

## Be Active

## Together

## Re-launched



### Background

The City of Swan covers the largest geographical area of any local authority in metropolitan Perth, with an area in excess of 1,000 square kilometres and approximately 95,000 residents. It is characterised by the diversity of its landscape and community, including historic residential suburbs, modern developments and rural communities. The City has coordinated a Be Active Together program since 1994 in partnership with the East Metropolitan Population Health Unit, with the aim of encouraging inactive members of the community to become more active.

### Project Objectives

- Raise the awareness and profile of the Be Active Together program.
- Increase the number of people walking regularly.
- Increase awareness of the health benefits of increasing physical activity levels.
- Increase the number of people being physically active.

### Project Strategies

#### Information and Resources

- Distribute a Be Active Together brochure to all homes in the City of Swan.
- Extend the geographical distribution of the Be Active Together quarterly newsletter.
- Develop and print walking trail brochures for each of the City's rural walk trails.
- Utilise City of Swan Place newsletters to promote physical activity messages.
- Integrate the Be Active Together website into the City of Swan website.

#### Physical activity events, programs and activities

- Organise and promote low cost, 'come and try' activities.
- Organise a 'Loan a Pedometer' project, to introduce new participants to walking.
- Develop new community based classes.

#### Leadership and Coordination

- Increase partnerships with key groups to promote community walking activities to hard to reach individuals e.g. Hills Community Support Group will promote walking activities to people with disabilities.
- Further develop internal relationships with the City's Leisure Centres and Libraries.
- Conduct training and education sessions for walk leaders and group contacts.
- Coordinate community walking groups.

## Project Results

### Information and Resources

- Four editions of the four page Be Active Together Newsletter were distributed to more than 1,000 registered recipients with 200 additional names added to the mailing list in 2005. The newsletters were also distributed via professional networks at hospitals, doctor's surgeries, schools and leisure centres.
- 33,000 Be Active Together brochures were developed and delivered to all residents of the City of Swan.
- 500 F.R. Berry Walk Trail brochures were printed and distributed.
- Physical activity was promoted in 24 editions of the City of Swan's Place Newsletters.
- Be Active Together and physical activity were promoted 272,550 times to the City of Swan Community in 2005 through print media and direct mail.

### Physical activity events, programs and activities

- The pedometer project was launched with 60 staff members and councillors. Pedometers have subsequently been loaned on 350 occasions through the City's libraries.
- Ten 'come and try' events were conducted, with 327 participants attending activities ranging from canoeing to bush walking.
- A Tai Chi for Arthritis class commenced in the Ballajura Community Centre.
- 80 people took part in the annual Bike in the Valley event through the Swan Valley.
- Be Active Together became a feeder group for other Leisure Services programs including the *Living Longer Living Stronger* programs at Altone Park and Swan Park Leisure Centres.

### Leadership and Coordination

- Coordination of 7 walking groups with 60 regular and 38 new walkers in 2005, including new walking groups at Bullsbrook and Ballajura.
- 28 walkers were trained as walk leaders at 2 training sessions.
- The Project Officer gave Be Active presentations to 10 groups at community health clinics.
- The City of Swan has committed to the ongoing success of the program by converting the part-time project officer to a permanent position.

### Where to from here?

- Continue to promote the brand Be Active Together in the City of Swan.
- Further integration of activities into Leisure Centre operations.
- The pedometer loan program will continue through libraries.
- Walking groups will be nurtured and assistance provided as required.
- The City has successfully applied for additional funding in 2006.



### Lessons Learned

- It is best to support, rather than control, walking groups.
- Allow flexible payment options for new programs.
- Some programs reach a natural participation level and it is hard to break through that barrier.
- The program should be viewed as a promotional tool for existing and ongoing programs in the City of Swan Leisure Centres.

**Total Project Cost:** \$16,691 (including \$6,000 LAG funding) plus 20 hour/week Project Officer  
**Project Date:** December 2004 - December 2005  
**Contact:** Simona Willis, City of Swan Ph: 9378 9068

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