

**TOWN OF BASSENDEAN**

**PHYSICAL ACTIVITY  
STRATEGIC PLAN  
2010-2013**



## **Foreword**

The Physical Activity Strategy for the Town of Bassendean has been developed at a time when, more than ever before, the benefits of promoting participation in an active life are being promoted as a way to improve mental and physical health.

At present only just over half of Western Australia's population are physically active enough to benefit their health. This means many people are increasing their risk of coronary heart disease, stroke and some forms of cancer. It also means that most people are being deprived of the social and mental health benefits of an active life.

The message is clear. Undertaking moderate activity, such as walking and cycling in environments that are supportive of health is important. There are real opportunities to promote physical activity to the community and a real chance of making Bassendean a more active community.

It is critical to the success of this Plan that the Council works together to encourage everyone to increase their levels of activity. Physical activity can be fun and there is growing evidence that it can be a medium for improving community safety, educational achievement, social inclusion and community development.

We would like to thank the many people who have supported the development of this Strategy and those who have been involved in the consultation process.

We fully support the principle of making Bassendean a more active and connected community.

Tina Klein  
MAYOR



## **1.0 The Purpose of this Plan**

This Physical Activity Strategic Plan aims to provide a framework and a set of objectives to assist the Town of Bassendean to plan, develop, implement, evaluate and sustain physical activity programs, opportunities and services into the future.

This Plan focuses on encouraging members of the community to be active and healthy no matter what their age or physical capability. It recommends action to be taken by both the Town of Bassendean and external agencies and organisations to promote physical activity. This Strategic Plan has a strong commitment to linking many of the Town of Bassendean business units including recreation, community development, health, environment, planning and community safety in positive ways to promote a health and wellbeing.

## **2.0 How will it make a Difference?**

Local Government has significant capacity to promote physical activity, through a commitment to environment and local community, through distinctive structures, resources and practical knowledge and skills.

This Plan outlines a coordinated approach to increasing opportunities for all people to become active by promoting policy approaches that will shape and advocate for a decision-making agenda that is more oriented towards physical activity.

## **3.0 Why Develop a Physical Activity Plan?**

The impetus for developing this Plan originated from the Premier's Physical Activity Taskforce initiative, which aims to increase the percentage of the population undertaking sufficient physical activity for a health benefit from 58% to 63% within ten years. The Taskforce has stated as an outcome, that local government will be encouraged to embrace and develop opportunities for physical activity in their communities. As such, financial support to assist the Town of Bassendean to develop this Strategic Plan for physical activity was forthcoming from the Physical Activity Taskforce. This funding was matched dollar for dollar by the Town of Bassendean. Stoneham and Associates was contracted to develop the framework and undertake the consultation necessary to develop this Plan.

## 4.0 Definitions

**Active transport** relates to physical activity undertaken as a means of transport. This includes travel by foot, bicycle and other non-motorised vehicles. Use of public transport is also included in the definition as it often involves some walking or cycling to pick-up and from drop-off points. Active transport does not include walking, cycling or other physical activity that is undertaken for recreation (NPHP 2001).

**Environment** – our surroundings including buildings, streets, parks and facilities as well as the natural environment.

**Exercise** – is a subset of physical activity defined as planned, structured and repetitive bodily movement done to improve or maintain one or more components of physical fitness. Exercise has specific objectives of improving fitness, performance and health and providing a means of social interaction. Physical activity comprises duration, frequency, intensity, type and context.

**Health Benefits** - small amounts of moderate-intensity activity accumulated over the day can contribute to health and in turn, provide protection against many diseases such as heart disease and stroke, diabetes, colorectal and breast cancer as well as mental health benefits.

**Incidental Physical Activity** – includes forms of physical activity done at work and home, and activity in which people take part as they go about their day to day lives, generally using large skeletal muscle groups, for example using stairs, domestic tasks.

**Physical Activity** - physical activity is defined as all movements in everyday life, including work, recreation, exercise and sporting activities (World Health Organisation). It can be structured or unstructured, planned or incidental. Research indicates that significant health benefits can be achieved by including a moderate amount of physical activity (30 minutes) 5 days a week.

