



City of Wanneroo

Get Active

Wanneroo

10,000 Project

Case Study 8

Background

Located in Perth's northern suburbs, the City of Wanneroo has a population of over 107,000. The City has 32 kilometres of coastline and incorporates a blend of both rural and residential developments. The City of Wanneroo has created the *Get Active Wanneroo 10,000* plan in response to the declining levels of physical activity in Western Australia. The City of Wanneroo has aligned the plan with the Premier's Physical Activity Taskforce vision, which aims to increase the physical activity levels of all Western Australians by 5% by 2011.

Project Objectives

- Raise awareness of physical activity among the residents of the City of Wanneroo.
- Promote physical activity through health and other related industry professionals.
- Create an environment that supports physical activity across the City of Wanneroo.
- Build capacity and increase participation in physical activity.
- Increase the number of people walking for recreation.

Project Strategies

Information and resources

- Develop and maintain a *Get Active Wanneroo 10,000* page on the City of Wanneroo website.
- Develop a *Get Active Wanneroo 10,000* directory, outlining sporting and community groups within the City of Wanneroo.
- Develop resources to support walk trails and routes, which outline facilities, places of interest, distance markers and health information.
- Develop incentive packs to promote walk trails.
- Develop an effective media campaign and design appropriate signage.
- Use promotional material to promote the *Get Active Wanneroo 10,000* program.

Physical activity events, programs and activities

- Conduct a Junior Healthy Breakfast for primary and secondary school students, to recognise their achievements and provide opportunities for the students to meet sporting role models.
- Set up a *Get Active Wanneroo 10,000* display at the Wanneroo Show, outlining objectives and benefits of the program.
- Conduct an annual Leisure Expo, to promote local and regional sporting organisations and government and health promotion agencies.
- Conduct junior and senior sport development days, such as Come 'n' Try sports.

- Use media and newspaper advertisements to promote events and activities.
- Establish walk trails within each Leisure Zone, recruit walk leaders and develop and promote walking groups.
- Develop a self managed walking program using pedometers.



Leadership and coordination

- Promote the *Get Active Wanneroo 10,000* network, to examine issues relating to physical activity in the City of Wanneroo.
- Increase partnerships, knowledge and skills with health and community professionals.
- Review existing Council policies and make recommendations to support an active community.
- Ensure all strategic leisure plans and facility master plans seek to promote and facilitate increased physical activity within the City of Wanneroo.
- Recognise achievement of City of Wanneroo individuals and groups dedicated to developing sport and recreation.
- Review City of Wanneroo pathways as a means of recreation and transport.

Project Results

Information and resources

- A community pedometer loan program was developed through the Civic Centre, Aquamotion and City of Wanneroo Libraries.
- A walk brochure advertising 10 walking routes within the City of Wanneroo was created. Approximately 3,000 brochures have been distributed in response to phone enquiries and at public displays.
- An online community sport and recreation directory is now available at www.wanneroo.wa.gov.au.
- A media campaign was developed, including signage, newspaper advertisements, media releases to community newspapers, promotional material and a *Get Active Wanneroo 10,000* page on the City of Wanneroo website.



Physical activity events, programs and activities

- Secondary students and staff from 12 Senior High Schools attended the *Get Active Wanneroo 10,000* Healthy Breakfast, which aimed to increase awareness of physical activity and a healthy lifestyle.
- The *Get Active Wanneroo 10,000* display was set up at the Wanneroo show.
- Approximately 2,000 residents attended 'Sportsmania' which promoted sport and recreation opportunities with Come 'n' Try activities.
- Ten walking groups were established within the City of Wanneroo. Group walks were organised weekly with timetables and details available to the groups.
- An ongoing workplace physical activity program for City of Wanneroo staff that included pilates, a bike to work challenge, the Heart Foundation's Climb to the Top, aerobics, the Cancer Council's Relay for Life, the Active Foundation's City to Surf and walking groups was conducted.
- The *Get Active Wanneroo 10,000* Professional Health Forum 'Links between Physical Inactivity and Chronic Diseases to promote City of Wanneroo programs and services, and the benefits of physical activity and a healthy lifestyle was held. Eight General Practitioners and Allied Health Professionals attended the forum.

Leadership and coordination

- Evaluated programs and events through written and verbal feedback surveys.
- Created a physical activity network with other local governments through the North Metropolitan Regional Recreation Advisory Committee (NMRRAC).
- \$57,200 approved in the 2004/2005 council budget for the *Get Active Wanneroo 10,000* program.
- Collaborated with the Department of Sport and Recreation to develop the Wanneroo walk program.
- Conducted a review of the City of Wanneroo's policies and made recommendations to ensure the City's framework supports a more active community.
- Ensured physical activity is now considered in all strategic leisure plans and facility master plans.



Where to from here?

- Volunteer walk leaders will sustain community information and maintain walking groups.
- Signature events such as 'Sportsmania' will become annual events.
- Infrastructure supporting physical activity through strategic leisure plans and master plans will continue to be a priority for improvement.
- Will continue to make recommendations for policy changes to support physical activity.
- Will continue to monitor the City of the Wanneroo's strategic direction and budgetary impacts to ensure they are conducive to physical activity.
- Will continue the pedometer loan program through the Civic Centre, Aquamotion and all City of Wanneroo libraries.

Lessons Learned

- Staffing constraints can impact on the development of a physical activity program.
- The time of year should be considered when planning events e.g. 'Sportsmania' would have been better held in November rather than January when most clubs and state sporting bodies were on holidays.
- In creating a health network with General Practitioners and Allied Health Professionals, the time costs associated with these professionals need to be considered.

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