Our mission is:

TO ENCOURAGE MORE PEOPLE TO BE MORE ACTIVE MORE OFTEN.

We recognise that:

THE CITY OF GREATER GEELONG CAN POSITIVELY CONTRIBUTE TO THE HEALTH AND WELLBEING OF THE COMMUNITY BY MAKING PHYSICAL ACTIVITY THE EASY CHOICE. THIS CAN BE DONE THROUGH CAREFUL AND CONSIDERED DESIGN OF PUBLIC SPACES AND THE BUILT ENVIRONMENT, AND BY ENSURING THE NEEDS OF PEOPLE ARE PARAMOUNT WHEN MAKING DECISIONS ABOUT THE SPACES IN WHICH THEY LIVE, LEARN, WORK AND PLAY.

Supported by Be Active, a joint initiative of VicHealth and the Victorian Government (Sport and Recreation Victoria)
AIM OF THE PHYSICAL ACTIVITY STRATEGY

The aim of the City of Greater Geelong’s Physical Activity Strategy is to establish an evidence base to guide policy and decision making at a regional and municipal level. This will help create an environment that supports physical activity and will generate recommendations that are linked into the Municipal Public Health and Wellbeing Plan.

The strategy particularly focuses on identifying physical activity interventions such as facility development, policies, programs and services that are cost effective and most likely to succeed in increasing people’s ongoing participation in physical activity using available resources and through the development of strategic partnerships.

SPECIFIC OBJECTIVES OF THE STRATEGY ARE TO:

- provide the policy context that describes the role of the City of Greater Geelong and other key stakeholders in planning, developing, managing and supporting opportunities that foster physical activity
- integrate planning for physical activity at a regional and municipal level
- foster partnerships that influence physical activity across the region
- identify levels of physical activity at a regional and local level
- identify key social and economic determinants of physical inactivity at a regional and local level
- identify enablers and barriers to physical activity at a local level
- provide evidence to develop guidelines and principles to inform policy and decision making that supports physical activity
- provide recommendations for resource allocation to support physical activity.

The main body of the report provides an overview of the importance of physical activity and the ways in which the City of Greater Geelong can help to create environments that support physical activity in the community, based on specific interventions supported by national and/or international evidence.

A glossary has been provided at the end of this strategy. An accompanying Background Report provides a summary of the research and consultation outputs which led to the development of the actions contained within the strategy. The Evidence Review summarises key points from documents and research papers assessed as part of the project.
WHY PHYSICAL ACTIVITY IS A HEALTH AND WELLBEING PRIORITY

Physical activity has many benefits for individuals and the broader community. According to VicHealth\(^1\), these benefits include the prevention of injuries and the onset of non-communicable diseases such as:

- cardiovascular disease
- breast cancer
- colon cancer
- type 2 diabetes
- obesity
- osteoporosis.

It can also help:

- increase people’s self-esteem and confidence
- improve sleep quality
- provide people with a greater sense of energy
- reduce depression, stress and anxiety
- improve mental health
- increase life expectancy
- enhance social connectedness.

Physical inactivity is defined by the World Health Organisation as “any bodily movement produced by skeletal muscles that requires energy expenditure.”\(^5\) It includes “sports, exercise and other activities such as playing, walking, doing household chores or gardening.”\(^6\)

Physical inactivity is estimated to cost Australia $13.8 billion annually, and the health sector alone $719 million\(^2\). 16,178 premature deaths can be attributed to physical inactivity each year\(^3\). From a workplace perspective, approximately 1.8 working days per employee per year are lost to physical inactivity, or the equivalent of $458 per employee\(^4\).
On average, residents of Greater Geelong were slightly more active than Victorians in 2008. However, as of 2011, Geelong residents are more active than they were three years ago, but not as active as Victorians in general. The percentage of the population that meets current recommended physical activity guidelines in order to maintain health benefits is far from ideal.

The percentage of people living in Greater Geelong who are overweight or obese is higher than the rate of overweight or obese people living in Victoria. By 2025, if current trends continue, the Department of Health estimates that 83% of men and 75% of women aged 20 years or more will be either overweight or obese.

An increase in body mass is not the only concern in the region. According to Diabetes Australia, 11,238 people in the City of Greater Geelong had diabetes in 2011, up from 4,972 people in 2001 (a change of 126% - noting that the population has grown by 15.1% in this time). This equates to 12.1 new cases diagnosed each week in the City of Greater Geelong. Each of these non-communicable diseases can have a profound effect on the health and wellbeing of individuals, families, communities and workplaces.

In order to create a healthier community, a strategic approach needs to be adopted to encourage physical activity at every opportunity in people's daily lives. It is imperative, therefore, that the City of Greater Geelong recognises that participation in physical activity is a cornerstone of good health and wellbeing and that such participation contributes to the building of successful, connected and active communities.

NB: Data supplied for the percentage of local residents' level of physical activity in 2008-2011 was based on the Department of Health's previous Physical Activity Guidelines. New physical activity guidelines were released by the Australian Government Department of Health in February 2014.
HOW MUCH PHYSICAL ACTIVITY DO WE NEED?

The Australian Government’s Department of Health has published National Physical Activity Guidelines for Australians to provide an overview of the minimum amount of physical activity required to enhance health. Guidelines have been produced for a range of age groups.

**AGE 0-5**
Babies should be encouraged to take part in physical activity from birth, particularly supervised floor-based play in safe environments. Toddlers and pre-schoolers should be physically active every day for at least three hours, spread throughout the day.

**AGE 5-12**
Primary school aged children should take part in a combination of moderate and vigorous activities for at least 60 minutes a day. Children should engage in activities that strengthen their muscles and bones on at least three days per week.

**AGE 13-17**
Young people of secondary school age should take part in at least 60 minutes of physical activity every day. This can built up throughout the day with a variety of activities. They should also engage in activities that strengthen their muscles and bones on at least three days per week.

