be
25 made in the interests of communities based on good
26 information - that's obviously important as well.

27 But there's another part of the community
28 engagement and communication which often gets missed
29 out, and that is, that actually being represented as
30 part of the community being consulted is independently
31 important for health.

1 The communities that have been excluded from
2 decision-making are always less healthy than those that
3 are in, and it's consistent everywhere. So, being
4 engaged is independently important for your health,
5 irrespective of what you say or what you add, it's
6 actually important to be at the table.

7 MS RHODES-WARD: We also talked about the importance of that
8 being an honest and earnest dialogue and that it be a
9 two-way communication - as much as there's generous
10 communicating, there's generous listening and certainly
11 Lisa has some interesting reflections in that space.
12 Lisa.

13 MS SINHA: We're talking about there being a sense of
14 belonging, and that being the difference between being
15 marginalised or feeling like you're part of the
16 conversation. And that, dialogue rather than
17 consultation matters, and that people from authorities,
18 decision-makers and leaders need to be able to
19 consistently go to where groups are and where
20 communities are, rather than have one or two
21 representatives come to them, that that's not going to
22 be effective.

23 So, apart from cultural diversity in general;
24 youth, LGBTI, all sorts of communities, need to have
25 leaders come to them and go to where they are
26 consistently.

27 We talked about disconnected groups and those who
28 are not involved in any group whatsoever and the
29 importance of it not being token, so not having one
30 youth or one person from a core background on a
31 committee and thinking that that's going to be

1 consistent or effective, and not relying on print or
2 forms that are not going to be useful if you're not
3 literate in English, or it's not your first language,
4 or you're blind or have some other disability or need
5 for other ways of communicating.

6 MS RHODES-WARD: We also talked about it being very much a
7 place-based approach, and that the way in which
8 engagement will work for various communities or
9 neighbourhoods or groupings will be quite different.
10 The fundamental important component of that is in
11 asking which way engagement works most effectively.
12 Certainly Wendy had some great insights from her
13 experience that she'd like to share.

14 MS FARMER: I think personally, or in a group as well, the
15 community want to be engaged but we need to reach out
16 and see how they want to be part of that engagement.
17 Some people will want to have a big part of being
18 engaged and others will want to have very little, but
19 we've got to work out how we get to those people; what
20 sort of form of communication that we give to them and
21 what they really want to receive. So, some people will
22 be good on social media, whereas others will read the
23 Express, or some people will only listen to the news,
24 so we have to work out how we engage them and use the
25 services that they actually work with.

26 I think we need to engage neighbourhood areas,
27 where neighbourhoods are actually starting to talk to
28 each other, when you're walking the dog or walking the
29 street or walking past someone's garden or doing
30 different things, that we're actually engaging and
31 talking to people there, seeing what they want.

1 MS RHODES-WARD: And so, I'm going to go to Tracie now
2 because we're on the neighbourhood theme. So Tracie,
3 I'm going to ask you to share some of your experiences
4 as well.

5 MS LUND: Okay. On a neighbourhood level I think that the
6 most important thing that we need to do is actually
7 come into the communities, go to the individual little
8 towns and the areas and actually ask these questions.
9 A way we can do that is by tapping into the already
10 established trusted local leaders and community leaders
11 in those spaces. They're already there, they know
12 their people and they're often really good sources to
13 actually infiltrate straight into the community
14 directly.

15 We really have to start at that localised level
16 and build and add on to that, rather than asking people
17 to come into an unfamiliar space and be talking at them
18 all the time.

19 One of the things that come up for me quite a lot
20 through this was, if it's about us, then include us; we
21 have to be included the whole way through and the way
22 you can include us is by coming to us and asking those
23 questions.

24 MS RHODES-WARD: Great, thanks, Tracie. Certainly, Steve
25 Cameron brought us all back to a policy framework and
26 had some reflections around existing structures that
27 exist and how that aligns to the principles that we'd
28 identified.

29 MR CAMERON: I think it was important to recognise that we
30 talked about grassroots work with the local community,
31 and that's linked to a policy perspective that's

1 already in place.

2 The example that we discussed, and I raised, was
3 the Emergency Management Forum White Paper that's
4 already in place, and that policy already looks at
5 involving the community, it has three principles of
6 community, collaboration and capability and we can link
7 this local work through to a policy framework that's
8 already in place.

9 MS RHODES-WARD: We also had a conversation about enablers.
10 Tracie, did you want to say anything further about
11 trusted networks?

12 MS LUND: I guess what I'd like to add to that is,
13 stakeholders actually understanding the value of those
14 trusted networks. Quite often presenting in a uniform,
15 or coming in with a local council agenda or a State
16 Government agenda already puts people up on the back
17 foot.

18 I can't stress enough how important it is to
19 actually have those networks with those community
20 leaders beforehand; have them established. From my
21 point of view, I'm still grappling with, where do I go,
22 what do I do, how do I connect in?

