



Colac Otway  
SHIRE

# PHYSICAL ACTIVITY STRATEGY

2014 - 2017





Colac Otway  
SHIRE

## OUR MISSION

TO ENCOURAGE MORE PEOPLE TO BE  
MORE ACTIVE MORE OFTEN.

## WE RECOGNISE THAT

Colac Otway Shire can positively contribute to the health and well-being 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.

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Supported by Be Active, a joint initiative of VicHealth and the Victorian Government (Sport and Recreation Victoria)

## 2.0 AIM OF THE PHYSICAL ACTIVITY STRATEGY

The aim of the Colac Otway Shire Physical Activity Strategy is to establish an evidence base to guide policy and decision making at a regional and municipal level. This will help to create an environment that supports physical activity and will generate recommendations that are linked into the Municipal Health and Wellbeing Plan. The strategy particularly focuses on identifying physical activity interventions such as facility

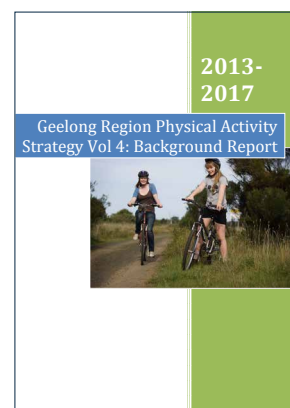
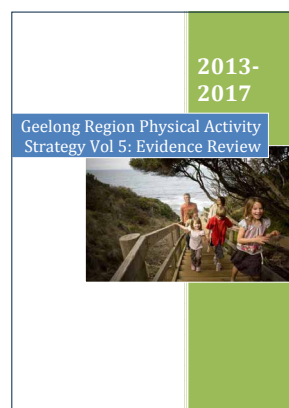
development, policies, programs and services that are cost effective and most likely to succeed in increasing people's ongoing participation in physical activity using available resources and through the development of strategic partnerships.

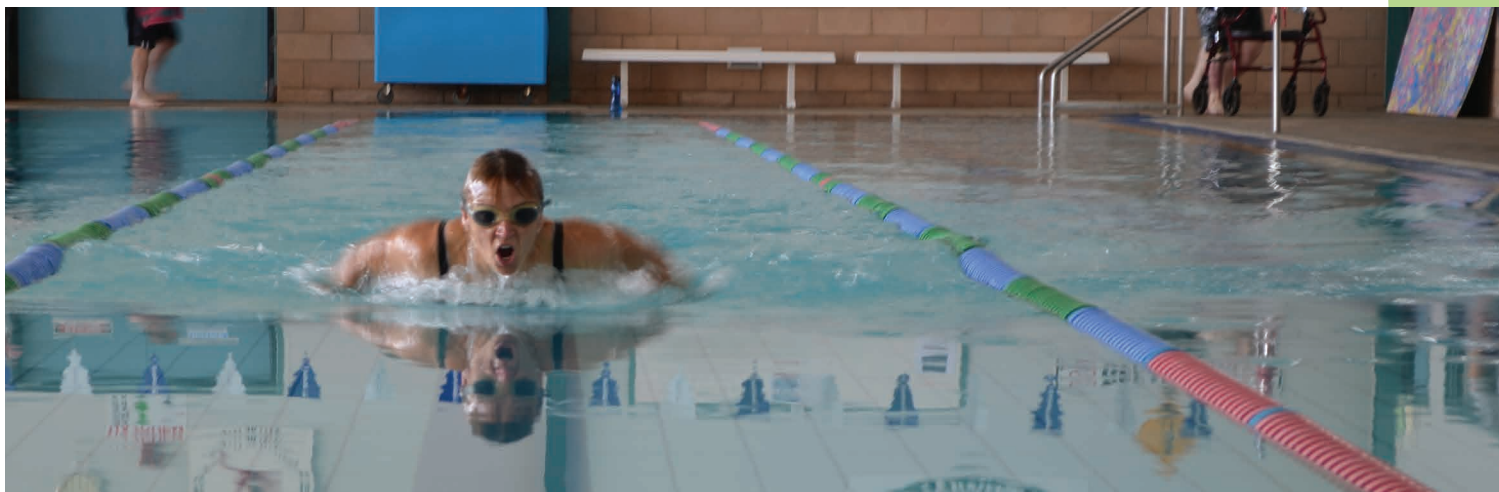
### SPECIFIC OBJECTIVES OF THE STRATEGY ARE TO:

- provide the policy context that describes the role of Colac Otway Shire 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 Colac Otway Shire 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.