**Recommended levels of Physical Activity** - current Australian Guidelines suggest encouraging adults to be active every day in as many ways as they can be, and to put together 30 minutes or more of moderate-intensity activity on most, or preferably all days of the week (Commonwealth Department of Health and Aged Care 1999). The Physical Activity Recommendations for Children and Young People (5-18 years) are:

- Children and young people should participate in at least 60 minutes (and up to several hours) of moderate- to vigorous-intensity physical activity every day.

- Children and young people should not spend more than 2 hours a day using electronic media for entertainment (e.g. computer games, Internet, TV), particularly during daylight hours.

**Recreation** – freely chosen activity participated in general, for its own sake, but is constrained by other social, individual or economic responsibilities e.g. sports, arts, outdoor activity, hobbies, etc.

**Sport** – physically active oriented activities characterised by the fact that they are bounded by rules, require some form of physical exertion, and that skills are developed and used for the activity.

## 5.0 Acronyms

ABS:	Australian Bureau of Statistics
DPI:	Department of Planning and Infrastructure
DSR:	Department of Sport and Recreation
GIS:	Global Information System
HR:	Human Resources (ToB)
HS:	Health Services (ToB)
NHF:	National Heart Foundation
PATF:	Premiers Physical Activity Taskforce
P&G:	Parks and Gardens (ToB)
PR:	Public Relations (ToB)
NMPHU:	North Metropolitan Public Health Unit
ToB:	Town of Bassendean

## 6.0 Impact of physical activity on health

Being active is a key requirement for good health and for achieving and maintaining a healthy weight. A lack of physical activity is a major underlying cause of death, disease and disability. Data from a World Health Organisation (WHO) study on risk factors suggest that a sedentary lifestyle is one of the ten leading global causes of death and disability. However, currently only one in four Western Australian adults are getting the minimum of thirty minutes of physical activity they need each day for good health.

We have an increasingly sedentary lifestyle due to our society changing over the years. Labour saving devices, technology and passive entertainment have all contributed to this.

Increased car ownership has also led to increased greenhouse gas emissions, and greater safety concerns have led to less walking and cycling to school and

work. Urban growth has also seen suburbs built in a way that promotes car dependency, with few facilities to encourage walking, cycling or active play.

For these reasons we need to be more active and increase our activity at every opportunity to fit more movement wherever possible into the day.

## **7.0 About Bassendean**

The Town of Bassendean has a population of almost 14 000 and like many other local governments is experiencing an increasing number of seniors. The growth rate of the Town is slow and steady with a projection of 15 300 residents by 2021 (ABS, 2009).

The Town is located on the Swan River, 10 kilometres from the centre of Perth.

The Town contains 25 areas of local open space that cover an area of 63 hectares. In addition, 85 hectares is dedicated to regional open space incorporating Bassendean Oval, Ashfield Flats and a variety of foreshore reserves.

In terms of physical activity services and activities (in contrast to facilities), the ToB offers a range of walking trails, an annual family fun social bike ride (in association with Bike Week), and a range of leisure courses (dance, tai chi, yoga, tennis, self defence, lawn bowls, pilates, circuit training and a walking group). Physical activity is integrated into Promotional Weeks and events such as Seniors Week and Team Lifecycle.

The Bassendean Briefings, a full colour community newsletter, contains sporadic information about physical activity opportunities, as does the Council website.

## **8.0 Methodology**

The Physical Activity Plan was developed using a variety of strategies to engage and consult with the community and stakeholders as well as access the most current literature and local data to inform the Plan.

Policies within the Town of Bassendean were reviewed to identify supportive corporate processes and structures in which physical activity could operate, potential partners and future collaborative frameworks.

Many community groups, non-government agencies, government departments, sporting clubs and individuals were accessed and consulted to

identify any barriers to getting people more active, to identify issues with existing facilities and services and to assess offers of assistance.

