

Active Your Way
GLENELG



Sport & Active Recreation Plan 2019 - 2029

GLENELG SHIRE
Victoria's Birthplace



The Council respectfully acknowledges the traditional lands and waters of the Gunditjmara people, Bunganditj people, Jardwadjali people and their respective cultural heritages.

Aboriginal and Torres Strait Islander People provide an important contribution to Australia's cultural heritage and identity. We respectfully acknowledge the Aboriginal and Torres Strait community living throughout the Glenelg Shire and the contribution they make to Glenelg Shire's prosperity and wellbeing.



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Disclaimer

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A full-page background photograph of a skateboarder in a red t-shirt, blue jeans, a yellow helmet, and black knee pads performing a trick on a metal ledge at a skate park. A tall pine tree is in the background, and other people are visible in the distance.

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A young child with blonde hair, shirtless, stands on a sandy beach. They are holding a teal surfboard with a red border and a white circular logo. The child is giving a thumbs-up gesture. In the background, there are waves breaking on the shore under a clear blue sky.

Acknowledgements

During the development of the *Active Your Way Glenelg* Sport & Active Recreation Plan, we have heard from a wide cross section of the Glenelg community about their involvement in sport and active recreation and what can be done to improve opportunities for participation in physical activity across the Shire. Many sports clubs also shared their stories with us, providing insights into the challenges confronting organised sporting groups across the region. We would like to acknowledge how valuable this input has been in the preparation of the plan.

We would also like to recognise the hundreds of volunteers who give their time so generously to provide opportunities for residents of the Shire to participate in an incredible variety of sports and active recreational pursuits. Your efforts are helping to improve health and wellbeing outcomes for thousands of residents, establish social connections, and instil a sense of belonging in communities across the Shire.

Finally, we would like to thank Sport and Recreation Victoria for funding this project and the many Council officers, project control group members and Councillors who have supported the project with the aim of achieving better health and wellbeing outcomes for residents of Glenelg Shire.

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Introduction

Glenelg Shire Council has developed the *Active Your Way Glenelg* Sport & Active Recreation Plan to guide the provision of sport and active recreation over the next ten years. The plan builds upon Council's long-term commitment to sport and active recreation, which was previously outlined in the Recreation and Open Space Strategy (ROSS) developed in 2007.

There have been some significant changes in Glenelg Shire since the development of the ROSS – for example, our population is now smaller and more urbanised, the incidence of obesity and related diseases has increased, and our infrastructure is ageing. Accordingly, Council is changing the way it plans for sport and recreational activities and the provision of open space.

Under this new approach, the *Active Your Way Glenelg* Sport & Active Recreation Plan will focus on promoting participation in sport and active recreational activities, while the newly developed Glenelg Shire Open Space Strategy (GSOSS) will provide strategic direction for the future planning, provision, design and management of open space across the Shire. Together, these two strategic documents will guide Council in the delivery of sport and recreational activities and the management of the spaces where these activities occur.

Aims

Through the development of the *Active Your Way Glenelg* Sport & Active Recreation Plan, Council aims to:

- Increase the physical activity level of Glenelg Shire residents to achieve better health and wellbeing outcomes.
- Improve opportunities to participate in active recreation and sporting activities within the Shire.
- Develop an evidence base to inform Council's future investment in sport and active recreation programs and facilities.
- Establish a framework for the delivery of sport and recreation services by Council.

Scope

The application of the *Active Your Way Glenelg* Sport & Active Recreation Plan will inform Council's approach to:

- Sport and active recreation activities;
- The clubs, groups and organisations (not for profit and commercial) that provide these activities;
- Council owned or managed sport and active recreation facilities;
- Community and government sport and active recreation facilities;
- Open space, pathways and trails used for sport and active recreation;
- Recreation programs and events;
- Recreation planning; and
- Club and committee development activities.

Implementation

The development and implementation of the *Active Your Way Glenelg* Sport & Active Recreation Plan is occurring in three stages:

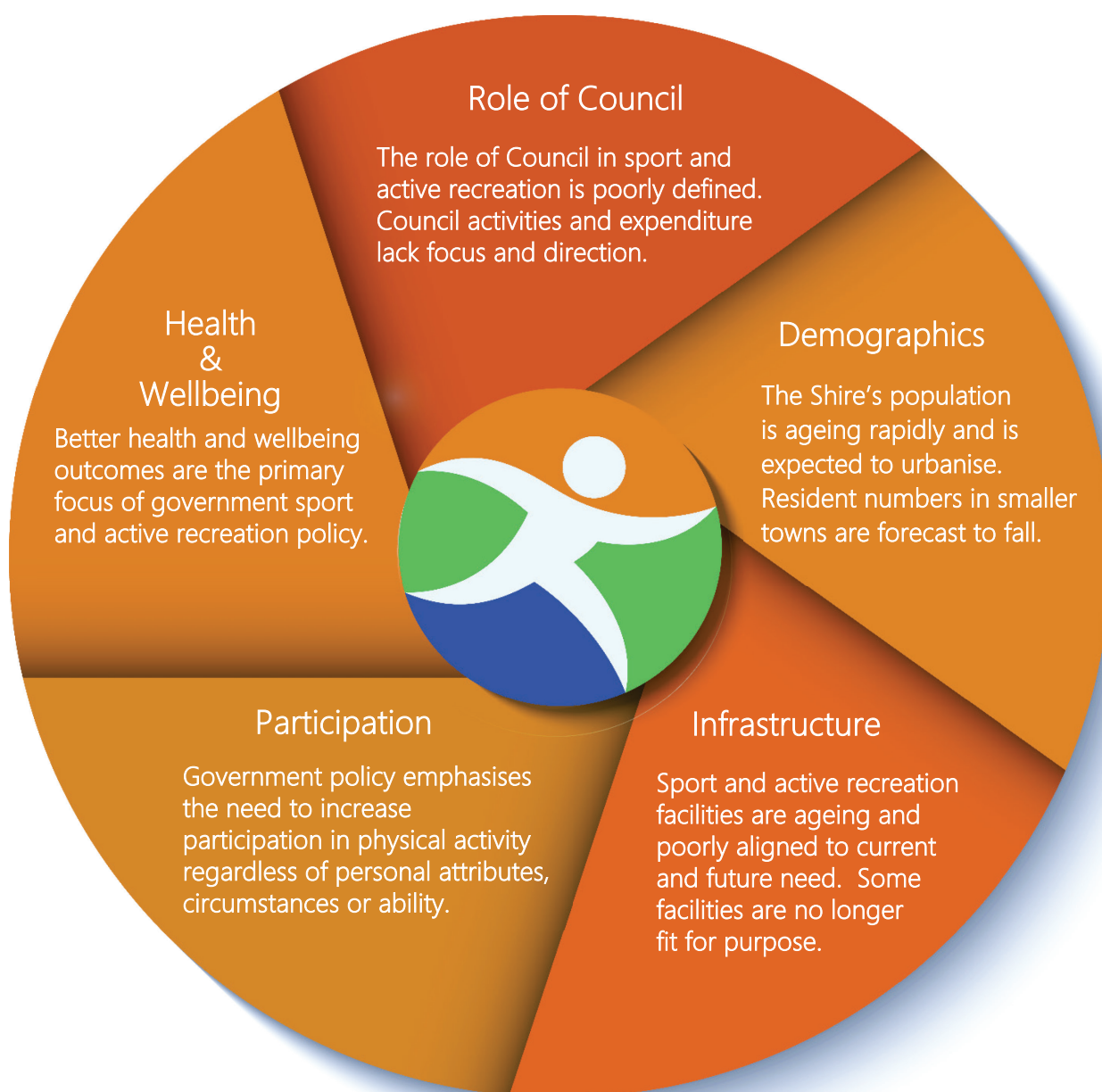
***Active Your Way Glenelg* Sport & Active Recreation Background Report**

The background report presents information and research that has helped to shape the *Active Your Way Glenelg* Sport & Active Recreation Plan. The report includes demographic data and population forecasts, information about government policies and participation trends, as well as consultation data from local sport and recreation clubs and residents of Glenelg Shire.

