

# Physical Activity Strategic Plan

## Background

The City of Fremantle identified the need for a structured approach to planning and implementing physical activity within the City. This project developed a Physical Activity Strategic Plan with a whole of Council approach, to ensure a sustainable and comprehensive way to support and promote physical activity was adopted in the Port City.

## Project Objectives

- Development of the Fremantle Physical Activity Working Group.
- Development of a Physical Activity Strategic Plan.

## Project Strategies

- Employ a Physical Activity Project Officer.
- Gather expressions of interest to identify the City of Fremantle staff, key stakeholders, local agencies, local businesses and community groups to be involved in the Working Group.
- Establish community consultation through the Working Group.
- Develop and complete a current physical activity programs audit.
- Form and coordinate the City of Fremantle Physical Activity Working Group to develop the Physical Activity Strategic Plan.
- Develop a Physical Activity Strategic Plan to guide the future direction and programs promoting physical activity in the Fremantle area.

## Project Results

Increased participation in physical activity by people in the Fremantle region is expected due to the widespread consultation with the community about this project and the exposure it has gained through the mass media. Key results were:

- A consultant was appointed to facilitate this project on a part time basis.
- A Working Group was established to oversee the process and met monthly.
- An audit tool was developed, piloted and approved by the Working Group. 122 audits were completed with the support of volunteers.
- Community consultation phase was completed with 68 people attending community consultation group meetings and 103 people completing the self-administered questionnaire. The Working Group assisted with and approved the design of the questionnaire.
- Mass media strategies created coverage of the project to 25,000 local people.



- The City of Fremantle Physical Activity Strategic Plan is complete and was endorsed by Council in February 2005. The main body of the report incorporates all data from the audits and community consultation as well as strategies that align with the City's Strategic Plan.
- The Strategic Plan was awarded WA runner up in the National Heart Foundation Kelloggs Local Government Awards in the category of Policy for Structural Change.



### Where to from here?

- Successful application made to Physical Activity Taskforce for a Local Activity Grant has ensured that a number of strategies from the plan will be implemented.
- The City of Fremantle now has a Physical Activity Strategic Plan, which runs parallel with the strategies and priorities identified in the City Plan. All Departmental staff are now more aware of how their routine work and long term policies impact on the ability of the residents to participate in physical activity.
- The City of Fremantle is partnering with adjoining local governments in an effort to provide regional physical activity information and services.

### Lessons learned

- Incorporating private facilities within the audit was a good idea for comprehensive data, although the audit process was a very time consuming exercise.
- Volunteers were important in conducting the audits. Adequate training of volunteers in data collection is required to ensure consistent information is collected.

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| <b>Total project cost:</b> | \$25,000 (including \$7,500 Local Activity Grant plus \$10,000 South Metropolitan Public Health Unit) |
| <b>Project Date:</b>       | December 2003 – November 2004   |
| <b>Contact:</b>            | City of Fremantle Ph: 9432 9839   |

This project has been supported by a Physical Activity Taskforce Local Activity Grant through Lotterywest and the Western Australian Local Government Association. Information on Local Activity Grants and case studies can be found online at [www.patf.dpc.wa.gov.au](http://www.patf.dpc.wa.gov.au).