

# The Active Melbourne Strategy

A plan for physical activity



## MESSAGE FROM THE LORD MAYOR

With a temperate climate, an extensive network of parks and gardens and a wealth of public sporting facilities, Melbourne is a fantastic place to get active. The city offers everything from walking and jogging trails in the parks, innovative playgrounds, lawn bowls and golf courses to extreme sports and skate boarding facilities. No matter your age or ability, there is something for everyone in Melbourne.

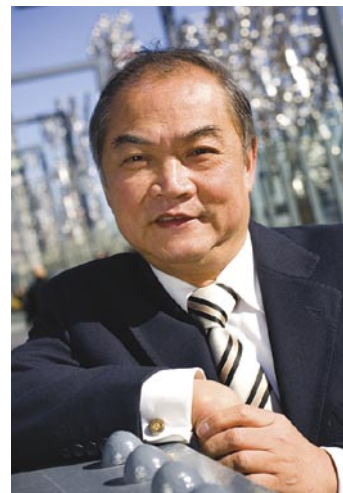
From senior citizens to young people, the City of Melbourne has developed a range of activities for the enjoyment of all city residents, workers and visitors. Many of these activities are not just about fitness but social engagement as well.

Recent reports indicate that a shocking 21% of the Australian population over 25 is obese, only 54% of adults perform the recommended level of healthy activity and 90% of children would rather sit before a screen than do something active. As a community, we have a responsibility to reverse these trends.

The City of Melbourne's Active Melbourne Strategy aims to address current and future sport, recreation and leisure needs. With this strategy we are raising awareness of the many opportunities for people to become more active. The more active we are as a society the greater health, economic and environmental benefits we will realise.



**John So**  
Lord Mayor



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# 1. Active Melbourne Summary

The Active Melbourne Strategy commits Council to making a positive difference to peoples' health and wellbeing by involving the community in areas of physical activity. The vision is supported by a framework of principles and themes, which will be the basis for continual assessment of priorities across the municipality. The successful delivery of the accompanying action plan will benefit the community physically, mentally, socially, economically and environmentally.

## ***Vision***

The vision of the Active Melbourne strategy is to ensure that:

**Opportunities will be available for all members of the community to participate in physical activities that contribute positively to their health and wellbeing.**

## ***Principles***

A number of principles underpin the Active Melbourne Strategy, and ultimately guide the decision making process in relation to the implementation of the action plan. These principles are:

### ***Choice & Diversity***

Provision of a diverse range of opportunities across the municipality, catering for a wide variety of interests, all ages and abilities.

### ***Equity & Access***

Ensuring opportunities are available for all to access facilities, programs and services regardless of age, gender, ability, income, cultural background or location.



## ***Communication and Information***

Encouraging all members of the community to be active, by providing up to date information on the benefits of activity and highlighting opportunities within and around the municipality.

## ***Leadership & Innovation***

Taking a leadership role in the provision of active opportunities within local government, supporting innovation and creativity to address the activity needs of our community.

## ***Partnerships***

Recognising that there are many other stakeholders that play a role in creating the environment for active living, Council will enter into partnerships and collaborations with other organisations to provide opportunities for the whole community.

## ***Implementation***

The strategy will be implemented using a framework of themes and an action plan which will be reviewed on an annual basis to ensure that current strategies and programs are relevant to the community.

## 2. Introduction

The Active Melbourne Strategy has been developed to provide a strategic framework and identify key actions for delivery by Council to ensure that a range of sport, recreation and leisure goals can be achieved. The strategy is part of Council's response to the issues and challenges of increasingly sedentary lifestyles, with the aim of enhancing the health and well being of our community. In its simplest form, this strategy will strive to provide opportunities for as many people as possible to participate in physical activities that contribute positively to their health and wellbeing.

In previous years, Council has approved both a Sports Policy and a Recreation and Leisure Strategy. With these documents due for review and the overlap of sport, recreation and leisure in the community, the development of the Active Melbourne Strategy will build on the successful foundations laid by these documents and effectively combine them into a single strategic plan. It is recognised that whilst the Active Melbourne Strategy is an important component of improving the health and wellbeing of the community, it is not the complete or only solution to physical inactivity.

The Active Melbourne Strategy will have a 10 year lifespan with the development of annual action plans and accompanying reviews.

### **Context**

Melbourne is renowned as one of the world's most liveable cities. This reputation is clearly enhanced by its status as a global sporting capital and Melbourne's network of first class parks and gardens which host a range of sport, recreation and leisure activities. The city has an impressive range of world class and community sporting facilities, hosts an array of international, national and local sporting

events, and engenders a passion for sport amongst the people. The Melbourne 2006 Commonwealth Games was a wonderful example of Melbourne at its best in delivering the biggest event the city has seen and involving the community at all levels. Council supports and facilitates major sporting events in conjunction with other key organisations as well as catering for sport, recreation and leisure at the community level by providing accessible sporting facilities for local and wider metropolitan use.