The consultation program conducted during the development of the *Active Your Way Glenelg* Sport & Active Recreation Background Report included three surveys, a series of community meetings and listening posts, forums with clubs and peak bodies, and focus group sessions with local businesses, health services and agencies. In total, one hundred and sixteen residents, sixty-two local sports clubs and active recreation groups, twenty-five community agencies, organisations and businesses, and eleven schools shared information with Council that has helped shape the *Active Your Way Glenelg* Sport & Active Recreation Plan.

Through the research and analysis conducted during the development of the background report, five key issues were recognised for the broad and significant influence they will have on sports and active recreational activities in Glenelg Shire over the next ten years. Figure 1 presents a summary of these issues, which are expected to impact all areas of Council's work in sport and active recreation.

Figure 1 - *Active Your Way Glenelg* Sport & Active Recreation Background Report - Key issues



Active Your Way Glenelg Sport & Active Recreation Plan

The *Active Your Way Glenelg* Sport & Active Recreation Plan defines Council's role in sport and active recreation. The plan also outlines strategies that respond to the key issues identified in the background report.

Rather than addressing these key issues in isolation, the plan recognises the cross-cut nature of these issues and groups complimentary strategies into six focus areas that will be at the centre of Council's work in sport and active recreation over the next decade.

Active Your Way Glenelg Sport & Active Recreation Implementation Plan

The implementation plan outlines the work Council will pursue in each of the focus areas established in the *Active Your Way Glenelg* Sport & Active Recreation Plan. The implementation plan will include:

- A new service framework for Council's Recreation Services;
- Operational action plans;
- A high-level funding strategy; and
- A monitoring and evaluation framework.

It is intended that the implementation plan will be a 'living document' that is updated to reflect progress and emerging issues relevant to the strategic objectives established under the *Active Your Way Glenelg* Sport & Active Recreation Plan. The monitoring and evaluation framework will help measure our progress towards the achievement of the strategic objectives identified in the plan.

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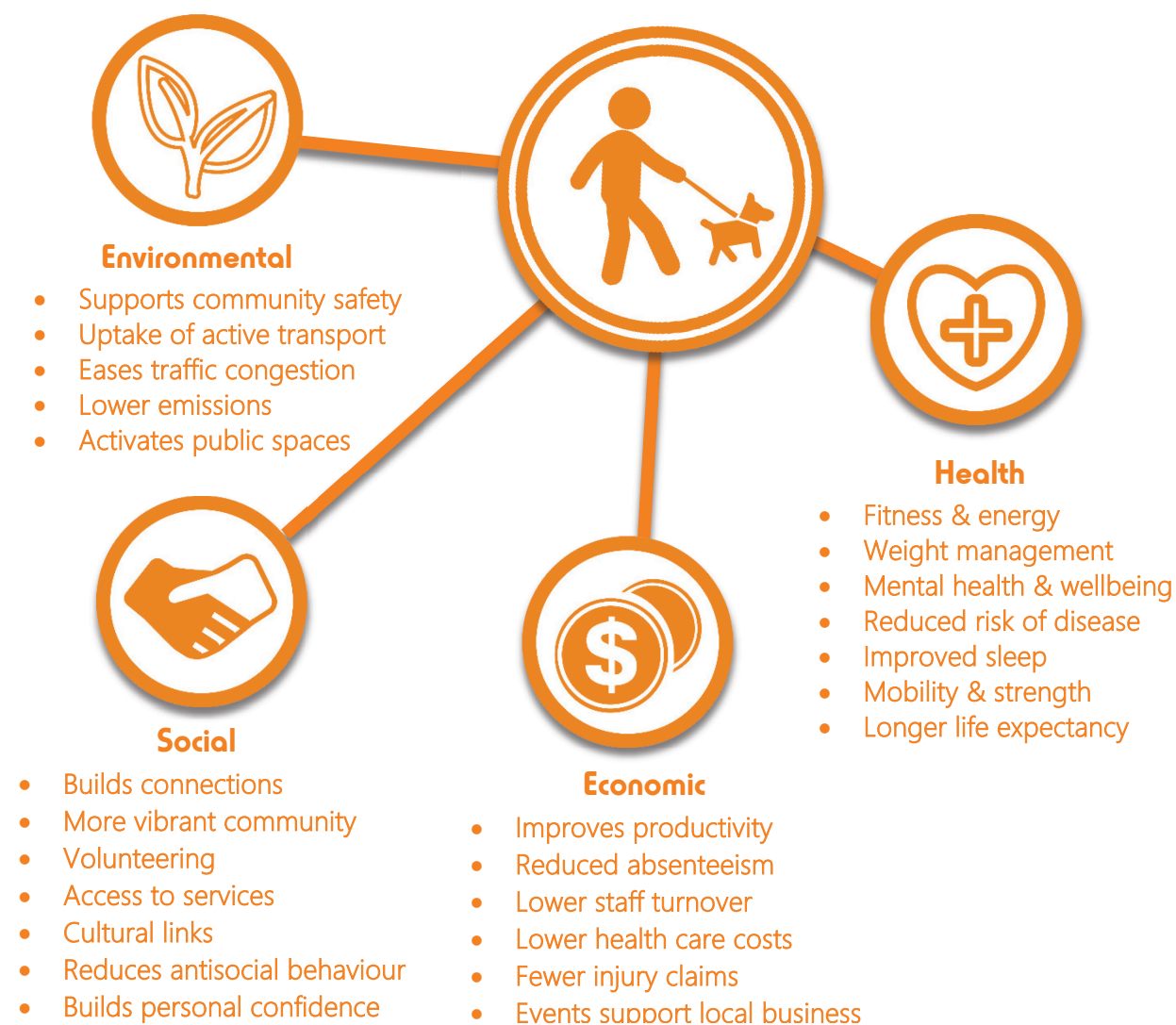


The Benefits of Being Active

Regular participation in physical activity is a key determinant of health and wellbeing outcomes. Some of the benefits associated with adequate physical activity include reduced risks of heart disease, cancers and type 2 diabetes, as well as improved mental health and a greater sense of wellbeing.¹

VicHealth's Action Agenda for Health Promotion reports that regular physical activity is ranked second only to tobacco control as the most important factor in promoting good health and preventing chronic illness.² Despite these benefits, national health research shows that nearly 70 percent of Australian adults are either sedentary or have low levels of physical activity.³ As a result, rates of obesity and other chronic health problems associated with sedentary lifestyles are on the rise, at an estimated annual cost of \$13.8 billion to the Australian economy.⁴ By increasing participation in physical activity, we can realise a wide range of significant benefits for individuals and our community.

Figure 2 – Adequate physical activity has many benefits.



¹ Australian Government, Department of Health, Physical Activity and Sedentary Behaviour, <http://www.health.gov.au/internet/main/publishing.nsf/Content/health-pubhlth-strateg-active-evidence.htm>, accessed February 2019.

² VicHealth 2013, Action Agenda for Health Promotion 2013-2023, Melbourne.

³ Australian Bureau of Statistics 2015, *National Health Survey, First Results*, Australian Bureau of Statistics, Canberra.

⁴ VicHealth, Action Agenda for Health Promotion.

How Active Should We Be?

