The Triple Bottom Line

An Integrated Approach to Physical Activity
The Evidence
How Active are WA Adults?

Over 40% of WA adults not active enough for good health

(2006 WA Adults Survey)
How Active are WA Adults?

Preliminary findings from the 2009 WA Physical Activity Survey indicate concerning results:

- 9% decline in people walking for recreation since 1999
- 10% decline in people walking for transport since 2006
- Only half of physically-active adults walked more than 10 minutes for recreation
- One in five walked more than 10 minutes for transport in the previous week.

The survey also showed a corresponding decline in the use of local footpaths and streets for physical activity.
How Active are WA Children?

- Less than half of the school students interviewed reported undertaking the recommended minimum 60 minutes of physical activity every day for good health.
- Participation was lowest amongst secondary school girls with only 10% meeting the national guideline.
Screen-based recreation activity

- National guidelines recommend children aged 5-18 years should not spend more than two hours a day using electronic media for entertainment, particularly during daylight hours.

- The majority of school students interviewed reported participating in more than two hours of screen-based recreation on at least one day in the previous week.
Physical Activity Participation Trends

Walking Still Most Prevalent Form of Physical Activity

WA Adults Survey 2006
The Triple Bottom Line
Why Physical Activity?

- Being active is good for our health and our economy. It also has real benefits for our communities and for us as individuals.

- Active Communities are more connected, participate more in community activities, are more productive, and reduce the environmental impacts of car dependence.

- Active living also reduces the risk of diseases such as cardiovascular disease, type II diabetes, colon and breast cancer, depression and falls.

- The direct costs attributable to physical inactivity of these conditions is more than $1.5 billion nationally a year.
Physical Activity and the Triple Bottom Line

Environment and Sustainability
- air and noise pollution
- safer places
- traffic congestion

Economic
- tourism
- employment
- local business
- vandalism costs

Social Policy and Health
- obesity
- social networking
- chronic disease
- crime
- wellbeing
- stress
- community connections
- cohesion
- mental health
- quality of life

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An Integrated Approach

- The creation of supportive environments for active living requires inter-sectoral commitment, coordination and action – between government departments, between government and business, between government and business and the community sector, between people and their elected officials.

- No single agency or organisation will be able to increase physical activity levels on its own.

- Sharing the load is the only way to make a difference
An Integrated Approach
State Government Snapshot
Physical Activity Taskforce Structure

PHYSICAL ACTIVITY TASKFORCE

Evaluation & Monitoring Advisory Committee

Communications Advisory Committee

Built Environments Advisory Committee

Local Government Active Advisory Panel

Walk WA

Schools Working Group

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# Physical Activity Taskforce Members

**Chair:** Hon Terry Waldron  
Minister for Sport and Recreation

**Deputy Chair:** Dr Tarun Weeramanthri  
Executive Director, Department of Health

<table>
<thead>
<tr>
<th>State Government Members (Directors General)</th>
<th>Local Government Member</th>
<th>Associate Members</th>
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<td>Health Education Transport Sport and Recreation Planning Healthway</td>
<td>WA Local Government Association</td>
<td>Academia Non-Government /Community</td>
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Purpose and Aim

PURPOSE
Provide a policy coordination and accountability role through strategic leadership and direction across government and the community in relation to physical activity.

AIM
Improve the health and wellbeing of the Western Australian community through the support, facilitation and promotion of physical activity.
Objectives

- Provide strategic direction and input to the development of policy to influence a coordinated statewide physical activity strategy;

- Discuss, review and provide a coordinated response to the broader strategic policies of government, both at a state and federal level, that have an impact on physical activity;

- Harness the collective expertise, resources and service provision capability across government and the community sector to develop, implement and monitor a statewide physical activity strategy; and

- Conduct and collate adult and child related research on physical activity participation rates, interventions and environments and monitor and assess the outcomes of the Taskforce.
Department of Sport and Recreation

- **Community Development Approach to Community Inclusion**
  - Community Inclusion Officers
  - Eg: South East Corridor CaLD Children and Youth Sport and Recreation Project

- **Public Open Space Strategy**
  - In partnership with key industry stakeholders DSR is implementing an adaptive transition management process to address the urgent needs and issues of POS
  - Other projects including POS Terminology Project; Research and Needs assessment, professional development
Club Development
- Club Development Officer Scheme
- Clubs On Line