**ADULTS 18-64**
Adults 18-64 years of age should accumulate 150-300 minutes of moderate intensity physical activity each week or 75-150 minutes of vigorous intensity physical activity each week (or an equivalent combination of both). Muscle strengthening activities should also occur on at least two days each week.

**OLDER ADULTS (65+)**
Older adults should accumulate at least 30 minutes of moderate intensity physical activity on most, preferably all, days of the week.
FACTORS THAT IMPACT ON PEOPLE’S PARTICIPATION IN PHYSICAL ACTIVITY

There are a broad range of social and economic determinants that influence whether or not people participate in physical activity. Based on the VicHealth BE ACTIVE Framework\(^\text{15}\), other documents reviewed and the outcome of consultations, it is recognised that barriers exist at an individual, organisational, community and societal level as outlined below.

BARRIERS TO PHYSICAL ACTIVITY PARTICIPATION

**INDIVIDUAL LEVEL:**
Key factors which limit participation in physical activity by individuals include:

- lack of time
- cost of activities
- poor health
- lack of motivation
- inability to access child care
- lack of confidence or self-esteem.

**ORGANISATIONAL & CLUB LEVEL:**
Factors that may limit participation at an organisational or club level include:

- lack of inclusive policies and practices
- lack of information about opportunities available
- inadequate facilities
- clubs or organisations that do not respond to the cultural needs of certain groups.

**COMMUNITY LEVEL:**
At a community level, the following factors can have a negative impact on physical activity participation:

- inadequate facilities and areas of open space as a result of poor planning and lack of activation
- communities that are based around cars as the major form of transport
- lack of public transportation
- communities where people do not feel connected to each other.

**SOCIETAL LEVEL:**
At a societal level, participation can be limited if:

- people don’t feel that facilities and areas of open space are safe
- people feel that spectators will make it unpleasant to participate
- people feel that it is more enjoyable to spend leisure time using technology
- there is a concern that participation as a participant or support person may lead to litigation.
Research undertaken as part of the G21 Health and Wellbeing Plan 2013-2017, the City of Greater Geelong Municipal Early Years Plan, the Greater Geelong City Plan and various other local and regional plans identified the following enablers to participation in Greater Geelong:

- safe and connected paths / walking tracks to key destinations such as schools, libraries, open space and shopping centres
- access to facilities such as swimming pools, leisure centres and sporting facilities
- access to parks, open spaces, play spaces and reserves
- affordable and inclusive activities for young people, people with disabilities and people from Culturally and Linguistically Diverse (CALD) communities
- safe and convenient public and community transport opportunities.

THOSE WHO ARE LESS LIKELY TO BE ACTIVE

Whilst physical inactivity is a whole of community issue and can affect anyone, those members of the community who are less likely to be active are women, older adults, people from culturally and linguistically diverse communities, people with a disability, Indigenous Australians and people with a low socio-economic status. These people are particularly impacted by the barriers described above and are consequently less likely to be active than other groups within the community.

Research undertaken by VicHealth indicates:

- 76.1% of women are likely to be sedentary or have low levels of exercise compared with men (68%).
- 82% of indigenous women are likely to be sedentary or have low levels of exercise compared with indigenous men (67%).
- 46% of children who were born in non-English speaking countries do not participate in organised sport, compared with 25% of children who were born in Australia.
- 81.8% of people born in Southern and Eastern Europe, 79.5% of people born in North Africa and the Middle East, and 76.7% of people born in South East Asia report lower levels of participation in physical activity than those born in Australia (69.2%).
- 45.4% of people living in the most socio-economically disadvantaged areas of Australia are likely to be sedentary, compared with 24.9% of people who live in the least socio-economically disadvantaged areas.
- 30% of young women aged between 15 to 24 years of age participate in sufficient physical activity to achieve health benefits, compared with 46% of young men in the same age group.
- 50% of people with a disability and 28% of those with profound or severe core-activity limitation take part in physical activities or attend as spectators, compared with 64% of Australians without a disability.

Specific initiatives need to be implemented that take into consideration the needs of these communities and to address their barriers to participation.
The City of Greater Geelong plays an important role in the provision and facilitation of physical activity opportunities. The quality of its planning, design and management of physical activity opportunities can either help to support physical activity, or in fact discourage it. Key roles of the City of Greater Geelong in relation to physical activity are:

**STRAIGHTIC PLANNING:**
Developing frameworks and strategies to guide the implementation of physical activity policy, infrastructure, programs and initiatives, for example:
- open space plan
- sports strategies
- recreation reserve master plans
- play strategies.

**PROGRAMMING:**
Providing, facilitating or supporting a wide range of physical activity programs such as:
- learn to swim programs and group fitness classes at aquatic centres
- sporting competitions through sports clubs
- walking groups and yoga classes at neighbourhood houses
- active community transport programs such as Walk2School Day and Ride to Work Day.

**INFRASTRUCTURE:**
Providing environments and infrastructure where physical activity can take place, such as:
- leisure centres and swimming pools
- sports facilities
- open space, parks and playgrounds
- shared cycling / walking trails, footpaths and road networks.
According to the City of Greater Geelong’s City Plan’s strategic direction of ‘Community Wellbeing’ and its Municipal Public Health and Wellbeing Plan, some of the key initiatives currently undertaken as part of ‘keeping people well’ in the City include:

- **Healthy Lifestyles**: delivery of initiatives such as Healthy Together Geelong; provision of sport and recreation facilities; parenting programs; provision of information; and capacity building initiatives.

- **Healthy Environments**: providing and maintaining sport and recreation spaces and places; implementing community safety initiatives; improving the environment through re-vegetation and revitalisation programs; creating more welcoming and inclusive environments; advocating for better public transport and addressing transportation gaps; improving opportunities for active transport; and working with communities to remove negative impacts of land use of health and wellbeing.

