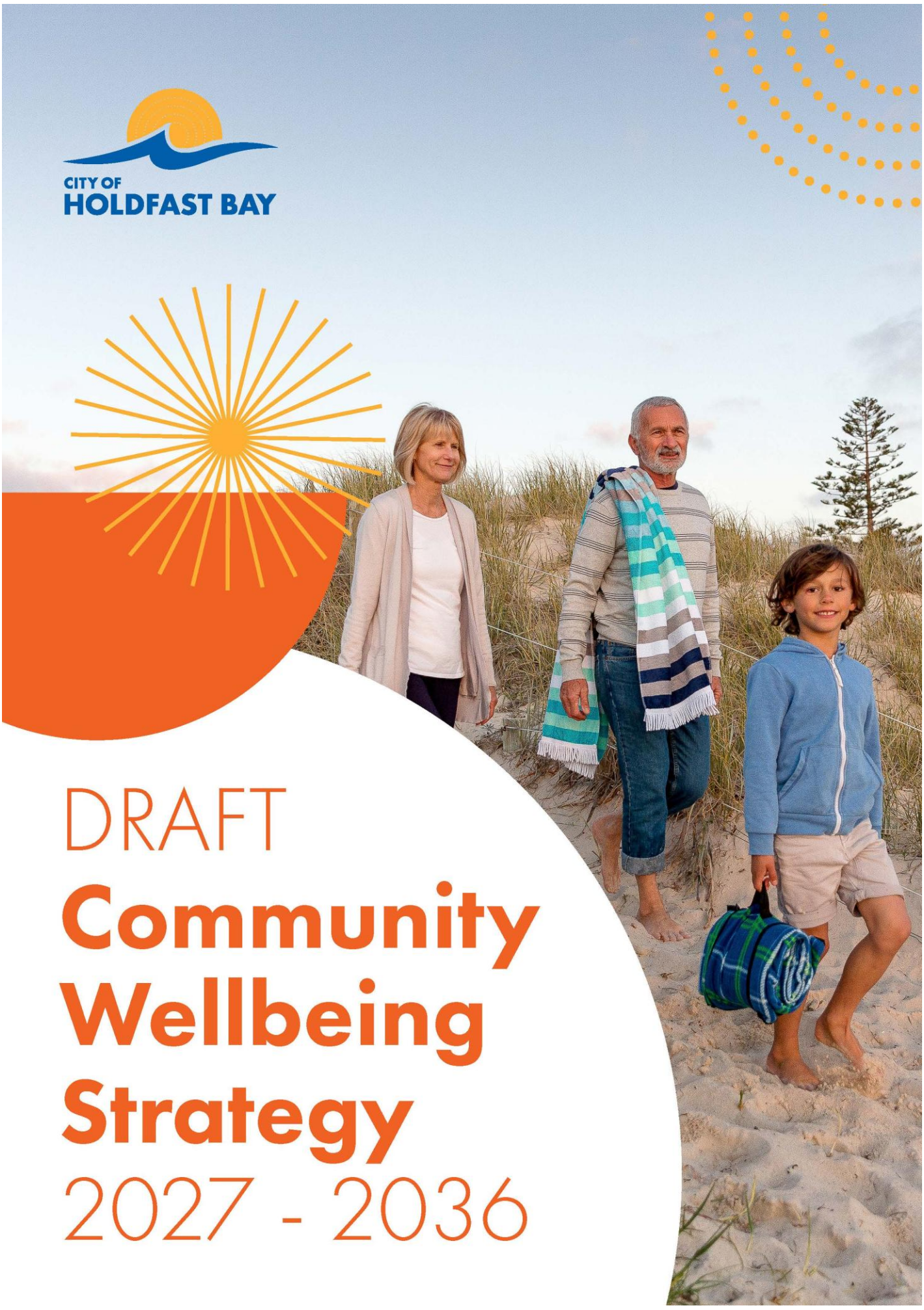
CITY OF
HOLDFAST BAY



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Community Wellbeing Strategy

2027 - 2036

Living Well in Holdfast Bay
A Community Wellbeing Strategy

Introduction

Holdfast Bay has many strengths that help people and communities thrive. Our coastline, neighbourhoods, public spaces and active community life create opportunities for people to connect, participate, move, belong and enjoy everyday life.

