

'Get Active Geographe'

Shire of Busselton Physical Activity Plan (2008-11)



TABLE OF CONTENTS

- 1.0 Introduction**
- 2.0 Study Approach**
- 3.0 Get Active Geographe Strategic Context**
 - 3.1 Links to the Shire of Busselton Strategic Plan
 - 3.2 Links to other Shire of Busselton Plans
- 4.0 Why Should the Shire of Busselton be involved in the promotion of Physical Activity?**
 - 4.1 Managers of Local Planning for Urban Environments
 - 4.2 Managers of Local Public Open Space and Recreational Facilities
- 5.0 Current and Future Physical Activity Indicators for the Shire of Busselton**
 - 5.1 Trends, Community Consultation and Data Collection
 - 5.1.1 Population Data - Shire of Busselton
 - 5.1.2 Participation Trends (Premier's Physical Activity Taskforce)
 - 5.1.3 2005 Leisure Services Plan Community Consultation Data
 - 5.1.4 2007/8 Community Survey Physical Activity Data
 - 5.1.5 Participation Barriers - Australian and Western Australian Context
 - 5.1.6 Get Active Geographe Community Feedback Forms
 - 5.1.7 Discussion Group Results
 - 5.1.8 Geographe Smart Clubs Profiling Tool
 - 5.1.9 2006/7 Council Recreation Attendances
- 6.0 Physical Activity Objectives and Strategies**
 - 6.1 Outline of Objectives and Strategies
 - 6.2.1 Action Plan - Project Chart (Appendix B.1)
 - 6.2.2 Action Plan - Project Deliverables (Appendix B.2)
 - 6.3 Proposed Budget
 - 6.4 Conclusion

'Get Active Geographe' - Shire of Busselton Physical Activity Plan (2008-11)

1.0 Introduction

The Shire of Busselton, from Jarrahwood in the South East to Yallingup in the West, has a unique natural and man made environment where people can participate in physical activity. Whether it's walking your dog or completing the Cape to Cape walk trail, Busselton caters for all different levels of activity. On any given day you can see activities such as young children playing organised sport on one of the many Active Playing Reserves and senior citizens Boot Scooting at the Busselton Senior Citizen's Centre. There is something to participate in for every member of the community.

The Shire of Busselton as an organisation is in a unique position to be a key driver, in partnership with other agencies, in the facilitation of physical activity opportunities to all members of the local community. Historically local governments' role in sport, recreation and physical activity has been the development and maintenance of facilities and open space. A more recent approach has included community capacity building, including elements of education, training and promotion of physical activity providers within the community. Latest trends have seen local governments being directly involved in the facilitation, coordination and in some cases the delivery of programs that aim to increase physical activity. The 'Get Active Geographe' Physical Activity Plan (G.A.G) will encompass an action plan that targets these three main roles within a local government setting. This plan has also been designed to encompass a whole of government approach. As part of the action plan attached to this document is requirement for a commitment from different sections of the Shire of Busselton such as Lifestyle Development, Community Infrastructure, Information Systems and Parks and Gardens to be involved in the implementation of the plan.

(Local Government Association Queensland and Sport and Recreation Queensland, 2001)

The driving force for the development of local government physical activity plans has come from the Western Australian state government taskforce - the Premier's Physical Activity Taskforce (PATF). It is an initiative of the Shire of Busselton to link outcomes of this project with the strategic vision of the PATF which was launched in 2001. The Taskforce's vision was for individual and community benefits of Physical Activity to be recognised and supported by community and government and that environment and policy supports allow for an increase in physical activity by 2011. The Shire of Busselton will apply to PATF, in partnership with the Western Australian Local Government Association and Lotterywest, for a Local Activity Grant to assist in the implementation of G.A.G.

'Get Active Geographe' - Shire of Busselton Physical Activity Plan (2008-11)

The purpose of G.A.G is to develop and implement a Physical Activity Plan that will provide the impetus for a measureable increase in physical activity opportunities in the local community. The aim is for the plan to be strategic in its intent; linking it to other Shire of Busselton Strategic Plans and to increase community capacity building for physical activity in a way that is sustainable beyond the life of the plan.

2.0 Study Approach

The formulation of G.A.G has followed a systematic process. This process is as follows:

2.1 Literature Review and Project Brief

A literature review has been undertaken to develop a project brief. This included looking at information from the following sources:

- Local government physical activity plans from Western Australia and interstate;
- Strategic direction from State government strategic documents such as the *SD4 (Strategic Directions 2006-10)* from the Department of Sport and Recreation (DSR) and the *Premiers Physical Activity Taskforce Strategic Plan 2007-11* from the PATF;
- Shire of Busselton Planning documents such as the *Shire of Busselton Strategic Plan 2006-11*, *Leisure Services Plan*, *Access and Inclusion Plan* and the *Community Safety and Crime Prevention Safety Plan*;
- Health Promotion research from Australian and international resources.

2.2 Project steering committee

A project steering committee has been set up to oversee the development of the plan. Due to the multi agency approach of the plan; both in development and implementation, it was critical to involve steering committee members from different sectors of the community. Representatives from health, education, community recreation and local sporting organisations were targeted to provide a cross section of community input into steering the project. From this target group a steering committee was formed. The representatives on this committee include the following:

- Recreation Officer, Shire of Busselton (Project Coordinator)
- Operations Coordinator, Geographe Leisure Centre
- Physiotherapist, Naturaliste Community Health Service
- Health Promotion Officer, Heart Foundation
- Teacher, Dunsborough Primary School

'Get Active Geographe' - Shire of Busselton Physical Activity Plan (2008-11)

- Fitness Supervisor, Geographe Leisure Centre

The 'Get Active Geographe' Steering Committee has met on a quarterly basis during the research and development phases of the plan. Their primary role has been to provide important community links and advice on proposed plan strategies.

2.3 Promotional Strategy - development of the plan

A G.A.G promotional strategy document (Appendix A.2) was developed, at the initial stages of research, to create a community profile and update the community about the progress of the project. This strategy included the following:

1. A media release in the Busselton Dunsborough Times informing the community of the project and calling for community feedback and input (Appendix A.3);
2. An article in the "Shire Guide" informing the community of the project and calling for community feedback and input (Appendix A.4);
3. A community competition in which entrants could provide input into the plan and give feedback on what physical barriers to participating in physical activity exist in Busselton (Appendix A.5);
4. A 10000 Steps "*Western Seaboard - Interwork place Challenge*" - (Appendix A.6). This challenge commenced in mid May 2008. The aim of the challenge was to further promote the development of the plan, to increase the profile of physical activity in the workplace and to encourage the use of pedometers in the community. The launch of the challenge was used for a media release with photographs in the Busselton Dunsborough Times. This strategy is linked to the planned roll out of a 'Library pedometer loan program' as part of the G.A.G implementation.
5. A media release '*Shire of Busselton develops the Get Active Geographe Physical Activity Plan*' in local newspapers and on the Shire of Busselton website to herald that the plan has been developed and is ready for implementation.