When accessing the community, an online survey was developed to gain individual feedback on levels of physical activity and suggested strategies for the Plan. A series of discussion groups were also held with sporting clubs, schools and existing community groups including Youth Groups, Seniors, new immigrants and Playgroups.

In relation to physical facilities, 35 public open spaces sites were audited. The audit included the following types of facilities:

- Parks, gardens and open spaces;
- Sporting facilities;
- Facilities at schools & other institutions that may be available to the public;
- Walk trails, bike paths and major footpaths; and
- Playgrounds.

The audit detailed the following:

- Facilities at venue and their state of repair;
- Type of activity that occurs there;
- Attractiveness;
- Safety;
- Dog walking facilities;
- Ease of parking or travel to and from site (e.g. links with public transport); and
- Equity issues (cost, access, child minding, access, flexibility of hours, etc).

The project manager oversaw the drafting of the Strategic Plan. A Working Group oversaw components of the data collection and consultation. The final draft Plan was presented to the Manager of Recreation at the ToB for comments. Following this, the Plan went to the full Council for ratification.

## **9.0 Political Support for Physical Activity Interventions within the Town of Bassendean**

The Town of Bassendean is responsible for contributing to the health and wellbeing of its community through the provision of facilities and services. The Town has the potential to increase physical activity habits within the community as it has a key role in providing and managing environments, facilities and services.

It is clear that the Town of Bassendean has been planning and delivering services and events that have encouraged residents to be more active. These range from opportunistic events that encourage being active, through to the provision of footpaths and walking and cycling tracks, the provision of safe and appealing environments, the availability of sporting facilities and recreational activities.

In its every day work, the Town makes decision that either support or inhibit physical activity opportunities. Planning, transportation policies, health, housing recreation and economic development all have an impact on active and healthy living.

This Physical Activity Strategic Plan is an innovative and comprehensive approach to enhancing the wellbeing and health of the Bassendean community. It aims to support the Town's position statement of aiming to position itself as a major recreation, cultural and arts hub for Perth's Eastern Region.

This Physical Activity Strategic Plan takes a whole of Council approach, which means it will apply to many Council departments, not purely Recreational Services. This Plan will aim to incorporate physical activity within strategic directions of the Council and the operations of relevant departments. At an operational level, the Strategic Plan for Physical Activity is one component in a set of Strategic Plans aiming to achieve the vision of Bassendean Strategic Plan 2009 - 2019, the overarching strategic document for the Council.

The goal of this Strategic Plan almost mirrors the purpose of the Town of Bassendean Strategic Plan, with one adjustment. This aim is to 'have a Town that is a highly accessible urban village offering a cohesive, vibrant, active and diverse community lifestyle within a quality built and natural environment.'

## **10.0 Important facts that underpin the Physical Activity Plan**

The following evidence and information was gathered and used as reference material when developing this Physical Activity Plan.

### **10.1 Key Demographics**

- 33.1% of the population in Bassendean is 50 years or older.
- 27.7% of the population was born overseas and 12.1% of the population speaks a language other than English as their primary language.
- One-person households comprise 29.7% of Bassendean's households.

- 58.5% of the population is families with children (single or dual parent).
- 39.3% of the adult population has tertiary qualifications.
- 43.1% of the working population has classified their professions as sedentary (i.e. professionals, managers, clerical).
- The median weekly individual income for persons aged 15 years and over who were usual residents was \$487, compared with \$466 in Australia.
- 5% of the population of Bassendean has a disability.
- The median weekly family income in Bassendean was \$1161, compared with \$1171 in Australia. However, in Bassendean the median weekly rent was \$160 (compared to \$190 in Australia) and the median monthly housing loan repayment was \$1100 (compared to \$1300 in Australia).
- There is a 3.6% unemployment rate for those aged over 15 years.
- The SEIFA index for Bassendean is 987.1 (fourth most disadvantaged area in Perth).
- There is a high level of car dependence with 66.9% of the population using cars as the main mode of travel to work. 1.7% of people walk to work and 1.3% cycle to work.
- 2.8% of the population is of Aboriginal heritage, which is 1% higher than the national average.