## 3.0 WHY PHYSICAL ACTIVITY IS A HEALTH AND WELLBEING PRIORITY

Physical activity has many benefits for individuals and the broader community. According to VicHealth<sup>1</sup>, 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.

Physical inactivity is estimated to cost Australia \$13.8 billion annually, and the health sector alone \$719 million<sup>2</sup>. 16,178 premature deaths can be attributed to physical inactivity each year<sup>3</sup>.

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<sup>4</sup>.

# \$13.8B

*Estimated annual cost of physical inactivity to Australia*

# \$719M

*Annual cost of physical inactivity to Australia's health care sector*

# 16,178 deaths

*Can be attributed to physical inactivity each year*

Physical activity is defined by the World Health Organisation as "any bodily movement produced by skeletal muscles that requires energy expenditure." <sup>5</sup> It includes "sports, exercise and other activities such as playing, walking, doing household chores or gardening." <sup>6</sup>

The following table shows the percentage of the population that met current recommended physical activity guidelines in 2008. Based on this data, males from Colac Otway were on average, slightly more active than Victorian males and females were slightly less active.

By 2012, 72.3% of Victorians and 73.0% of people living in Colac Otway met current physical activity guidelines in order to maintain health benefits<sup>8</sup>. However this figure is still far from ideal<sup>9</sup>.

Slightly less men living in Colac Otway Shire were overweight, compared with Victorian men in 2008, but slightly more were obese. A higher percentage of females living in Colac Otway Shire in 2008 were overweight or obese, compared with Victorian women.

**TABLE 1**

Percentage of males and females in Colac Otway Shire who met current physical activity guidelines in 2008<sup>7</sup>

Gender	Victoria	Colac Otway Shire
Males	61.0%	65.0%
Females	59.7%	57.2%

**TABLE 2**

Percentage of males and females in Colac Otway Shire who were overweight or obese in 2008<sup>10</sup>

Gender	Overweight		Obese	
	VICTORIA	COLAC OTWAY SHIRE	VICTORIA	COLAC OTWAY SHIRE
Males	39.99%	38.5%	17.3%	19.0%
Females	24.2%	29.5%	16.1%	16.6%

By 2012, 50.8% of people in Colac Otway who were overweight or obese (compared with Victoria at 48.6%)<sup>11</sup>. 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<sup>12</sup>.

An increase in body mass is not the only concern in the region. According to Diabetes Australia, 1,062 people in Colac Otway Shire had diabetes in 2011, up from 540 people in 2001 (a change of 97% - noting that the population has grown by 6.5% in this time). This equates to one new case diagnosed each week in Colac Otway Shire<sup>13</sup>. 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 Colac Otway Shire 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.





## 4.0 HOW MUCH PHYSICAL ACTIVITY DO WE NEED TO DO?

The Australian Government's Department of Health has published National Physical Activity Guidelines<sup>14</sup> 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	Minimum Amount of Physical Activity Required to Enhance Health
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.
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.
13-17	Young people of secondary school age should take part in at least 60 minutes of physical activity every day. This can be 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.
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.
65+	Older adults should accumulate at least 30 minutes of moderate intensity physical activity on most, preferably all, days of the week.

## 5.0 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<sup>15</sup>, 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.

### 5.1 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 and 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.



## 5.2 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, young people 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<sup>16</sup> 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.