Facilities – CSRFF
- Financial assistance to community groups and LGAs to develop basic infrastructure for sport and recreation
  - $20 million annually towards the development of high quality physical environments for sport and recreation
- **Active Recreation**
  - Recreation Reform Agenda: New Agenda Framework being developed
  - Local Government Fees for Playing Fields – non mandatory system for setting fees that would provide common base for LGAs to use as required. Currently being piloted.
  - Lotterywest Trails Funding - funding to support planning, construction, upgrading and promotion of Trails

- **Youth Diversionary Project**
  - DSR funding service providers in City of Armadale and City of Swan to engage local youth in a range of diversionary activities on Friday and Saturday night with the aim to reduce number of young people detained in Northbridge.
Active Smart

- Led by DSR in collaboration with WA Sports Federation, PATF and Department of Transport

- The pilot targeted 1000 residents within the suburbs of Rockingham and Safety Bay between August 2008 and March 2009.

- The overall aim was to encourage residents at the household level to voluntarily increase their physical activity and promote healthy active lifestyles, and to test the individualised marketing methodology used by the TravelSmart Household project

- The Active Smart Rockingham Pilot project used a comprehensive range of tools and interventions to educate, motivate and promote physical activity participation to households.
Active Smart (cont.)

- During the pilot, 403 households received Active Smart information with 6031 items of information personally delivered to interested households. This was followed up by 112 home visits to motivate and encourage residents. There was a range of community options piloted including community events, an online walking challenge and three newsletters.

- Comprehensive pre and post evaluation was also undertaken to capture changes in behaviour.
Active Smart (cont.)

- The results from the pilot show the project can potentially increase participant physical activity by up to 15 minutes, which is around half of the required amount of daily physical activity adults need for good health.

- Twelve per cent of the population increased their intensity of activity, by moving from insufficient to sufficient activity. The increases were predominantly in walking activities.

- Overall the Active Smart Rockingham Pilot showed there is strong potential to build on this behaviour change and to extend this to the community.

- Currently reviewing and undertaking strategic planning process to identify the next phase of implementation. Likely to also be trialled in regional centre.
Nature Play WA

- Nature Play WA is devoted to helping West Australian Children and their families connect with nature and help build stronger, healthier communities.

- It is the result of growing awareness around the world of the importance of nature on the lives of children and parents.

- Nature Play WA is currently an initiative of DSR in partnership with the Department of Environment and Conservation.

- DSR is in the process of securing founding partners to establish a formal body known as Nature Play WA.

- At the local level encouraging parents to start their own nature group in their local suburb.
Healthy Active Workplaces

- Joint policy statement developed – State Government, Chamber of Commerce and Industry and Unions WA.
- Resource Kit
- Online Questionnaire
- Training Workshops
- Support for workplaces to implement best practice health and wellbeing programs for their employees.
Healthy Communities (Preventative Health NPA)

- Australian Government leading, through DoHA
- Funding will be provided from the Australian Government directly to selected LGAs
- Community based programs focussing on disadvantaged members of the community and those not in the workforce
- Currently two LGAs in WA funded in Phase One – Shire of Derby and City of Wanneroo
- The second round of grants was due to be opened in July/August 2010. However, this did not occur as the announcement of the federal election has suspended work on this initiative pending outcome of the election.
- Healthy Children (Preventative Health NPA)
- Healthy Workers (Preventative Health NPA)
- Public Health Act
  - Local Health Plans (physical activity)
  - South Metropolitan Public Health Unit Resource/Template
  - WALGA Options Paper
WA Healthy Schools Program

- The WA Healthy Schools Program (WAHSP), funded by the Australian Better Health Initiative (ABHI) aims to promote and facilitate the implementation of best practice health eating and physical activity initiatives in schools.
- Seven part-time (0.5FTE) and 4 full-time HSC's are employed by WA Country Health Service and Child and Adolescent Health Service respectively.

Metropolitan Public Health Units

- Health promotion teams have established strong community links in their areas, and collaborate with community groups, workplaces, schools and local governments to develop and support a range of health promotion programs. A useful resource.
School Curriculum and Reporting Policy
- Requirement to provide two hours per week of physical activity (K-10)

Fundamental Movement Skills

Fundamental Games Strategies

Built Environments Schools Working Group
- Chaired by DoE
- Members include, DSR, DoP, WALGA, UDIA, Catholic Schools, AISWA
- Focus on issues relating to planning and design of school sites to promote increased physical activity opportunities
- Particular focus on issue of shared use
Travel Smart

- TravelSmart works directly with individuals in their households to help them make informed travel choices about how to get to places using their cars less and walking, cycling and using public transport more.

