

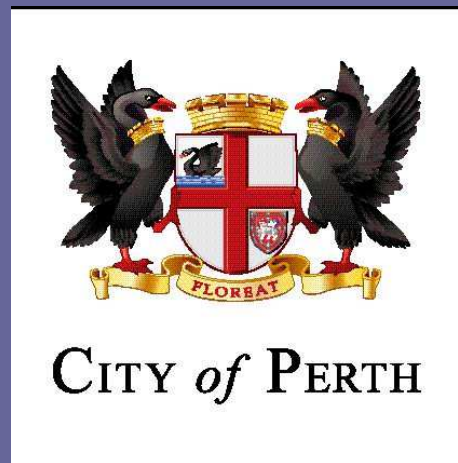
# Writing the Plan



Presented by Brooke Shea

# Writing the Plan

- ‘City of Perth Physical Activity Plan 2006 – 2009’
- PA plan was made possible through a Local Activity Grant (PATF, WALGA and Lotterywest)
- Grant funding matched dollar for dollar by the CoP
- External consultant contracted to develop and write the PA Plan



# Who was the CoP PA Plan written for?

Whole of council  
Council Members  
Executive Office  
Unit Directors  
Unit Managers  
Project Officers



CITY *of* PERTH

# What information is included in the City of Perth PA Plan?

## City of Perth Physical Activity Plan 2006-2009



November 2005



The City of Perth  
Council House  
27 St George's Terrace, Perth

GPO Box C120 Perth  
Western Australia 6000

Phone (08) 946 1 3333

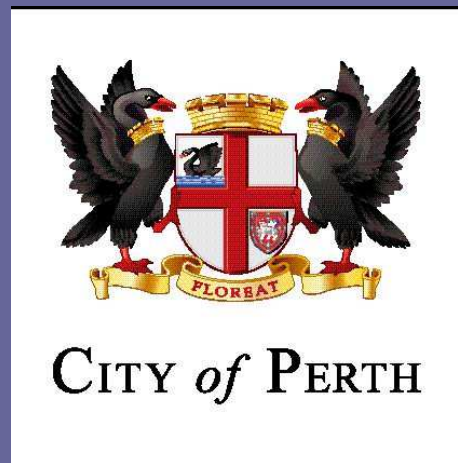
Facsimile (08) 946 1 3000

[www.perth.wa.gov.au](http://www.perth.wa.gov.au)

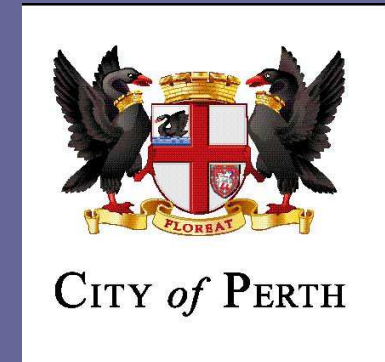


# Background/Introduction

- Acknowledgment of
  - Premier's Physical Activity Taskforce
  - WA Local Government Association
  - Lotterywest
- Overview as to why the CoP developed a PA Plan



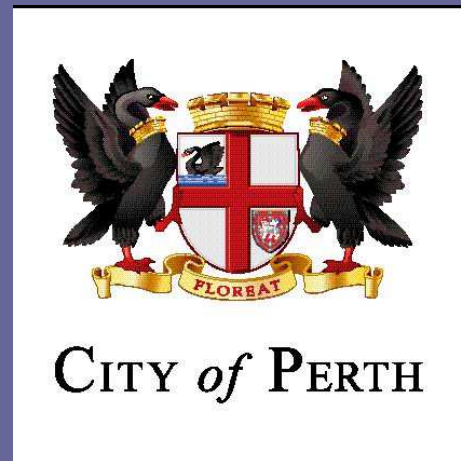
# Methodology



- Literature review
- Formation of working group
- Policy audit of CoP 2004 -2008 Strategic Plan and all Unit business plans
- Public Open Space Survey
- Physical Activity Facilities Survey
- Community Consultation
  - CoP Community Perception Survey (2005)
  - CoP Inner City Worker Survey (2005)

# Links with other council plans

- City of Perth Strategic Plan (2004-2008) has a number of key result areas that link to physical activity
- Relationship and link between CoP PA plan and other council plans and policies