**76.1%** of women

*Are likely to be sedentary or have low levels of exercise*

**45.4%** of people

*In socio-economically disadvantaged areas of Australia are likely to be sedentary*





## 6.0 HOW COLAC OTWAY SHIRE CURRENTLY INVESTS IN PHYSICAL ACTIVITY

Colac Otway Shire 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 Colac Otway Shire in relation to physical activity are:

### Strategic planning:

Developing frameworks and strategies to guide the implementation of physical activity policy, infrastructure, programs and initiatives, such as:

- Public Open Space Strategy
- Active Transport Strategy and Plan
- Recreation Strategy
- Barwon South West Region Trails Master Plan
- Township Structure Plans
- Recreation Reserve Master Plans
- Small Town Infrastructure Plans.

### Programming:

Providing, facilitating or supporting a wide range of physical activity programs such as:

- learn to swim programs and group fitness classes at, or facilitated by, leisure centres
- sporting competitions through sports clubs
- walking groups and yoga classes at neighbourhood houses
- Active Service Model
- LLLB
- programs for Positive Ageing.

### 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.









## 6.1 HOW MUCH COLAC OTWAY SHIRE CURRENTLY INVESTS IN PHYSICAL ACTIVITY

### Colac Otway Shire provides:

- 18 active recreation reserves, all include football/cricket ovals and netball courts
- 25 public tennis facilities
- 2 multi-purpose fields (soccer, hockey)
- 4 golf courses (not Council operated)
- 3 pony clubs (not Council operated)
- 6 bowling greens (not Council operated)
- 25 play spaces / skate parks
- 56km of cycling / walking trails (45km of this is the Old Beechy Rail Trail)
- Great Ocean Walk and Forrest Mountain Bike Park (not Council managed)
- Forrest Mountain Bike Park
- 2 fitness centres / leisure centres with swimming pools
- 38 parks / gardens
- footpaths.

Although not provided by Colac Otway Shire, the Otway National Park and the foreshore areas along the coastline are significant assets for physical activity in the region.

In addition, Colac Otway Shire provides a range of physical activity programs at Bluewater Fitness Centre. This centre features a 25 metre indoor heated pool, a toddler pool, spa, steam room, a two court stadium, gym, program rooms and office. Council's annual investment towards the operation of this facility is approximately \$450,000.

In 2012/13 Council invested almost \$1.5 million towards the maintenance of these facilities and almost \$1.5 million to new capital works (such as

oval upgrades, play space upgrades and trail redevelopment) to support physical activity participation. Note that the annual amount contributed to physical activity opportunities fluctuates annually according to the amount of external funding received. Additional funding is spent on marketing of physical activity opportunities.

Each of these investments not only provides opportunities for health improvements, but also contributed greatly to community capacity building and economic development opportunities for the municipality.



## 7.0 PRINCIPLES TO SUPPORT PHYSICAL ACTIVITY

In order to assist Colac Otway Shire 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)<sup>17</sup>

- 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.
- 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.



Based on building blocks identified by ICLEI<sup>18</sup> (the international Local Governments for Sustainability organisation) and the World Health Organisation<sup>19</sup>, we have identified seven areas in which local governments can 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.





## 8.0 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.”<sup>20</sup> 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, the best investments for physical activity, as determined by the British Journal of Sports Medicine (2012)<sup>21</sup> and Heath et al (2012)<sup>22</sup> 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 and tools to encourage active transport to school and 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.
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<sup>23</sup> 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<sup>24</sup> 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).





## 9.0 ACTION PLAN

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.



In order to increase physical activity levels by residents of Colac Otway Shire, 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 a physical activity officer (possibly by reallocating existing resources).

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, Colac Otway Shire 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.