- TravelSmart is about empowering people to make decisions that can benefit their environment, their health and their wallet.

- TravelSmart also works with local communities, including local governments, schools, universities, hospitals and workplaces, to help them self-manage the process of change.
- Travel Smart (cont)
  - TravelSmart offers a comprehensive suite of travel behaviour change programs. Local governments and major destinations are able to choose programs to suit their situation.

  - ✔ Appoint TravelSmart Officers
  - ✔ Produce Local TravelSmart Guide
  - ✔ Become a TravelSmart Workplace
  - ✔ Provide End of Trip Facilities
Travel Smart (cont)

Examples of sustainable transport initiatives developed and/or implemented by Local Government TravelSmart Officers include:

- Integrated Transport Plans
- Delivery of Walking School Bus and TravelSmart Schools programs
- Bike Plans and Policies
- Bicycle infrastructure
- Support local Bicycle Users Groups
- Engage Council and community in education, information and campaigns such as Bike Week and Walk Week as well as local programs such as Melville’s Smarti program for local workplaces, magical mystery tour for seniors, cycling workshops, active shopper challenge.
- Produce and update TravelSmart resources for their local community (TravelSmart Guides, Bin Stickers with TravelSmart messages, local walking guides etc)
- Workplace travel plans to demonstrate Council leadership in community
Cycle Instead Program

- Cycle Instead Bikeweeek campaign aims to increase physical activity by promoting cycling for transport and recreation in WA
- Cycle Instead in Spring – September to November

Cycling Infrastructure Program

- Since 2001 the DoT has awarded around $1 million dollars a year to metropolitan LGAs to develop cycling infrastructure or plans.
- DoT also awards funding to regional local government authorities for cycling infrastructure or planning through the Regional Bicycle Network Grants program.
- Cycling infrastructure also assist local government authorities with the development of local bicycle plans to help them coordinate infrastructure provision in their area.
Walk Week

- This year marks the 10th anniversary of Walk Week 2010 campaign which will be held from 1 to 7 November.
- The aim of this collaborative project is to increase the awareness of walking and promote the benefits of walking while supporting the principles of the Walk WA
- The Department’s Walk There Today message is key to this campaign
- Walk Week encourages Western Australians to be more active by walking for transport, health, recreation and the environment
Department of Planning

- Liveable Neighbourhoods Policy (possible review next year)
- Directions 2031 and Beyond Framework and Strategy
- SPP 3.6 Developer Contributions Policy
- State Planning Strategy – Social Infrastructure Plan
Age Friendly Communities

- The Department for Communities (DFC) is committed to building strong, vibrant communities. One of the most effective ways to create a strong community is to adopt an age-friendly approach to planning at the local government level.

- An Age-Friendly Community benefits everyone in the community, not only older people. It creates a culture of inclusion enjoyed by people of all ages and abilities.

- Policies, services and structures related to the physical and social environment are designed to support and enable people to age actively, that is, to live in security, enjoy good health and continue to participate fully in society.
Age Friendly Communities (cont.)
- Four pilot programs (Melville; Rockingham, Mandurah, Augusta Margaret River).
- Grants Program early 2010 (23 LGAs)
- Case Studies

Social Policy and Assistance
- Children and Youth
- Multicultural Interests
- Parenting and Childcare
- Seniors
- Women
- Volunteers
Healthway Local Government Grants

- Grants of up to $50,000 to develop a greater focus on a range of public health issues relevant to the local community.
- Opportunity to support physical activity policy and strategy development and initiatives.
Physical Activity Taskforce

- Local Activity Grants – Key Findings and Lessons Learnt
  - Collaboration with WALGA, funded by LotteryWest

- Active Transport Curriculum
  - Collaboration with Department of Transport, Heart Foundation, Department of Education, Department of Health

- Youth Engagement Forum
  - Collaboration with WA Sports Federation
    - 21 September 2010

- Local Government Elected Members Advocacy
  - Zone Meeting Presentations
Physical Activity Taskforce

- **Healthy Active by Design**
  - Partnership with Heart Foundation
  - Collaboration with Departments of Sport and Recreation, Transport and Planning.
  - Development of a specific Western Australian guide that will facilitate the development of physically active communities through appropriate design considerations and planning decisions.
  - Build on Healthy Spaces and Places
  - Consultation process to be undertaken with stakeholders including local government
National Heart Foundation