These strengths matter because wellbeing is shaped by the places, relationships and opportunities people experience in everyday life.

Holdfast Bay is also a place people are drawn to—a destination where people come to connect, relax, move and enjoy many of the same qualities that contribute to wellbeing for those who live here.

However, these strengths and opportunities are not experienced equally across the community, which creates the platform for Council's Community Wellbeing Strategy.

Our Holdfast 2050+ provides the context for this Strategy, setting Holdfast Bay's vision of "Protecting our heritage and beautiful coast, while creating a welcoming and healthy place for all in South Australia's most sustainable city."

Wellbeing forms a core focus of Our Holdfast 2050+, which outlines the goal of 'good health and economic success in an environment and a community that supports wellbeing'. The Community Wellbeing Strategy builds this goal by focusing on the conditions that help people feel safe, healthy and connected, with access to welcoming and inclusive places, and opportunities to participate, contribute and belong.

The conditions that help people and communities thrive require ongoing attention and investment. Over the next decade, this Strategy provides a shared direction for protecting and strengthening those conditions so that more people can connect, participate and live well.

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What We Mean by Wellbeing

Wellbeing is about people and communities being able to live well and thrive. Wellbeing is shaped by the conditions of everyday life[1] — the places people go, the people they connect with, and the opportunities they have to participate, contribute and feel part of their community.

It is influenced by access to welcoming spaces, strong relationships, meaningful activity and a sense of safety, belonging and purpose.

Wellbeing is experienced in the places people use every day—from neighbourhoods and parks to libraries, beaches, community facilities and local centres.

This understanding aligns with the wellbeing outcomes in Our Holdfast 2050+, reflecting a community where people feel safe, healthy and connected, public spaces are welcoming and accessible, and everyone has opportunities to participate.

In Holdfast Bay, we want people to be able to:

- Feel connected and have a sense of belonging
- Be physically and mentally healthy
- Participate in community life
- Access the places and opportunities that support everyday life

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[1] Often referred to in public health as the social determinants of health and wellbeing — the social, economic and environmental conditions that influence how people live, learn, work, connect and age.

Why We Need a Community Wellbeing Strategy

Wellbeing is shaped by the places people experience, the relationships they build and the opportunities they can access.

As Holdfast Bay changes, protecting and strengthening these conditions requires deliberate attention. Population growth, changing patterns of participation, housing pressures, climate impacts and changing community expectations are reshaping everyday life, creating new opportunities and challenges.

While many people in Holdfast Bay experience high levels of wellbeing, these opportunities are not shared equally. Some people experience greater barriers to feeling connected, included and able to participate, and these barriers often overlap.