The Australian Government's National Physical Activity Guidelines outline how much physical activity is needed for children, adults and older Australians to maintain a healthy lifestyle. The most recent update also makes recommendations for muscle strengthening activities and establishes limits on the amount of time we should spend sitting or lying down, other than when we are sleeping (sedentary behaviour).⁵

While more exercise is usually better, the guidelines show the *minimum* amount of physical activity needed to avoid negative health impacts. To gain a health benefit from physical activity, the intensity of the activity should cause a noticeable rise in a person's heart rate and breathing.

Figure 3 – Summary of recommendations under the National Activity Guidelines



⁵ Adapted from Australian Government, Department of Health, *Australian Movement Guidelines*, <http://www.health.gov.au/internet/main/publishing.nsf/Content/health-pubhlth-strateg-phys-act-guidelines>, accessed February 2019.

Trends in Participation

Although Australians are now generally more health conscious, they are also more time poor. This phenomenon is thought to be contributing to a trend away from traditional organised sports towards less formal recreational activities that do not require participants to attend weekly training sessions or fixed match times. Data from the Australian Sports Commission shows that, in 2018, the most popular active recreational activities in Victoria were recreational walking, workouts at a gym, running, swimming, cycling, golf, yoga and bushwalking.⁶

While the rate of participation in organised sports is frequently higher in rural and regional areas than in metropolitan centres, rapidly ageing populations and a shift towards urban living is impacting participant numbers in many smaller towns. By comparison, 'pop-up' events and informal recreational activities are more popular than ever.

The trend towards less formal recreational activities has been partially obscured by rapid growth in the number of women and girls now playing traditionally male-dominated sports, such as Australian rules football and cricket. Popular sporting codes have also worked to develop more accessible 'modified rules' and 'short-forms' of traditional games to appeal to potential participants who are unable to take part in conventional competitions.

⁶ Australian Government, Australian Sports Commission 2018, *AusPlay Vic Data Tables*.

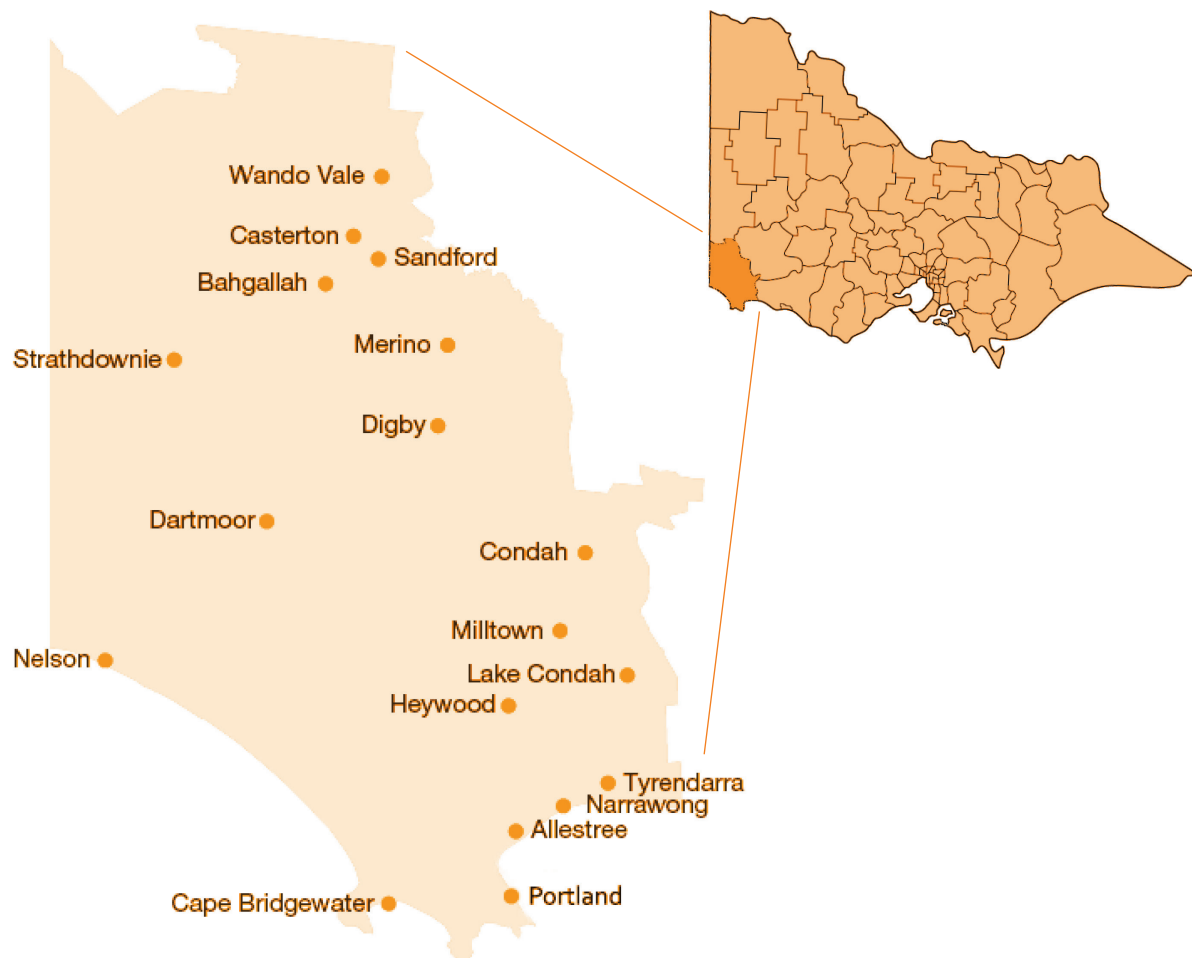
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Glenelg Shire Snapshot

As shown in Figure 4, Glenelg Shire is located along Victoria's Great South Coast in the state's south west region, spanning an area of approximately 6,215 square kilometres. As of the 30th of June 2017, the Australian Bureau of Statistics (ABS) Estimated Resident Population (ERP) for Glenelg Shire was 19,695 – a fall of around 0.32 percent since the 2016 Australian census.⁷ The Shire's largest population centre is Portland, with approximately 9,835 residents. Other significant population centres in the Shire include Casterton (1,670 residents) and Heywood (1,739 residents).

Figure 4 - Map of Glenelg Shire



The Shire offers a tremendous variety of reserves and facilities for formal recreation. These spaces make an invaluable contribution to the fabric of local communities, where sports clubs and recreational groups are often a focal point for social activities, friendships and community connections.

In addition to Glenelg Shire's many sporting facilities, the region boasts some of Australia's most spectacular natural landscapes that include the pristine Cape Bridgewater, Glenelg River, Cobboboonee National Park and Budj Bim National Heritage Landscape.

⁷ Australian Bureau of Statistics, Regional Population Growth, Australia (3218.0).

The Great South West Walk – a 250-kilometre-long circuit hike to the south of the Shire – takes visitors through three national parks, hardwood forests, aboriginal heritage sites and rugged cliffs facing the Southern Ocean.

Relative to its population, the Shire is serviced by a large number of sport and recreational facilities. As identified in the Glenelg Shire Open Space Strategy (GSOSS) and the Recreation and Open Space Strategy (ROSS) before it, the Shire provides facilities for ‘traditional’ sports – Australian rules football, cricket, netball, tennis and swimming – at a rate per head of population that is far greater than comparable rural municipalities.⁸ Conversely, indoor multi-purpose facilities and outdoor pitches for soccer and hockey are under-provided.

In part, this relatively high rate of ‘traditional’ sports facility provision can be explained with reference to the formation of Glenelg Shire through the amalgamation of the former City of Portland with the Shires of Heywood and Glenelg in 1994; a process that resulted in Glenelg Shire inheriting the sport and recreation assets of three municipalities. Having regard to the distances that separate population centres across the Shire, it is also understandable that some replication must occur in order to ensure residents can access recreational facilities without unreasonably long travel times.