- **Connected, Creative and Strong Communities**: providing support for families through activities such as school holiday programs; supporting places such as Neighbourhood Houses and sports clubs where people can develop and maintain community connections; providing community funding programs; providing parenting programs; supporting and delivering community events; providing information about initiatives through community directories and the Community Update publication.

- **Delivery of targeted programs for sectors of the community.**

### HOW MUCH THE CITY OF GREATER GEELONG CURRENTLY INVESTS IN PHYSICAL ACTIVITY

The City of Greater Geelong provides over 1,300 facilities suitable for participation in physical activity (such as tennis courts, netball courts, bocce courts, swimming pools, etc), with an estimated value of over $175 million (excluding 4 golf courses and 124 ovals). Each year Council invests almost $20 million towards the maintenance of these facilities and almost $13 million to new capital works (such as oval renovations irrigation systems, hard court upgrades and installation of flood lights) to support physical activity participation. The total spend by City of Greater Geelong on footpaths each year is in the vicinity of $5.6 million and its expenditure on trail related infrastructure and activities in 2012 was approximately $1.7 million. These investments not only provide opportunities for health improvements, but also contribute greatly to community capacity building and economic development opportunities for the municipality.
PRINCIPLES TO SUPPORT PHYSICAL ACTIVITY

In order to assist the City of Greater Geelong to develop an environment that fully supports physical activity, the following principles have been adapted from the Toronto Charter for Physical Activity: A Global Call to Action (2010)\(^2\):

1. **Implement Evidence-based Strategies** – implement strategies and interventions that are based on research and evidence and which have been proven to be or are likely to be successful either in the local community or elsewhere.

2. **Implement Cost-Effective Strategies** – implement strategies and interventions that are cost effective wherever possible.

3. **Target Whole of Population and Specific Target Groups** – implement strategies and intervention that target the whole population in addition to specific target groups who traditionally are not as active as other members of the community, such as older adults, CALD communities, Indigenous people, people with disabilities, people from low-socio economic backgrounds and women.

4. **Address the Determinants of Physical Inactivity** – ensure that environmental, social, and individual determinants of physical inactivity are addressed when implementing strategies or interventions.

5. ** Adopt an Equitable Approach to Physical Activity** – recognise and address the determinants that impact on participation in physical activity by specific groups in the community so that a more equitable approach to physical activity opportunities and resources can be implemented.

6. **Develop Partnerships** – identify, promote and implement relevant local, municipal, regional, state and national partners including health based organisations, schools, workplaces and sports clubs, to help deliver effective, coordinated and sustainable physical activity interventions and strategies.
Based on building blocks identified by ICLEI²⁴ (the international Local Governments for Sustainability organisation) and the World Health Organisation²³, we have identified seven areas in which Local Governments can have an influence.

These mechanisms for action include:

- leadership and governance
- information
- financing
- partnerships
- workforce developments
- land use and planning
- licensing and regulation.

In relation to physical activity, Local Government may have a controlling, influencing or monitoring role against each of these areas listed above.

7. Build Organisational Capacity – provide information and support to people who either work in or influence physical activity opportunities in the community by supporting training in research, practice, policy, evaluation and surveillance.

8. Utilise a Whole of Life Approach – ensure that physical activity strategies and interventions adopted take into consideration the needs of people of all ages and abilities including children, families, adults, older adults and people with disabilities.

9. Utilise Appropriate Settings – ensure that physical activity strategies and interventions take place in a range of appropriate and specific settings including, schools, workplaces, neighbourhoods to ensure maximum participation and the best outcomes.

10. Ensure Appropriate Local and Cultural Responses – tailor physical activity interventions and strategies to accommodate cultural sensitivities and varying local realities, cultures, contexts, and resources.

11. Make Physical Activity Options Easy – provide an environment where participation in physical activity within community and daily life is easy and in which people have the freedom to make healthy and informed personal choices about being physically active.

12. Advocate for Additional Resources and Commitments – advocate to the general community, decision makers and various government agencies for more resources and an increase in political commitment to physical activity.
BEST INVESTMENTS TO INCREASE PHYSICAL ACTIVITY LEVELS

Various interventions have been investigated at a national and international level to determine which strategies have the most impact on physical activity participation. Overwhelmingly, research indicates that there is not one simple solution and that a whole of community approach is needed to increase physical activity levels. Rather, the most effective approach is to implement several different strategies at once, in partnership with a broad range of organisations such as Local Government Authorities, schools, workplaces, sports clubs, primary health care settings, transport agencies, media, etc. in a broad range of settings. To be truly effective, the strategies implemented need to address “individual, social-cultural, environmental and policy determinants of physical inactivity.” Specifically the documents reviewed highlighted the need for the development of policies that support physical activity at a high level, through to implementing initiatives which increase social support for physical activity to occur in a range of different settings such as schools, workplaces and neighbourhoods at a grass roots level. Urban design that is conducive to physical activity and the provision of safe and supportive environments for physical activity were also identified as key priorities. A number of the documents identified the need for agencies to work in partnership with each other and for the provision of training for employees so that they have a better understanding of the importance of physical activity. To increase people’s awareness of the physical activity opportunities available, the documents identified the need for effective public communication initiatives and the provision of information.
Based on an evidence review of over 50 publications, including the Systematic Review undertaken by the City of Greater Geelong\textsuperscript{28}, the best investments for physical activity, as determined by the British Journal of Sports Medicine (2012)\textsuperscript{29} and Heath et al (2012)\textsuperscript{30} are (in no particular order):

1. Whole of school programs (e.g. provision of game equipment and painted markings in playgrounds to encourage physical activity).