The current residential population of the municipality is approximately 58,000. By 2016 this is expected to have grown to around 110,000, with major population expansion expected in areas such as Docklands and the CBD. Along with the expected population growth are likely changes to demographics within the municipality. These population and demographic changes, particularly increased residential density, will have significant consequences for the provision of sport, recreation and leisure. In addition to residents, there are other participants who live outside the municipality, including workers, students and visitors who will seek the provision of recreation opportunities.

Current research indicates a disturbing global and local trend of our populations becoming less active, an increasing trend in mental illness and more social isolation. The Active Melbourne Strategy aims to provide opportunities for people to become more active, with successful outcomes providing health, economic and environmental benefits to our community.



### 3. Benefits of Physical Activity

The general health benefits of physical activity/exercise have been recognised for many centuries, with scientific evidence documenting the clear health benefits of regular moderate intensity physical activity emerging over the past four decades. Research supports the notion that 30 minutes of moderate activity on most (preferably all) days of the week is sufficient for health gain. The activity can be deliberate or incidental, and can be undertaken in blocks of 10 to 15 minutes duration.

#### ***Health – Physical and Mental***

If the population were more active, health benefits would accrue in:

- Cardiovascular disease prevention;
- Diabetes prevention and control;
- Protection against some cancers;
- Prevention of obesity and weight management; and
- Injury prevention and control through stronger bodies

Participation in physical activity can also provide significant mental health benefits. Feelings of depression, stress and anxiety can be reduced when participating in physical activity, along with improvements in self esteem, confidence and wellbeing through participation. The research suggests links with positive social and psychological outcomes such as increases in community cohesion, larger social networks and improved social skills, improved family and community connectedness, safer communities, reduced feelings of isolation and loneliness and decreased involvement in risk taking behaviour.

#### ***Economic***

There are many economic benefits from developing a population that is physically active. Greater physical activity should lead to better health, and therefore less demand on all health services. Physical inactivity is costly and research from the Blueearth Institute indicates that the health care costs from all causes attributable to physical inactivity is estimated at \$5.6 billion per year, and it is estimated 10,000 deaths in Australia each year are attributable to inactivity (Source: Blueearth Institute, Physical Activity, Health and Quality of Life) . Further economic benefits include:

- Healthier workers are more productive and less stressed, with less lost time and production creating cost savings.
- Creating employment opportunities in a range of sectors.
- Attraction of tourism
- Decreasing transport costs
- Reduction in absenteeism
- Reduction in crime

#### ***Environment***

There are a number of environmental benefits that result from increased participation in physical activity. The best example is through the use of alternative transport to driving a car, for example, cycling or walking. Benefits include:

- Reduced traffic congestion
- Reduced air pollution
- Reduced greenhouse emissions
- Reduced noise pollution
- Safer places with people out and about
- Reduced need for space to store, drive and park motor vehicles.

(Source: Vichealth, Physical Activity Fact Sheet; Department of Sport and Recreation WA, Benefits of Physical Activity facts and stats.)



## 4. Other Issues

### ***Factors Affecting Physical Activity Behaviour***

Active living has the potential to bring health, environmental and economic benefits to the community and, while most would acknowledge that being physically active is important to both the individual and the community as a whole, in reality being physically active is difficult for many.

There are a number of cultural and societal reasons impacting the extent that people become active. These include time pressures, disposable income, demographics and lifestyles. The location or convenience to access recreational facilities, where people live, work, study, go to school and other daily life activities are all influencing factors. These factors continue to impact the levels at which

people partake in physical activity with evidence suggesting an increasing amount of people leading sedentary lifestyles.

Being active, either incidentally or deliberately, may seem a simple enough behaviour for an individual, but catering for it is more complex. More specifically, it takes a significant amount of collaboration and support from diverse groups across a range of sectors in order to obtain an appreciation of the many issues and make a difference in enabling active living.

**Attachment One** shows how the choices people make about participating in physical activities can be influenced by the different contexts and settings that they are exposed to (Source: Deakin University School of Health Sciences, Potential Approaches for the promotion of physical activity).



There is increasing recognition that the places where people live, work, study and play should be more proactive in promoting and supporting active living, and that a combination of strategies is required to increase physical activity at the general population level. A comprehensive approach, targeting a range of settings and population groups can help ensure that:

- Decision and policy makers consider broader community impacts and be actively involved in physical activity collaborations;
- Social supports are provided in an equitable way that enables broad participation;
- The social and physical environment is supportive to participation;
- A range of convenient, affordable, accessible, safe and enjoyable options for participation are provided; and
- Individuals have information about the benefits of physical activity to make informed choices.

(Source: Getting Australia Active)

### ***Summarising physical activity***

An appreciation for the complexity of involvement required from a number of stakeholders across the community is gained through understanding the diversity of physical activity and the settings in which it takes place, such as the community, neighbourhoods, homes, clubs, school and work. Identification, knowledge and involvement are key factors that will ultimately assist in creating and delivering greater opportunities for the community to undertake physical activity. This will in turn lead to a number of benefits including: improved health, reduced environmental impacts, economic viability of communities and, ultimately, the enhanced wellbeing of the whole community.