23 Myself and other people in not-for-profits who are
24 in those position need to be connected into that all
25 the time, not as an afterthought when things go wrong
26 and then we're grappling to get to our community. Then
27 we go into these places and ask quite a lot of these
28 community leaders, and they're not resourced or funded
29 or connected in prior, it needs to be done all the
30 time.

31 MS RHODES-WARD: Our conversation very much landed in that

1 localised building and supporting, strengthening
2 community connectedness and social cohesion.

3 We also had a lovely offering from our room, that
4 wasn't around the table, recognising that there are
5 people who have lived in the Valley who no longer live
6 here who also want to be proud advocates, supporters
7 and champions of the area, and that they're an
8 important community for us also to tap into in terms of
9 creating a broader sense of optimism for this
10 community.

11 We also spoke about community groups, so we very
12 much recognised that neighbourhoods and place-based
13 activities are critical, but we also spoke about the
14 importance of community groups, and in supporting those
15 community groups to be engaged and involved in a robust
16 community development space, very much a
17 strengths-based approach in moving forward with
18 engagement. As Tracie said, that's very much where
19 those trusted voices and networks are established.

20 We did have some conversation around barriers, and
21 Simon, I'm going to throw to you at the end of the
22 table there about barriers.

23 MR KLAPISH: I was just making the point that there are
24 many, many positive stories in the Valley, and it is a
25 healthy place to live, and the perceptions sometimes
26 are completely erroneous.

27 One in particular is, the air quality; the air
28 quality in the Valley is significantly better than
29 Melbourne and has been for 30, 40, 50 years and
30 continues to be that way. The factual elements of what
31 life is really like here and how healthy it actually is

1 needs to be put out there. One of the barriers is
2 either misinformation or a continuous negative view,
3 which can then create that belief system locally and
4 further afield in particular.

5 MS RHODES-WARD: And so, counter to Simon's claim was Steph,
6 so it's always great when we've got one of our local
7 journalists in the room. Steph, you had some thoughts
8 around that yourself.

9 MS CHARALAMBOUS: Yeah, I guess it's the feeling that there
10 are positive stories out there, and local media in
11 particular wants to jump on those stories. It's about
12 getting the message, I guess, to local media about
13 those stories in our community, and getting the message
14 out I think just to the general population, that we
15 want to hear everybody's story.

16 I think there's a sense in the community that
17 perhaps people feel like, well, why should I be in the
18 paper? Why should I be having my say? I may have
19 contributed to this football club for 30 years, but I'm
20 nothing special. We want to counter that, we want to
21 highlight that person and celebrate that person;
22 celebrate individuals and local programs in the
23 community that are positive, and it's just about making
24 those connections and getting the message out that we
25 want to hear these stories and we're happy to tell
26 them.

27 MS RHODES-WARD: We saw that as a key recommendation moving
28 forward, in terms of building support within
29 neighbourhoods, strengthening community groups and
30 supporting community groups to celebrate and sell the
31 successes within their communities and to be able to

1 celebrate and champion great things that are occurring
2 and certainly looking at leveraging partnerships and
3 creating a greater connection to local media was
4 certainly a key component to that.

5 The next question we considered was, should the
6 community co-design future health initiatives. We
7 thought this was the wrong question to ask this group
8 because nobody was interested in saying no, we all
9 interested in saying yes, and there was furious
10 agreement in how many ways could we say yes. Jerril,
11 I'm going to throw to you on this please.

12 MS RECHTER: As Sara said, there was just absolute agreement
13 that we should be co-designing and that was really
14 fantastic to hear. I guess, bringing back to the
15 discussion around the community being responsible and
16 wanting to drive the direction and the vision for the
17 Valley, and experts coming in to help realise that
18 vision, not to tell the community what the vision is,
19 and I guess, understanding that that shared vision
20 process actually enables to build some of the trust
21 that needs to be built up, builds the relationships and
22 the partnerships that need to happen across media,
23 across community, across non-government organisations
24 and how the group felt it would be a really fantastic
25 way to build capacity across the community at the same
26 time.

27 MS RHODES-WARD: Part of the conversation was also that we
28 didn't feel the community should be limited to just
29 health initiatives. We had a conversation broadly
30 about the community co-designing a range of elements
31 within the public realm that impact its health and

1 wellbeing and liveability.

2 We certainly spoke about the community being
3 partners in co-designing and being an intimate part of
4 the regulatory framework for the operation of mines and
5 power stations, and certainly in co-creating a future
6 vision for mine remediation and what that may look like
7 and how the community can participate in a process
8 where what the community receives at the end of a
9 process is an asset for the community and not a thing
10 that is left which meets all the regulatory criteria
11 but doesn't meet the community's criteria for success,
12 and we spoke about the importance of having community
13 participating in that process.

14 We also spoke about that being a learning
15 opportunity, a community learning opportunity, and
16 Tracie had some insights around that as well.