2. Transport policies and systems that prioritise walking, cycling and public transport (e.g. active transport programs such as walking school bus and tools to encourage active transport to work).

3. Urban design regulations and infrastructure that provides for equitable and safe access for recreational physical activity and recreational and transport-related walking and cycling across the life course.

4. Physical activity and non-communicable disease prevention integrated into primary health care systems.

5. Public education, including mass media to raise awareness and change social norms of physical activity (e.g. encouraging stair use over escalator use through signage and stairwell upgrades).

6. Community-wide programs involving multiple settings and sectors that mobilise and integrate community engagement and resources.

7. Sports systems and programs that promote ‘sport for all’ and encourage participation across the lifespan.

Various interventions have been examined by national and international researchers to determine which interventions are most likely to be cost-effective and also cost-saving. Results differ according to the parameters of each study.

One Australian study\textsuperscript{31} found that the most effective interventions are a pedometer challenge and a mass media campaign. This study found that the pedometer challenge and the mass media campaign, implemented concurrently with four other interventions – the TravelSmart program, an internet based program, general practitioner referral to an exercise physiologist and a prescription for physical activity from a general practitioner – would not only be cost effective, it would also avert 61,000 DALYs (Disability Adjusted Life Years) annually across Australia.

Another study by some of the same authors\textsuperscript{32} suggested that this package of interventions would cost approximately $850 million to deliver across Australia annually (noting that physical inactivity is estimated to cost Australia $13.8 billion annually). This equates to a cost of $8.5m for the City of Greater Geelong, for example, at a cost of $39 per person and approximately 671 DALYs saved.
The actions listed in the table below have been identified from consultations and the evidence review as the proposed actions most likely to have an impact on participation in physical activity. In order for some of these actions to occur, additional resources in the way of staff or budgets may be required.

Some of the actions will also require the development of effective partnerships with other agencies within the community. Certain actions will need to occur before others (predecessors) so that specific infrastructure, resources or policies are in place prior to instigation of new initiatives.

Although all actions identified are considered important within the suite of interventions and initiatives, they have been initially prioritised on the following basis:

- **Impact** – intervention or initiative is likely to have a positive impact on increasing levels of physical activity participation, based on the evidence review undertaken as part of the Strategy
- **Feasibility** – intervention or initiative can be achieved using existing networks and partners, or such networks and partners will be relatively easy to develop in the short term
- **Affordability** – intervention or initiative can be achieved using existing resource levels, or likelihood of obtaining sufficient resources within the short term is high
- **Acceptability** – intervention or initiative likely to be acceptable and relevant to Council, the target market and the broader communities
- **Sustainability** – intervention or initiative is likely to result in changed behaviours, practices and attitudes, and be sustainable from a cost and ongoing resourcing perspective

A scoring system has been developed to further assist with prioritisation, based on the following method:

- **3 points**: strongly agree with statement
- **2 points**: agree with the statement
- **1 point**: unsure / neutral
- **0 points**: disagree with the statement

Actions are then prioritised based on the following total score:

- **High priority** – score between 13 and 18
- **Medium priority** – score between 7 and 12
- **Low priority** – score between 0 and 6

The next lens used to prioritise actions is based on a typical action plan format, whereby actions are rated according to whether or not they are mandatory, critical, high, medium or low priorities, or an ongoing priority, as described below:

- **Mandatory** – Action that is required by legislation or regulation
- **Critical** – Action relating to risk mitigation or safety, or an item that has a serious impact on service delivery
- **High** – Action that is considered to be very important in helping to increase physical activity participation in Colac Otway Shire
- **Medium** – Action that contributes to meeting the overall objectives of the Physical Activity Strategy
- **Low** – Action that contributes to increasing physical activity levels in Colac Otway Shire
- **Ongoing** – Action that will require an ongoing commitment from stakeholders.
The Action Plan itself is divided into a number of columns, as described below:

- **No.** – This lists the number of each action, which can be cross-referenced to the Background Report
- **Action** – This outlines the specific task to be undertaken to deliver the objectives of the Physical Activity Strategy
- **Priority** – This identifies the level of importance of each action in delivering the objectives of the Physical Activity Strategy
- **Predecessor** – This identifies which actions need to occur prior to the action listed
- **Facilitator** – This identifies which unit or organisation is responsible for planning and coordinating actions and managing stakeholders.
- **Deliverer** – This identifies which unit or organisation delivers the action
- **Supporter** – This identifies which unit or organisation supports and assists in the delivery of the action
- **Resources** – This identifies the financial, human and material resource required to deliver the action
- **Funding Sources** – This identifies potential funding sources to deliver the action.

The following actions are designed to assist the City of Greater Geelong to increase the current level of sufficient physical activity for all residents.

In order to increase physical activity levels by residents of the City of Greater Geelong, and to particularly encourage those people who are currently inactive to become active, we must proactively promote the benefits of an active lifestyle and address the barriers to participation.

The most effective way to achieve many of the objectives and actions contained within this physical activity strategy and to ultimately increase physical activity participation within our community is to appoint an active travel officer. The role of this officer would be to encourage the development of quality environments that support physical activity; facilitate and promote a range of physical activity programs; and encourage the development of appropriate policies.