## 5. Physical Activity Perspectives – global to local

### *A Global Perspective*

In 2004 the World Health Organisation (WHO) adopted the “Global Strategy on Diet, Physical Activity and Health”, which clearly identified physical inactivity and unhealthy diets as key contributors to the growing burden of non-communicable disease throughout the world. The report confirms the importance of individuals engaging in adequate levels of physical activity throughout their lives. Additionally it identifies that Governments at all levels should take the responsibility to develop and support the implementation of national strategies surrounding physical activity and nutrition. The WHO states that while further research is needed regarding successful interventions ‘current knowledge warrants urgent public health action.’ (Source: World Health Organisation.)

### *A National Perspective*

Australia is renowned for being an active nation, with a particular love of sport and the great outdoors. As far back the 1870’s, comments were being made that in Australia sport appeared to be a “national necessity”. Australia’s performances in international sporting competitions such as the Olympics, Commonwealth Games and other major sporting events such as the football World Cup is evidence of the importance of sport to our cultural heritage. Despite this national reputation, there are increasing issues surrounding the health of Australians, including:

- Physical inactivity rates are second only to tobacco smoking in contributing to the total burden of lifestyle related disease in Australia.
- The level of physical activity required to achieve positive health benefits is practised by only 46% of Australian adults.

- Over the last 20 years the proportion of people who are overweight or obese has increased significantly in Australia and other countries, with recent research indicating more than 20% of the Australian population aged over 25 **classified as obese**. (Source: Heart Foundation, Overweight and Obesity in Australia, Heart, Stroke and Vascular Diseases; Vichealth, Physical Activity Fact Sheet.)

There is a distinct increase in Australians, as with the populations of other developed nations, leading more sedentary lifestyles, with labour saving devices, technology, passive entertainment, increased car ownership and safety concerns all contributing to this issue. According to recent ABS research 97 % of children aged 5 – 14 years old reported that their most popular leisure time activity outside of school hours was screen based.

While the emerging and worrying public health issues are complex, it is clear and well recognised that levels of physical activity play an important role and that certain target groups are less likely to be active, to the consequent detriment of their health and wellbeing, including:

- people from culturally and linguistically diverse communities;
- people with disabilities;
- economically disadvantaged people; and
- Indigenous peoples.

(Source: Vichealth)

In recent years a number of federal programs have acknowledged the importance of being active, not only highlighting the health benefits but the social and mental benefits from involvement, engagement and inclusion.

In June 2004, the Prime Minister announced funding of \$116 million over four years to tackle the growing problem of declining physical

activity and poor eating habits of Australian children. The Building a Healthy, Active Australia initiative recognises that we need a balanced approach towards nutrition and physical activity to promote healthy habits for life. The initiative is focused on children, because healthy and active children live better and learn better, and grow up to be more healthy and active adults. The initiative consists of four key components; Healthy School Communities, Healthy Eating and Regular Physical Activity – Information for Families, Active After-School Communities, and Active School Curriculum.

(Source: [www.healthyactive.gov.au](http://www.healthyactive.gov.au))

### ***A State Perspective***

The Victorian Government recognises the importance of increasing levels of physical activity and healthy eating, promoting stronger communities and addressing the rising prevalence of obesity and diabetes.

A whole of government approach has been developed entitled “The Healthy and Active Victoria” Strategy, to identify areas for collaborative investment, opportunities for building on existing activities and integrated stakeholder engagement. An example of this coordinated approach is the ‘Go for your life’ campaign which seeks to highlight simple things that can be done each day to stay healthy, happy and active.

The Government recognises that an emphasis on children provides the greatest capacity for prevention of health related issues, while also providing the opportunity to engage and involve parents and others. Specific activities will therefore be developed for implementation in childhood settings including schools, childcare services and maternal and child health programs.

In 2005 Sport & Recreation Victoria (SRV) released “Sport and Recreation 2005 – 2010: A Five Year Strategic Plan for Sport & Recreation



Victoria” confirming the State Government’s commitment to build a stronger sport and recreation sector for all Victorians. The key outcomes are:

- a culture of inclusive participation in sport and recreation;
- access to sustainable activities and facilities for all Victorians;
- a cooperative approach to improved service delivery; and
- a leading sport and recreation sector providing opportunities for all Victorians to achieve their goals.

The Victorian Health Promotion Foundation, best known as VicHealth, works in partnership with organisations, communities and individuals to make health a central part of our daily lives. The focus of their work is on promoting good health and preventing ill-health.

(Source: Vichealth; About Vichealth; Victorian Government, What Go for your life is all about; Sport and Recreation Victoria, Sport and Recreation 2005 – 2010).