## **10.2 Key Physical Activity Facts**

- Four out of ten West Australians do not undertake sufficient physical activity to have any positive impact on their general fitness or health.
- The main barrier to being active for WA adults is a lack of time.
- The main reasons for WA adults to be active were for improved fitness and for the enjoyment.

## **10.3 What did we Find Out about Physical Activity Behaviours in Bassendean?**

- Almost all people consulted felt that being active was important to them.
- Most ToB residents walk as their principal form of physical activity.
- The majority of this walking occurs in streets or public open space.
- The main barriers to being active include work and family commitments, time, costs and motivation.
- The main reasons for being active included it made them feel good, to promote weight loss, to reduce stress and to prevent chronic disease.
- 71% of online survey respondents participated in levels of activity below those suggested by the National Guidelines for Adults.
- The preferred types of vigorous physical activity included individual activities such as cycling, jogging and power walking.

- 24.3% of respondents advised they were part of a group when being active, 42.9% were occasionally part of a group when active the remaining 32.9% were active alone.
- When discussing barriers to being active with the young people (12-18 years), the main issues identified were access to electronic equipment, lack of facilities and parents too busy to take the young people to opportunities.

The community said....

- Being active is a cheap way to travel (walking/riding).
- Being active is good role modeling for the children.
- I enjoy being in the natural environment.
- You can get fat if you are not active. It is good for you and you need to keep healthy. Also if you watch too much TV you will get bad eyes and need glasses!
- It is important to stay fit for work.
- Lots things stop me from being active like computer games, homework, TV, Lack of equipment and facilities, parents too busy to take to park, bad weather and movies.
- It makes me feel better. It keeps joint health good, keeps us alive, gives us the ability to be able to keep socialising and prevents us getting stagnate.
- For us oldies, the barriers include laziness, lack of motivation from others, costs, transport, too many others around (e.g. if trying to swim at Altone Park crowds can be off putting).

#### **10.4 What did the People say About Physical Activity Opportunities?**

General information distilled from the consultation on physical activity opportunities included:

- There is limited information about the wide range of physical activity opportunities available on Council website.
- There is a need to disseminate additional information about local sporting clubs activities, etc.
- 68.3% of respondents indicated they were satisfied with the settings where they were active.
- There is a lack of facilities to be active in Bassendean with particular emphasis on a swimming pool, fenced parks and linked cycle paths.

The community said....

- We would like ToB to do a quarterly calendar of events/activities etc. for people to access and a dedicated page/area in the community news so people know where they can regularly look for information on what's on for Seniors, or not even just seniors, what on in recreation/events/activities etc...
- I would use a gym if there were more in the area.
- I do not use any of the facilities, as I don't think they are that nice to visit.

### **10.5 What did we Find out About Sporting Clubs?**

- All clubs contacted considered they had a major role in getting people active.
- Most clubs were satisfied with the change rooms, clubrooms, car parking and maintenance of buildings.
- Most clubs were dissatisfied with lighting, playing surface, shade and the maintenance of grounds.
- The relationships between clubs and the Council varied but in general, there is room for improvement in the area of valuing clubs and communicating with clubs.
- There was some skepticism about the Plan, with at least two clubs identifying that previous consultations had been done, but there were no outcomes or changes.
- All clubs were interested in assisting with strategies to increase physical activity within the community, particularly including minority groups and trialing come and try events.

#### **The sporting clubs said...**

- There is no access to public toilets after hours and borrow amenities from footy club.
- The Council does not see the club as a viable interest. The club discusses issues but nothing gets done. We need better follow through on issues.
- We like the club connect program and this should be continued.
- We need more publicity through the communities network.
- Improvement of club facilities will increase potential for many different groups to use facilities not just sports club members.
- I believe this report is just going to sit on the shelf.