Without such an appointment, the City of Greater Geelong is in danger of limiting the opportunities to create an environment where physical activity is the easy choice, and thereby watching as the health of our local residents decreases and our expenditure on health related issues increases. The appointment of such an officer is therefore pivotal to the success of this Strategy.
## ACTION PLAN

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTION</th>
<th>PRIORITY</th>
<th>PREDECESSOR</th>
<th>STAKEHOLDER ROLES</th>
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<td>FACILITATOR</td>
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### RESOURCING

1. Appoint an Active Travel officer to support populations to engage in active travel

|     |                                                                         | Critical | 0           | CoGG (Sport and Rec and HTG) | CoGG (Sport and Rec and HTG) |
|     |                                                                         |          |             |                               |                               |

### SCHOOLS

2. Establish Joint Use Agreements with schools to promote access to school sites and recreational facilities for the broader community

|     |                                                                         | Medium   | 0           | CoGG (Sport and Rec)         | CoGG (Sport and Rec)         |
|     |                                                                         |          |             |                               |                               |

3. Establish partnerships to identify, develop and promote safe routes to school to increase participation in active travel

|     |                                                                         | Medium   | 1           | CoGG (HTG and Engineering)   | CoGG (HTG and Engineering)   |
|     |                                                                         |          |             |                               |                               |

4. Support programs in partnership with schools and other relevant organisations to increase participation in active travel

|     |                                                                         | High     | 1           | CoGG (Sport and Rec and HTG) | CoGG (Sport and Rec and HTG) |
|     |                                                                         |          |             |                               |                               |

5. Implement Healthy Together Geelong health promotion initiatives for early childhood services and schools that support active play and physical activity

|     |                                                                         | High     | 0           | CoGG (HTG)                   | CoGG (HTG)                   |
|     |                                                                         |          |             |                               |                               |

### TRANSPORT POLICIES & SYSTEMS

6. Develop an active transport plan that provides an integrated accessible network of walking and cycling routes for safe and convenient travel to local destinations and points of interest (Healthy by Design)

|     |                                                                         | High     | 1           | CoGG (Sport and Rec and HTG) | CoGG (Sport and Rec and HTG) |
|     |                                                                         |          |             |                               |                               |

7. Support implementation of the G21 Public Transport Strategy to promote and improve public and community transport routes and timetables

|     |                                                                         | Medium   | 0           | CoGG (Engineering)           | CoGG (Engineering)           |
|     |                                                                         |          |             |                               |                               |

8. Ensure that the Integrated Transport Plan to be undertaken focuses on addressing high speed priority routes to key destinations; the development of alternative, frequent high speed public transport; the development of safe road crossings for pedestrians; the development of a network of connected cycling / walking paths; and the reduction of speed limits only in areas where there are high pedestrian numbers

|     |                                                                         | Medium   | 0           | CoGG (Engineering)           | CoGG (Engineering)           |
|     |                                                                         |          |             |                               |                               |

9. Explore the feasibility of Park and Ride initiatives to other parts of the city such as the CBD and sites where major employers are located

|     |                                                                         | Low      | 1           | CoGG (Sport and Rec and HTG) | CoGG (Sport and Rec and HTG) |
|     |                                                                         |          |             |                               |                               |