# Links with other council plans



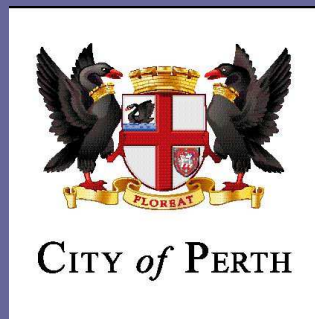
# Community profile



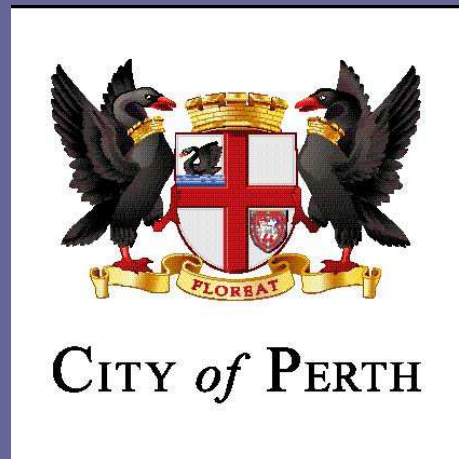
- Residential population approximately 10,500 (ABS, 2004)
  - Permanent residential population – increased by 55% since 1990
  - Trend towards population becoming younger, more affluent with higher educational and skill levels
- CoP workforce population – approximately 98,500 people accessing the CoP each day for employment (City Vitality Study, 2005)

# Rationale for Local Government and physical activity

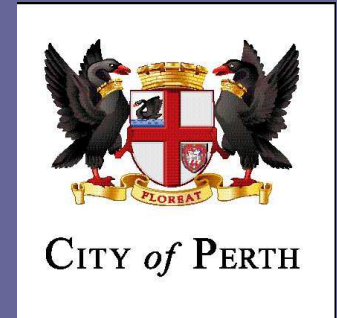
- Outlines the role and involvement of Local Governments as:
  - Managers of Open Space and Recreational Facilities
  - Managers of Planning Processes
  - Managers of Safe and Supportive Environments
- Physical activity as a whole of community concern



# City of Perth Physical Activity Strategies and Actions



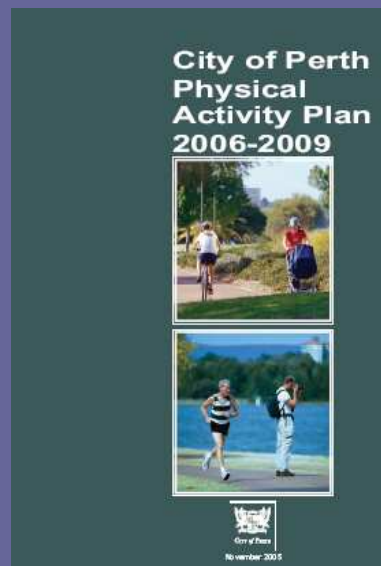
# Strategic Plan



- *Making Physical Activity Core Business for the City of Perth*
- *Increasing Participation in Physical Activity*
- *Providing Information on Physical Activity Opportunities*
- *Maintaining a Local Focus for Physical Activity*
- *Creating Partnerships to Promote Physical Activity*
- *Implementing and Monitoring the City of Perth Physical Activity Plan*

# Example 1

- **10.1 Making Physical Activity Core Business for the City of Perth**
- ***Issues and considerations***
- The City of Perth has a commitment to physical activity and this is demonstrated in existing policies and plans.
- The City of Perth has no existing framework for identifying physical activity issues for new developments.
- There is currently no regular communication between officers who regularly deal with physical activity issues and programs.



# Example 1 (cont)

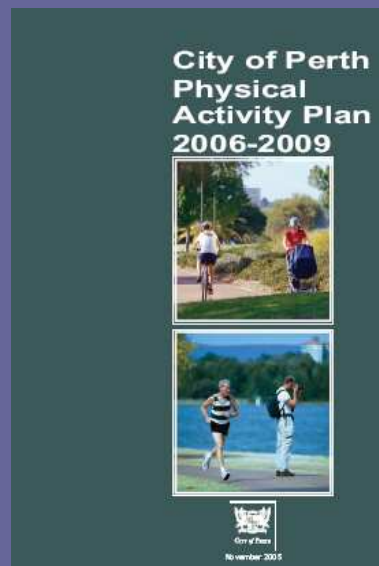
## Strategy

Ensure Council policy approaches shape and advocate for a decision-making agenda that is more orientated towards physical activity