As the population of Glenelg Shire is forecast to become more urban, the number of residents living in smaller towns will continue to decrease. This trend has already resulted in some facilities being repurposed or not used at all as resident populations fall below the level needed to sustain their ongoing use.

Demographics

Like many Victorian municipalities, Glenelg Shire’s population is ageing. With a median age of 47 years, the resident population of Glenelg Shire is significantly older than that of Regional Victoria (43 years), Victoria (37 years) and Australia (38 years).⁹

The demographic profile of households in Glenelg Shire varies from one part of the municipality to another. For example, the median age of residents in Casterton (55 years) is substantially higher than in Heywood (48 years) and Portland (44 years) – a result that is influenced by the far higher proportion of the population aged seventy-years or more in Casterton (26.8 percent) compared to Heywood (15.1 percent) and Portland (14.6 percent). Conversely, the proportion of the population aged under eighteen-years in Portland (20.5 percent) and Heywood (20.1 percent) is somewhat larger than in Casterton (16 percent).¹⁰

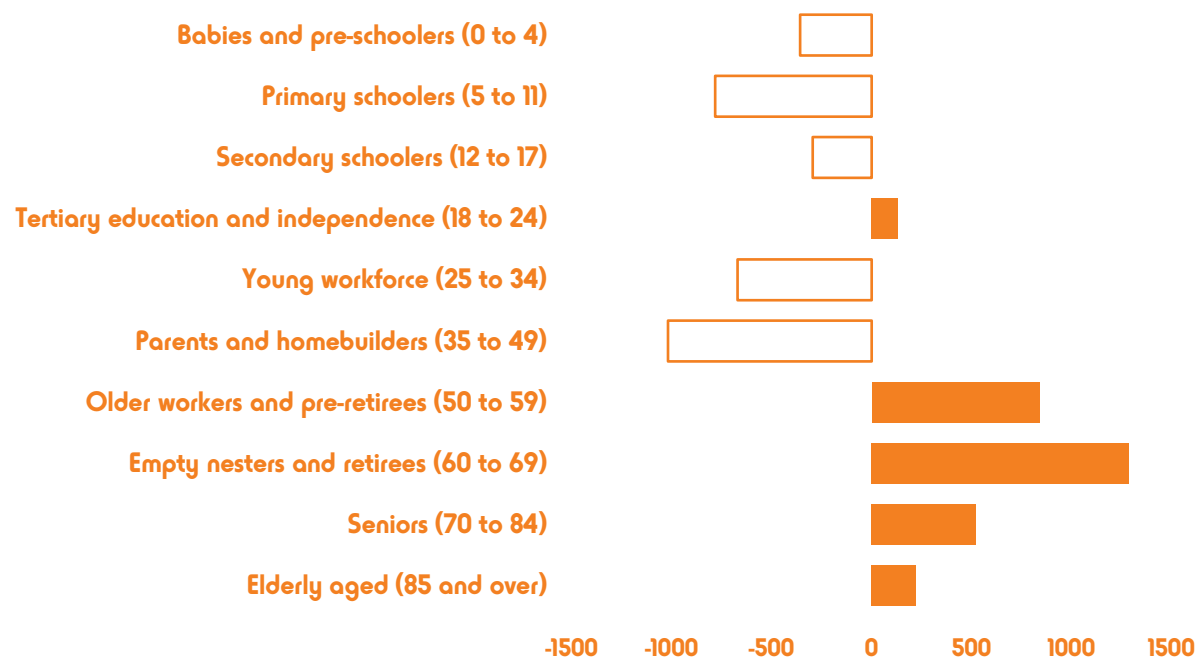
⁸ The Glenelg Shire ROSS, Volume 2, p32 shows the rate at which these facilities are provided in Glenelg Shire is 1.5 to 2 times that of comparable municipalities.

⁹ Profile.id Community Profile, Glenelg Shire, Population Highlights, 2016.

¹⁰ .id Community Profile, Glenelg Shire, Service Age Groups, 2016.

From 2011 to 2016, the proportion of Glenelg Shire's population aged sixty-five years or more rose from 17.6 percent to 22.2 percent; since 2001, the number of residents aged sixty-five years or more has increased by nearly 50 percent.¹¹ At the same time, the proportion of residents aged under twenty-five years has fallen from 33.6 percent in 2001, to 26.9 percent in 2016 – at present, the ABS estimates that there are around 5,270 residents aged under twenty-five years living in Glenelg Shire.¹² Figure 5 shows the change in service age groups between 2001 and 2016.

Figure 5 - Change in Service Age Groups Between 2001 and 2016



Over the next eighteen years to 2036, the population of Glenelg is forecast to grow by only 6.41 percent, to 20,989 residents.¹³ Most new residents will live in Portland and surrounding areas, which are expected to accommodate an additional 1,478 residents. More modest growth is tipped for Casterton and Heywood, which are each forecast to increase by around seventy residents. At the same time, the resident populations in rural areas of the Shire are tipped to fall by just over 350 people.

While an additional 142 children aged under twelve-years are expected to be living in Glenelg Shire by 2036, by far the greatest growth relates to the over seventy-year-old age group, which is projected to increase by 1,655 residents. By 2036, the single biggest service age group in Glenelg Shire is expected to be 'seniors' aged seventy to eighty-four-years, who will make up 18.2 percent of the resident population. The next biggest service age group – the thirty-five to forty-nine-year-old 'parents and homebuilders' – is expected to comprise 17 percent of the population.

¹¹ Australian Bureau of Statistics, Census of Population and Housing, 2001 and 2016.

¹² Australian Bureau of Statistics, 2016 Census Community Profile, Glenelg Shire.

¹³ .id Population and Households Forecasts (Glenelg Shire) 2016-2036, December 2017. Available at <https://forecast.id.com.au/glenelg>

Health & Wellbeing

The relationship between regular physical activity and better health outcomes is now well recognised. VicHealth's *Action Agenda for Health Promotion* identifies encouraging regular physical activity as one of its five top priorities for improving the health of Victorians.¹⁴

Glenelg Shire Council's Health and Wellbeing Plan 2017-21 also recognises the value of regular exercise and the need to increase physical activity levels in residents to reduce the incidence of chronic health problems. Data from the Great South Coast Health and Wellbeing Profile shows that residents in Glenelg Shire have one of the highest rates of overweight and obesity in Australia and are 25 percent more likely to suffer from type 2 diabetes than the Victorian average. Avoidable deaths in people aged less than 75 years due to cancer, cardiovascular disease, and respiratory diseases were also higher in Glenelg Shire than the state-wide average.

Relatedly, VicHealth participation data shows that only 16 percent of children (around 21 percent of boys and 10 percent of girls), 40 percent of women and 46 percent of men in the Shire meet the Australian Government's National Physical Activity Guidelines.¹⁵

It was also observed that physical activity participation trends within the Shire are not uniform. Only 22 percent of women report participating in organised physical activity, compared to 28 percent of men and a Victorian average rate of almost 29 percent. In addition, residents living in areas with higher rates of socio-economic disadvantage are 11 percent less likely to take part in organised physical activity than those from areas that are less disadvantaged.

¹⁴ VicHealth 2013, *Action Agenda for Health Promotion 2013-2023*, Melbourne.

¹⁵ VicHealth LGA Profile 2015, <https://www.vichealth.vic.gov.au/media-and-resources/publications/vichealth-indicators-lga-profiles-2015>.