## 9.0 ACTION PLAN

No.	Action	Priority	Predecessor
RESOURCING			
1	Expand the Active Transport Committee to include implementation and evaluation of the Physical Activity Strategy as a key role.	Critical	None
2	Appoint a part-time physical activity officer to support populations to engage in active travel – possibly through reallocation of existing staff resources.	Critical	None
3	Establish base-line data on physical activity levels in the community, including the number of young people who ride to school.	Critical	1 and 2
SCHOOLS			
4	Establish Joint Use Agreements with schools to promote access to school sites and recreational facilities for the broader community.	Medium	2
5	Establish partnerships to identify, develop and promote safe routes to school to increase participation in active travel.	Medium	2
6	Support active transport programs in partnership with schools and other relevant organisations to ensure an integrated accessible network of walking and cycling routes for safe and convenient travel to schools.	High	2
7	Continue to promote the Department of Health's Healthy Together Achievement Program in early childhood education, care services and schools.	High	0
TRANSPORT POLICIES & SYSTEMS			
8	Implement the recommendations contained within Council's Active Transport Strategy, e.g. end of trip facilities, way-finding and signage and specific works in each town to ensure that it continues to develop an integrated accessible network of walking and cycling routes for safe and convenient travel to local destinations such as schools, workplaces, retail areas and recreational areas.	High	0
9	Promote and improve public and community transport routes and timetables to encourage greater use of active and public transport as per the G21 Public Transport Strategy.	Medium	2
10	Investigate options to reduce speed limits in towns from 60km per hour to 50km per hour and to reduce the speed limit from 50km per hour to 40km per hour in central Colac and central Apollo Bay where there are high numbers of pedestrians.	Medium	0
11	Develop a Footpath Strategy to ensure that a connected network of accessible paths is available in each town.	Medium	

Stakeholder Roles			Resources	Funding Sources
FACILITATOR	DELIVERER	SUPPORTER		
COS (Sport and Recreation)	Active Transport Committee		Within existing organisation resources.	COS
COS (Sport and Recreation)	COS (Sport and Recreation)	COS (Engineering)	\$50,000 per year for an initial three years (includes on-costs) – if additional resources are required	COS
COS (Sport and Recreation)	COS (Sport and Recreation)	Schools	Within existing organisation resources.	COS
COS (Sport and Recreation)	COS (Sport and Recreation)	Schools	Within existing organisation resources.	COS
COS (Infrastructure)	COS (Infrastructure)	Schools, Victoria Police, VicRoads, Department of Transport, Planning and Local Infrastructure	Staff time – some additional hours likely to be required. Funds to upgrade crossings, install signage, develop shared paths and develop promotional materials	COS
COS (Infrastructure)	COS (Sport and Recreation)	Schools, VicHealth, Victoria Walks, Bicycle Network, Pedestrian Council of Australia	Staff time – Physical Activity position. Small amount of funding may need to be provided for promotional materials	COS
Colac Area Health	Colac Area Health, Otway Health & Community Services, COS (Health)	Department of Health, Early childhood centres, Care services, Schools	Within existing organisation resources	CAH
COS (Sport and Recreation)	COS (Sport and Recreation), COS (Infrastructure), COS (Health)	Department of Transport, Planning and Local Infrastructure, Otway Health & Community Services, Colac Area Health, Schools, Businesses, Community	Funds have already been identified in the Active Transport Strategy.	COS
G21, COS (Infrastructure)	Department of Transport, Planning and Local Infrastructure	Department of Transport, Planning and Local Infrastructure	Staff time – new Physical Activity position	COS
COS (Infrastructure)	COS (Infrastructure), VicRoads	Department of Transport, Planning and Local Infrastructure	Within existing organisation resources	COS
COS (Infrastructure)	COS (Infrastructure)	COS (Recreation), COS (Health), Schools, Community	Within existing organisation resources	COS