3.0 G.A.G Strategic Context

3.1 Shire of Busselton Strategic Plan 2006-11

In late 2005 the Shire of Busselton developed its *Strategic Plan 2006-11*. This is the master planning document for all activities undertaken by the Shire of Busselton for this period. The *Corporate Plan (2006/7)*, which has a direct linkage to the Strategic Plan, identified a need for the Community Development Business Unit to "develop and market a physical activity plan for Shire residents". This has provided the strategic impetus for the development of this plan.

'Get Active Geographe' - Shire of Busselton Physical Activity Plan (2008-11)

Underpinning the Strategic Plan are five key result areas. Strategic objectives from four of the five key result areas are to be addressed during the implementation of the G.A.G. These areas include:

- Community and Social Well Being - The strategic objectives addressed by G.A.G will include:
 - a) Support the provision of a range of healthy recreation, entertainment and lifestyle opportunities;
 - b) Facilitate and assist in the development of quality community facilities and services.
- Built and Physical (Infrastructure) Well Being - The strategic objectives addressed by G.A.G will include:
 - a) To develop and ensure the provision of universally accessible and socially inclusive services, facilities and functions for all people within the community.
- Business and Economic Well Being - The strategic objectives addressed by G.A.G will include:
 - a) To promote the Shire of Busselton as a preferred destination for visitors seeking to experience food and wine, recreation, culture, heritage and nature based attractions.
- Organisational Well Being - The strategic objectives addressed by G.A.G will include:
 - a) Create harmony and unity within the community through open communication, participation and accurate representation.

3.2 Links to other Shire of Busselton Strategic Plans

3.2.1 Leisure Services Plan

The '*Leisure Services Plan (2005)*' is a master planning document for the development of recreation services and the provision of facilities in the Shire of Busselton and has a future focus up to the year 2015. The economic reality of this plan is that not all of the infrastructure projects outlined will be able to commence or be undertaken in the timeframe allocated.

On February 14th, 2007 the Council adopted the following recommendations from the Leisure Services Plan:

- 16.1 - (1) to (6), (8) to (15), (18) to (20);
- 16.2 - (1) to (14), (18) to (24), (32) to (53);
- 16.3 - (1) to (7), (9) to (17);

as contained in the Section 16 of the *Leisure Services Plan for the Shire of Busselton - Final Report* without amendment, to be used as a set of guiding principles for future facility and services planning within the Shire.

'Get Active Geographe' - Shire of Busselton Physical Activity Plan (2008-11)

In 2007 a Leisure Services Plan Working Group (LSPWG) was established to re-evaluate the priorities of the infrastructure projects listed in the plan and develop a new implementation strategy (Appendix A.13). This implementation strategy sets out a planning guide for the short to medium term priorities for development of recreation services and the provision of facilities in the Shire of Busselton. Leisure Services Plan. Implementation strategies from the Leisure Services Plan addressed by G.A.G include 16.1.4, 16.2.8, 16.2.9, 16.2.11, 16.3.4, and 16.3.10-14. Some of these recommendations include:

- Give priority to activities with the highest level of participation;
- Encourage and support the cycling and walking clubs;
- Provide walking / cycling groups with a maintenance request form direct to the Shire (*Leisure Services Plan, 2005, p.58-60*);

3.2.2 Access and Inclusion Plan and Community Safety and Crime Prevention Plan

The G.A.G will make direct recommendations to these plans by:

- Providing recommendations on the Built environment (Physical Activity infrastructure, Lighting and Potential Programs) from community consultation and data collected whilst developing the plan; as well as on-going community feedback. These items are to be considered at quarterly access and inclusion meetings and future projects of the Community Safety and Crime Prevention Plan.

4.0 Why Should the Shire of Busselton be involved in the promotion of Physical Activity?

4.1 Managers of Local Planning for Urban Environments

There are strong links that exist between the built environment and the health and well being of its residents. It is the way that this environment is planned, and ultimately maintained and managed, that will affect the amount and type of physical activity opportunities available to the community.

As one of the Managers of local planning for urban environments, the Shire of Busselton is in a good position to make this urban environment conducive to physical activity. Urban Planning criteria that the Shire of Busselton can use to make the local urban environment more conducive to physical activity opportunities include:

- Increased connectivity of street networks;
- Places to walk and cycle to from home and end of trip facilities;
- Well developed infrastructure for cyclists;
- Good network of footpaths in safe neighbourhoods;

'Get Active Geographe' - Shire of Busselton Physical Activity Plan (2008-11)

- Access to aesthetically pleasing larger open space (*McCormack et al., 2004, pp.81-92*).

The Shire's Lifestyle Development directorate, in the assessment of new residential developments, adhere to the '*Liveable Neighbourhoods*' Operational Policy document as a guide for potential developers. There are no specific provisions in the Town Planning Scheme and no specific planning policies in this regard, so Liveable Neighbourhoods are usually referred to as well as the Engineering technical standards and specifications (*Liveable Neighbourhoods, 2004*).

Requirements such as dual use pathways and footpaths on either side of the road (or at least one side on minor streets) are actively encouraged during the development of Development Guide Plans (DGPs) or Detailed Area Plans (DAPs) for new areas through subdivision conditions. Connectivity of dual use paths is also looked at during these stages to make sure that paths in new developments connect with paths in existing developments and allow connection with proposed future developments. Other factors considered into the planning process include the provision of lighting for public open spaces, for actual and perceived safety, and designing the community in such a way that it reduces potential for crime.

4.2 Managers of Local Public Open Space and Recreational Facilities

As one of the managers of local public open space and recreational facilities, the Shire of Busselton is in a good position to be a key driver in the facilitation of physical activity opportunities for all members of the local community. The Shire of Busselton plans for, develops and maintains local public open space as a part of its core operations. Physical Activity in these areas can be structured and formal, such as organised sport and recreation, or non-structured and informal such as incidental transport related activity or walking for recreation. Examples of local public open space include active playing reserves, passive parks and dog exercise areas.

The Shire of Busselton also plans for, develops, manages and maintains recreational facilities. In the Shire of Busselton there are two facilities of this nature; the Geographe Leisure Centre in Busselton and the Naturaliste Community Centre in Dunsborough. Both facilities provide a community service by providing physical activity opportunities, such as a public indoor swimming facility, that are not otherwise being provided for in the community.