### **10.6 What did the Seniors Say?**

Seniors in Bassendean expressed needs and issues related to physical activity through a dedicated discussion group. A total of 9 Seniors attended this discussion. Key findings are listed below:

- All seniors considered being active was important.
- The most common forms of activity were walking, dancing and lawn bowls.
- The Seniors are not satisfied with the level of communication about activities/programs/events (i.e. what is happening, where, when and a contact person). This group believed there is a lot out there for the Senior residents of Bassendean but information and community knowledge is not well managed (both within council departments as well as within the community).
- Access to physical activity opportunities is an issue.
- Neighbourhood based physical activity is the preferred type of activity.
- Neighbourhood safety is a barrier for some Seniors to being active.

### **10.7 Social Connectedness**

There were quite a few comments in both the discussion groups and the online survey that highlighted people wanted to get to know their local community better. Physical activity was suggested as a method to enable this to occur.

The community said...

- Setting up a buddy system to connect people to encourage each other to be more active.
- Outdoor group fitness sessions at one of the local reserves would be good for the body and to make friends.
- There is a lack of sport/fitness opportunities that are available in the evening that do not require a commitment but are more social.

### **10.8 What did the New Arrivals Say?**

It was difficult to access existing groups of people from culturally and linguistically diverse backgrounds. However two discussion groups were held with the Islamic College in a neighbouring Council that has intake from around the region. A total of 21 students were interviewed including 9 males and 12 females. It is acknowledged that many differences occur between cultures and the following information is most suited to new arrival from Muslim countries.

- Organised physical activity is not a priority for new arrivals.
- If they are active, considerations need to be given to segregating males and females and the cultural appropriateness of sportswear.

- Much activity is organised between families, where activities such as dance will occur.
- This group was surprised by the recommendation of 60 minutes of activity. They had not heard of this need to be active before. The majority of the group did not know the difference between vigorous and moderate activity.
- For the males, soccer is clearly their passion.

The new arrivals said....

- Physical activity is a part of daily life like walking. But we just do it – it has no specific purpose like for health benefits. Study is our priority and often with study and school commitments there is little time to be active or participate in sports.
- I like to be active in my own home.
- I would like more days where we could bring together the community and all the kids and celebrate and play games and dance and stuff..
- I dream of being a great soccer star. I would love the Mayor to make it possible for us to travel as a team to Sydney to play a game of soccer with an A league team. I would also like to be involved in a soccer club/association on a regular basis in Perth.

It is noted that the South East Corridor Culturally and Linguistically Diverse (CaLD) Youth Sport and Recreation Project, which addresses low participation rates of CaLD children and youth (6-25 year olds) in sport and active recreation is active in nearby Belmont. The three-year project is the result of a partnership between the Department of Sport and Recreation (DSR) and the Department for Communities' Office for Youth, and is being delivered by Communicare.

The Belmont Soccer Club is reaping the benefits of being inclusive. With 10 young people who have migrated from countries including Afghanistan, South Africa and Lebanon among its 14 players, the club's Under 16s team may hail from different backgrounds, but its players are finding some common ground on the football pitch. This funded program be replicated through soccer clubs in Bassendean.

### **10.9 What were the Issues for Young Parents and Families?**

Childcare at physical activity opportunities is limiting parent's opportunities to be active due to:

- Limited childcare places and times offered.
- Childcare being expensive.

The community said:

- I know many people are unable to participate in Yoga due to limited crèche facilities (only 10 places).
- I need free/cheaper childcare.
- My children prevent me from being active, as I have no care.

Family based physical activity was identified as an opportunity with suggestions including:

- More opportunities for play (formal and informal).
- More opportunities for parent/child or family physical activity events.

The community said...

- I would like to go to circuit training (or other sport at total beginner level) at Cyril Jackson where my husband and daughter (14 yrs) could go too.
- There is a lack of available options at reasonable prices outside work hours (I leave at 7am get back at 5) best activities let families recreate together.

### **10.10 What was the Issues Around Community Safety?**

Safety and security issues were highlighted throughout the consultations.

The community said....

- The safety level of many playgrounds prevents us from going there more often.
- I am not keen to be out walking when it's dark.
- Particularly in winter, getting home is not great as its getting dark and I don't know any places near home that are well lit enough to feel safe.
- Holman Reserve at Mann Way could do with a table to sit at while kids play. I know there was one before it was vandalized.
- The playgrounds need updating: glass and needles have been found in sand.