Policy Context

Federal Government

The National Sport and Active Recreation Policy Framework is a cooperative agreement established in 2011 to better align Commonwealth, state and territory governments in their work to develop sport and active recreation policy initiatives at both elite and community levels.

The framework, which will remain in effect until 2021, clarifies the roles and responsibilities of Commonwealth, state and territory governments, and commits all parties to work cooperatively toward the achievement of seven 'Priority Areas of Cooperation' – the first of which is to foster increased participation.

Although local government is not a party to the agreement, the framework clarifies the expectations of local government in relation to the delivery of sport and active recreation facilities, policy and programs. These are:

- Facilitating a strategic approach to the provision of sporting and active recreation infrastructure including open space, and other needs.
- Establishing local management and access policies to sport and recreation facilities.
- Supporting and coordinating local and regional service providers (venues and programs).
- Liaising and partnering with state and territory governments on targeted program delivery.
- Supporting and partnering with non-government organisations that enable sport and active recreation participation.
- Incorporating sport and recreation development and participation opportunities in Council plans.
- Collaborating, engaging and partnering across government departments on shared policy agendas.
- Investment in sport and active recreation infrastructure.

In line with the National Sport and Active Recreation Policy Framework, state government sport and active recreation policy is principally focused on increasing participation to generate health benefits for individuals and the Victorian community.

Active Victoria: A strategic framework for sport and recreation in Victoria 2017-2021 outlines the Victorian State Government's vision for sport and active recreation, which is focused on increased participation, inclusivity, collaboration, sustainability and connectedness. The framework recognises the role of sport and active recreation in making Victorians healthier, creating economic growth and jobs, building community cohesion and contributing to our state's liveability.

Importantly, the Victorian framework establishes five strategic directions:

- Meeting demand: the capacity of our sporting programs and infrastructure will need to increase to accommodate greater participation.
- Broader and more inclusive participation: aims to increase participation regardless of personal attributes, circumstances or abilities.
- Additional focus on active recreation: recognises that increasing participation in active recreation presents the greatest opportunity improve health outcomes.
- Build system resilience and capacity: creating and increasing opportunities for participation relies on having the right systems and structures.
- Connect investment in events, high performance and infrastructure: strategic investment in an integrated network of facilities to support high-performance teams and events can generate broader community benefits.

The framework's focus on increasing participation in physical activity is consistent with the health vision for Victoria presented in the *Victorian public health and wellbeing plan 2015–2019* (VPHWP).

Of particular relevance to the provision of sport and active recreation, the VPHWP recognises the challenges presented by increasingly high rates of chronic diseases linked to diet and sedentary lifestyles and identifies 'healthier eating and active living' as the first of six priorities aimed at improving health outcomes for Victorians.

VicHealth's *Action Agenda for Health Promotion 2013-23* identifies five strategic imperatives for improving health and wellbeing, the second of which is to 'encourage regular physical activity' as a mechanism to tackle chronic disease and improve physical and mental health. The *Physical Activity Strategy 2018-23* has been developed by VicHealth to give effect to this imperative, with the overarching aim of increasing the number of Victorians who are physically active.

Local Government

Local government has traditionally focused on the delivery of local sport and recreational infrastructure. The Municipal Association of Victoria estimates that local councils manage 15,000 recreational facilities around the state. Consistent with the shift in national and state sport and recreation policy, however, this role is evolving to give greater emphasis to the need to improve health and wellbeing outcomes for local communities.

In its 2018 submission to the Australian Senate's Select Committee *Inquiry into the Australian Obesity Epidemic*, the Australian Local Government Association (ALGA) noted the need for councils to move beyond their traditional facility-focused role to develop programs, policies and initiatives that respond to local health issues.

Although local government retains principal responsibility for the planning, delivery and management of community sport and recreation infrastructure, the emphasis now given to participation in physical activity as a pathway to better health has caused many councils to rethink their approach to the provision of traditional sports facilities. While there is no doubt that the provision of these facilities is consistent with the purposes and authorities of councils established under the *Local Government Act 1989*, there is no statutory requirement for them to do so. In an environment of rate capping and shrinking budgets, many councils are shifting their attention toward the provision of infrastructure and programs that benefit a broader cross section of the community.

Glenelg Shire Council

The *Glenelg Shire Council Plan 2017-21* and *Glenelg Shire Council Health and Wellbeing Plan 2017-21* establish the overarching strategic direction of Glenelg Shire Council. Both plans acknowledge the importance of physical activity to better health outcomes for residents of the Shire.

The Glenelg Shire Open Space Strategy provides a detailed view of the Shire's open space assets and outlines how the effective management of these spaces can contribute to social connectedness and better mental and physical health outcomes by facilitating participation in sport and active recreation. The Open Space Strategy will be complimented by the Glenelg Shire Tracks & Trails Strategy (currently under development) which will establish the future direction for the management and promotion of tracks and trails that connect open spaces across the Shire and facilitate active transport.

The Open Space Strategy and Tracks & Trails Strategy will work with the *Active Your Way Glenelg Sport & Active Recreation Plan* to guide the delivery of sport and active recreation *activities*, the management of the *spaces* where these activities occur, and open space *connections* across the Shire. Figure 6 shows the relationship of the *Active Your Way*

Glenelg Sport & Active Recreation Plan to other Council strategies and plans that are relevant to the delivery of sport and active recreation in Glenelg Shire. A summary of the Council and regional strategies and plans considered during the preparation of the *Active Your Way Glenelg* Sport & Active Recreation Plan is presented in the background report.

Figure 6 – Relationship to Key Strategies and Plans



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Role of Council

Council will support participation in sport and active recreation to increase physical activity and improve health and wellbeing outcomes for residents at every stage of life.

Council plays an important role in achieving better health and wellbeing outcomes for our community. In some cases, Council is responsible for providing services that directly address community needs – such as maternal and child health services and support for older residents. In addition to these direct services, Council provides community facilities and open spaces, infrastructure, information and programs to promote healthy lifestyles and ensure residents have opportunities to participate in physical activity and active recreation. Figure 7 provides examples that illustrate the breadth of functions performed by Council departments to support participation in sport and active recreation and promote community health and wellbeing.

Figure 7 - Breadth of Council functions to support participation in sport & active recreation



Although the provision and maintenance of facilities for organised sport continues to be a key focus for local government, we now know that this is not enough. VicHealth participation data shows that only 22 percent of women and 28 percent of men in Glenelg Shire report participating in organised sports and physical activities – this means that around 75 percent of residents receive limited health and wellbeing benefits from our community’s investment in facilities for organised sports.¹⁶

At the same time, data from the Great South Coast Health and Wellbeing Profile shows that residents in Glenelg Shire have one of the highest rates of overweight and obesity in Australia and are 25 percent more likely to suffer from type 2 diabetes than the Victorian average. The rate of avoidable deaths in people aged less than 75 years due to cancer, cardiovascular disease, and respiratory diseases were also higher in Glenelg Shire than the state-wide average.

Glenelg Shire Council’s Health and Wellbeing Plan 2017-21 recognises the value of regular exercise and the need to increase physical activity levels in residents to reduce the incidence of chronic health problems. This focus on increasing participation in physical activity is consistent with VicHealth’s *Action Agenda for Health Promotion*, which identifies ‘encouraging regular physical activity’ as one of its top five priorities for improving the health of Victorians.¹⁷

Consistent with developments in government policy and a sharper focus on the need to increase physical activity, the primary role of Glenelg Shire Council will be to support participation in sport and active recreation to increase physical activity and improve health and wellbeing outcomes for residents at every stage of life.

¹⁶ VicHealth LGA Profile 2015, <https://www.vichealth.vic.gov.au/media-and-resources/publications/vichealth-indicators-lga-profiles-2015>.