10. Continue to fund and prioritise infrastructure that supports active travel

<p>|     |                                                                         | Medium   | 1           | CoGG (Sport and Rec and HTG) | CoGG (Sport and Rec and HTG) |
|     |                                                                         |          |             |                               |                               |</p>
<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTION</th>
<th>PRIORITY</th>
<th>PREDECESSOR</th>
<th>STAKEHOLDER ROLES</th>
<th>RESOURCES</th>
<th>FUNDING SOURCES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Appoint an Active Travel officer to support populations to engage in active travel</td>
<td>Critical</td>
<td>CoGG (Sport and Rec, Engineering, Community Development and Family Services)</td>
<td>$100,000 per year for an initial three years (including on-costs)</td>
<td>CoGG</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Establish Joint Use Agreements with schools to promote access to school sites and recreational facilities for the broader community</td>
<td>Medium</td>
<td>CoGG (Sport and Rec)</td>
<td>CoGG (Sport and Rec) DEECD, Schools</td>
<td>Within existing organisation resources</td>
<td>CoGG</td>
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<tr>
<td>3</td>
<td>Establish partnerships to identify, develop and promote safe routes to school to increase participation in active travel</td>
<td>Medium</td>
<td>CoGG (HTG and Engineering)</td>
<td>CoGG (HTG, Engineering, Community Development and Family Services)</td>
<td>Role of new designated Active Travel position</td>
<td>CoGG</td>
</tr>
<tr>
<td>4</td>
<td>Support programs in partnership with schools and other relevant organisations to increase participation in active travel</td>
<td>High</td>
<td>CoGG (Sport and Rec and HTG)</td>
<td>CoGG (Sport and Rec, Engineering, Community Development and Family Services)</td>
<td>Role of new designated Active Travel position</td>
<td>CoGG</td>
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<tr>
<td>5</td>
<td>Implement Healthy Together Geelong health promotion initiatives for early childhood services and schools that support active play and physical activity</td>
<td>High</td>
<td>CoGG (HTG)</td>
<td>CoGG (Family Services), Early Childhood Services, Schools</td>
<td>Within existing organisation resources</td>
<td>CoGG (HTG)</td>
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<tr>
<td>6</td>
<td>Develop an active transport plan that provides an 'integrated accessible network of walking and cycling routes for safe and convenient travel to local destinations and points of interest' (Healthy by Design)</td>
<td>High</td>
<td>CoGG (Sport and Rec and HTG)</td>
<td>CoGG (Sport and Rec, Engineering, Community Development and Family Services), DTPLI, Schools, Businesses, Community</td>
<td>Role of new designated Active Travel position, Strategy contacted externally $80,000</td>
<td>Subject to grant</td>
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<tr>
<td>7</td>
<td>Support implementation of the G21 Public Transport Strategy to promote and improve public and community transport routes and timetables</td>
<td>Medium</td>
<td>CoGG (Engineering)</td>
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<td>Within existing organisation resources</td>
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<td>8</td>
<td>Ensure that the Integrated Transport Plan to be undertaken focuses on addressing high speed priority routes to key destinations; the development of alternative, frequent high speed public transport; the development of safe road crossings for pedestrians; the development of a network of connected cycling / walking paths; and the reduction of speed limits only in areas where there are high pedestrian numbers</td>
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<td>CoGG (Engineering)</td>
<td>CoGG (Engineering)</td>
<td>Within existing organisation resources</td>
<td>CoGG (Engineering)</td>
</tr>
<tr>
<td>9</td>
<td>Explore the feasibility of Park and Ride initiatives to other parts of the city such as the CBD and sites where major employers are located</td>
<td>Low</td>
<td>CoGG (Sport and Rec and HTG)</td>
<td>CoGG (Sport and Rec, Engineering, Community Development)</td>
<td>Role of new designated Active Travel position</td>
<td>CoGG (Sport and Rec and HTG)</td>
</tr>
<tr>
<td>10</td>
<td>Continue to fund and prioritise infrastructure that supports active travel</td>
<td>Medium</td>
<td>CoGG (Sport and Rec and HTG)</td>
<td>CoGG (Sport and Rec, Engineering, Community Development)</td>
<td>Role of new designated Active Travel position</td>
<td>CoGG (Sport and Rec and HTG)</td>
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<tr>
<td>NO.</td>
<td>ACTION</td>
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<tr>
<td>11</td>
<td>Ensure the Municipal Strategic Statement contains healthy built environment components that support active living</td>
<td>Medium 0</td>
<td>CoGG (HTG)</td>
<td>CoGG (HTG)</td>
<td></td>
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</tr>
<tr>
<td>12</td>
<td>Embed ‘Healthy by Design’ principles in Council planning processes to support active living in existing and future growth areas</td>
<td>Medium 0</td>
<td>CoGG (Sport and Rec)</td>
<td>CoGG (Sport and Rec)</td>
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<tr>
<td>13</td>
<td>Continue to implement and regularly update the recommendations contained within its infrastructure guidelines and ensure that developers and the general public are made aware of this document</td>
<td>Medium 0</td>
<td>CoGG (Sport and Rec)</td>
<td>CoGG (Sport and Rec)</td>
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<tr>
<td>14</td>
<td>Develop accessible walking and cycling resources to encourage and support participation in safe active travel</td>
<td>Medium 1</td>
<td>CoGG (Sport and Rec and HTG)</td>
<td>CoGG (Sport and Rec and HTG)</td>
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<tr>
<td>15</td>
<td>In partnership with the community identify safety issues that may impact on participation in physical activity</td>
<td>Medium 1</td>
<td>CoGG (Sport and Rec and HTG)</td>
<td>CoGG (Sport and Rec and HTG)</td>
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<tr>
<td>16</td>
<td>Review infrastructure maintenance budgets for settings in which physical activity occurs and submit a budget bid to increase maintenance levels for specific facilities as required</td>
<td>Low 0</td>
<td>CoGG (Parks and Support Services)</td>
<td>CoGG (Parks and Support Services)</td>
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<tr>
<td>17</td>
<td>Incorporate physical activity components such as signs to encourage stair use, footpath markings, active play equipment, etc into urban spaces whenever new works are undertaken or when opportunities exist for such developments to occur</td>
<td>Medium 1</td>
<td>CoGG (Sport and Rec and HTG)</td>
<td>CoGG (Sport and Rec and HTG)</td>
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<tr>
<td>18</td>
<td>Establish partnerships to encourage GPs to implement a referral program to an Exercise Physiologist Program or relevant health professionals (in areas where such programs do not already exist)</td>
<td>Low 0</td>
<td>Medicare Local</td>
<td>Medicare Local, Barwon Health, Bellarine Health</td>
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<tr>
<td>19</td>
<td>Establish partnerships to encourage GPs to administer active scripts or green scripts, with a particular focus on promoting active lifestyles and linking to community based services, facilities and organisations</td>
<td>Low 0</td>
<td>Medicare Local</td>
<td>Medicare Local, Barwon Health, Bellarine Health</td>
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<td>20</td>
<td>Facilitate training and workforce development opportunities for Local Government staff with the aim of creating environments that support physical activity</td>
<td>Low 0</td>
<td>CoGG (HTG)</td>
<td>CoGG (HTG)</td>
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<tr>
<td>21</td>
<td>Increase the amount of information about physical activities provided by clubs, organisations and the private sector in an online directory</td>
<td>Medium 0</td>
<td>CoGG (Sport and Rec)</td>
<td>CoGG (Sport and Rec)</td>
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<tr>
<td>22</td>
<td>Develop a media and communications strategy to promote the benefits of physical activity and to inform people of the minimum amount of physical activity required to maintain health benefits</td>
<td>Low 0</td>
<td>CoGG (HTG)</td>
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<tr>
<td>23</td>
<td>Provide online interactive resources to enable local residents and visitors to the area to plan their journey utilising active transport and to seek out locally available physical activity opportunities.</td>
<td>Low 1</td>
<td>CoGG (Sport and Rec)</td>
<td>CoGG (Sport and Rec)</td>
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<td>HTG (Sport and Rec, Planning Strategy and Urban Growth)</td>
<td>Within existing organisation resources</td>
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<td>HTG (Sport and Rec, Planning Strategy and Urban Growth, Community Development)</td>
<td>Within existing organisation resources</td>
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<td>CoGG (Sport and Rec)</td>
<td>HTG (Sport and Rec, Planning Strategy and Urban Growth, Community Development)</td>
<td>Within existing organisation resources</td>
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<td>Role of new designated Active Travel position</td>
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<td>CoGG (HTG)</td>
<td>CoGG (Sport and Rec, Engineering, Community Development and Family Services)</td>
<td>Role of new designated Active Travel position</td>
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<tr>
<td>CoGG (Parks and Support Services)</td>
<td>CoGG (Sport and Rec and HTG)</td>
<td>Budget bid may be required to increase maintenance for specific sites</td>
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<tr>
<td>CoGG (HTG)</td>
<td>CoGG (Sport and Rec, Engineering, Community Development and Family Services)</td>
<td>Role of new designated Active Travel position</td>
<td>CoGG</td>
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</tr>
<tr>
<td>GPs, Exercise Physiologists, allied health professionals</td>
<td>CoGG (HTG)</td>
<td>Within existing organisation resources</td>
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<tr>
<td>GPs</td>
<td>CoGG (HTG, Sport and Rec, SSL)</td>
<td>Within existing organisation resources</td>
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<tr>
<td>CoGG (HTG), local education providers</td>
<td>CoGG (HTG)</td>
<td>Within existing organisation resources</td>
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<tr>
<td>CoGG (Sport and Rec)</td>
<td>CoGG (HTG), Leisure Networks, Sporting Clubs</td>
<td>Within existing organisation resources</td>
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<td></td>
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<tr>
<td>CoGG (HTG)</td>
<td>CoGG (Sport and Rec, Marketing and Communications)</td>
<td>Within existing organisation resources</td>
<td>CoGG (HTG)</td>
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<tr>
<td>CoGG (Sport and Rec)</td>
<td>CoGG (IT, HTG)</td>
<td>Role of new designated Active Travel position</td>
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## COMMUNITY WIDE PROGRAMS