- Physical Activity Campaigns
  - Find 30
  - Unplug and Play
- Heart Foundation Walking
- Healthy Spaces and Places
- An Australian Vision for Active Transport
- Position Statement on the Built Environment and Walking
### Active After-school Communities Programs

- Program of the Australian Sports Commission
- Increase participation of primary school aged children
- Facilitate links to community sport clubs
- Community Coach Training Program
- Strong links with Local Government
- Special Initiatives Grants available
An Integrated Approach
Local Government
Physical Activity Taskforce Structure

PHYSICAL ACTIVITY TASKFORCE

Evaluation & Monitoring Advisory Committee

Communications Advisory Committee

Built Environments Advisory Committee

Local Government Active Advisory Panel

Walk WA

Schools Working Group
The Local Government Active Advisory Panel (LGAAP) was established in December 2009 as a collaborative effort between the Physical Activity Taskforce (PATF), WA Local Government Association (WALGA) and the Department of Sport and Recreation (DSR).

It sees the amalgamation of the PATF’s Local Government Working Group (LGWG), WALGA’s Recreation and Leisure Technical Reference group (TRG) and DSR project groups to facilitate greater collaboration and to better place Local Government and State Government to respond to issues that impact on sport, recreation and physical activity.
Local Government Active Advisory Panel

- The purpose of the LGAAP is to examine issues, provide advice, and make recommendations to ensure a coordinated and collaborative approach to key issues that impact on sport, recreation and physical activity across Local Government.

- The LGAAP links closely with the renewed mandate of the Physical Activity Taskforce; to focus on coordination and advocacy within government and across the community.
Local Government Active Advisory Panel

The objectives of the LGAAP are to:

- Provide advice, recommendations, and input to State Government and WALGA on key issues, policy and legislation that impact on sport, recreation and physical activity across Local Government.

- Identify and advise on the delivery of relevant professional development, training opportunities and networking for Local Government professionals relating to sport, recreation and physical activity.

- Foster relations and identify synergies between State, Local and non-government.
Local Government Active Advisory Panel

- Membership consists of senior level representation from Local Government and the State Government departments of Sport and Recreation, Planning, Transport, Health and Education.

  - Michael Quirk  City of Rockingham (Chair)
  - Roger Knight  Town of Kwinana
  - Patrick Quigley  City of Gosnells
  - Cllr Tracey Roberts  City of Wanneroo
  - Janette Spencer  City of Subiaco
  - Renato Bruno  Town of Claremont

- Local Government representatives, appointed following expression of interest process through WALGA
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**A Voice for Local Government in Sport, Recreation and Physical Activity**
Local Activity Grants (LAGs)

- 160 Projects Funded
- Over 65,000 people physically active as a result of LAGs
- Outcomes:
  - Increased regular participation in physical activity
  - Increased awareness of physical activity and resources
  - Increased skills and human resources
  - Contributed to the development of Physical Activity Plans
  - Improved facilities and infrastructure
- Other lessons learnt
Whole of Local Government Approach

- **Overarching Plan and Policy Direction**
  - Health and Wellbeing / Physical Activity

- **Integration across other Council Plans**
  - Strategic plan
  - Corporate plans
  - Operational plans

- **Key performance measures**

- **Evidence Base**
An Integrated Approach - Key Principles

- Comprehensive multi level planning and strategies (strategic to local policy and programs);
- Links to public education campaigns
- Partnership approach – internal and external
- Integrated planning
- Local and accessible programs and services
- Planning policies and schemes that ensure built environments support physical activity
Areas of Integration – Mutual Outcomes

- Public and Environmental Health
- Community Development
- Planning and Urban Design
- Transport and Road Safety
- Sport and Recreation
- Club Development
- Crime Prevention
- Community Safety
- Parks and Gardens
- Economic Development and Tourism
Making it Work

• Recognise it is a complex problem
• Councils are already achieving great outcomes – best practice
• Champions and advocates
• Local evidence
• Integrated planning
• Partnerships
• Sustainable Programs
• Evaluation of Impact
Making it Work

- Case Studies
  - Local Activity Grant Program Evaluation
  - Be Active WA Website

www.beactive.wa.gov.au
Your Story

- Challenges and barriers to achieving outcomes for physical activity
- What support/assistance would help you overcome these barriers
- Tell us your success stories in relation to physical activity
  - Plans
  - Integration
  - Initiatives
  - Advocacy
  - Campaigns
Contact

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