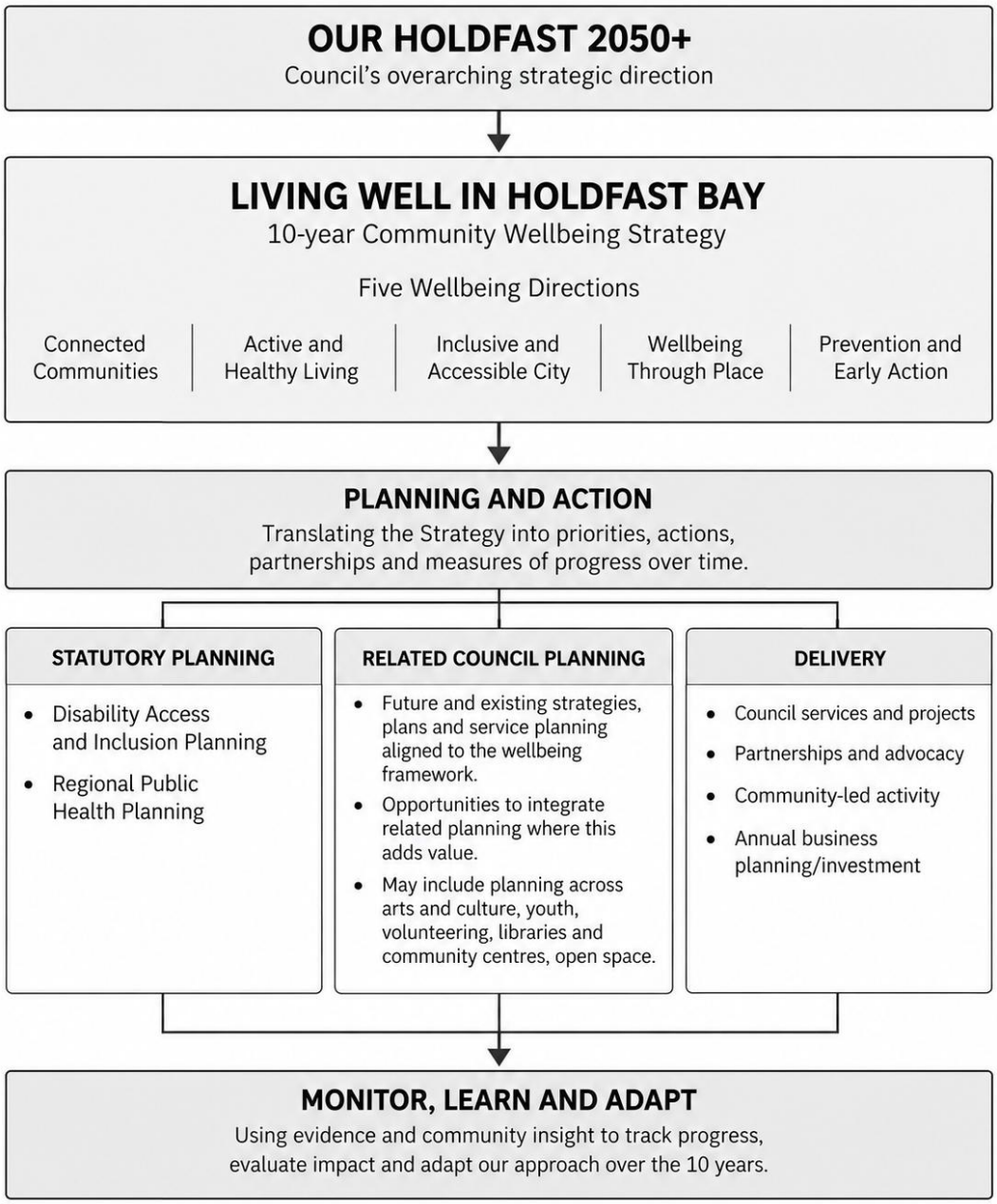
The Community Wellbeing Strategy provides a shared framework for how Council plans, partners and makes decisions to support wellbeing across Holdfast Bay. It establishes Wellbeing Directions and priorities that will guide delivery over a 10-year horizon.

The Strategy will guide future action planning and decision-making, strengthening alignment across activities to support the integration of wellbeing into investment and service delivery.

The Strategy also provides an overarching framework for Council's statutory responsibilities in disability access and inclusion and regional public health planning.

This contemporary approach recognises the interconnected nature of health, inclusion and community wellbeing, while allowing specific requirements to be addressed through supporting action plans.

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OUR HOLDFAST 2050+
Council's overarching strategic direction
LIVING WELL IN HOLDFAST BAY
10-year Community Wellbeing Strategy
Five Wellbeing Directions
Connected Communities
Active and Healthy Living
Inclusive and Accessible City
Wellbeing Through Place
Prevention and Early Action
PLANNING AND ACTION
Translating the Strategy into priorities, actions, partnerships and measures of progress over time.
STATUTORY PLANNING
Disability Access and Inclusion Planning
Regional Public Health Planning
RELATED COUNCIL PLANNING
Future and existing strategies, plans and service planning aligned to the wellbeing framework.
Opportunities to integrate related planning where this adds value.
May include planning across arts and culture, youth, volunteering, libraries and community centres, open space.
DELIVERY
Council services and projects
Partnerships and advocacy
Community-led activity
Annual business planning/investment
MONITOR, LEARN AND ADAPT
Using evidence and community insight to track progress, evaluate impact and adapt our approach over the 10 years.