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<tr>
<th>NO.</th>
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<th>STAKEHOLDER ROLES FACILITATOR</th>
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<tbody>
<tr>
<td>24</td>
<td>Explore the feasibility of implementing a targeted intensive physical activity initiative for example the WA Active Travel program (an outreach program designed to increase levels of physical activity participation by all community members)</td>
<td>Low</td>
<td>0</td>
<td>CoGG (HTG)</td>
<td>CoGG (HTG)</td>
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<tr>
<td>25</td>
<td>Facilitate regular physical activity events for example Open Streets or Ciclovia (programs where streets are opened to people and closed to cars providing spaces for people of all ages to participate in physical activity see pg 59 of background report for further details) to offer the community the opportunity to experience streets in a whole new way</td>
<td>Low</td>
<td>0</td>
<td>CoGG (HTG)</td>
<td>CoGG (HTG)</td>
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<tr>
<td>26</td>
<td>Review policies and regulation regarding informal use of public space by providers of physical activity and amend where appropriate to encourage greater participation in these activities by the general public.</td>
<td>Low</td>
<td>0</td>
<td>CoGG (SPORT and Rec)</td>
<td>CoGG (SPORT and Rec)</td>
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<tr>
<td>27</td>
<td>Work through existing networks to address local barriers to active living, particularly vulnerable communities</td>
<td>Medium</td>
<td>0</td>
<td>CoGG (HTG)</td>
<td>CoGG (HTG)</td>
</tr>
<tr>
<td>28</td>
<td>Incorporate funding for physical activity initiatives into existing Council Grants program</td>
<td>Medium</td>
<td>0</td>
<td>CoGG (HTG)</td>
<td>CoGG (HTG)</td>
</tr>
<tr>
<td>29</td>
<td>Implement Healthy Together Geelong health promotion initiatives for workplaces and the community that include initiatives to increase participation in physical activity, promote active lifestyles and to reduce sedentary behaviour</td>
<td>Medium</td>
<td>0</td>
<td>CoGG (HTG)</td>
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## SPORTS SYSTEMS AND PROGRAMS