'Get Active Geographe' - Shire of Busselton Physical Activity Plan (2008-11)

5.0 Current and Future Physical Activity Indicators for the Shire of Busselton

5.1 Trends, Community Consultation and data collection

A variety of different national and state trends, community consultation and data collection methods have been used to provide useful information into the development of the plan. Many of these methodologies will be revisited in 2011 at the end of the project implementation to determine if there is any significant increase in physical activity participation proportional to population increases.

These trends, community consultation and data collection methods have included:

1. '*Physical Activity Levels of Western Australian Adults*' (2006) State Physical Activity Participation Trends - Western Australia. These statistics provide information into current state and south west participation trends in physical activity
2. '*Leisure Services Plan*' (2005) Leisure Participation data (Appendix A.1) - This data was collected in 2005 for the development of the '*Leisure Services Plan*'. The '*Leisure Services Plan*' has a future focus (2005-2015) and therefore the community consultation undertaken is still relevant in 2008. The '*Leisure Services Plan*' was designed to provide a sound basis by which the Shire of Busselton can plan, coordinate and make future decisions about the development of recreation services and provision of facilities in the local community;
3. '*Community Survey*' (2007) Physical Activity data (Appendix A.9) - This data has been collected, as part of a broader community survey questionnaire, to give an indication of the actual physical activity levels of residents within the Shire. The questions pertaining to this data seek an indication of the percentage of people who are "sufficiently active ", doing greater than or equal to 150 minutes per week of moderate physical activity and the percentage of people who participate in less physical activity than this weekly and are subsequently "not sufficiently active";
4. '*Australian Bureau of Statistics*' (2006/7) - Barriers to Physical Activity Participation - Australia. This table provides information into what are the barriers in Physical Activity in Australia.
5. '*Physical Activity Levels of Western Australian Adults*' (2002) Barriers to Physical Activity Participation - Western Australia. This table provides information into what are the barriers in Physical Activity in Australia.

'Get Active Geographe' - Shire of Busselton Physical Activity Plan (2008-11)

A '*Community Competition*' (2008) in which entrants could provide input into the plan and give feedback on what non physical barriers to participating in physical activity exist in Busselton (Appendix A.5);

6. '*Discussion Group Questionnaire*' (2008) non physical barriers (Appendix A.12) - The aim of the discussion group questions was to determine predominantly "non-physical" barriers to participation in physical activity.

Discussion groups focused on groups in the community who are perceived to be "not sufficiently active" such as seniors, youth, young mothers, people with disabilities and primary school children.

8. '*Geographe Smart Clubs*' (2007/8) club profiling tool (Appendix A.7) - The Geographe Smart Clubs profiling tool has been used to provide essential information on not for profit Sporting and Recreation providers in the Shire of Busselton. This has provided information about the number of and different types of programs and service providers in the community. Baseline active participation figures are also provided in the

measurement of physical activity data. A similar method has been used to profile private providers of physical activity opportunities;

9. '*Shire of Busselton Recreation Centre Attendances* (2007/8) Leisure Participation data (Appendix A.10 and A.11) - The data provides some baseline active participation figures, similar to the Geographe Smart Clubs profiling tool;

5.1.1 Population Data - Busselton

According to the most recent statistics from the Australian Bureau of Statistics (ABS) in 2006 there were approximately 25, 350 people living in the Shire of Busselton, of which 49.3% were male and 50.7% female.

Of the total population in the Shire of Busselton 6.5% were aged 0 - 4 years, 15.3% were aged 5 - 14 years, 11.1% are were aged 15 - 24 years and 40.4% were aged 25 - 54 years. The proportion of the overall population in each of these age groups has slightly decreased since the last release of statistics by ABS in 2001, similar to trends Australia wide.

Of the total population in the Shire of Busselton 11.1% were aged 55 - 64 and 15.3% were aged 65 years and over. The proportion of the overall population in both of these age groups has slightly increased since the last release of statistics by ABS in 2001, similar to trends Australia wide.

5.1.2 Participation Trends

In 2006, a total of 59% of Western Australian adults reported that they participated in sufficient physical activity of 150 minutes of moderate-intensity physical activity on five or more days per week. This was an increase of 4% compared to 2002.

'Get Active Geographe' - Shire of Busselton Physical Activity Plan (2008-11)

Physical activity increased in the Perth metropolitan area, from 58% in 1999 to 55% in 2002 and then 60.2% in 2006, whilst activity remained stable in the South West over this period.

From the 2002 survey the South West figures, which includes Busselton, were as follows:

- 63.4% of all South West Adults were sufficiently active;
- 36.5% of all South West Adults were either insufficiently active or inactive (24.8% and 11.7% respectively)

Other important physical activity facts for the South West were as follows:

- 51.2% (62%) walked for recreation or exercise;
- 24.7% (28%) walked for transport and
- 10.2% (8%) cycled for recreation in the week before the survey.
- 45% (57%) used the streets or footpaths and

- 5.7% (17%) used a public park or oval for physical activity in the week before the survey (*McCormack et. al, 2002*).

The survey indicated that the occurrence of daily habitual, incidental activity in the South West region was lower than in the metropolitan region (28.7% and 30.7% respectively). This data highlights that the provision of facilities, services, programs and the promotion of this form of activity is important in the

Shire of Busselton (*Physical Activity Levels of Western Australian Adults, 2006, p.8*).

5.1.3 2005 Leisure Services Plan Community Consultation Data

In 2005 a community survey was undertaken during the formulation of the Leisure Services Plan (See Appendix A.1). The survey of residents provided 632 replies from 4,000 forms that were randomly distributed throughout the community, representing a 16% return rate. Residents were asked what physical and recreational activities they regularly participated in. The top 10 results across all demographics (age, sex and location) were as follows:

Table 1 Leisure Participation Survey Results - Shire of Busselton

1	Walking	119
2	Swimming	116

3	Bike riding	103
4	Fishing	61
5	Fitness	54
6	Gardening	54
7	Surfing / beach	39
8	Golf	32
9	Basketball	28
10	Bowls	24

(Shire of Busselton Leisure Services Plan, 2005, p.28).

5.1.4 2007/8 Community Survey Physical Activity Data

In 2007 the Shire of Busselton conducted a comprehensive community survey for its residents. As part of this survey resident physical activity data was collected to give an indication of the actual physical activity levels of residents

Within the Shire (See Appendix A.9). All data was weighted by age, gender, and location to ensure the sample is representative of the broader population of Shire of Busselton residents (See Appendix A.17).