Wellbeing in Holdfast Bay Today

Overall, wellbeing outcomes in Holdfast Bay are strong, reflecting many of the qualities that make the city a healthy, connected and attractive place to live.

Compared with South Australian averages, residents report better outcomes across a range of indicators, including self-reported health, psychological wellbeing, sleep quality and food security.[2] Levels of social isolation and loneliness are also lower than the state average.[3] Many residents also report strong social connection and high levels of participation in community life.

These outcomes reflect many of Holdfast Bay's existing strengths, including walkable neighbourhoods, valued public spaces, access to nature and strong community connections.

However, averages do not tell the whole story.

While many people experience the benefits of living in Holdfast Bay, others face barriers that affect their health, connection and participation. Experiences of loneliness, social isolation, housing insecurity, financial pressure, disability, caring responsibilities and other life circumstances can influence whether people are able to access the conditions that support wellbeing.

Local health data also highlights opportunities to improve wellbeing through prevention. Despite generally positive health outcomes, many residents continue to experience risk factors associated with preventable chronic disease, including physical inactivity and risky alcohol consumption[4]. These factors are shaped by more than individual choices—they are influenced by the environments, opportunities and supports available in everyday life.[5]

The research highlights that maintaining strong wellbeing outcomes requires more than responding when problems emerge. It means continuing to strengthen the conditions that help people stay healthy, connected and able to participate throughout life.

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[2] Holdfast Bay Demographic & Economic Profile (2024).
[3] Preventive Health SA. Isolation and Loneliness Profile – Holdfast Bay. 2025.
[4] City of Holdfast Bay. Demographic and Economic Profile. 2024
[5] Australian Government. National Preventive Health Strategy 2021–2030. 2021; World Health Organization. Ottawa Charter for Health Promotion. 1986.

Holdfast Bay is Changing

Population growth, changing household structures, housing affordability, cost of living pressures, climate impacts, technological change and changing patterns of participation are reshaping everyday life. As both a community and a destination, Holdfast Bay is experiencing increasing expectations and demand on the places and infrastructure that support wellbeing.

These changes are not experienced equally. Social, economic and environmental circumstances affect people's ability to connect, participate and access the opportunities that support wellbeing.

Our community is also changing. Holdfast Bay has a median age of 48 years, compared with 41 across South Australia. More than one-third of households are single-person households, and a higher proportion of residents are aged over 70, retired, and living without children at home. Together, these trends reflect changing ways of living, connecting and participating, while population projections indicate continued growth, particularly among older age groups.

Research shows that as communities change, neighbourhoods, public spaces, community infrastructure and opportunities for participation become increasingly important in supporting connection, independence and wellbeing. These trends present opportunities, while also increasing demand for places, services and infrastructure that enable people to remain active, connected and engaged in community life.

People experience different opportunities and challenges throughout their lives, and the conditions that support wellbeing must respond to these changing circumstances. This reinforces the importance of creating welcoming and accessible places, strong community connections, and opportunities for people to participate, contribute and belong at every stage of life.

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Council’s Role in Wellbeing

Council influences many aspects of everyday life in Holdfast Bay—from the way neighbourhoods and public spaces are planned and maintained, to community facilities and services, local infrastructure, partnerships and advocacy.

This gives Council an important role in creating and maintaining the conditions that enable people to connect, participate and live well. While Council cannot create wellbeing on its own, nor is it responsible for addressing every factor, it can influence many of the factors that contribute to a healthy, connected and inclusive community.