### **10.11 Issues Identified about Infrastructure**

Physical activity infrastructure was lacking with suggestions including the need for:

- Signage.
- Footpath and cycle path maintenance.
- Age specific play equipment.

The community said....

- There is also not a lot of signage around the Recreational facilities e.g. I went into the Cyril Jackson Rec Centre the other day and still could not find out if there were any current community sports or programs or if it was just for students.
- We need child friendly facilities such as fenced playgrounds.
- I am sick of some minimal playground equipment - it is too small for me.
- We need a more continuous path around river for walking jogging cycling linking all areas of Bassendean.
- The bike paths and side of road are often full of broken glass - very annoying for bike riding. Street lighting and lighting of paths is not sufficient.
- The cycle path ends in Bayswater/Ashfield and then becomes very hazardous with the Guildford Road traffic.
- All ok, although more bins could be provided and cleaned.

### **10.12 Issues About Costs**

Inexpensive and free physical activity opportunities were identified as a gap. Another gap was physical activity opportunities for 10-16 years olds that was not organised sport.

The community said:

- There is no availability of reasonable priced activity outside work hours.
- I can't afford to join a gym.
- There are no low cost gym facilities in this area.
- Money – I don't have enough to spend it at the gym!

### **10.13 The Wish List**

The discussion groups asked participants to identify what they would ask the Mayor of Bassendean for, if they had the opportunity to visit her to discuss what they and their friends would like provided to enable them to be more

physically active in their area. The following quotes provide an idea of the wish list.

The community said...

- More ovals and parks, more climbing frames like large treehouse play areas, more playgrounds, running track, indoor amusement parks, skate park for younger kids and a BMX track.
- Go cart centre, indoor sports centre, better youth centre, more play equipment at school and in parks.
- A public swimming pool.
- A gymnasium.
- There is a need for public play area attached to school grounds so they can be accessed outside of school hours.
- Outdoor exercise equipment in park/river or somewhere, more seats in public spaces/parks to rest on when walking, better footpath maintenance (esp after storms) to clear debris, maintain cracks etc... for cyclists, more seniors outings (or better advertised among residents), a regular policy that is adhered to when public toilets are locked as this can get annoying when it might be open sometimes, then closed other days at the same time.
- Primemovers to be held in Bassendean or an organised keep fit, active class to music for general public attendance (i.e. the mobility class is only for referrals), a regular walking group, something on weekends as all activities are usually set for weekdays.



## 11.0 Offers of Assistance

Throughout the consultation, a range of offers of assistance and advice about what the Plan should include and how the Plan should be structured were offered.

Sporting Clubs identified a number of areas where the relationship with the Town could be improved.

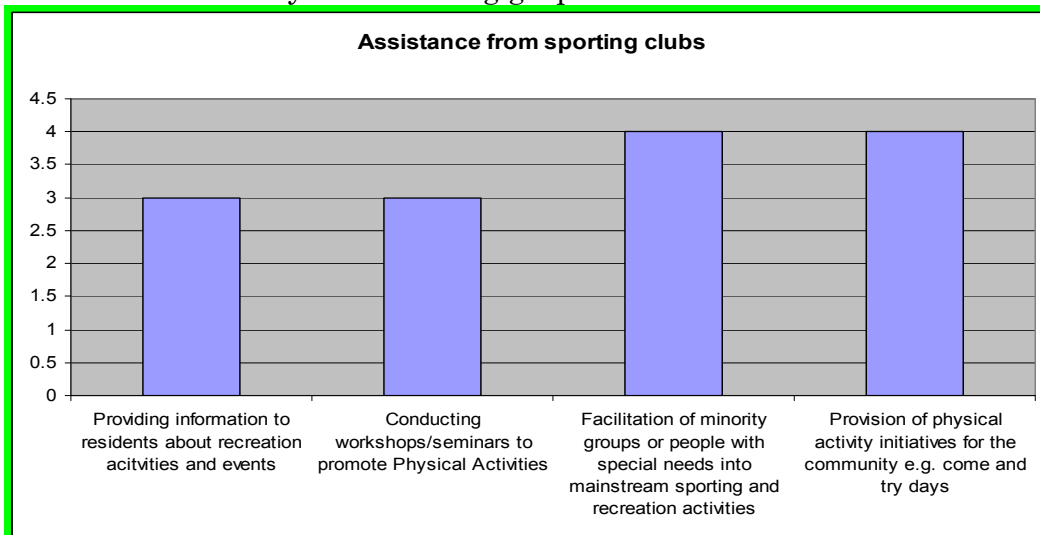
The sporting clubs said....