The questions pertaining to this data were of particular importance in determining the percentage of people who were "sufficiently active ", meaning that they were doing greater than or equal to 150 minutes per week of moderate physical activity, and the percentage of people who participate in less physical activity than this weekly and are subsequently "not sufficiently active".

The results were as follows:

- 34% of Shire residents surveyed (400) walked continuously for more than 120 minutes per week, and 18% of Shire residents surveyed walked continuously for between 60 and 120 minutes per week;
- 38% of Shire residents surveyed (400) did vigorous gardening or heavy work for more than 120 minutes per week, and 25% of Shire residents surveyed did vigorous gardening or heavy work for between 60 and 120 minutes per week;
- 23% of Shire residents surveyed (400) did jogging, cycling, dancing or competitive sport for more than 120 minutes per week, and 16% of Shire residents surveyed did jogging, cycling, dancing or competitive sport for between 60 and 120 minutes per week

(Shire of Busselton Community Survey, 2007, p.68).

5.1.5 Participation Barriers - Australian and Western Australian Context

In 2007 the Australian Bureau of Statistics (ABS) conducted an Australia wide survey into the constraints on participation in physical activity. Consistent with the results from the G.A.G Community Feedback Forms, insufficient time due to

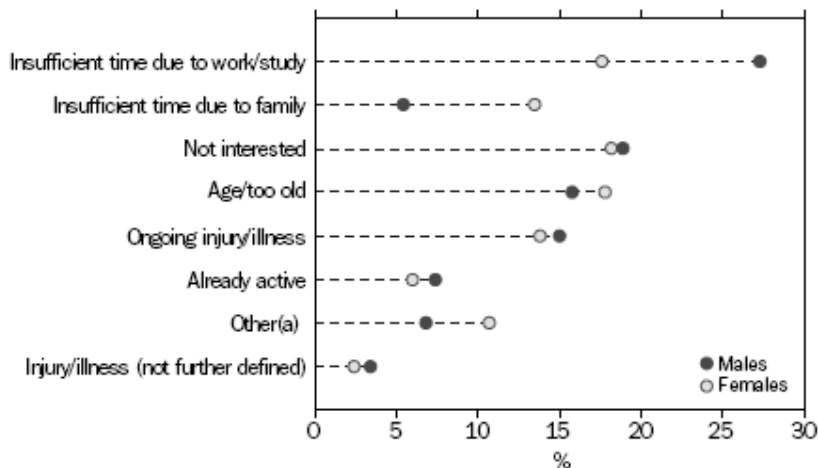
'Get Active Geographe' - Shire of Busselton Physical Activity Plan (2008-11)

work and study commitments was the main constraint for 22% (or 1.4 million people) of the population. The results from this survey are listed in table 4 on page 13 of this document.

A telephone survey of Western Australian adults was conducted during November 2002 by the PATF.

The overall response rate was 65% (n=3,200). The sample was generally representative of the Western Australian population and included males (47%) and females (53%) from all age groups 18 years and over, education levels, marital status and major employment groups across four geographic regions (metropolitan Perth, Kimberley/Pilbara, Midwest/Goldfields and South West). The results from this survey are listed in the table 5 on page 13 of this document.

Table 4 Barriers to Physical Activity Participation - Australia



(a) Includes temporary injury/illness, cost and insufficient time for reasons other than work, study or family.

Source: ABS 2005-06 Multi-Purpose Household Survey.

'Get Active Geographe' - Shire of Busselton Physical Activity Plan (2008-11)

Barrier Variables	<i>Lack of time</i>	<i>No motivation</i>	<i>Poor health</i>	<i>Too old</i>	<i>Active Enough</i>	<i>Children to look after</i>
Gender						
Male	48.8	11.8	9.8	3.4	18.6	3.3
Female	54.1	14.4	10.5	3.5	11.9	9.5
Age Group						
18 to 29 years	59.9	15.6	2.2	0.0	11.6	8.7
30 to 44 years	59.3	12.4	5.3	0.7	11.7	13.5
45 to 59 years	51.5	13.4	10.6	1.6	15.4	1.3
60 years or more	18.9	11.3	24.4	13.0	23.4	0.3
Location						
Perth metropolitan	49.6	13.3	9.9	3.2	14.8	6.0
South West	47.7	10.7	9.3	4.3	18.8	8.6
Kimberley/ Pilbara	35.0	15.3	9.1	4.2	11.9	9.1
Midwest/ Goldfields	48.4	13.4	13.7	3.9	14.7	6.2
Activity level:						
Inactive	41.1	14.8	19.3	3.9	8.2	6.8
Insufficiently active	47.5	16.1	12.7	3.8	8.7	8.9
Sufficiently active	51.0	10.9	6.4	3.2	20.7	5.0
Total	48.6	10.9	10.1	3.4	15.2	6.5

Table 5
Barriers to Physical Activity Participation - Western Australia

(Physical Activity Levels of Western Australian Adults, 2002, p.54).

From the National and State and South West statistics a common theme exists to barriers to physical activity participation. These variables include:

- A lack of time;
- A lack of motivation;
- Health, age or injury;
- Family commitments.

5.1.6 G.A.G Community Feedback Forms

The G.A.G community feedback forms (Appendix A.5) have been another strategy used to engage the residents of the Shire of Busselton in the formulation of the G.A.G. Eight hundred forms were strategically placed at Shire outlets around the Shire of Busselton and respondents could enter the competition to win a "Pedometer Pack". The feedback form had a dual purpose; to provide information on physical activity providers and to distinguish barriers to participation in physical activity. Of the 800 forms placed the Shire of

'Get Active Geographe' - Shire of Busselton Physical Activity Plan (2008-11)

Busselton the project officer received 31 responses, which represented a response rate of 3.87%.

The main barriers to physical activity are listed in the table below:

Table 5 Barriers to Physical Activity Participation - Shire of Busselton

1	Work / Study and family commitments	14
2	physical illness /	5
3	Cost	4
4	motivational	4
5	accessibility	2
6	other	2

The most overwhelming response to feedback forms was a lack of time to exercise as a result of other commitments.

5.1.7 Discussion Group Results

The aim of the discussion group questions was to determine the reasons why people participate in physical activity and what "non-physical" barriers exist to participation in physical activity.

Discussion groups questions (Appendix A.12) focused on groups in the community who are perceived to be "not sufficiently active" due to participation barriers such as seniors, youth, young mothers, people with disabilities and primary school children. The discussion groups are listed in Table 6 on page 17 of this document.