### ***City of Melbourne Perspective***

All levels of government, the private and voluntary sectors are involved in the provision of recreation and leisure opportunities within the City. The Local Government Act (1989) prescribes a major purpose of any Council is to provide equitable and appropriate services and facilities for the community. The City of Melbourne has a critical role for ensuring that recreation and leisure opportunities are available to its residents, workers and visitors. There are a range of policy and planning documents that influence leisure provision, including:

### ***City Plan 2010***

City Plan 2010 sets out Council’s proposed direction over the first ten years of the millennium to contribute to Melbourne’s vision

of a Thriving and Sustainable City. This plan outlines the Council vision for broad strategic directions aimed at the long-term goals of simultaneously pursuing economic prosperity, social equity and environmental quality, and are provided under four major themes: Connected and Accessible City; Innovative and Vital Business City; Inclusive and Engaging City, and Environmentally Responsible City.

City Plan 2010 is an integral part of Council’s Integrated Planning Framework and directly informs:

- The Council Plan – the corporate plan of Council;
- Council’s Annual Plans and Budgets; and
- Municipal Strategic Statement.

All of these documents are companions and contain the actions that Council will pursue to realise the vision of City Plan 2010.

### ***Council Plan 2004 – 2008***

This document guides Council’s strategic direction for the next four years and articulates how the City Plan vision will be achieved. It outlines Council’s objectives and strategies, and accompanying projects and actions to be undertaken. Key strategies of relevance contained in the current Council Plan include:

- Extend the existing system of dedicated cycle and pedestrian routes to fully link city assets
- Promote increased participation in sporting, recreation and leisure activities
- Promote and further develop Melbourne as a national and international sporting capital

### ***City Health 2005 – 2009 – municipal public health plan***

This plan identifies existing and emerging priority areas of public health the City needs



to address, and provides a range of responding strategies, along with actions required to achieve them. It identifies physical activity as a regional priority. The key strategies of relevance contained in the current Municipal Public Health Plan include:

- the provision of facilities, services and programs that demonstrate that the City of Melbourne supports physical activity;
- the provision of equal access and opportunity for early childhood development across the municipality; and
- the requirement for Council to respond appropriately to the needs of all cyclists in the municipality.

### ***Council's Social Planning Framework***

City Plan acknowledges that people are a fundamental strength of Melbourne.

One of the primary ways in which Council seeks to measure and promote social capital is through its Social Planning Framework.

The framework offers a systematic and transparent way of assessing, planning and providing responses to community needs. This strategy uses the Social Planning Framework as a key reference for structuring both its content and approach.

### ***Growing Green – Environmental Sustainability Plan for the City of Melbourne's Open Space and Recreational Facilities***

Growing Green outlines a vision for Melbourne and its open space and recreational facilities in 2050 that is socially, environmentally and economically sustainable. It is a long-term framework within which short and medium term decisions can be made.





### ***Parks Policy & Relevant Masterplans***

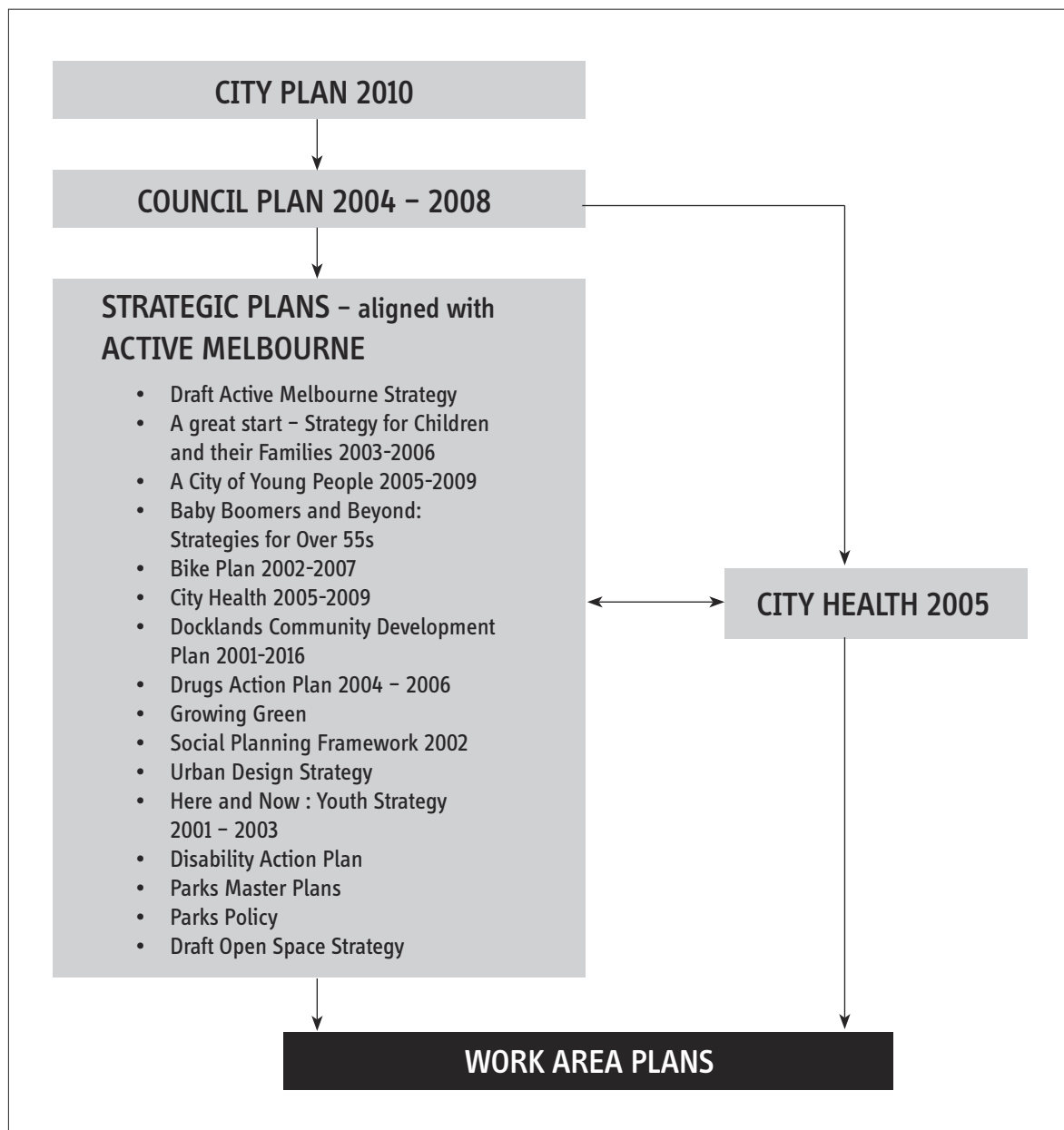
The Parks Policy recognises the importance of Melbourne's open space, with a vision to provide world-class leisure opportunities for residents and visitors to Melbourne while protecting our parks for future generations. A suite of Masterplans has been developed for key parks and gardens, including the Domain parklands, Fitzroy and Treasury Gardens, Flagstaff Gardens, Royal Park, Carlton Gardens and Fawkner Park. These documents establish a vision, provide broad strategic directions and outline specific objectives that guide

