



Participate Play Peel

Case Study 3

The Peel region covers nearly 5,500 km² and comprises the City of Mandurah and the Shires of Boddington, Murray, Serpentine-Jarrahdale and Waroona. Situated 74 kilometres south of Perth, Peel has a rapidly expanding population estimated at over 70,000 people.

Background

The Peel Regional Recreation Advisory Committee applied for funds for the appointment of a Physical Activity Project Officer to assist in the implementation of priority physical activity projects within their strategic plan. With the high level of inactivity in the Peel Region, the Advisory Committee saw the appointment as fundamental to addressing the barriers to participation and inactivity among residents of the Peel Region.

Project Objectives

- To determine current levels of physical activity in the community and establish a database of providers, services and membership.
- To increase opportunities for participation in sport and recreation by children, youth and seniors.
- To ensure local sporting structures link to regional, state and national associations.
- To coordinate and promote physical activity programs for the general community and target groups.
- To ensure adequate numbers of skilled physical activity leaders and instructors are available.
- To celebrate and promote positive stories related to the benefits of physical activity.

Project Strategies

- Work with key stakeholders in the Region to influence attitudes and increase participation in physical activity.
- Adopt and promote the branding statement *Participate, Play, Peel*.
- Media promotion to create awareness of activities and events.
- Conduct research to; ascertain the current participation in physical activity; establish an inventory of providers; services and membership; and design and publish a sport and recreation service directory.
- Work with medical practitioners to promote physical activity prescriptions.
- Seek funding to conduct local training to increase the number of qualified instructors.
- Promote existing or planned TAFE/Tertiary courses aligned to physical activity to ensure that a consistent ongoing level of skilled residents in the Peel Region can deliver suitable programs.

Project Results

- 410 active participants spent an average of 45 minutes in physical activity with a further 280 people participating at events, seminars and other project activities.
- Secured funding for Halls Head Community Recreation Centre's new program for youth *Fit n Funky*.
- Partnerships developed with 17 clubs and 14 schools through the Clubs in Schools Program.
- 11 local sporting bodies developed (or began the process to develop) club plans that include strategies to link with regional and state associations.
- Cooperation and exchange of ideas with the Peel Regional Education Office and local youth workers have helped to enhance youth participation opportunities.
- Identified opportunities for senior activities during Seniors Week through liaison with various local groups including the Senior Citizens Centre and Seniors Recreation Council.
- Negotiations with Peel TAFE will result in Certificate III in Fitness being available in 2005.
- A Local Activity Grant application for training of instructors in Waroona has been successful.
- Promotion strategies using a combination of mass media, displays and newsletters, included the branding statement of *Participate, Play, Peel*. It is estimated that through publications in the local community newspaper 30,000 community members were reached.
- Programs targeting different sections of the community were promoted within the Peel Region to link with major campaigns such as Heart Week and Physical Activity Awareness Day.
- New information on the physical activity profile of young people in the region.
- A comprehensive database has been developed and the purchase of the LINCS system is a current priority to allow the public access to the database.
- The City of Mandurah received a National Heart Foundation Kellogg Local Government Award 2004 for the Mandurah Active Recreation Strategic Plan.

Where to from here?

- Implement the changes made to the Strategic and Business Plan aimed to increase physical activity in the Region.
- City of Mandurah Recreation Officer will now undertake some aspects of the project.
- Funding application for Physical Activity Project Officer for 2004 submitted to Peel Development Commission.
- Consultants currently working on 5 - 10 year Bike Plan.
- Utilise Local Activity Grant and Department for Planning and Infrastructure funding for Access and Facilities guide and signage in 2005.



Lessons learned

- Increase liaison to ensure that projects are applicable to all parties and their priorities within the Peel Region.
- The challenge to gain the participation of inactive members of the community must be addressed to identify both opportunities and methods of engagement, as only 10 - 20% of all participants were inactive.
- Free merchandise attracts some inactive people but a more convincing strategy (eg. direct advertising) needs to be developed.
- Seniors were the most frequent participants.
- Some youth participation was achieved. To increase this, a greater focus on youth will be made in 2005 through the Clubs in Schools Program.

Total project cost:	\$54,000 (includes \$20,000 Local Activity Grant)
Project Date:	November 2003 – November 2004
Contact:	City of Mandurah Ph: 9550 3622

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