17 MS LUND: Around that, I think there's an opportunity there
18 for the community and stakeholders to be working
19 together and it empowers the community to actually
20 input into that process and, when we've all got a
21 shared input here, and we're all stakeholders, then we
22 will journey that road much more effectively together,
23 and the outcome is then positive for stakeholders and
24 community, everybody that can come together.

25 From my point of view, it's about that process of
26 learning and empowering the community to actually have
27 a say and be able to input into these areas.

28 MS RHODES-WARD: And so, any conversation that you have
29 about the Latrobe Valley always at some point talks
30 about the inherent sense of competition between towns
31 in the Valley, and certainly Wendy had some great

1 insights into the thing that can connect us can make us
2 stronger, so I'm going to throw to Wendy now for her
3 thoughts around that.

4 MS FARMER: Thanks, Sara. Often when we talk about Latrobe
5 Valley, we talk about Traralgon, Morwell and Moe as
6 three different places - everybody would have heard
7 that before. The competition between those three towns
8 are ongoing. We need to start looking at Latrobe
9 Valley as one place, one united place where we're
10 working together to improve the whole of the Latrobe
11 Valley rather than just one town.

12 I think, as we continue to break the communities
13 down, we actually create more angst against each other
14 and more competition against each other. I think, even
15 sometimes in groups, clubs and things like that,
16 there's also a competition as well and, rather than
17 this competition between each other, we need to be
18 working around the same goals that we want for the
19 Latrobe Valley, and they will be a little bit different
20 and everybody's opinions are important, but we also
21 need to be working as one.

22 You look at places like Ballarat where they have
23 massive amounts of little towns in them, but if you
24 were to speak to someone from Ballarat, they would say
25 I'm from Ballarat; okay, I live in Newborough of
26 Ballarat - I can't think of a town in Ballarat - so I
27 would say, I am from Latrobe Valley, I live in
28 Newborough. I think we need to start connecting;
29 instead of fighting, the three towns, we really need to
30 connect, and I think it comes right from our local
31 council down to the community working together to make

1 sure we get that.

2 MS RHODES-WARD: Thanks, Wendy. Certainly Steve had some
3 experience in the emergency management lens in using
4 common purpose to bring community together. Steve?

5 PROFESSOR CAMPBELL: There's always the opportunity to
6 discuss with the broader part of the community, but
7 using existing networks obviously is a key part of that
8 process to discuss what those people think are
9 important at the moment to see if there is a shared
10 vision and there are some common goals. But also to
11 extend beyond those networks and use those to connect
12 to the broader part of the community that may not
13 necessarily be connected at this point to see if there
14 is some sort of a shared passion for the Valley in its
15 way forward and whatever that might be to reflect the
16 Valley and their future, and also to work more closely
17 together with the organisations to see if they can be
18 part of that and look at developing mutual goals and
19 potential solutions for the issues and opportunities
20 that are raised.

21 MS RHODES-WARD: We were all very mindful in our
22 conversations too about the important need for
23 inclusive practice. Certainly, Lisa had some wise
24 words for us during our conversations.

25 MS SINHA: We need to think of ourselves as a culturally
26 diverse community, and to look to the future we need to
27 have cultural competence as part of the core business
28 of our authorities and services and our agencies so
29 that we're able to work in a partnership with all of
30 our communities, and we're able to work effectively
31 with them. We also need to have a lot of thought about

1 the shape of our doors and how we work with people so
2 that "all welcome" really means something, and how we
3 reach out to those that are particularly isolated,
4 whether it be location, or culture or language or the
5 reason for their isolation, that we're able to
6 genuinely connect and partner with them.

7 MS RHODES-WARD: We then considered the question which was,
8 how do we include others in co-design or include the
9 broader community in co-design.

10 Certainly, we recognised that many of the
11 experiences that we've had to date in working with our
12 communities, those that really connected well, is a
13 more traditional face-to-face, door-to-door,
14 neighbourhood-by-neighbourhood approach. Tracie
15 certainly had some learnings from her experience that
16 she'd like to share.

17 MS LUND: I did, didn't I? I knew it would be me. Okay, so
18 I think some of the things that we went on to do was
19 around the databases and things. So, during the mine
20 fire we went to our database and we called people
21 directly. We encouraged people on social media to
22 check in with their neighbours, we held information
23 sessions.

24 After the mine fire we've gone on to do some other
25 things where we did a Valley to Valley project. I
26 actually drove around the Valley, all of the little
27 towns, in my car and asked the people in each town what
28 was of value to them, what would be the message they'd
29 want to share about their community to another
30 community. We got words like, in Boolarra it was about
31 local heroes, and those were the people on the ground

1 that were making sandwiches all night for people when
2 there were fires, or the men that opened up their store
3 24 hours a day and worked with its community that way.

4 In Morwell the words were around respect; this
5 community wants to be respected, which is something I'd
6 forgotten to say in there. And it was about, we are
7 one, it was about being included.