management, maintenance and future development for each park or garden.

### ***Other Key Policies***

There are a number of other key Council policies that have been developed under the broad umbrella of City Plan 2010. A number of these that specifically refer to recreation and leisure issues relate to the objectives and directions contained within this strategy.

The following diagram summarises the key Council strategies and policies:



## 6. Active Melbourne Focus and Themes

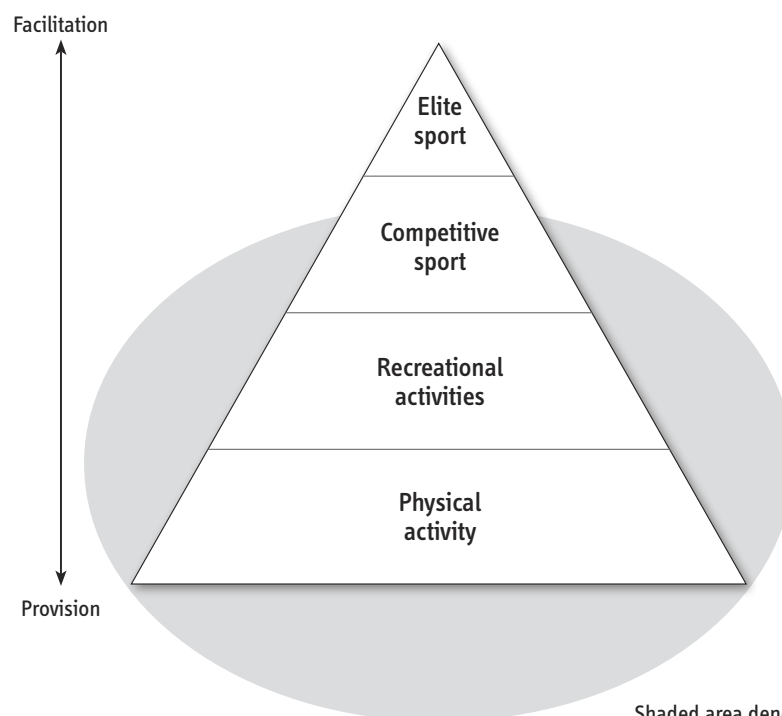
### Focus

The focus of the Active Melbourne strategy is on physical activity, recreation and competitive sport at the community level. The diagram below illustrates this, indicating a pathway from a base level of physical activity through to elite level sport, and indicates the most appropriate role for Council along the pathway. Elite sport is not the focus of this strategy.

and playing a sport, while incidental activity is gained when an individual is being active for another purpose, for example walking or riding to work as a form of transport. Incidental activity is not necessarily less vigorous. For example, heavy gardening, manual labour or running for the bus may all be vigorous activity undertaken incidental to the primary reason for the activity. Active living is a broader term used to describe a lifestyle inclusive of adequate amounts of physical activity for health, social and emotional well-being.

### The components of the diagram are:

- Physical Activity – All movements in every day life, including work, recreation, exercise and sporting activities. Physical activity can be incidental or deliberate. While the distinctions can be blurred, more deliberate activities usually include such things as: cycling, walking, swimming, gym activities
- Recreational Activities – A non-competitive activity undertaken in ones leisure time, normally to satisfy ones physical, social or community goals, e.g. swimming at the beach in summer, walking the dog.