Wellbeing is shaped through the combined efforts of individuals, communities, organisations, businesses and governments. Council's role is as a steward, partner, enabler and advocate, focusing our effort where we have the greatest influence and working with others to achieve shared outcomes.

Council's role is not to deliver every service or address every need, but to use its influence to strengthen the conditions that enable wellbeing, while working alongside community, government, businesses and other organisations whose contributions are equally important. This approach reflects growing national and international evidence about the contribution local government can make to healthier, more connected and inclusive communities.[6]

Council supports wellbeing through the places we shape, the connections we enable and the systems we influence.

This includes both Council's public health responsibilities and its broader role in creating the conditions that support wellbeing.

Our Holdfast 2050+ outlines Council contributes in many ways—including leading, building, managing, advocating, educating, providing services, regulating, collaborating and coordinating. These roles work together across:

Places
Streets, parks, buildings, public spaces and neighbourhoods influence how people move, connect, participate and experience everyday life. How these places are planned, maintained and improved can support health, inclusion, climate resilience and quality of life.

Connections
Creating opportunities for people to meet, participate and feel part of the community, particularly where barriers to participation exist.

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[6] World Health Organization. Healthy Cities. 2020

Systems

Using planning, investment, advocacy, regulation and partnerships to strengthen the long-term conditions that support wellbeing

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Our Wellbeing Directions

Wellbeing is shaped by many factors, with no single action able to improve wellbeing on its own. Lasting change comes from strengthening the conditions that support people across many aspects of everyday life.

For this reason, the Strategy is organised around five interconnected wellbeing directions that provide a framework for future action, partnership and investment across Holdfast Bay. Progress in one area will often support progress in others.

- Connected Communities
- Active and Healthy Living
- Inclusive and Accessible City
- Wellbeing Through Place
- Prevention and Early Action

The Wellbeing Directions reflect and give effect to the wellbeing objectives set out in Our Holdfast 2050+, translating these into a focused, place-based framework for action.



Connected Communities

Connection is central to wellbeing. Communities where people have opportunities to meet, participate and contribute are more likely to experience positive wellbeing, resilience and belonging.

Strong communities recognise and value diverse cultures, identities and lived experiences. They also recognise that people connect and participate in different ways throughout life, creating diverse pathways into community life.

Connection is built through many different experiences—from volunteering and local programs to neighbourhood places, shared activities, everyday interactions and simple acts of neighbourliness.

What Success Will Look Like

People feel connected, included and part of the community, with opportunities to build relationships, contribute and participate in ways that are welcoming, accessible and meaningful.

Strategic priorities

- Strengthen opportunities for connection, participation and contribution.
- Support community-led activity and local initiatives that bring people together.
- Make it easier for people to find and take part in local opportunities.
- Activate community spaces and neighbourhood settings in ways that support connection.
- Support diverse pathways to connection across life stages, cultures, abilities and circumstances.

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Active and Healthy Living

Sustainable good health is shaped by everyday life. Opportunities to move, connect, eat well, spend time in nature and participate in community life all contribute to physical, mental and social wellbeing. By creating supportive environments and reducing barriers to participation, Council can help make healthy and active living easier and more accessible across the community.

What Success Will Look Like

People have access to environments, places and opportunities that support physical, mental and social wellbeing throughout life.

Strategic priorities

- Engage with community organisations and partners to support healthier communities.
- Reduce barriers to participation in healthy and active living.
- Support everyday movement, recreation and active living.
- Support safe and healthy food environments that make healthy eating easier.
- Strengthen environments that support physical, mental and social wellbeing.

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Inclusive and Accessible City

Wellbeing depends not only on what is available, but on how people can access and benefit from it. People experience places, services and opportunities differently throughout their lives, and barriers often overlap. By reducing barriers and designing for inclusion from the outset, more people can meaningfully participate, contribute and experience the benefits of community life.

What Success Will Look Like

People of all ages, abilities and backgrounds can access and use places, services and opportunities, with fewer barriers to participating fully in community life.