<b>Action</b>	<b>Responsible units and organisations</b>	<b>Budget</b>	<b>Timeframe</b>
To develop a process where physical activity impact statements are conducted on relevant planning applications	Approvals Unit Parks and Landscapes Services Unit	Develop a partnership with City of Fremantle as they have commenced this process  \$3000 to contribute to pilot	Ongoing from March 2006 (or when new Public Health act is introduced)
To ensure physical activity issues are specifically incorporated into the City of Perth Strategic Plan	City of Perth Management	No budget required	As City of Perth Strategic Plan is reviewed
Ensure physical activity considerations are included within the Council's Universal Access Action Plan	Disability Officer	No budget required	Ongoing

# Example 2

- **10.3 Providing Information on Physical Activity Opportunities**
- ***Issues and Considerations***
- To educate a community, information has to be transmitted in mass in the hope that a significant number of community members will encounter it.
- The City of Perth conducted an extensive audit of all public physical activity opportunities and public open space within the city. The level of information about these services has been raised and needs to be disseminated to the community.



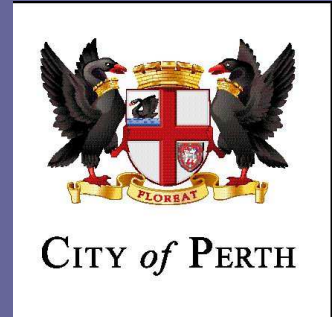
# Example 2 (cont)

## Strategy

Information on opportunities for, and personal benefits of, physical activity will be clear, current and readily available to the community

<b>Action</b>	<b>Responsible units and organisations</b>	<b>Budget</b>	<b>Timeframe</b>
Assist in disseminating resources from existing general community education/health promotion campaigns that promote physical activity awareness	Environmental Health Officer	\$1000	April 2006 – ongoing
Establish a walking trail guide for the City of Perth	Environmental Health Officer/ Consultant	Promotion Printing costs \$6000 (external grant)	August 2006
Investigate avenues for disseminating information about existing PA services and opportunities to City of Perth residents and workers	Environmental Health Officer	Resource development and dissemination costs \$7500	June 2006

# Strategic Plan



## Whole of Council Approach

### **Identification of units across council who are responsible for implementing specific actions**

- Environmental Health Unit
- Parks and Landscapes Services Unit
- Construction and Maintenance Unit
- Community Services Unit

## High Risk Population Groups

- Identification of high risk population groups within local government area
- Major priority group in CoP PA plan is CoP workforce – (98,500 people accessing the city centre each day for employment)

# Strategic Plan



## **Partnership and Network Development**

- Working group developed to oversee the plan development
  - Membership from within council units
  - External membership (PATF, DPI, EPRA, community member)
- External partnerships
  - Australian Sports Commission
  - DPI
  - DET
  - Home Corporate Challenge
  - City of Fremantle

## **Integrated planning**

- Ensure strategies within the PA plan encourage collaborative planning across council units

# Strategic Plan



## Physical Activity Promotion

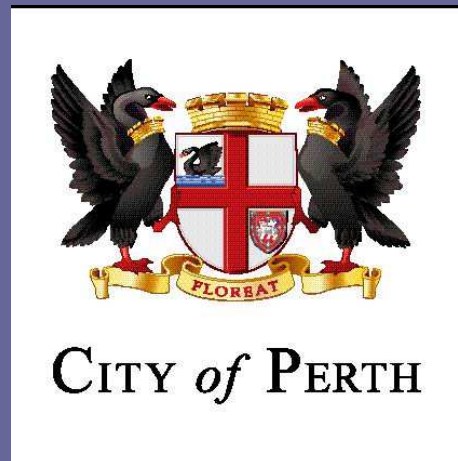
- Strong emphasis within the PA plan to increase awareness of the resources available within the city
- Number of strategies within the PA plan link the community with existing physical activity opportunities available in the CoP

## Facilities

- CoP has few facilities – no community recreation centre or community aquatic centre
- PA plan focused on thinking beyond infrastructure based programs and providing opportunities for groups of people or linking these groups to existing physical activity opportunities

# Feedback and Consultation

- Draft PA plan was circulated for comment and feedback from
  - All CoP council units
  - PA working group
- Number of council units involved in the drafting process through involvement in the working group
- Feedback and consultation was a smooth process with few surprises



# Contact details



City of Perth  
Physical Activity Project Officer  
Brooke Shea  
9461 3863

[brooke.shea@cityofperth.wa.gov.au](mailto:brooke.shea@cityofperth.wa.gov.au)

[www.perth.wa.gov.au](http://www.perth.wa.gov.au)

Stoneham and Associates

Dr Melissa Stoneham

0421 113 580

[www.stonehamandassociates.com.au](http://www.stonehamandassociates.com.au)