



# City of Mandurah Physical Activity Project Officer

## Background

The City of Mandurah is situated 74 km south of Perth and has a population of approximately 61,000 people. Fast population growth, low physical activity levels and high levels of obesity prompted the City of Mandurah to seek a physical activity project officer to improve the health of its residents.

Local Activity Grant funding was secured in 2003 for the part time appointment of a Physical Activity Project Officer. Their outstanding project results (refer to Case Study 3: Participate Play Peel) encouraged the City of Mandurah to continue to develop these physical activity initiatives by funding a part time position in 2004. In 2006, the Council was successful in obtaining further Local Activity Grant funding for the appointment of a full time officer to improve and strengthen current projects and implement new physical activity strategies and programs.

## Project Objectives

- Provide sustainable opportunities for Mandurah residents to lead active lifestyles and adopt healthy activity patterns.
- Enhance and build on successful physical activity initiatives.
- Coordinate and promote physical activity programs for the general community and specific target groups (seniors, families, youth, and women).
- Celebrate and promote positive stories relating to the benefits of physical activity.
- Encourage collaboration between State and Local governments, schools and community organisations.

## Project Strategies

- Run new activities within the Real Adventure Women's (RAW) program including splash and dash, dancing, triathlons and dragon boating.
- Work with recreation centres to implement surfing, sport and dance programs aimed at youth participation.
- Work with the Seniors Recreation Council of WA Peel Branch, Mandurah Senior Citizens Centre and Department of Health to coordinate wellbeing workshops and walking, dancing and fitness activities for seniors in the region.
- Work in partnership with the Department of Sport and Recreation Peel office and local service providers to coordinate the RAW program.
- Work with the City of Mandurah's Human Resources team to promote and coordinate activities for the council's employees.
- Actively promote and coordinate annual state-wide physical activity events.
- Coordinate a Be Active Community Walk.



## Project Results

- A number of new subsidised physical activities were implemented as a part of the RAW Program including clay target shooting, splash and dash (swim/run), scuba diving, dancing, surfing, dragon boating, outrigger, triathlon training and a women's only triathlon. Over 200 participants enrolled in these programs which ranged from a one off workshop to an eight week course.
- A number of new partnerships were formed with local service providers to run these activities including the Peel and Districts Gun Club, Mandurah Triathlon Club, Mandurah Marina Dive, Big Wave Surfing, Mandurah Vikings Dragon Boat Club, Mandurah Outriggers and a number of dance schools. Partnerships were also formed with the South Metropolitan Public Health Unit, Department of Sport and Recreation Peel and Seniors Recreation Council of WA Peel Branch.
- Approximately one in ten participants of the RAW programs have since attended the same or similar programs.
- Over 220 participants attended the Youth Week Expressions Sessions in April 2007. Activities included surfing, windsurfing, skate competitions, netball and hockey coaching clinics and dance classes. This was run in partnership with a number of council facilities and local organisations and sporting groups.
- In collaboration with the Seniors Recreation Council of WA Peel Branch and The Professionals Real Estate Mandurah, 108 people participated in WA's Giant Walk in 2006.
- Five Seniors Wellbeing Workshops were held, with 49 participants attending or participating in pole walking, Beat the Feet dance class, 50+ Boomers (group fitness), and nutrition and podiatry seminars as part of Stay on Your Feet Week.
- Over 250 City of Mandurah staff participated in a number of physical activity events including a Canoe Challenge, Guinness World Record Attempt, Walk to Work Day, Walk Week, Stationary Bike Week, Cycle Instead in Spring and Splash & Dash Challenges.
- New partnerships were formed with a number of local sporting and recreation clubs, increasing the network of suppliers and their membership through returning participants.
- There were a total of 24 paid and 37 free articles promoting physical activity programs and events in the local newspapers. Programs were also advertised five times on local radio stations.



## Where to From Here

- The Physical Activity Project Officer position will be funded permanently by the City of Mandurah commencing in 2008/09.
- A 2008 Physical Activity Action Plan has been developed to ensure a strategic approach is undertaken in the delivery of programs to the identified target groups (youth, seniors, women, men, corporate & community).
- New initiatives are being developed to involve different target markets, with MIA (Males in Action) and inclusive programs being delivered over the coming months.

## Lessons Learned

- Grant funding can require substantial pre-planning and additional administrative requirements, which must be accounted for when planning programs.
- Programs for beginners had a substantially higher uptake as people preferred to participate in an activity when they know other participants are likely to be of a similar ability.
- It is vital to ensure the planning and delivery of initiatives are managed in well organised, strategic and coordinated approach.

**Total cost of project:** \$60,000 (including \$30,000 Local Activity Grant)

**Project Date:** July 2006 – August 2007

**Contact:** Alisha Williams, City of Mandurah, 9550 3623

This project has been supported by a Local Activity Grant provided by the Premier's Physical Activity Taskforce, the WA Local Government Association and Lotterywest. Information on Local Activity Grants and case studies can be found online at [www.beactive.wa.gov.au](http://www.beactive.wa.gov.au)