Table 6 List of Discussion Groups profiled

Community Group	Comments
Southern Rip	Youth advisory council for young people in the Shire of Busselton N= 8 (Age of participants 12- 25 years)
Busselton Senior Citizens Centre	Largest active provider of Senior Programs in the Shire of Busselton N=9

Mother's Group	Active Young Mothers Parenting Group N=6
Activ Recreation	Recreational Provider for Adults with an intellectual disability N=6
Dunsborough Primary School	Primary School Aged Children Grade 4/5 N=24*

* Please note results were scaled to reflect the average sample size for all the groups

The Groups were asked the following questions:

1. What facilities do the members of the *Group profiled* use for being physically active in the Shire of Busselton?
2. What is the members' main reason for being physically active?
3. Do the members' participate in physical activity on their own or with someone?
4. What inhibits (stops or prevents) them from including physical activity as a part of their day?

The results were as follows:

1. Facilities used

- Footpaths / Dual Use Paths (27) (71% of sample size)
- Geographe Leisure Centre and Naturaliste Community Centre (18) (47% of sample size)
- Active Playing Reserves (18) (47% of sample size)
- Beaches (14) (37% of sample size)
- Dunsborough Skate Park (9) (23% of sample size)
- Busselton Skate Park (2) (5% of sample size)
- Indoor Facilities - Private (6) 15% of sample size)

2. Main reasons for being physically active

- Health and Fitness (27) (71% of sample size)
- Fun and enjoyment (16) (42% of sample size)
- Social reasons (13) (34% of sample size)
- Love playing sports (4) (10% of sample size)
- Keep the children entertained (3) (7% of sample size)

'Get Active Geographe' - Shire of Busselton Physical Activity Plan (2008-11)

3. Participation trends - Alone or in a Group

- Alone (28) (73% of sample size)
- Group (22) (57% of sample size)
- Both (9) (23% of sample size)

4. Barriers to Participation in Physical Activity

- Time / other commitments (15) (39% of sample size)
- Cost (9) (23% of sample size)
- Transport (9) (23% of sample size)
- Injury / Illness (7) (18% of sample size)

- Lack of support (5) (13% of sample size)
- Weather (9) (23% of sample size)
- Motivation (5) (13% of sample size)
- No Child Care (4) (10% of sample size)
- Awareness of opportunities (3) (7% of sample size)

The barriers to physical activity collected during the Discussion Group results and Community Feedback forms were consistent with State and National Trends. Time and other commitments was the overwhelming response for not participating along with motivational factors. One response that was higher in local results was the factor of cost, therefore programs that address time, motivational and cost factors will be factored into the GAG action plan.

5.1.8 Geographe Smart Clubs (2007/8) club profiling tool

The Geographe Smart Clubs profiling tool has been used to provide essential information on not for profit Sporting and Recreation providers in the Shire of Busselton. This has provided information on the number and different types of programs and service providers in the community, as well as giving baseline active participation figures for the measurement of physical activity data.

The data collected from over 54 different sport and recreation providers, indicated that baseline active participation figures (See Appendix A.14) were as follows:

1. There were approximately 5,270 junior (Under 18 years old) active participants involved in a form of organised and structured physical activity;

'Get Active Geographe' - Shire of Busselton Physical Activity Plan (2008-11)

2. There were approximately 5,687 senior active participants involved in a form of organised and structured physical activity.

The validity of this data as "actual" participation figures does not account for:

- People who are actively involved in a number of sports;
- Clubs, private providers and organisations not profiled.

This data, however, will be statistically significant for a planned 2011 follow up audit if there is a significant increase or decrease in active membership compared to actual population statistics for the clubs audited.

5.1.9 2007/8 Projected Council Recreation Attendances

Recreation Centre Attendances is another tool for measuring baseline physical activity data. At the Geographe Leisure Centre there has been a gradual increase

in Recreation Centre attendances over the period of the centres operation (see Table 2). From the period 1998/1999 to 2006/2007 there has been an increase in attendances of 60,348 people visiting the centre per year, which translates to a 35.6% increase in attendance figures over the period (See Appendix A.10).

At the Naturaliste Community Centre, attendances have fluctuated for the period 2003 to 2007 (See Table 3), but the general trend has also been an increase in overall attendance figures.

As part of the physical activity audit undertaken at the completion of the G.A.G in 2011, it will be possible to compare whether there is a noticeable increase or decrease in recreation centre attendance figures pre and post G.A.G implementation using a longitudinal study approach.

Table 2 Geographe Leisure Centre Attendances 1998 - 2007

CUMULATIVE ATTENDANCES - Geographe Leisure Centre												
	July	August	September	October	November	December	January	February	March	April	May	June
1998/99	0	4717	19668	36375	56997	73445	96285	117108	131127	141901	157407	169413
1999/00	10968	22608	31371	43208	59640	73724	95824	111084	129580	137349	149381	159446
2000/01	9910	21727	34050	47493	64497	76851	97410	112140	128876	137179	152924	165226
2001/02	10048	23881	36631	51759	70278	85009	104794	121337	137720	147177	162008	175881
2002/03	11951	25800	39826	55623	75544	91901	109295	127687	146384	155551	172846	189157
2003/04	11709	27185	41350	57620	74773	91695	111448	132132	155754	166786	186945	204003
2004/05	14395	32192	47954	65249	82911	99149	117210	138059	160282	172800	191912	208917
2005/06	14619	32543	47859	67358	90789	104666	123467	145558	169944	176997	194016	211951
2006/07	14206	30735	48721	69022	97765	114434	131370	155291	177889	188892	209887	229761

**'Get Active Geographe' - Shire of Busselton Physical Activity Plan
(2008-11)**

Table 3 Naturaliste Community Centre Attendances 2003 - 2007

CUMULATIVE ATTENDANCES - Naturaliste Community Centre												
	July	August	September	October	November	December	January	February	March	April	May	June
2002/03	0	0	0	0	0	0	0	0	0	0	0	0
2003/04	3087	6805	10596	13489	18169	20472	22019	26019	29951	32635	35909	37607
2004/05	3192	6888	11009	18139	22000	25088	27100	32663	37367	40840	44948	48422
2005/06	2746	7347	11332	14492	18546	20999	22938	25826	30494	32972	36827	40131
2006/07	3000	7749	11285	14627	18744	21028	22964	25777	30474	32904	37860	42306

6.0 Physical Activity Objectives and Strategies

6.1 Outline of Objectives and Strategies

The following is a list of objectives and strategies that have been developed as a result of the state and national trends, community consultation and data collection in the Shire of Busselton. Many of these strategies involve directorates in the Shire of Busselton, such as Community Infrastructure and Lifestyle Development, integrating [Get Active Geographe \(G.A.G\)](#) recommendations into their decision making processes.

