



Endorsement of a Physical Activity Plan

Melissa Stoneham



Values behind Endorsement




What is ratification?

- To approve and give formal sanction to; confirm (Oxford Dictionary)

Benefits of ratification from a LG perspective

- Consensus approval
- Innovative
- Peer recognition
- Best buy
- Best practice




Planning for the endorsement process




Some ideas:

- Elected Member input throughout the development of the Plan
 - Chair of Working Group
 - Media spokesperson
 - Launching of programs, events, etc
- Strong and active support from your direct Department Head
 - Need to be able to sell the benefits of such a Plan



Planning for the endorsement process

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- Detailed information on costing of the Plan
 - Internal and external opportunities or requirements
 - Detailed information on potential partnerships
 - New partners?
 - Internal alignment
 - Rationale for why PA is mission critical to your Council

Planning for the endorsement process

- Solid briefing to the CEO
 - No surprises
 - What is in this for the Council?

September 28, 2004

Mr Ken Posney
c/- City Of Fremantle
PO Box 807
FREMANTLE WA 6160

Dear Ken,

RE: ENDORSEMENT OF PHYSICAL ACTIVITY STRATEGIC PLAN

Please accept the attached City of Fremantle Physical Activity Strategic Plan, prepared by Dr Melissa Stoneham and endorsed by the Local Physical Activity Working Group.

It is anticipated by the Working Group that the Strategic Plan will be presented to Council with the recommendation that a position and budget is required to support the implementation of the plan.

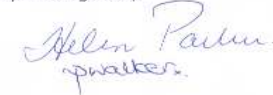
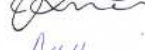
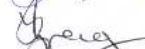
At this stage the Working Party will be suspended until required at a later date to assist with the implementation process of the Strategic Plan.

If you require any further information please contact Melissa Stoneham on 0421 113 580.

Yours sincerely



Councillor Shirley Mackay
Chairperson Local Physical Activity Working Group




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Town of East Fremantle

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- 12 officers employed with the Council
 - During the development of the PA Plan, all officers were consulted and engaged
 - Relatively easy process
 - Development of a report for Council to adopt
 - Proposed by the EHO
 - Support from all Senior Officers




In other Councils....

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- In anticipation of problems with the ratification process we have:
 - Invited members of the public to the public gallery
 - Organised 5 min presentations to the full Council by partners or parties of interest
 - Letters of support attached to report
 - DVD presentation selling the benefits of the program
 - Examples of how other LGs have addressed the issue




Prior to Endorsement Process

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- In most cases, the PA Plans have been lengthy documents
 - This can be a barrier
 - Considered methods for dissemination
 - Precis of Plan
 - Presentation to Committee Meeting
 - Presentation to Senior Officers



Conclusion

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- Plan for every scenario
 - Risk – PA is not seen as mission critical and is either someone else's responsibility or the responsibility of individuals
 - Have all Officers prepared to argue to benefits of the Plan from their perspectives
 - Following ratification, show some short term wins to reinforce to the Council that they made the right decision to adopt.