8 In Yallourn North, their messages were about, it's
9 a tight-knit community and their messages were about
10 mateship and power and what that looks like for them.

11 I think there's wonderful examples of community
12 coming together and being able to - there is a shared
13 vision here for the Latrobe Valley; we all want the
14 same thing. All the towns are going about it slightly
15 differently, but we need to bring that into a space
16 where we can journey that together and have that
17 community engagement from all of those towns into one
18 area.

19 I think the Neighbourhood House has been able to
20 show over the last year or two some wonderful examples
21 about how we engage our community and how we get the
22 best information from our community and how we get
23 significant input and buy-in from them.

24 MS RHODES-WARD: We certainly saw that trusted networks are
25 critical and key in terms of gaining access and
26 building those relationships in those communities.
27 Somebody was unkind enough to suggest that, if I was in
28 the car as opposed to Tracie, we wouldn't have gotten
29 in the front door. I'm sure they didn't mean to offend
30 at the time. I recognise that I'd invite Tracie in for
31 a cup of tea as well.

1 Steve also then spoke to us about connected groups
2 and leveraging the relationships between those groups
3 as well.

4 MR CAMERON: I guess it builds on the comment that I made
5 earlier, that the trusted networks and the key staff
6 and volunteers are already part of the fabric of the
7 community; we need to build on those strengths and not
8 necessarily impose other people and processes on that,
9 so to work collaboratively with those people that are
10 already part of the community and will be for the
11 future.

12 MS RHODES-WARD: Again, we were considering our inclusive
13 practice during this conversation around co-design, and
14 Lisa did note to us that, while we understand what
15 co-design is, it's probably not the most inclusive
16 piece of language that we were throwing around this
17 morning.

18 MS SINHA: We often had to rethink these things and what
19 they really mean in concept; even straight interpreting
20 them still might not make sense.

21 Last year when the Inquiry held community
22 consultations I got onto the staff to say, look, people
23 I work with may or may not have seen that advertised in
24 the paper but they wouldn't think it applies to them.
25 If we invite them and say the Commissioner would like
26 to talk to you and wanted to hear from you and we book
27 an interpreter, then they'll come. So we really have
28 to think, how do these things apply? Have you come
29 from a background where there's no difference between
30 Government and other statutory authorities, how would
31 you find that intimidating, how do we make that clear

1 what the role of the Inquiry or other bodies are.

2 Police, for example, have been working hard with
3 core communities in recent months, the importance of
4 developing those sustainable ongoing relations so that
5 the language will then make sense and the role will
6 make sense was stressed.

7 MS RHODES-WARD: Fundamentally, in terms of considering
8 co-design and a future for the Valley, we felt that
9 there needed to be very strong bipartisan support for a
10 long-term plan; that obviously is very much a
11 strengths-based community-led approach.

12 We were leveraging from Jerril's considerable
13 experience in this space around the importance of
14 having key media partnerships in it.

15 MS RECHTER: We talked, particularly because Stephanie was
16 in the room and such a champion for the power of local
17 media and how the media really does want to work
18 collaboratively. So certainly media in all its forms,
19 from television through to print, through to
20 newspapers, but also how you can develop those stories
21 on the ground and use those stories to help build the
22 vision for the community was certainly something that
23 we talked about.

24 MS RHODES-WARD: Certainly we'd had a conversation, the
25 recommendation around funding for a campaign to promote
26 the Latrobe Valley; we would very much caution that
27 conversation that, again, that needed to be almost a
28 contagious community-led approach as opposed to an
29 approach created by potentially consultants in
30 Melbourne - not that there's anything wrong with
31 consultants in Melbourne - but we felt that in all of

1 our conversations there was an unquestioning level of
2 support for the fact that there's enormous wisdom in
3 our community to not only solve its own problems but to
4 envisage for itself a bright and prosperous future, and
5 that potentially some of the approaches that have been
6 undertaken in the past, we haven't had that as a
7 grounding principle, that this is a wise community with
8 many years of experience, and we need to, in some ways,
9 tap into to unleash that potential that exists within
10 the community.

11 We then spoke about ways to best improve
12 communication, and because of course we had one of our
13 favourite journalists in the room, we asked Steph if
14 she'd be able to give us some insights, and she's going
15 to share those with you now.

16 MS CHARALAMBOUS: Yeah, I guess if there was one main
17 point that I wanted to make out of this whole
18 discussion, it was the notion of partnership with the
19 media, and that's not something that's often thought
20 about when you think about the media; you perhaps think
21 of Government and community as separate to media, but
22 that doesn't have to be the case, and in many examples
23 it's not the case.

24 In particular, in terms of campaign, whether that
25 be a health campaign, whether that be a broader
26 campaign, there are lots of opportunities and certainly
27 a willingness from local media to partner with, whether
28 it be Government organisations, the community or Local
29 Government, because there is a common goal of improving
30 the health of the Latrobe Valley and that's something
31 that local media wants to be part of.