6.2.1 Action Plan - Project Chart (See Appendix B.1)

6.2.2 Action Plan - Project Deliverables (See Appendix B.2)

**'Get Active Geographe' - Shire of Busselton Physical Activity Plan
(2008-11)**

6.3 Proposed Budget

January to December 2009

Income		Expenditure	2008/9
Recreation Administration 08/09	\$4300.00	Shared Path Report Form Signage (Dog Exercise Areas)	\$1152.00
Recreation Administration 09/10	\$4300.00	Glossy GAG document developed	\$3000.00
Salary Component (10% of total) 08/09	\$5700.00	Shared Path Stencilling (Walk Cycle Busselton)	\$8000.00
Salary Component (10% of total) 09/10	\$5700.00	Weekly advertisements in Council for Community	\$1130.00
PATF Local Activity Grant	\$20000.00	G.A.G. Physical Activity Provider Profile printing costs	\$1173.00
		G.A.G Community Events and Geographe Smart Clubs promotion days	\$1500.00
		H.F. Walking Group Leader "Seed Funding"	\$1945.00
		Library Pedometer Loan Program resources	\$1600.00
		Purchase and Installation of end of trip bicycle facilities	\$1200.00
		Activity project "seed" funding for target groups	\$1300.00
		Walk Cycle Busselton Brochure (Version 2)	\$4000.00
		G.A.G Merchandise	\$2600.00
		Salary Component (10% of total) 08/09	\$5700.00
		Salary Component (10% of total) 09/10	\$5700.00
TOTAL	\$40,000		\$40,000

'Get Active Geographe' - Shire of Busselton Physical Activity Plan (2008-11)

6.4 CONCLUSION

This report contains information about the current status of physical activity in the local community, as well as recommendations and strategies for the future.

This information was gathered using a variety of community consultations and data collection methods. From the information gathered, including local, state and national data, it is clear that habitual incidental physical activities such as walking have the greatest impact on physical activity levels and associated health benefits for the wider community.

As an organisation, the Shire of Busselton is in a unique position to be a key driver in the facilitation of physical activity opportunities for all members of the local community. Strategies targeting the use of facilities, services and programs for activities such as walking, which are low cost, easily accessible and incidental in nature, are the sort of activities that can be promoted in an attempt to address barriers to people being sufficiently physically active.

7.0 References and Appendices

7.1 References

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'Get Active Geographe' - Shire of Busselton Physical Activity Plan (2008-11)

6.0 Physical Activity Objectives and Strategies (Appendix B.1)

6.1 Outline of Objectives and Strategies

The following is a list of objectives and strategies that have been developed as a result of the community consultation and physical activity indicators in the Shire of Busselton. Many of these strategies involve directorates in the Shire of Busselton, such as Community Infrastructure and Lifestyle Development, integrating Get Active Geographe (G.A.G) recommendations into their decision making processes.

6.1.1 Overall Project Goal

The overall goal of the project is to have a measurable increase Physical Activity levels by 5% in the Shire of Busselton by June 2011.

6.2.1 Action Plan - Strategies

The P.A.T.F released a comprehensive report in 2006 '*Physical Activity Levels of Western Australian Adults 2006*'. As part of this research document the taskforce developed seven recommendations for the promotion of physical activity in Western Australia. These recommendations are a result of the extensive research and consultation undertaken by the taskforce since its establishment in 2001.

The GAG steering committee have **adopted five (5)** of these seven (7) recommendations to form the basis of the GAG Physical Activity Objectives and Strategies Action Plan. These recommendations are as follows (colour coded):

1. **Expand supportive environments that allow incidental and transport-related physical activity to be easily incorporated into daily life.** At the Shire of Busselton this would include a place for Physical Activity in Planning (Lifestyle Development) and Engineering (Community Infrastructure) decisions as well as promotion of existing facilities;
2. **Develop public communication strategies to assist the community in meeting national physical activity guidelines.** At the Shire of Busselton this would include simple and effective physical activity promotional strategies;
3. **Develop strategies (programs) to increase the self confidence of individuals in their ability to follow national physical activity guidelines.** At the Shire of Busselton this would include initiating programs to introduce physical activity to people in the community to increase participation and self belief;
4. **Develop and strengthen existing partnerships across all agencies involved in the promotion of physical activity initiatives.** At the Shire of Busselton this would include developing partnerships with Sporting Clubs, Non Government Organisations, such as the Heart Foundation, and State Government departments, such as Department of Education and Training and Health, and participation in community events.
5. **Target population subgroups with particularly high levels of physical inactivity and low levels of sufficient physical activity.** At the Shire of Busselton this would include elderly, disadvantaged and intellectually disabled groups.

'Get Active Geographe' - Shire of Busselton Physical Activity Plan (2008-11)

6.2.2 Action Plan - Project Chart (Funding Period 2009)

Strategy	Budget												
		Jan 2009	Feb 2009	Mar 2009	Apr 2009	May 2009	June 2009	July 2009	Aug 2009	Sept 2009	Oct 2009	Nov 2009	Dec 2009
Library Pedometer Loan Scheme Established	\$1,600												
Partner in a variety of community events such as: The Giant Walk	\$400												
Partner in a variety of community events such as: Ride to Work day and Community Breakfast	\$100												
Council For Community 'Snippets' of Physical Activity Providers and Dog Exercise Areas	\$1130												

Legend



Promotional Strategy








Community Partnership



Motivation and self belief program

'Get Active Geographe' - Shire of Busselton Physical Activity Plan (2008-11)

6.2.2 Action Plan - Project Chart (Funding Period 2009)

Strategy	Budget												
		Jan 2009	Feb 2009	Mar 2009	Apr 2009	May 2009	June 2009	July 2009	Aug 2009	Sept 2009	Oct 2009	Nov 2009	Dec 2009
Develop a partnership with the HF. Employ a Walking Group Area Coordinator	\$1,945												
													
Shared Path Stencilling Project	\$8000												
Purchase and Installation of end of trip bicycle facilities - Naturaliste Community Centre (Dunsborough)	\$1200												
Glossy GAG document developed	\$3000												

Legend



Promotional Strategy



Community Partnership








Participation and self belief program



Supportive Environments

'Get Active Geographe' - Shire of Busselton Physical Activity Plan (2008-11)

6.2.2 Action Plan - Project Chart (Funding Period 2009)





Strategy	Budget												
		Jan 2009	Feb 2009	Mar 2009	Apr 2009	May 2009	June 2009	July 2009	Aug 2009	Sept 2009	Oct 2009	Nov 2009	Dec 2009
Physical Activity Provider brochure developed and launched	\$1173												
GAG and Geographe Smart Clubs promotion days. Develop partnerships with local sporting groups	\$1000												
Physical Activity Provider brochure launched to Life scripts GPs	N.B.R												