No.	Action	Priority	Predecessor
<b>URBAN DESIGN</b>			
12	Improve environments that support physical activity by embedding physical activity, walkability, cyclability, universal design principles and Healthy By Design principles into all relevant plans and policies such as the Municipal Strategic Statement and by developing incentives for Council Departments and developers who can demonstrate increased participation in physical activity initiatives.	Medium	0
13	Incorporate the Public Open Space Strategy into the Colac Otway Shire Planning Scheme in recognition of the correlation between open space, physical activity and positive health outcomes.	Medium	0
14	Undertake an audit of infrastructure and safety needs as part of the open space audit. Perceived or actual infrastructure and safety issues that may impact on participation in physical activity to be identified and initiatives to rectify specific issues to be implemented.	Low	0
15	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.	Low	0
16	Incorporate physical activity components such as footpath markings, active play equipment, etc into urban spaces whenever new works are undertaken or when opportunities exist for such developments to occur.	Medium	0
<b>PRIMARY HEALTH CARE</b>			
17	Work in partnership with Barwon Medicare Local, Colac Area Health and Otway Health & Community Services to encourage GPs to initiate a referral program to relevant health professionals (in areas where such programs do not already exist).	Low	0
18	Work in partnership with Barwon Medicare Local, Colac Area Health and Otway Health & Community Services to encourage GPs to initiate an active scripts or green scripts program (in areas where they do not already exist), with a particular focus on linking to community based sport and recreation clubs and organisations in Colac Otway Shire as well as to Council owned leisure centres such as Bluewater Fitness Centre.	Low	0
<b>PUBLIC EDUCATION</b>			
19	Facilitate regular training opportunities (e.g. Healthy By Design) for Local Government staff across all units with the aim of developing environments locally that support physical activity.	Low	0
20	Increase the amount of information about physical activities provided by clubs, organisations and the private sector in Council's online directory and on a dedicated physical activity page on Council's website.	Medium	0
21	Develop a media strategy to promote the benefits of physical activity and to inform people of the minimum amount of physical activity required to maintain health benefits.	Low	0
22	Provide a link from Council's website to other relevant websites 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.	Low	0

Stakeholder Roles			Resources	Funding Sources
FACILITATOR	DELIVERER	SUPPORTER		
COS (Planning)	COS (Planning)	COS (Recreation), COS (Health), COS (Environment), Developers	Within existing organisation resources	COS
COS (Planning)	COS (Planning), COS (Recreation)		Within existing organisation resources	COS
COS (Recreation)	COS (Recreation), COS (Infrastructure)	Community members	Within existing organisation resources. Some funding may need to be sourced for works identified.	COS and external funding
COS (Infrastructure)	COS (Infrastructure), COS (Recreation)		Budget bid may be required to increase maintenance for specific sites.	COS
COS (Planning)	COS (Infrastructure), COS (Recreation)	COS (Infrastructure), COS (Recreation)	Some additional funds may need to be sought to pay for initiatives, although most will be relatively inexpensive	COS and some external funding
Barwon Medicare Local, Colac Area Health, Otway Health	General Practitioners, Relevant health professionals	COS (Recreation), COS (Health), Bluewater Fitness Centre	Within existing organisation resources	Barwon Medicare Local, Colac Area Health, Otway Health
Medicare Local, Colac Area Health, Otway Health	General Practitioners, Relevant health professionals	COS (Health), Bluewater Fitness Centre, Sport and Recreation Clubs, Active in Parks	Within existing organisation resources	Barwon Medicare Local, Colac Area Health, Otway Health
COS (Planning)	COS (Planning)	COS (Sport and Recreation), COS (Health)	Within existing organisation resources	COS
COS (Sport and Recreation)	COS (Sport and Recreation), COS (Public Relations)	Sport and recreation clubs and organisations	Within existing organisation resources	COS
COS (Health)	COS (Health)	COS (Sport and Recreation)	Funds for advertisements and initiatives \$20,000	COS
COS (Sport and Recreation)	COS (Sport and Recreation), COS (Health)	COS (Infrastructure)	Staff time – new Physical Activity position	COS