1 We could, I guess, put together a structured way
2 forward with that partnership to really work
3 collaboratively to achieve the goals that really we all
4 want to see.

5 MS RHODES-WARD: Certainly, when we were having our
6 conversation around communication with the community,
7 we did of course go back to the time of the mine fire
8 and Tracie and Wendy both shared with us their approach
9 that they developed on-the-run, but on reflection a
10 very strong community-based approach of, when fact
11 sheets were produced, that on reflection they knew
12 weren't going to hit the mark, they then had to adapt
13 and create their own approaches.

14 MS LUND: Yes, some of the things that we did was, we went
15 through our database and called people directly, we
16 held information sessions - yeah, there was other
17 things I've forgot.

18 MS SINHA: HACC managers were in contact with.

19 MS LUND: Yeah, so HACC managers were in contact with
20 communities. Where we could, we encouraged people to
21 check on their own - their friends and families and
22 neighbours; we encouraged dialogue through phone trees.
23 Actually, we found the phone trees were really useful,
24 because people were quite happy to actually ring people
25 that they knew to tell them that something was on, you
26 know, whatever information we were sharing. That was
27 particularly useful, I think, for Morwell because so
28 many people are not connected on social media, so that
29 heavy reliance on social media was not hitting the mark
30 for the people we see in Morwell. I think they were
31 some of the key things that came out of that

1 conversation.

2 MS RHODES-WARD: And Wendy, you stalked people at Coles, I
3 remember?

4 MS FARMER: We did. We had a couple of forums where we
5 wanted to engage people, knowing that you couldn't just
6 put an ad in the paper, and we didn't have money to put
7 ads in the paper anyway, we actually personally went
8 and spoke to them at places like Coles, door knocked in
9 the streets, wherever we could talk to people, tell
10 them what we were doing, why we were doing particular
11 things. For instance, when the last Inquiry handed
12 down its report, we actually had nearly 100 people at a
13 forum to look at the recommendations of the report,
14 what are your opinions on those recommendations, what
15 would you like to make sure that happens first.

16 So we engaged the community. I think it was
17 successful because we personally spoke to them. Now,
18 we understand that personally speaking to people is
19 very time-consuming and you need to get a good team
20 together to do that. But, if you're going to connect
21 with people that don't normally connect in the area,
22 you do need to meet them where they are, and if that's
23 at Coles or anywhere else, that's where you need to go.

24 MS RHODES-WARD: So, conversations, face-to-face
25 conversations, were the key to building trust and
26 building relationships that could then be utilised for
27 further communication and conversation.

28 Steve, you spoke also about the importance of that
29 being two-way; speaking and listening.

30 MR CAMERON: That's right, and obviously we can provide a
31 lot of information. During an emergency situation,

1 that needs to be a two-way street, so we're not only
2 providing information about what's happening but also
3 getting the feedback from those people as well, and
4 Tracie mentioned some of those other connected parts of
5 the community going out and doing outreach work within
6 people's homes for HACC clients for example, and
7 getting information in and out of those other places of
8 interest that we mightn't normally connect to is most
9 important in a two-way communication.

10 MS RHODES-WARD: We saw that there was an opportunity to
11 formalise these modes of communication and to be able
12 to create them in a more structured approach.
13 Certainly, Tracie's reflection was that, if she wasn't
14 here tomorrow, that that system would then critically
15 breakdown, because it largely is reliant on her, her
16 phone and her broad knowledge, and that, to be in
17 service to our community, we can do better than that,
18 we need to be able to create that system so that it's
19 not reliant on any one individual, it can exist on its
20 own.

21 Lisa also had some reflections around how at times
22 we leverage and utilise community services and agencies
23 in that space, but possibly not always in the most
24 generous way.

25 MS SINHA: I think it was recognised in the VCOSS research
26 about disasters and disadvantaged communities, the
27 importance of trusted organisations and key leaders and
28 community members.

29 I think for the not-for-profit sector, there's a
30 need for those things to become systematic and embedded
31 so that it isn't reliant on Trace or me or whoever's in

1 what role, it's part of how we do our business, it's
2 core, but that needs to be properly resourced as well
3 as the consultation side of it, so that there's some
4 way that authorities that are going to rely on the
5 community sector to get information out during an
6 emergency or at other times, that can be properly
7 resourced.

8 For quite some time following the mine fire, that
9 was ongoing with information from psychologists going
10 out in different languages and other information that
11 we were needing to disseminate; we didn't feel it was
12 the right format, we weren't resourced to do it and
13 that hadn't properly been thought through, the
14 consultation wasn't there.

15 It goes all the way down to the people that we
16 want to consult with are often expected to turn up and
17 join communities; it's the same people who put their
18 hand up in communities, and they get consultation
19 fatigue and there's nothing offered to them; we now try
20 and ask, look, can you give every participant a voucher
21 if you want them to be in a focus group, to at least
22 some minimal recognition of their time and effort, and
23 that needs to be factored in as a basic way of the way
24 we do business, that we properly recognise the resource
25 pool and agencies, especially the not-for-profit ones
26 and community members themselves.