¹⁷ VicHealth 2013, *Action Agenda for Health Promotion 2013-2023*, Melbourne.



Focus Areas

Council has established six focus areas that will be at the centre of our work in sport and active recreation over the next ten years. The six focus areas are:

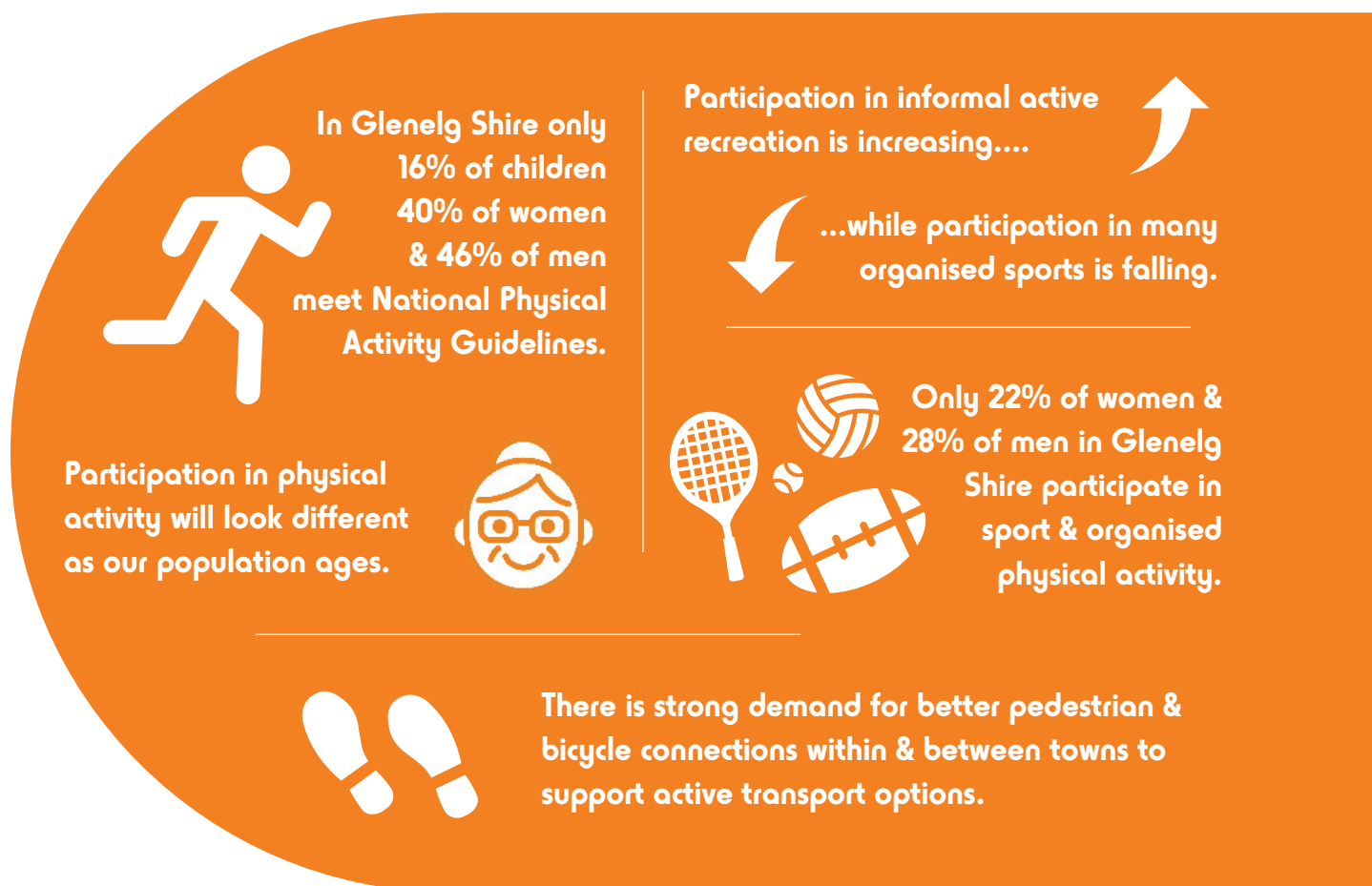
- Active Lifestyles;
- Facilities;
- Health & Wellbeing;
- Inclusiveness & Diversity;
- Participation; and
- Partnerships.

Under each focus area are strategies that respond to the key issues identified during the development of the *Active Your Way Glenelg* Sport & Active Recreation Background Report. The strategies are intended to lead to improvements in health and wellbeing outcomes for residents of Glenelg Shire by improving opportunities for participation in physical activity.

Council's vision for each focus area clearly identifies the goals we are striving to achieve for our community. Through the development of the *Active Your Way Glenelg* Sport & Active Recreation Implementation Plan, Council will establish specific actions and an evaluation framework to measure our progress towards the realisation of these goals.



Focus Area 1: Active Lifestyles



An active lifestyle incorporates regular physical activity into daily routines. Examples of active lifestyle choices are walking or riding to work or school and minimising the amount of time we spend in sedentary activities – such as sitting at a desk or watching television.

VicHealth's *Action Agenda for Health Promotion 2013-23* identifies five strategic imperatives for improving health and wellbeing, the second of which is to 'encourage regular physical activity' as a mechanism to tackle chronic disease and improve physical and mental health. The *Physical Activity Strategy 2018-23* has been developed by VicHealth to give effect to this imperative, with the overarching aim of increasing the number of Victorians who are physically active.

The National Physical Activity Guidelines describe the minimum level of physical activity needed for good health at different stages in life. To meet these levels of physical activity, participation in sport is not enough – active lifestyle choices must become a part of our daily routine.

Our Vision

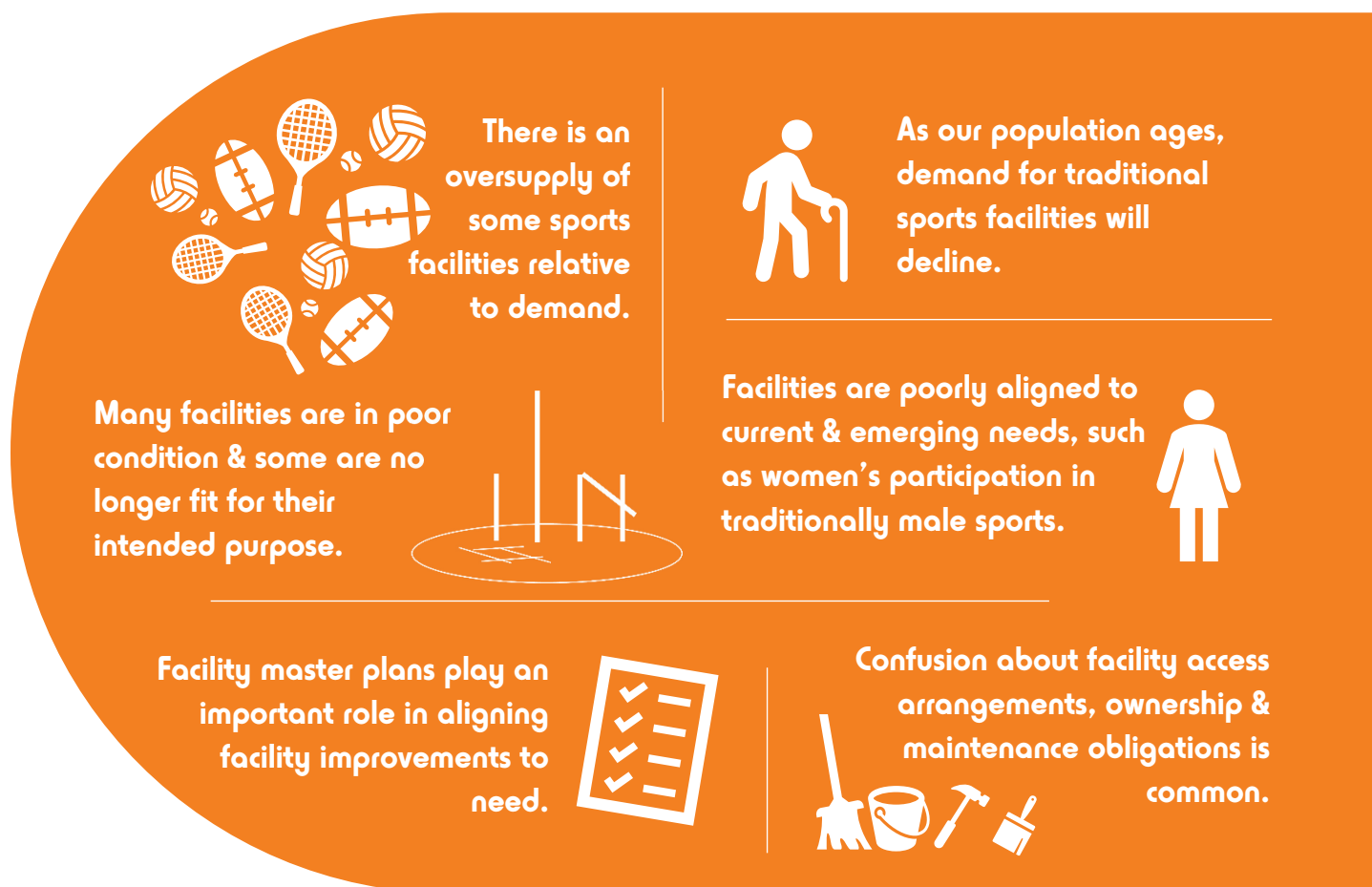
Residents of Glenelg Shire lead active, healthy lives that incorporate a wide range of active lifestyle choices.