Legend



'Get Active Geographe' - Shire of Busselton Physical Activity Plan (2008-11)

6.2.2 Action Plan- Project Chart (Funding Period 2009)

Strategy	Budget												
		Jan 2009	Feb 2009	Mar 2009	Apr 2009	May 2009	June 2009	July 2009	Aug 2009	Sept 2009	Oct 2009	Nov 2009	Dec 2009
GAG Merchandise Developed as a promotional aid	\$2600												
Shared Path report form Signage and website access	\$1152												
New addition of Walk Cycle Busselton brochure developed	\$4000												
Project Officer provide CI Physical Activity Requests through OMR system	N.B.R												

Legend













Promotional Strategy



Supportive Environments

'Get Active Geographe' - Shire of Busselton Physical Activity Plan (2008-11)

6.2.2 Action Plan- Project Chart (Funding Period 2009)

Strategy	Budget												
		Jan 2009	Feb 2009	Mar 2009	Apr 2009	May 2009	June 2009	July 2009	Aug 2009	Sept 2009	Oct 2009	Nov 2009	Dec 2009
Project Officer consults GAG document as a reference for decisions at LSPWG meetings	N.B.R												
Project Officer consults GAG document as a reference for decisions at Access and Inclusion Plan meetings	N.B.R												
Project Officer involved at DCU approval process requiring PA feedback	N.B.R												
Promote the use of the Beach Wheelchair for all physically challenged groups	N.B.R												

Legend



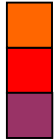

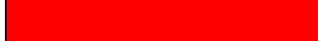

Supportive Environments



Physical Activity Target Group

'Get Active Geographe' - Shire of Busselton Physical Activity Plan (2008-11)

6.2.2 Action Plan- Project Chart (Funding Period 2009)

Strategy	Budget	Jan 2009	Feb 2009	Mar 2009	Apr 2009	May 2009	June 2009	July 2009	Aug 2009	Sept 2009	Oct 2009	Nov 2009	Dec 2009
Develop partnership with HACC and Fisheries WA for "Fishing Box" for elderly and disadvantaged groups	\$300												
Develop partnership with Activ for alternative fortnightly meeting opportunity (Mixed Indoor Cricket)	\$500												
Develop partnership with DET Pilot School to launch Walking School Bus Program	\$500												

Legend



Supportive Environments



Community Partnership



Physical Activity Target Group



Participation and self belief program

Legend

CD - Community Development*

CI - Community Infrastructure*

LD - Lifestyle Development*

GAG - Get Active Geographe Physical Activity Plan*

LSPWG - Leisure Services Plan Working Group*

HACC - Home and Community Care program

DCU - Development Control Unit (Shire Internal)*

DET - Department of Education and Training.

GP's - General Practitioners

OMR - On line Maintenance Request system

HF - Heart Foundation

ACTIV - Activ Recreation

'Get Active Geographe' - Shire of Busselton Physical Activity Plan (2008-11)

6.0 Physical Activity Objectives and Strategies (Appendix B.2)

6.2.3 Action Plan - Project Deliverables (Funding Period 2009)

Strategy	Action Unit	Budget	Timeframe	System or Process	Measurement
Library Pedometer Loan Scheme Established	CD / SI	\$1,600	January 2009 to December 2009	<ul style="list-style-type: none"> An addition to current Library Loan Borrowing Scheme (Bar coded) Resources printed at the library Borrowers liable for replacement 	<ul style="list-style-type: none"> Monthly loan figures Borrower feedback sheets tabulated
Partner in a variety of community events such as: The Giant Walk	CD / OD	\$400	01/09/09	<ul style="list-style-type: none"> Use existing PATF resources Use PATF measurement techniques and promotional strategies 	<ul style="list-style-type: none"> Actual attendance figures Number of partnerships established Informal and formal participant feedback
Partner in a variety of community events such as: The Ride to Work Day	CD / OD	\$100	14/10/09	<ul style="list-style-type: none"> Use existing BV resources Use BV measurement techniques and promotional strategies 	<ul style="list-style-type: none"> Actual attendance figures Number of partnerships established Informal and formal participant feedback
Council For Community 'Snippets' of Physical Activity Providers and Dog Exercise Areas	CD	\$1130	January 2009 to December 2009	<ul style="list-style-type: none"> Consistent with the Shire of Busselton Communications Plan 5 instalments processed at the start of each month 	<ul style="list-style-type: none"> Informal and formal community feedback Informal and formal service provider feedback Feedback from Ranger Services

Legend



Promotional Strategy



Community Partnership



Participation and self belief program

'Get Active Geographe' - Shire of Busselton Physical Activity Plan (2008-11)

6.2.3 Action Plan - Project Deliverables (Funding Period 2009)

Strategy	Action Unit	Budget	Timeframe	System or Process	Measurement
Develop a partnership with the HF. Employ a Walking Group Area Coordinator	CD	\$1,945	February 2009 to December 2009	<ul style="list-style-type: none"> Use existing HF resources and training Use HF measurement techniques and promotional strategies Employ Area coordinator for initial 12 month funding 	<ul style="list-style-type: none"> Number of walking groups established Number of walkers participating Informal and formal participant feedback Sustainability of the program
Shared Path Stencilling Project	CD /CI	\$8000	March 2009 to June 2009	<ul style="list-style-type: none"> Meeting with CI Design Officer Stencil routes established Work contracted internally 	<ul style="list-style-type: none"> Stencilling project completed Informal and formal participant feedback
Purchase and Installation of end of trip bicycle facilities - Naturaliste Community Centre (Dunsborough)	CD /CI	\$1200	June 2009	<ul style="list-style-type: none"> Get written quote for facility Purchase and install facility 	<ul style="list-style-type: none"> Formal Bike use count quarterly
Glossy GAG document developed	CD	\$3000	April to June 2009	<ul style="list-style-type: none"> Job quoted and budget discussed Document developed 	<ul style="list-style-type: none"> Glossy GAG document delivered Document used as a promotional tool for the implementation of the plan

Legend

Promotional Strategy
 Community Partnership
 Participation and self belief program
 Supportive Environments

'Get Active Geographe' - Shire of Busselton Physical Activity Plan (2008-11)