27 MS RHODES-WARD: Thanks, Lisa. We then moved on to, should
28 there be a promotional/motivational campaign? We
29 hadn't finished the question before Stephanie leapt in
30 with, yes, there should be, of course there should be.
31 So, I'm going to throw to her with her enthusiasm to

1 share with you her reflections.

2 MS CHARALAMBOUS: Yes, absolutely there should be. As a
3 newspaper, the Latrobe Valley Express in the wake of
4 the mine fire decided to start a hash tag campaign.
5 Now, that campaign hasn't taken off, but that doesn't
6 mean that something similar - and I'm not just talking
7 social media, I'm talking an all encompassing campaign,
8 multi-faceted campaign - that that won't be successful.

9 The success of that is dependent on, I guess,
10 partnerships, once again, between media, the community
11 and Government and getting everybody on board behind
12 this one message and this campaign and looking at how
13 we can take that out.

14 I think I mentioned later on that I firmly believe
15 that we have the capacity and the resources with the
16 people in the community currently to do that; that we
17 don't necessarily need a high-paid consultant - not
18 that there's anything wrong with that - to come and
19 tell us what the message should be. We have the
20 capacity to get together and work that out and make
21 that happen with support from community, from local
22 business and from Government as a full partnership, and
23 to really work out what it is that we want to be
24 achieving through such a campaign.

25 MS SHANN: I might just step in there just to, if you could
26 explain this slide which has just come up and then I
27 think we'll go back to the previous slide.

28 There was a bit of a commitment from our fabulous
29 group; Stephanie, do you want to explain that?

30 MS CHARALAMBOUS: I guess we have - you've put us
31 on-the-spot now, we can't go back on it - no. Yeah, I

1 think we were all in agreement that we do have that
2 capacity and that we should move forward regardless of
3 what any recommendations are; that that's something
4 that can happen tomorrow.

5 I think everybody feels strongly, I think even
6 just saying that was just really positive, just having
7 this group together around a table is a perfect example
8 of just how we can move forward in terms of better
9 engagement generally, that just having people around
10 the table, you can get these ideas and certainly Wendy
11 and - Wendy, I'm dobbing you in now - yeah, are saying,
12 let's do it, let's do it, there is no reason that we
13 can't move on that.

14 MS RHODES-WARD: As a collective group, we weren't waiting
15 for you to tell us and we weren't seeking your
16 permission; I think collectively we decided that, yes,
17 that's a fantastic initiative.

18 And, if we truly want to show you what the
19 embodiment of community-led co-creation is, we can
20 probably start that tomorrow, and that was our
21 commitment, that invariably we'll catch up in the
22 coming days and start to put our minds to that
23 particular task. We thank you for the opportunity to
24 consider that as a piece of work moving forward.

25 I think we can probably just move to the building
26 hope and optimism slide which was certainly our
27 favourite point of conversation. As a collective group
28 it was very difficult not to be in the presence of an
29 incredible sense of hope and optimism, and in the power
30 of our community and in the connectedness and the
31 resilience and in the experience and learnings of our

1 community, and we really felt that that was a great
2 place to start a conversation about what could occur to
3 build a stronger sense of hope and optimism for the
4 future.

5 We saw that economic resilience was key to that,
6 and I'm going to throw to Simon around our approach.

7 MR KLAPISH: Well, I suppose the overriding thing was that
8 generally the Valley's a great place to live, it has a
9 tremendous number of positive attributes, and again
10 harking back to what I was saying earlier, just
11 avoiding negative stereotyping is a key to that. But
12 business leaders and community leaders have a role to
13 play in emphasising the positive stories out of the
14 Valley, and its current situation, positive situations
15 and the future.

16 One of those things obviously will be the evolving
17 economic and jobs future of the Valley, which
18 inevitably is going to go through a period of
19 significant transition. By mid-century it's highly
20 unlikely there'll be any coal fire generation in
21 Australia, but we don't know at this point what the new
22 industries of the future are going to be; we can't
23 think forward 35 years the same way as it would have
24 been difficult to think back to 1980 and then determine
25 what today would be like - it's impossible.

26 Universities are already looking at getting
27 students ready for the jobs that don't even exist yet,
28 so we certainly didn't have a panacea, we don't have a
29 crystal ball, but we have a lot of positive elements
30 that we can promote and we need to continue to do that.

31 MS RHODES-WARD: Thanks, Simon. Certainly in that vein, it

1 wasn't that we felt that somebody should create that
2 for the community, this being the community engagement
3 group; we felt that the economic future for the Valley
4 should be created with the community in partnership,
5 that that's a co-created plan with bipartisan support
6 that envisages a future post coal from a
7 strengths-based approach. That is our hope for the
8 future and what we think is probably a strong start for
9 the community conversation that might take place next.