Strategies

- Widely promote the benefits of more active lifestyles.
- Support initiatives that promote active transport.
- Implement the Glenelg Shire Tracks and Trails Strategy.
- Pursue opportunities to activate open spaces for informal recreation.
- Support initiatives to get children and young people involved in sport and regular physical activity.
- Partner with local clubs and recreational groups to grow the availability of modified and social sports.



Focus Area 2: Facilities



The availability of recreational facilities plays an important role in promoting participation in sport and active recreation. As previously noted, the Shire provides access to some types of recreational facilities at a rate exceeding that of many other rural municipalities.

An audit of recreational facilities conducted during the development of the *Active Your Way Glenelg* Sport & Active Recreation Background Report noted that Portland, Casterton and Heywood are generally well serviced by a good variety of facilities, while sporting infrastructure in smaller towns is frequently disused and no longer fit purpose.

It was also noted that most of the Shire's recreational facilities are intended to support participation in traditional organised sports. Changes in Glenelg Shire's demographics, evolving participation trends and an increased emphasis on participation for all-abilities and ages means that this style of facility is often poorly aligned to community needs. For example, an ageing population is more likely to need good footpaths than access to football grounds; while younger, time-poor residents are looking for ways to incorporate active transport options into their daily routines.

Our Vision

Residents of Glenelg Shire have access to good quality facilities that are well-aligned to community needs.

Strategies

- Align the provision of facilities to identified community need.
- Undertake master-planning to ensure a strategic approach to facility development.
- Explore opportunities for new and refurbished multipurpose facilities.
- Identify opportunities to co-locate compatible activities.
- Develop clear, consistent and equitable access arrangements for all Council owned and managed sport and recreational facilities.
- Rationalise facilities that are disused and no longer fit for their intended purpose.
- Ensure relevant Council plans, master plans and strategies are kept up-to-date and aligned to identified needs.
- Develop a framework to ensure a planned and equitable approach to facility improvements across the Shire.
- Identify opportunities to provide infrastructure that supports active lifestyles outside of organised sport.

Focus Area 3: Health & Wellbeing



Glenelg Shire has one of the highest rates of overweight & obesity in Australia.

By 2036 around 1 in 5 residents will be 70 years or older.



Residents in Glenelg Shire are 25% more likely to suffer from type 2 diabetes than the Victorian average.

The median age of Glenelg Shire residents is 47 years...



...which is 10 years older than the Victorian median.

Rates of avoidable deaths in under 75-year-olds due to cancer, cardiovascular & respiratory diseases exceed the Victorian average.



As the relationship between physical activity and community health outcomes has become better defined, government policy has focused on ways to increase levels of physical activity by promoting participation in sport and active recreation and incorporating active living into our daily routines. For example, VicHealth's *Action Agenda for Health Promotion* identifies encouraging regular physical activity as one of its five top priorities for improving the health of Victorians.¹⁸

The Great South Coast Health and Wellbeing Profile shows that the rate of chronic health problems and premature death linked to insufficient physical activity and sedentary lifestyles are higher than average in Glenelg Shire. At the same time, VicHealth participation data indicates lower than average levels of participation in sports and organised physical activity.

The Glenelg Shire Health and Wellbeing Plan 2017-21 recognises the value of regular exercise and the need to increase physical activity levels in residents to reduce the incidence of chronic health problems.

¹⁸ VicHealth 2013, *Action Agenda for Health Promotion 2013-2023*, Melbourne.

Our Vision

Residents of Glenelg Shire enjoy good health and wellbeing outcomes through active lifestyles and participation in physical activity.

Strategies

- Widely promote the benefits of more active lifestyles.
- Facilitate participation in physical activity across Glenelg Shire.
- Promote healthy food choices and reduced alcohol consumption within Council owned or managed sport and recreational facilities.
- Actively pursue partnerships that engage at-risk residents in physical activity.
- Support initiatives that improve access to sport and active recreation for older residents.
- Partner with clubs, recreational groups and service providers to work towards the achievement of strategies identified in the Glenelg Shire Health & Wellbeing Plan.



Focus Area 4: Inclusion & Diversity



While the provision of facilities for organised sport continues to be a key focus for Council, we now know that around 75 percent of the Shire's population receives limited health and wellbeing benefits from our community's current investment in facilities for organised sports.¹⁹ Information gathered from sports clubs during the development of the *Active Your Way Glenelg* Sport & Active Recreation Background Report also shows that sports facilities are less likely to include change rooms and amenities for women and girls than for men and boys.

Active Victoria: A strategic framework for sport and recreation in Victoria 2017-2021 outlines the Victorian State Government's focus on increased participation, inclusivity, collaboration, sustainability and connectedness in sport and active recreation. Amongst the framework's five strategic directions is the aim to increase participation regardless of personal attributes, circumstances or abilities. Funding for sport and recreational facilities is now being linked to the achievement of this aim.

The need to improve gender equity, accessibility and inclusivity is recognised in Glenelg Shire's Health and Wellbeing Plan 2017-21.