- **Competitive Sport** – A competitive activity undertaken in accordance with set rules. It is generally structured and requires specific facilities / venue / equipment, and may be individual or team based, e.g. playing for a football or netball club, entering a golf tournament.
- **Elite Sport** – High standard sport that normally attracts high calibre (State, National and International) individuals or teams. Generally incorporates a key element of being available as ‘spectator’ events, such as Commonwealth Games, Test Match cricket, AFL football.

Active Melbourne focuses on the first three categories above, with an emphasis on providing physical activity opportunities. Elite sport is fundamentally provided by state and national sports organisations and professional sporting clubs. The level of support and involvement in elite sport primarily focuses on assistance in the staging or promotion of major events and competitions in Melbourne (via Events and Tourism Melbourne) and funding support for facility development in return for community benefit.

## ***Themes***

The Active Melbourne Strategy will be implemented under a framework comprising five themes. The themes recognise that the enablers and barriers to participation may differ at each location, for key target groups in the community and over time. The themes can also be used as a framework to continually assess performance, needs and priorities across the municipality in a flexible manner, for example by:

- neighbourhoods, eg. Southbank, Parkville;
- functions, eg. schools, childcare
- target audiences, eg. culturally and linguistically diverse communities, women

## ***Planning and Policy***

Council policies (and those of other agencies) have a number of implications that significantly impact on opportunities for physical activity.

Recognition of the importance of providing physical activity opportunities for the community requires consideration in all major

Council policies and strategic documents, and will become a major factor in all planning across Council, for example urban planning & design, asset management, facility development, traffic management and the adoption of resources such as Healthy by Design: A Planners Guide to environments for active living (Source: Heart Foundation, Healthy by Design: a planners' guide to environments for active living) will assist. Decisions and actions to improve physical activity opportunities in the municipality will be based upon agreed policy directions and collaborative planning within Council and with external organisations, with an appropriate measurement system to be developed to assist in evaluation and identify continuous improvement opportunities for the strategy.

### **Place**

The physical environment where people are active is a crucial factor in enabling activity. This may include the availability of purpose built facilities, e.g. community recreation centres or the general infrastructure people use in daily life – for example, footpaths, parks and open space. Council will work cooperatively with the private and voluntary sectors to ensure that there are safe, appropriately equipped and maintained places for the community to access a range of activity opportunities. Council will also ensure that sustainable options are maximised in the physical environment.

### **People**

Work with people across all target markets including, but not limited to: students, workers, residents, visitors, older adults, children, women and the CALD community, to provide opportunities for participation in physical activities in order to provide benefits at both the individual and community level. Provide development opportunities for organisations and individuals to improve, build and deliver physical activity initiatives through training, education and support.

### **Provision**

Ensure that programmes and services required to target both the general population and specific population groups are available, with an emphasis on participation in physical activity, recreational activity and competitive sport at the community level.

### **Promotion**

Council will actively promote the benefits and opportunities for being active, utilising a wide range of communication tools. Different techniques will be employed depending on individual target audiences.

### **Framework Summary**

The principles and themes form a framework which will be used to continually assess priorities within the City. The framework can operate from a number of angles e.g. neighbourhood, function, target audience, and will be used as the tool to determine the action plan within the municipality over the life of the Active Melbourne Strategy.



## 7. Action Plan

The following actions for the initial 3 years of the strategy have been identified under the five themes to improve and develop opportunities for physical activity participation in the municipality, ensuring positive progress toward achieving the vision. The action plan

will be developed, reviewed and adjusted on an annual basis. Many of the actions will be ongoing to ensure that the consistent message of improved physical activity and health and wellbeing are embedded in Council decision making.

### *Planning and Policy*

Action	Yr 1	Yr 2	Yr 3
Conduct Municipal Recreation Needs Studies, including assessment of supply and demand across all neighbourhoods in municipality	✓	✓	✓
In conjunction with Health Services; develop a measurement and reporting system to assist with evaluating success of Active Melbourne initiatives and provide information for continual improvement	✓	✓	✓
Trial a new healthy options menu at one recreation facility in 2007/08. Assess impact on revenue at site	✓		
Form partnerships with the tertiary sector to assist with specific research programs to assist in the development of new Active Melbourne initiatives, e.g. specific cultural research	✓	✓	✓
Ensure that design considerations for activity opportunities are incorporated in all facility design and development. Incorporate Healthy by Design (Heart Foundation) resource as component of all projects	✓	✓	✓
In conjunction with Engineering Services and in consultation with key stakeholders such as Bicycle Victoria, ensure that Council responds appropriately to the needs of cyclists in the municipality	✓	✓	✓
Ensure that appropriate community consultation mechanisms are a key feature of all major recreation development projects	✓	✓	✓
Continue to monitor and actively research sport and recreation participation rates and trends to ensure awareness of potential implications for Council infrastructure and services, e.g. growth of soccer	✓	✓	✓
To ensure integration and alignment across Council conduct quarterly information sharing sessions across departments where strategies are delivered with outcomes consistent with Active Melbourne	✓		