Strategic priorities

- Design places, services and ways to access information and participate to be inclusive, accessible and easy to navigate.
- Reduce physical, social and communication barriers that limit participation and independence.
- Improve access to essential infrastructure, amenities and transport that support everyday life.
- Embed universal design and inclusive practice across Council's planning, infrastructure, communications and service delivery.
- Partner with people with lived experience to inform planning, design and decision-making.
- Strengthen collaboration with community, regional and government partners to advance access and inclusion across Holdfast Bay.

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Wellbeing Through Place

Where and how we live shapes our wellbeing. Streets, parks, buildings, public spaces and neighbourhoods influence how people move, connect, participate and experience everyday life. Wellbeing is shaped not only by individual places, but by how easily people can move between home, services, local centres, community facilities, public spaces, nature and the coastline.

Connected, accessible and welcoming places can make everyday movement, independence and social interaction easier, while access to nature and well-designed public spaces support health, connection and resilience. By shaping places with wellbeing in mind, Council can support health, inclusion, climate resilience and quality of life at the same time.

What Success Will Look Like

The places people experience each day support increased connection, movement, participation and wellbeing throughout life.

Strategic priorities

- Shape neighbourhoods and public spaces that encourage connection, movement and everyday activity.
- Improve comfort, safety and access through high-quality public spaces, natural environments and everyday amenities.
- Review, plan and enhance community and social infrastructure that is flexible, inclusive and responsive to changing community needs.
- Strengthen walking, wheeling and cycling connections between homes, services, community facilities, local centres, public transport, open space and the coastline.
- Create more opportunities for people to gather, connect and participate through arts, culture and community activity in everyday places.
- Protect and enhance access to nature and the coastline as defining assets for wellbeing.
- Respond to environmental and climate-related challenges in ways that strengthen the long-term wellbeing of people and place.

Prevention and Early Action

Many of the factors that influence wellbeing can be addressed early, before they become more complex or difficult to resolve. Early action, strong partnerships and use of evidence can help create

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more connected responses, reduce duplication and improve outcomes for the community. Prevention also means identifying and responding to public and environmental health risks and creating conditions that protect health and wellbeing.

What Success Will Look Like

People benefit from earlier, more connected action that reduces risks and barriers, protects health and helps prevent challenges from becoming more complex.

Strategic priorities

- Strengthen partnerships and coordinated responses across Council, other layers of Government and the community.
- Improve connections between services, community settings and opportunities for participation.
- Use local evidence, data and community insight to guide decisions and respond to emerging needs.
- Embed prevention and wellbeing thinking into planning, decision-making and service delivery.
- Identify and respond to public and environmental health risks that affect community wellbeing.
- Focus on actions that will strengthen wellbeing and reduce barriers before they become more complex.

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Living Well in Holdfast Bay – What Success will Look Like

Our Holdfast 2050+ sets Council's long-term strategic direction and provides an important foundation for this Strategy. The wellbeing objectives and measures of Our Holdfast 2050+ provide important markers of progress.

This Strategy builds on that foundation, drawing on contemporary evidence, local data and community insight to describe the wellbeing outcomes we want to strengthen over time.

Success will be reflected in how people experience everyday life in Holdfast Bay.

More people will feel connected, included and able to participate in ways that are meaningful to them.

People of all ages, abilities and backgrounds will be able to access the places, services and opportunities that support wellbeing throughout their lives.

Neighbourhoods, public spaces, community facilities and other everyday places will be welcoming, well used and bring people together.

Neighbourhoods and everyday places will make it easier for people to walk, wheel, move, gather and spend time in ways that support health and connection.

People will feel connected to nature, and the coastline and local environment will continue to be defining assets for wellbeing and a strong sense of place.

Barriers to participation will be reduced, enabling more people to remain active, independent and engaged throughout life.

Council's planning, investment and decision-making will consistently consider wellbeing, creating stronger connections between place, people and community outcomes.

Together, these changes will help create a community where more people can access the places, connections and opportunities that help them participate, belong and live well.

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