10 Certainly, I'm going to throw to Wendy who I think
11 had one of the most poignant comments of the moment
12 when she uttered this word.

13 MS FARMER: Yes, so what I basically said is, the Latrobe
14 Valley - and I know it's been said before - we don't
15 want handouts, but we want to be part of what our
16 future is. As a community, as grassroots
17 organisations, we want to see that the community of the
18 Latrobe Valley is led forward and we leave a better
19 future for our children and our next generations.

20 Saying that, I don't believe - no, I'll rephrase
21 that. Saying that, we're not saying we don't want help
22 from people outside of the Latrobe Valley. I think, if
23 we really look at it, there are times we do need help.
24 We may need a kick-start, but when it comes down to it,
25 we don't want highly paid constants from Melbourne
26 writing a report that gets put back onto a shelf and
27 then it's re-hashed in three years' time and someone
28 else signs their name on the end of that report.

29 We need to see change, but we also need to be part
30 of the change that happens.

31 MS RHODES-WARD: Thanks, Wendy. So, we saw that there was

1 also a role there in building hope and optimism and
2 that, talking about our good stories and celebrating
3 our good stories was a key to that.

4 Likewise, we saw Steph, and the role of her media
5 friends as important in that space - Steph. I'm happy
6 to continue on if that's all right.

7 We'd spoken about the fact that certainly there's
8 lots of good stories already occurring, and potentially
9 there's an opportunity there to create connections
10 between agencies and groups and community with great
11 stories, and I'll pass to Steph.

12 MS CHARALAMBOUS: Sorry, I'm on point now. Absolutely, so
13 moving on from - I guess, continuing in the theme of
14 those partnerships and telling good stories as said
15 earlier, we can absolutely continue that. That doesn't
16 mean that we don't continue to hold Government to
17 account; that doesn't mean that there's never any
18 negative story ever put out; it just means recognising
19 some of the fantastic things that are happening in our
20 community every day that we all know exist and
21 highlighting those.

22 I guess as the next point, some of those examples
23 are already happening. The other point that I made,
24 just in terms of industry is, the rebuilding of
25 relationships and trust between the community and
26 between the power industry and other industries as
27 well, that they're not seen as this disconnected sort
28 of international company, that we reconnect back with
29 the people on the ground here and rebuild those trusts
30 and have some ownership of those industries as we once
31 did, and obviously rebuilding trust is obviously key to

1 that.

2 I think, also key to that is having key local
3 people. I think industry has perhaps local media
4 representatives that, say, somebody like me deals with
5 on a day-to-day basis, but it's putting those faces on
6 the television, those voices on the radio and those
7 pictures in the paper of local people who are
8 recognised as being associated with that industry, but
9 also being a valued community member, and that brings
10 that connection right back to I think where it once
11 was, and obviously working together through any kind of
12 transition there is this over-arching theme of what
13 we're always talking about when it comes to the Latrobe
14 Valley.

15 MS RHODES-WARD: Thanks, Steph. As your guide for this
16 conversation, I hope I've reflected appropriately the
17 themes of our conversation, but just on the off-chance
18 that it hasn't worked out so well, we're going to throw
19 to each of the panel members and they're going to
20 communicate to you what their one recommendation would
21 be should they get all their hearts desired in this
22 moment in time. Simon, we'll start with you.

23 MR KLAPISH: Mine was to promote and emphasise the many
24 positive elements of the existing healthy lifestyle of
25 the Latrobe Valley.

26 MS FARMER: Whoa, that's hard one. I think it would be to
27 recognise that we do have a strong community,
28 grassroots are prepared to do a lot of work, and to
29 enable us to do that work.

30 MR CAMERON: My point to raise was that we've got a lot of
31 work already happening within the Valley, that's been

1 happening for some time. Post the mine fire, that has
2 drawn out a whole range of issues, but there are a huge
3 amount of people working together already and we need
4 to build on those strengths. It's really important to
5 acknowledge that that work is already underway, and
6 that we don't start something new over and above and on
7 top of that.

8 For the future, we've got some future vision for
9 the Valley, that it is positive, that we understand
10 what the scenarios will be and that the community
11 develops those relationships with the organisations
12 that are also involved in that co-design process we
13 mentioned earlier, and that that starts to build the
14 fabric of the community and we understand what the
15 future hazards and risks may be, and that we can
16 develop a surge capacity for the community
17 organisations to pull together when needed, and also
18 move on to a recovery process if that's required and
19 continue to build on the strengths in the future.

20 MS LUND: Mine's pretty simple: if it's about us, then you
21 need to include us.

22 MS RECHTER: Mine is around collaborating to create a shared
23 vision for future generations; that is absolutely key
24 coming out of today.