<table>
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<th>PREDECESSOR</th>
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<th>STAKEHOLDER ROLES FACILITATOR</th>
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</thead>
<tbody>
<tr>
<td>30</td>
<td>Work with local sport and active recreation settings to address barriers to participation by vulnerable groups within our community</td>
<td>Medium</td>
<td>0</td>
<td>CoGG (SPORT and Rec)</td>
<td>CoGG (SPORT and Rec)</td>
</tr>
<tr>
<td>31</td>
<td>Incorporate components of the VicHealth Healthy Sporting Environments Program into sport and recreation club and leisure centre leases and fees and charges policies</td>
<td>Medium</td>
<td>0</td>
<td>CoGG (SPORT and Rec)</td>
<td>CoGG (SPORT and Rec)</td>
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<tr>
<td>32</td>
<td>Encourage broader community access to tenanted sport and recreation facilities</td>
<td>Medium</td>
<td>0</td>
<td>CoGG (SPORT and Rec)</td>
<td>CoGG (SPORT and Rec)</td>
</tr>
<tr>
<td>33</td>
<td>Ensure that all active sport and recreation settings such as recreation reserves, stadiums, tennis courts, etc are planned, designed, managed and maintained in such a way as to be accessible and appropriate to the needs of all user groups.</td>
<td>Ongoing</td>
<td>0</td>
<td>CoGG (SPORT and Rec)</td>
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</tr>
<tr>
<td>ACTION</td>
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<td>Explore the feasibility of implementing a targeted intensive physical activity initiative for example the WA Active Travel program (an outreach program designed to increase levels of physical activity participation by all community members)</td>
<td>Low</td>
<td>CoGG (HTG)</td>
<td>CoGG (Sport and Rec, Central Geelong Marketing, Marketing and Communication, Community Development) and community groups</td>
<td>Cost unknown estimated $80 - $100K for implementation stage</td>
<td>CoGG</td>
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<tr>
<td>Facilitate regular physical activity events for example Open Streets or Ciclovia (programs where streets are opened to people and closed to cars providing spaces for people of all ages to participate in physical activity see pg 59 of background report for further details) to offer the community the opportunity to experience streets in a whole new way</td>
<td>Low</td>
<td>CoGG (HTG)</td>
<td>CoGG (Sport and Rec, Events, Marketing and Communication, Central Geelong Taskforce, Community Development) and community groups</td>
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<tr>
<td>Review policies and regulation regarding informal use of public space by providers of physical activity and amend where appropriate to encourage greater participation in these activities by the general public.</td>
<td>Low</td>
<td>CoGG (HTG)</td>
<td>CoGG (Sport and Rec)</td>
<td>Within existing organisation resources</td>
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<tr>
<td>Work through existing networks to address local barriers to active living, particularly vulnerable communities</td>
<td>Medium</td>
<td>CoGG (HTG)</td>
<td>CoGG (Sport and Rec)</td>
<td>CoGG (HTG)</td>
<td>CoGG (Sport and Rec, Community Development, Community Facilities), Leisure Network, Neighbourhood Houses, Community Health</td>
</tr>
<tr>
<td>Incorporate funding for physical activity initiatives into existing Council Grants program</td>
<td>Medium</td>
<td>CoGG (HTG)</td>
<td>CoGG (Sport and Rec)</td>
<td>Within existing organisation resources</td>
<td>CoGG (Community Development, Geelong Major Events, Aged and Disability, Family Services)</td>
</tr>
<tr>
<td>Implement Healthy Together Geelong health promotion initiatives for workplaces and the community that include initiatives to increase participation in physical activity, promote active lifestyles and to reduce sedentary behaviour</td>
<td>Medium</td>
<td>CoGG (HTG)</td>
<td>CoGG (HTG)</td>
<td>Within existing organisation resources</td>
<td>CoGG (HTG)</td>
</tr>
<tr>
<td>Work with local sport and active recreation settings to address barriers to participation by vulnerable groups within our community</td>
<td>Medium</td>
<td>CoGG (Sport and Rec)</td>
<td>CoGG (HTG)</td>
<td>CoGG (Sport and Rec)</td>
<td>CoGG (SSL, Community Development, Rural Access)</td>
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<tr>
<td>Incorporate components of the VicHealth Healthy Sporting Environments Program into sport and recreation club and leisure centre leases and fees and charges policies</td>
<td>Medium</td>
<td>CoGG (Sport and Rec)</td>
<td>CoGG (Sport and Rec)</td>
<td>CoGG (Sport and Rec)</td>
<td>Sporting clubs, Leisure Network</td>
</tr>
<tr>
<td>Encourage broader community access to tenanted sport and recreation facilities</td>
<td>Medium</td>
<td>CoGG (Sport and Rec)</td>
<td>CoGG (Sport and Rec)</td>
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<td>Ongoing</td>
<td>CoGG (Sport and Rec)</td>
<td>CoGG (Sport and Rec)</td>
<td>CoGG (Sport and Rec)</td>
<td>CoGG (HTG)</td>
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</table>
GLOSSARY

• Active transport - travel between destinations by walking, cycling or other non-motorised modes.

• Active Travel Officer - a staff person responsible for promoting and facilitating opportunities for people to use active transport such as walking and cycling to schools, work and other places they want to go.

• Built environment - aspects of our surroundings that are created or modified by people rather than occurring naturally. Includes our homes, neighbourhoods, schools and workplaces, parks, recreation areas and transport systems (including public transport, footpaths and roads).

• Insufficient physical activity time and / or sessions – less than 150 minutes or 150 or more minutes, but fewer than five sessions.

• Life-course (life-span) approach to physical activity - encouraging regular and adequate physical activity from youth to old age. Involves maternal health and pregnancy outcomes, child and adolescent health and various settings for physical activity.

• Moderate physical activity - activity at a level that causes your heart to beat faster and some shortness of breath, but so that you can still talk comfortably while doing the activity. Includes brisk walking, bike riding with friends, skateboarding and dancing.

• Physical activity - ‘any bodily movement produced by the muscles that results in energy expenditure.’ May include sporting activities and exercise, as well as incidental activities such as walking, cycling, playing, gardening, housework, etc.

• Sedentary behaviour - activity characterised by a sitting or reclining posture and low energy expenditure such as watching television or sitting in the workplace.

• Sufficient physical activity time and sessions – 150 minutes and five or more sessions.

• Vigorous physical activity - activity at a level that causes rapid heartbeat and shortness of breath that makes talking difficult between deep breaths so that you ‘huff and puff’. This might include football, netball, soccer, running, swimming laps or training for sport.

• DALY - disability adjusted life years, or the number of years of perfect health lost through premature death or disability. The more DALYs saved, the longer a person’s life and / or the less disabilities they may have.

• QALY - quality-adjusted life years or the number of years of life in perfect health saved. QALYs are primarily used to assess the value for money of a particular intervention, which then determines how many years of life would be saved by the intervention.

• MET – a unit that describes energy expenditure of a particular activity. One MET is the rate of energy expenditure at rest. An activity that expends five times as much energy as when the body is at rest is classified as a five MET. If a person takes part in this activity for 20 minutes, then they have achieved 100 MET minutes. In order to achieve health benefits, people need to expend a minimum of 500-1,000 MET minutes per week.
REFERENCES

8. Victorian Population Health Survey (2012) – City of Greater Geelong
17. City of Greater Geelong (2013) Municipal Early Years Plan Survey Results
18. City of Greater Geelong (2013) City Plan Survey Results
28. City of Greater Geelong and University of NSW (2013) Systematic Review of Incidental Community-Based Physical Activity Intervention
32. Vos, Theo; Carter, Rob; Barendregt, Jan, Mihalopolous, Catherine; Veerman, Lennert; Magnus, Anne; Cobiac, Linda; Bertram, Melanie; and Wallace, Angela. ACE Prevention Team – University of Queensland and Deakin University (2010) Assessing Cost-Effectiveness in Prevention: http://www.sph.uq.edu.au/docs/BODCE/ACE-P/ACE-Prevention_final_report.pdf (Viewed 18 July 2013)
A jointly funded initiative of the State Government of Victoria and the Australian Government