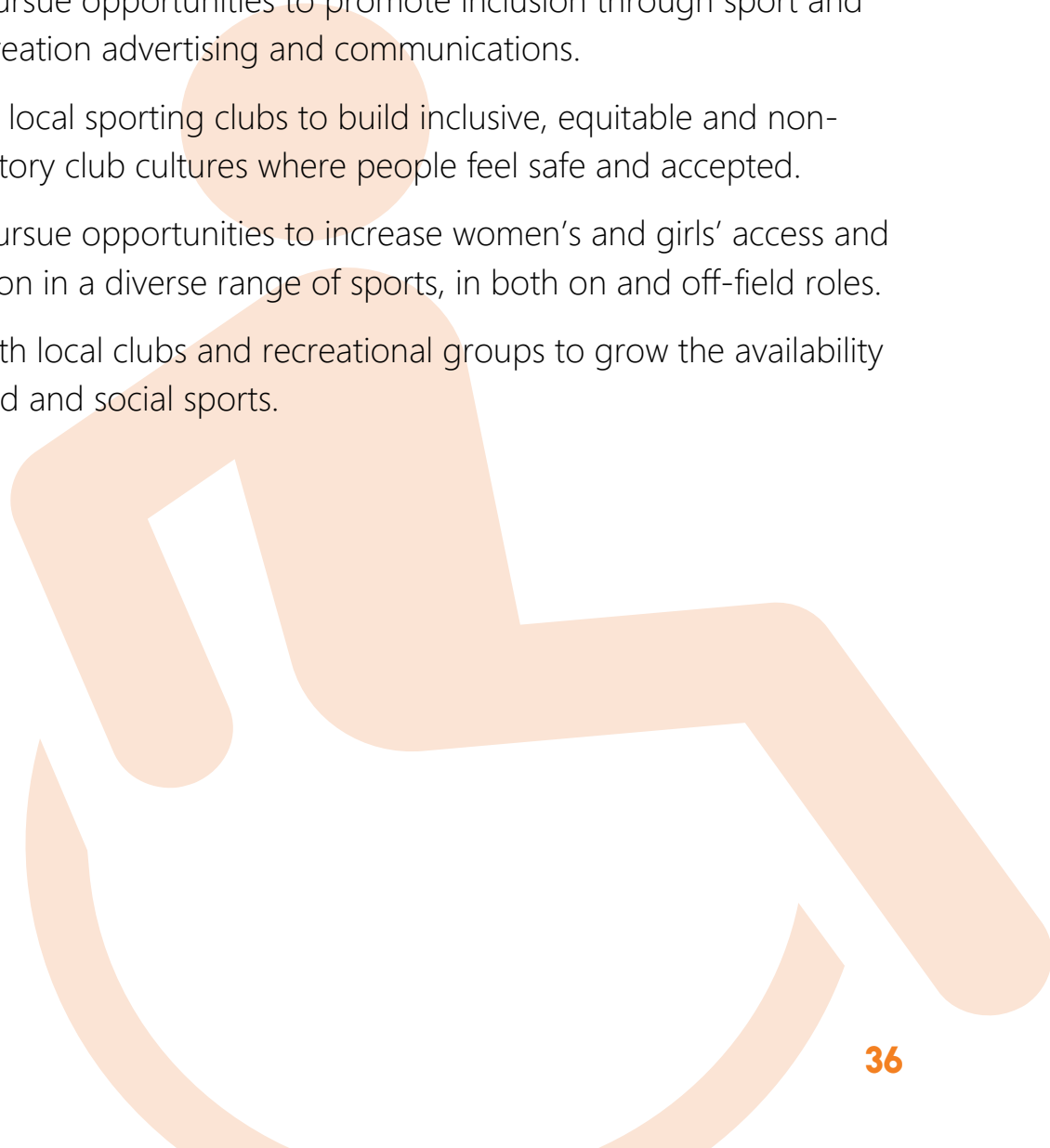
¹⁹ VicHealth LGA Profile 2015, <https://www.vichealth.vic.gov.au/media-and-resources/publications/vichealth-indicators-lga-profiles-2015>.

Our Vision

Every resident of Glenelg Shire can participate in sport and active recreation regardless of their personal circumstances or attributes.

Strategies

- Support participation in structured physical activity by people with a disability and other groups experiencing disadvantage.
- Ensure all facility developments reflect principles of universal design.
- Actively pursue opportunities to promote inclusion through sport and active recreation advertising and communications.
- Work with local sporting clubs to build inclusive, equitable and non-discriminatory club cultures where people feel safe and accepted.
- Actively pursue opportunities to increase women's and girls' access and participation in a diverse range of sports, in both on and off-field roles.
- Partner with local clubs and recreational groups to grow the availability of modified and social sports.



Focus Area 5: Participation



Participation in sport and active recreation is changing, with a clear trend away from traditional organised sports towards less formal recreational activities. As our community ages, this trend towards informal active recreation is likely to gather pace.

Data from the Australian Sports Commission shows that, in 2018, the most popular active recreational activities in Victoria were recreational walking, workouts at a gym, running, swimming, cycling, golf, yoga and bushwalking.²⁰

While rural and regional Victoria often enjoys higher rates of participation in organised sports than metropolitan areas, a rapidly ageing population and the shift towards urban living is impacting participant numbers in many smaller towns. Information gathered during the development of the *Active Your Way Glenelg* Sport & Active Recreation Background Report shows that cost, time commitments, quality of facilities and travelling long distances for competitions are major barriers to participation in sport.

Engaging children in healthy lifestyles is critical to lifelong participation in physical activity. In teenage years, the support of peers and a focus on fun is vital to ongoing participation.

²⁰ Australian Government, Australian Sports Commission 2018, *AusPlay Vic Data Tables*.

Our Vision

Participation in sport and active recreation is part of everyday life for residents of Glenelg Shire.

Strategies

- Support opportunities to participate in sport and active recreation where the emphasis is on having fun and building social connections.
- Improve opportunities to participate in sport and active recreation through open space activation and better access to facilities.
- Support clubs, active recreation groups and service providers to grow and promote opportunities to participate in physical activity.
- Help clubs and active recreation groups to identify and address barriers to participation, in both on and off-field roles.
- Work with service providers to explore and address barriers to participation for cohorts that are difficult to engage in physical activity, including elderly residents and those with chronic health conditions.



Focus Area 6: Partnerships



Sports clubs report that associations & peak bodies often do not understand the challenges faced in rural & regional areas.



For many clubs & recreational groups, the regulatory & administrative workload is overwhelming.

There is a strong desire for Council to play a greater advocacy role.



Council, clubs, community groups & service providers can share knowledge & resources.



Increasing participation in physical activity is a whole community responsibility.



During the development of the *Active Your Way Glenelg* Sport & Active Recreation Background Report, many sports clubs and active recreation groups expressed frustration at the regulatory and administrative workload confronting volunteers. This was matched by concerns that many peak bodies and sporting associations are too 'metropolitan focused' and do not understand the rural and regional operating environment.

There are clear synergies between the role of Council and the activities of our sports clubs and active recreation groups in encouraging participation in physical activity. Opportunities also exist to partner with local health service providers, businesses and community groups to deliver programs to improve health and wellbeing outcomes by increasing participation in physical activity. The tremendous value of these partnerships in achieving better outcomes for residents of Glenelg Shire is recognised in the Glenelg Shire Health and Wellbeing Plan 2017-21.

Increasing participation in physical activity and the uptake of more active lifestyles is a whole community responsibility. Council will play a lead role in promoting cooperation between stakeholders working towards the common goal of a happier and healthier community.

Our Vision

Our whole community works together to increase participation in sport and active recreation.

Strategies

- Identify opportunities to streamline Council processes to ease the administrative burden for local sports clubs and recreational groups.
- Develop the strategic planning and management capacity of clubs and recreational groups.
- Proactively strengthen relationships with sporting associations and peak bodies.
- Support skill development for coaches, officials and volunteers across Glenelg Shire.
- Advocate on behalf of sports clubs and recreational groups in Glenelg Shire.
- Support emerging groups providing opportunities to participate in informal active recreation.
- Engage with state and federal governments to advocate for funding and support for community sports clubs and recreational groups.
- Facilitate partnerships between Council, community groups, clubs and service providers to increase participation in physical activity.
- Partner with clubs, recreational groups and service providers to work towards the achievement of strategies identified in the Glenelg Shire Health & Wellbeing Plan.