25 MS CHARALAMBOUS: Mine also, I guess, would be recognising
26 the importance of the grassroots and that involvement,
27 but also recognising that there does need to be a
28 long-term goal; there needs to be a long-term plan and,
29 while we don't know exactly what the future will hold
30 economically and in terms of job opportunities once
31 we're beyond coal, it is critically important that we

1 do have some kind of vision across - as we said,
2 bipartisan across the community as well and across
3 industry; that we know where we're heading and we have
4 a plan and that can really, I guess, re-invigorate the
5 community to work towards that and, in doing so,
6 recognise the importance of the grassroots and the
7 importance of partnerships as we've been discussing.

8 MS SINHA: I also think that post coal future and vision is
9 the key; I think that's where we're going to need to
10 really know how to market the place, what are our new
11 technologies, what is our future? In working out that,
12 that's where I'd like to see the resources going.

13 I'd like to see the value, the recognition. We
14 built our coal and mined that on the backs of our
15 culturally diverse community, and that also might be
16 the key going forwards in what's next and what's to
17 come. That's going to be the retention of our
18 community, our youth and our diversity.

19 MS RHODES-WARD: My request would be that, whatever is next,
20 be it our health and wellbeing or our economic future
21 or our social resilience and cohesion, that whatever
22 that is, that that's undertaken through the lens of a
23 community-centered approach, one which taps into and
24 truly believes in the wisdom of our community.

25 ASSOCIATE PROFESSOR WISE: I'd like to add my voice and say,
26 all of the above, but to actually, as a very kind of
27 pedantic end, to say, to pay attention to who's at the
28 table; to actually have representation across the
29 community.

30 Even with the best of intentions, our history
31 tells us we leave people out unless we pay attention

1 quite carefully to who actually is in the
2 decision-making role.

3 MS SHANN: Fantastic. All right, thank you very much. I
4 might just ask whether the Board has any questions for
5 the panel.

6 MRS ROPER: I don't have a question, but I just have a
7 comment. There was a lot of fantastic ideas and
8 suggestions but also a lot of very serious messages
9 that don't just apply to the health terms of reference
10 that we're discussing today but apply throughout the
11 other terms of reference of this Inquiry. So we'll
12 take that on board.

13 MS SHANN: Wendy, did you want to - - -

14 MS FARMER: Just one last comment - I thought I'd just have
15 the last one.

16 I think the people in this room are responsible
17 for what we leave for our future generations, our
18 children, our grandchildren and so forth. So, we need
19 to work together, everybody in the room, everybody
20 outside the room, to make sure that we leave something
21 that is going to benefit the future generations.

22 MS SHANN: That's not a bad note to end on. I'd like to
23 formally thank the wonderful community engagement and
24 communication panel. So, thank you.

25 PROFESSOR CATFORD: Perhaps if you could stay there for a
26 couple of minutes and I'll formally close the meeting
27 on behalf of my colleagues, Anita and Bernie.

28 Look, it's been a fantastic morning, and I want to
29 particularly also thank this panel and the previous
30 panel that presented on the conservation zone and
31 health advocate.

1 We've heard a very wide range of ideas, very
2 passionately put forward by you and your colleagues,
3 strong themes of integration, working together,
4 goodwill, building and celebrating what's been going on
5 now, but very much looking at how we can strengthen and
6 to bounce up, rather than bounce back, from the fire
7 last year; a very strong commitment to engage across
8 the whole community, involving all the community, and
9 recognising that there are also other key players such
10 as local businesses, other sectors in addition to the
11 formal health sector which can also make a very
12 significant contribution to better health.

13 I think we've heard very clearly that we are one
14 Latrobe Valley, but we also recognise there are
15 cultural diversities, and clearly communities that have
16 strong place-based identities, but this notion of
17 taking this message forward around the principles of
18 partnerships, empowerment and this aspect of a shared
19 vision for the future.

20 I think certainly the Board feels that we've got
21 very clearly your passion and your ideas, so we're very
22 grateful to you for that.

23 I'm pleased to say that the transcripts of these
24 formal sessions will be up overnight - that's what
25 we're hoping - and there is a limited period if any of
26 you wish to make any further comments on what's been
27 said today, you will have details on the Inquiry
28 website, there's a few days for any subsequent
29 submissions following the transcripts.

30 We will be meeting again here on 19 October next
31 week for the final forum which brings together some of

1 the significant leaders of the local agencies, together
2 with the Secretary of the Health Department, so we're
3 very much looking forward to that forum and, of course,
4 everyone is very welcome to attend.

5 Thank you again everyone involved, particularly
6 the local people and businesses of the Latrobe Valley
7 for making these forums so successful. We acknowledge
8 also the support of Century Inn, the people working
9 behind the scenes, not least the Inquiry team led by
10 Genelle Ryan, and our Health lead, Monica Kelly, who
11 put in a fantastic effort to bring together 13 very
12 diverse forums which have been so rich.

13 So I think we should all congratulate each other
14 on another very successful morning and I wish you very
15 well and look forward to seeing you on 19 October if
16 you can make it. Thank you again.

17 FORUMS ADJOURNED