## Place

Action	Yr 1	Yr 2	Yr 3
Develop specific action plans for all neighbourhoods post Municipal Recreation Needs Study	✓	✓	✓
Continue to redevelop community sporting pavilions to meet current and future community activity needs. Commence Fawkner Park southern pavilion redevelopment	✓		
Commence design process for establishment of community health and fitness facility at Kensington Community Recreation Centre	✓		
<p>Ensure that any partnership funding proposals for new or refurbished facilities located within the municipality meet the following funding principles:</p> <ul style="list-style-type: none"> <li>provide new / upgraded facilities in the short term that otherwise would not be available for many years</li> <li>provide places designated and promoted for community use</li> <li>promote and deliver clearly identifiable recreation and leisure activities that meets the needs of local people and have a sustainable future</li> <li>enhance existing and create new participation opportunities by a wide range of the community</li> <li>provide a diversity of choice within the community</li> <li>provide opportunities to build community strength through social interaction by targeting programs for traditionally under represented groups and developing increased cultural awareness, recognising the changing make up of the community</li> <li>maximise existing infrastructure use and avoid investment in assets which would otherwise be relatively under utilised</li> <li>ensure community consultation for each specific project</li> </ul>	✓		
Ensure design of AFL club redevelopments provides community benefit via access for participation in a range of sport, recreation and social opportunities	✓		
Continue the upgrading of existing sports lighting to meet current Australian standards and determine opportunities for new sports lighting locations	✓	✓	✓
Ensure physical activity opportunities remain an integral component of provision of open space in the municipality, e.g. Open Space Strategy	✓	✓	✓

## Place

Action	Yr 1	Yr 2	Yr 3
Manage the impact of water restrictions as it relates to Council sporting fields to minimise the impact on community sport, including the identification of other training opportunities at Council facilities	✓		
Investigate current sports field provision and maintenance to identify and implement improved sustainable maintenance practices, which utilise recycled or reduced water, including further research on synthetic sports surfaces	✓	✓	✓
Ensure that environmentally sustainable options are incorporated into the physical environment at any and all opportunities	✓	✓	✓

## People

Action	Yr 1	Yr 2	Yr 3
Investigate the feasibility of delivering a free learn to swim program for all primary schools within the municipality	✓		
Investigate the feasibility of free recreational swimming for all City of Melbourne residents 12 years and under at any Council swimming pool	✓		
Leverage off Council support for national, international and elite sporting events to provide tangible benefits at the community level e.g. athlete talks with schools, healthy product giveaways	✓	✓	✓
Continue to work closely with all school communities to deliver and develop appropriate opportunities to meet physical activity needs	✓	✓	✓
Set up an advisory panel to advise Council on directions and actions to deliver the Active Melbourne strategy with a particular focus on recognised underrepresented groups, e.g. CALD communities	✓		
Continue to work with the regional Access for All Abilities provider to maximise activity opportunities for people with a disability	✓	✓	✓
Continue to provide opportunities for community organisations and their staff and volunteers to build and deliver physical activity initiatives, building on the foundations of previous support, training and education programs such as Community Sports Grants, Sporting Club Education Forums, Good Sports Program (responsible serving of alcohol) and the Sporting Club incentive scheme.	✓	✓	✓

## ***Provision***

Action	Yr 1	Yr 2	Yr 3
Launch a health and fitness program specifically for young people (aged 12 – 17) at both the Melbourne City Baths and Carlton Baths Community Centre	✓		
Maintain and improve existing funding opportunities and programs to support organisations and individuals to pursue and enhance specific activity opportunities in the municipality	✓	✓	✓
Conduct a price review across major Council recreation programs and services incorporating the development of a concession policy	✓		
Explore new opportunities for program service and delivery with key partner organisations, e.g. universities and schools, senior citizens centre, child care centres, CALD organisations, recreation providers	✓	✓	✓

## ***Promotion***

Action	Yr 1	Yr 2	Yr 3
Develop expanded Active Melbourne Sport & Recreation Directory as a searchable on line resource	✓		
Continue to deliver quarterly Active Melbourne newsletter highlighting benefits of participation in activity and highlighting opportunities for participation	✓	✓	✓
Continue to brand all Council sport and recreation facilities to clearly identify them as Council facilities consistent with the Council Signage Strategy	✓	✓	✓
Develop a range of promotional collateral to reinforce the opportunities available to the community as a result of delivering the Active Melbourne strategy, e.g. brochures, pedometers	✓	✓	✓
Review and implement Active Melbourne marketing plan	✓	✓	✓