6.2.3 Action Plan - Project Deliverables (Funding Period 2009)

Strategy	Action Unit	Budget	Timeframe	System or Process	Measurement
Physical Activity Provider brochure developed and launched	CD	\$1173	February 2009 and August 2009	<ul style="list-style-type: none"> Provider Brochure developed internally Information updated biannually and re-printed Brochures delivered to stockists biannually 	<ul style="list-style-type: none"> Number of Brochures distributed Informal and formal provider feedback Informal and formal community feedback
GAG and Geographe Smart Clubs promotion days. Develop partnerships with local sporting groups	CD	\$1000	February 2009 and August 2009	<ul style="list-style-type: none"> Promotion days advertised biannually Venue established Partners approached Event schedule developed 	<ul style="list-style-type: none"> Number of partnerships established Actual attendance figures Informal and formal participant and community feedback
Physical Activity Provider brochure launched to Lifescrpts GPs	CD	N.B.R	September 2009	<ul style="list-style-type: none"> Provider Brochure developed internally Information updated biannually and re-printed GP down south approached to become a stockist of brochure 	<ul style="list-style-type: none"> Meeting with GP down south established Number of GPs approached Number of GPs willing to stock brochure Audit of GP feedback and referrals from the project

Legend



Promotional Strategy



Community Partnership

'Get Active Geographe' - Shire of Busselton Physical Activity Plan (2008-11)

6.2.3 Action Plan - Project Deliverables (Funding Period 2009)

Strategy	Action Unit	Budget	Timeframe	System or Process	Measurement
GAG Merchandise Developed as a promotional aid	CD	\$2600	July 2009	<ul style="list-style-type: none"> Job quoted and budget discussed Merchandise developed 	<ul style="list-style-type: none"> Merchandise developed and received Amount of merchandise distributed at community based events Informal and formal participant and community feedback
Shared Path report form Signage and website access	CD / CI / Parks and Gardens	\$1152	May to June 2009	<ul style="list-style-type: none"> Signage design developed Job quoted and budget discussed Signage installed internally Website proforma developed and link established Information passed to Parks and Gardens 	<ul style="list-style-type: none"> Signs developed Signs installed Website proforma and link established Audit of Community proformas received Quarterly reports sent directly to Parks and Gardens
New addition of Walk Cycle Busselton brochure developed	CD	\$4000	August 2009	<ul style="list-style-type: none"> Changes to current edition developed Job quoted and budget discussed Brochure developed 	<ul style="list-style-type: none"> Informal and formal participant and community feedback Audit of brochures distributed to stockists
Project Officer provide CI Physical Activity Maintenance Requests through OMR system	CD / CI	N.B.R	January 2009 to December 2009	<ul style="list-style-type: none"> Community Feedback received formally Project Officer logs job through OMR system 	<ul style="list-style-type: none"> Audit of OMR jobs logged Audit of OMR jobs actioned

Legend



Promotional Strategy




Supportive Environments

'Get Active Geographe' - Shire of Busselton Physical Activity Plan (2008-11)

6.2.3 Action Plan - Project Deliverables (Funding Period 2009)

Strategy	Action Unit	Budget	Timeframe	System or Process	Measurement
Project Officer consults GAG document as a reference for decisions at LSPWG meetings	Inter-directorate	N.B.R	January 2009 to December 2009	<ul style="list-style-type: none"> • <i>Manager of Community Development convenes a meeting</i> • <i>Project Officer develops agenda</i> • <i>GAG referenced in research for meeting agenda</i> 	<ul style="list-style-type: none"> • <i>Audit of GAG referenced material from LSPWG meeting minutes</i>
Project Officer consults GAG document as a reference for decisions at Access and Inclusion Plan meetings	Inter-directorate	N.B.R	January 2009 to December 2009	<ul style="list-style-type: none"> • <i>GAG referenced in research for meeting agenda</i> 	<ul style="list-style-type: none"> • <i>Audit of GAG referenced material from AIP meeting minutes</i>
Project Officer involved at DCU approval process requiring PA feedback	Inter-directorate	N.B.R	January 2009 to December 2009	<ul style="list-style-type: none"> • <i>DCU make an initial assessment on a development application and assess need</i> • <i>Project Officer called to meeting for comment</i> • <i>Comment given by Project Officer at DCU Meeting</i> 	<ul style="list-style-type: none"> • <i>Audit of Project Officer input at DCU meetings</i>

Legend


 Supportive Environments


'Get Active Geographe' - Shire of Busselton Physical Activity Plan (2008-11)

6.2.3 Action Plan - Project Deliverables (Funding Period 2009)

Strategy	Action Unit	Budget	Timeframe	System or Process	Measurement
Develop partnership with HACC and Fisheries WA for "Fishing Box" for elderly and disadvantaged groups	CD	\$300 09/10	October 2009	<ul style="list-style-type: none"> Partnerships with key agencies developed Equipment purchased Loan System developed 	<ul style="list-style-type: none"> Number of partnerships developed Audit of loan of equipment Informal and formal participant and community feedback Sustainability of the program after seed funding complete
Develop partnership with Activ for alternative fortnightly meeting opportunity	CD	\$400 08/09	April to June 2009	<ul style="list-style-type: none"> Partnerships with key agency developed Program idea developed Seed funding for three months offered for facility hire 	<ul style="list-style-type: none"> Development of program Agency uptake of program Sustainability of the program after seed funding complete
Develop partnership with DET Pilot School to launch Walking School Bus Program	CD	\$300 08/09 \$300 09/10	May 2009	<ul style="list-style-type: none"> Partnership with key agency developed Provide administration and other assistance for development of program Program launched 	<ul style="list-style-type: none"> Walking School Bus launched annually 2009 / 10 pilot school Informal and formal participant and community feedback Project idea discussed with DET representatives across Shire Sustainability of the program after seed funding complete

Legend

 Community Partnership

 Physical Activity Target Group

'Get Active Geographe' - Shire of Busselton Physical Activity Plan (2008-11)

6.2.3 Action Plan - Project Deliverables (Funding Period 2009)

Strategy	Action Unit	Budget	Timeframe	System or Process	Measurement
Promote the use of the Beach Wheelchair for all physically challenged groups	CD	N.B.R	January 2009 to December 2009	<ul style="list-style-type: none"> Community Feedback received formally Project Officer logs feedback with Community Development Officer Community Development Officer refers feedback to DDPA or other group providing Beach Wheelchair access DDPA or other group action request 	<ul style="list-style-type: none"> Audit of Feedback logged Audit of Feedback actioned

Legend

 Physical Activity Target Group

Legend

CD - Community Development*

CI - Community Infrastructure*

LD - Lifestyle Development*

GAG - Get Active Geographe Physical Activity Plan*

LSPWG - Leisure Services Plan Working Group*

HACC - Home and Community Care program

ACTIV - Activ Recreation

***Shire of Busselton involvement**

DCU - Development Control Unit (Shire Internal)*

DET - Department of Education and Training.

GP's - General Practitioners

OMR - On line Maintenance Request system*

HF - Heart Foundation

DDPA - Dunsborough and Districts Progress Association

SI - Systems and Information*