No.	Action	Priority	Predecessor
<b>COMMUNITY WIDE PROGRAMS</b>			
23	Seek funding to hold a Ciclovía Festival, Bark in the Park (or similar initiatives) to encourage the local community to take part in a range of free physical activity events and to be exposed to the physical activity message.	Low	2
24	Encourage local workplaces to embrace a pedometer challenge.	Low	2
25	Review Council's Health and Wellbeing Policy to ensure that staff incorporate a physical activity and healthy eating component into all municipal programs and initiatives wherever possible.	Low	0
26	Undertake regular media and promotional activities to encourage women, older adults, people from culturally and linguistically diverse communities, people with a disability, Indigenous Australians, young people and people with a low socio-economic status to utilise Bluewater Fitness Centre once re-opened.	Medium	2
27	Work collaboratively with Neighbourhood Houses, Leisure Centres, Health Centres and other relevant organisations to facilitate opportunities and address barriers to active living, particularly in vulnerable communities such as older adults, indigenous communities, CALD communities, people with disabilities, young people, people from low socio-economic backgrounds and women. Use an outreach model where appropriate.	High	2
28	Incorporate funding for physical activity initiatives by community groups into Council's existing Community Grants program.	Low	0
29	Instigate an internal municipal physical activity committee which is responsible for organising activities such as walks, swim, bike rides, yoga classes for staff before work, after work or at lunch time, and encourage other large organisations to do the same.	Low	2
<b>SPORTS SYSTEMS AND PROGRAMS</b>			
30	Encourage sport and recreation clubs / organisations and leisure centres to be more inclusive, to address barriers to participation by vulnerable groups within the community and to deliver specific physical activity outcomes by supporting the continued roll out of the VicHealth Healthy Sporting Environments Program by Leisure Networks.	Medium	0
31	Incorporate the achievement of VicHealth Healthy Sporting Environments Program criteria into sport and recreation club / organisation and leisure centre leases and fees and charges policies.	Medium	0
32	Continue to alter tenancy arrangements to ensure that all local and municipal level sport and recreation facilities remain open to the general public during daylight hours, seven days per week (unless there are exceptional circumstances such as maintenance tasks being carried out).	Medium	0
33	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.	Ongoing	0

Stakeholder Roles			Resources	Funding Sources
FACILITATOR	DELIVERER	SUPPORTER		
COS (Sport and Recreation)	COS (Sport and Recreation), COS (Health)	Other Council Units, e.g. Local Laws, Environment, Community organisations	External marketing and program funding of up to \$20,000 required.	COS and possibly some external funds
COS (Sport and Recreation)	COS (Sport and Recreation), COS (Health)	COS (Economic Development), Local industry	Self-funded by industry	Industry
COS (Health)	COS (Health)	COS (Organisational Support and Development)	Within existing organisation resources	COS
COS (Sport and Recreation)	COS (Sport and Recreation)	COS (Health), Bluewater Fitness Centre	Within existing organisation resources	COS
COS (Sport and Recreation)	Neighbourhood Houses, Leisure Centres, Health Centres	Neighbourhood Houses, Leisure Centres, Health Centres, COS (Health)	Within existing organisation resources	COS
COS (Sport and Recreation)	COS (Sport and Recreation)		Within existing organisation resources	COS
COS (Sport and Recreation)	COS (Sport and Recreation), COS (Health), COS (Organisational Support and Development)	Internal staff committee	Within existing organisation resources	COS
COS (Sport and Recreation)	COS (Sport and Recreation)	Sports Clubs, VicHealth	Within existing organisation resources	COS
COS (Sport and Recreation)	COS (Sport and Recreation)	Sports Clubs, Leisure Centres	Within existing organisation resources	COS
COS (Sport and Recreation)	COS (Sport and Recreation)	Sports Clubs	Within existing organisation resources	COS
COS (Sport and Recreation)	COS (Sport and Recreation)	Sports Clubs	Within existing organisation resources.	COS



## 10.0 GLOSSARY

- **Active transport** - travel between destinations by walking, cycling or other non-motorised modes.<sup>25</sup>
- **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).<sup>26</sup>
- **Insufficient physical activity time and / or sessions** – less than 150 minutes or 150 or more minutes, but fewer than five sessions.<sup>27</sup>
- **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.<sup>28</sup>
- **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.<sup>29</sup>
- **Physical activity** - 'any bodily movement produced by the muscles that results in energy expenditure.'<sup>30</sup> May include sporting activities and exercise, as well as incidental activities such as walking, cycling, playing, gardening, housework, etc.
- **Physical activity officer** - a staff person responsible for promoting and facilitating opportunities for people to be physically active and to use active transport such as walking and cycling to schools, work and other places they want to go.
- **Sedentary behaviour** - activity characterised by a sitting or reclining posture and low energy expenditure such as watching television or sitting in the workplace.<sup>31</sup>
- **Sufficient physical activity time and sessions** – 150 minutes and five or more sessions.<sup>32</sup>
- **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.<sup>33</sup>
- **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.<sup>34</sup>







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