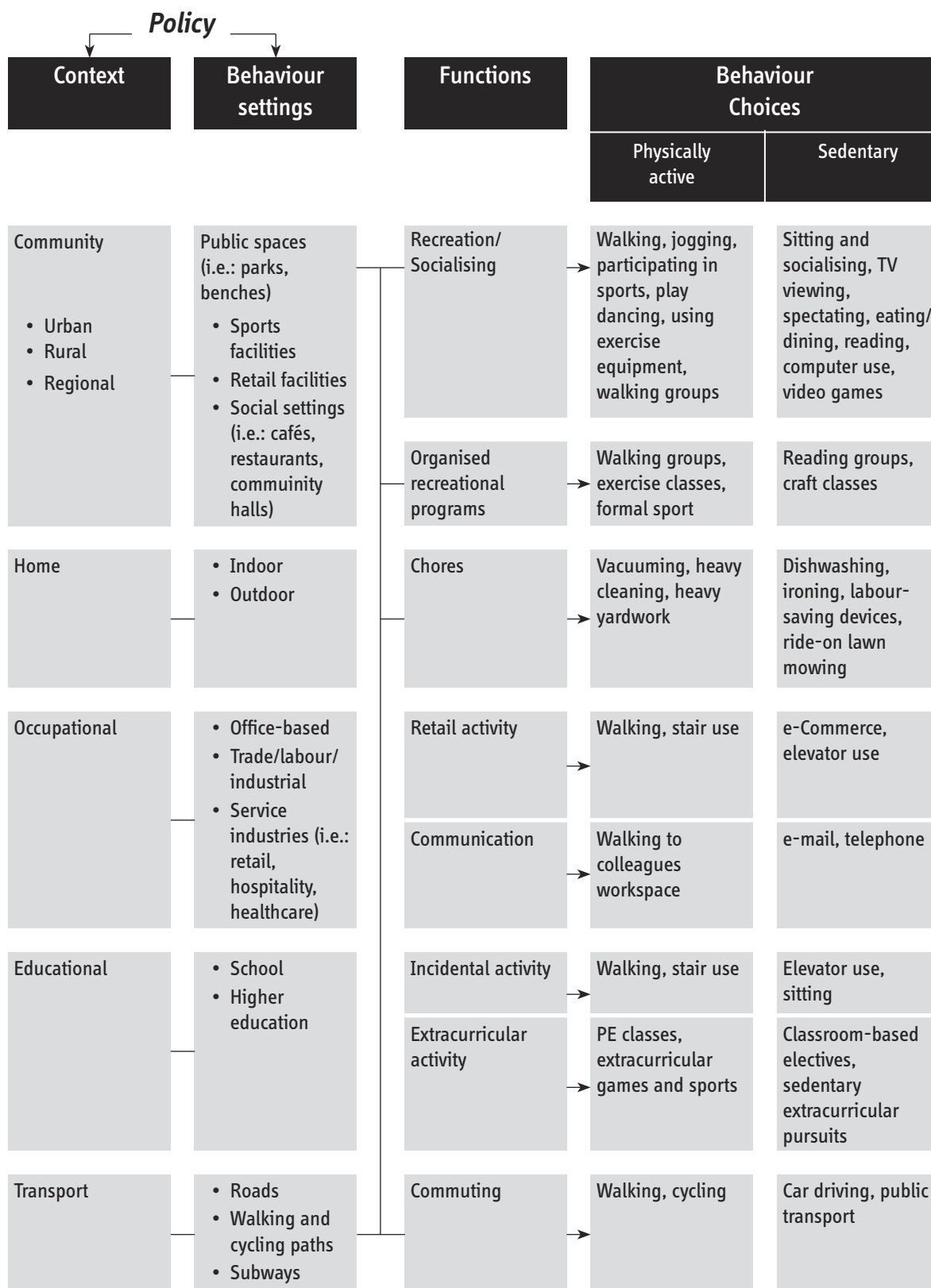
## 8. Evaluation

An annual report will highlight the achievements in providing opportunities for the community to participate in physical activities, contributing to their health and wellbeing. Consistent with the Municipal Public Health Plan, Council will develop a set of indicators to measure and evaluate the impacts of the strategy on physical activity across the municipality. This will assist in the annual review process to ensure identified actions are still current and emerging issues are considered.

### Key indicators may include:

- State Government Annual state wide LGA survey
- City of Melbourne Resident Perceptions Survey
- City of Melbourne Business Perceptions Survey
- City of Melbourne International Students Survey
- Centre for Environment and Recreation Management customer satisfaction survey
- Parks satisfaction Survey
- Participation rates;
- Evidence of partnerships;
- Evidence of information dissemination;
- Environmental audits and changes;
- Website statistics; and
- Increased diversity of opportunities

**Attachment 1: An environmental and policy framework of potential influences of behaviour settings and their functions on physically active and sedentary choices**









Do you have a question for the Melbourne City Council?  
Call and speak to us.

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9280 0717	廣東話
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9280 0725	Việt Ngữ
9280 0726	All other languages

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May 2007  
PO Box 1603  
Melbourne Victoria 3001

Frontline (03) 9658 9658  
TTY (03) 9658 9461  
[enquiries@melbourne.vic.gov.au](mailto:enquiries@melbourne.vic.gov.au)  
[www.melbourne.vic.gov.au](http://www.melbourne.vic.gov.au)

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