



Shire of Capel

Case Study 7

KidZone

Background

The Shire of Capel is located in South Western Australia and consists of four major population centres including Boyanup, Dalyellup, Capel and Peppermint Grove Beach as well as numerous other communities. Community consultation conducted in 2003 as part of the Shire of Capel Sport and Recreation Strategic Plan identified the need for: regular activities to be available to young people; alternative activities to mainstream sport to be available; and competent and enthusiastic community members to facilitate regular activities. The Shire of Capel's KidZone Project aims to increase opportunities for primary school aged young people to participate in 'leisure time' multi sport/physical activities within their areas.

Project Objectives

- Improve health and self-confidence of local young people through participation in KidZone.
- Develop a safer community through the use of organised sports and physical activities for young people.
- Identify and/or create 'exit routes' for young people to become involved in organised club sport.
- Establish a sustainable structure that promotes lifelong participation in sport and physical activities.

Project Strategies

- Involve primary aged children in regular physical activity.
- Provide information on the KidZone project through different agencies operating in the field of community health.
- Provide opportunities for youth to develop leadership skills.
- Provide opportunities for community members aged over 14 years to become sports leaders.
- Provide activity opportunities from a variety of neighbourhood recreation facilities.
- Provide a safe, supervised environment for young people to pursue their sport and recreational interests.
- Forge links with local sports/activity clubs.
- Encourage program participants to get involved in regular and/or existing club activity.
- Involve both young people and their parents/guardians in program activities.
- Form Youth Focus Groups.
- Provide a wide variety of physical activity.
- Engage long term, sustainable interest of individuals.

Projects Results

- Opportunities were provided for young people residing in rural and coastal communities to get involved in an organised activity program. Activities were offered at various times and locations and included beach volleyball, soccer, cycling, drama and craft.
- The physical activity program was linked to a Sport and Recreation Leader Training Program. The program operated over a 10-week period and successfully trained 11 volunteer community sport and recreation leaders and involved 6 tutors.
- Volunteer community sport and recreation leaders were used to deliver programs in their own communities.
- Community group involvement came from three groups - Dalyellup Beach Community Association, Peppermint Grove Beach Community Association and Parents and Teachers Association from Capel Primary School.
- Youth participated in 692 hours of activity over twelve months, with 84 separate programmed sessions.
- 182 active participants spent one and a half hours being physically active.
- 25 organisers and 260 participants were involved in the project activities.
- 200 non-participants (mostly parents) had contact with the activities through the program.
- Free advertisements were published in the local newspaper, community newsletters, on the Shire of Capel website and Australian Sports Commission Website. One interview was broadcast on ABC radio.
- InZone (Youth Program) developed from KidZone model.
- Dalyellup Beach Community was registered as an Out of School Hours Care provider with the Department of Community Development. Thirty-nine places were funded.
- The Shire of Capel KidZone and InZone Youth Programs won the regional and rural category of the National Ausport Awards 2005.



Where to from here?

- The Shire of Capel has made a budget allocation for KidZone in the 2005/2006 financial year.
- Partnerships with schools will be developed to tie in with the Active After School Communities programs.
- In addition to participation fees and the Shire of Capel's contribution, long-term funding and partnership opportunities will be sourced to ensure sustainability of the program.

Lessons Learned

Sustainability

- The time needed to engage local community groups to auspice the project for the long term was underestimated.
- A large amount of time is required to ensure the auspicings community group is entirely independent and capable of administering the grant and implementing the project.
- A high degree of support is required for community groups that take an administration role including the use of Shire administration in payment of staff, promotion, use of equipment etc.

Enrolment and payment

- It is beneficial to offer discounts for bulk bookings (i.e. the entire week or block of sessions) as this encourages people to participate in a greater number of sessions.
- People are now encouraged to enrol and pay beforehand as this makes it easier on the day.
- Cross sector partnerships are essential (i.e. Local, State and Commonwealth governments and private enterprise).



Total Project Cost: \$30,529.81 (including \$10,000 Local Activity Grant)

Project Date: November 2003 - November 2004

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