- We would like the council to respond to correspondence and have better communication.
- It would be great if the Council acknowledged the association and the contribution we make in getting people active.

The clubs also made many offers to assist the ToB in relation to promoting physical activity including:

- Providing information on physical activity activities and services to their members (75%).
- Facilitating workshops to promote physical activity (75%).
- Integrating people with special needs into mainstream sports (100%).
- Other physical activity initiatives e.g. come and try days (100%).

This is illustrated by the following graph.



The government and non-government stakeholders consulted all agreed that the Town was being proactive in addressing physical activity.

The stakeholders said....

- The Plan needs a whole of LG approach for both structured and unstructured physical activity opportunities.
- The Plan needs to focus on the built environment, policy initiatives and partnerships.
- The Plan should focus on access to physical activity opportunities, sustainable programs and policy initiatives.

Offers of assistance from government and non-government agencies varied and included:

- Conducting joint physical activity projects.
- Evaluation of physical activity projects.
- Strategic advice and resources.
- Professional development.

The community had many good ideas about what the Plan should focus on. Some of the more memorable comments appear below.

The community suggested the Plan should include:

- A good idea is maps with better paths. Have an Internet game where you find clues on your trek and then register what you found on the Internet.
- We need more regular street cleaning schedule to remove broken glass from train station underpass, sides of roads, bike paths, paths across the river.
- Better bike/foot paths around so kids don't have to ride on road.
- It would be great to have an ongoing sport/rec program that you can attend on a casual basis, maybe even where a new activity is offered week-to-week centred more around participation/fitness/social aspect than having to commit to a team for a season.
- Kayak/canoe trips or lessons on the Swan River. The Council should use what nature has provided to promote activity.
- Dog training course for locals.
- Weekend classes and classes in local parks.

Finally, it is important to stress that throughout the gathering of data for the development of this Plan, there were many positive comments about the services provided by the Town. Some of these appear below.

The community said:

- It is great to take the kids to walk and bike ride around Jubilee Reserve.
- Enjoyed the local bush and trees.
- Most parks have space for ball play.

## **12.0 Key Areas of Focus for the ToB Physical Activity Strategic Plan**

Based on the key findings reported above, the Town of Bassendean Physical Activity Strategic Plan focuses on the following key areas.

### **12.1 Physical Activity: A Whole of Community Concern**

Physical activity has the potential to deliver a range of benefits to local people. These include health benefits as well as social, economic, environmental and community benefits. Therefore, to increase physical activity levels, there is a need to:

- Move beyond and to complement strategies for individual change;
- Ensure that a collaborative approach is recommended to change the environments where people work and live; and
- Develop policies that may influence those environments.

More specifically, there are several roles that local governments can play in creating vibrant communities. These include exemplary employer, service provider, investor, leader and champion, convenor and partner. As exemplary employers, the Town can set the pace for all employers in the region, however they first must get their own house in order, which means providing appropriate, inclusive and accessible physical activity programs for staff.

Creating environments that support physical activity interventions through policy directions will provide opportunities for individual change efforts and may lead to sustainable increases in participation. For too long, developments have been built around the presumption that people have access to private transport. New developments should encourage people to walk or cycle to essential services or, where this is not possible, reliable and convenient public or community transport should be provided. There should also be easy access to sporting and leisure facilities, and to natural bushland.

Evidence has suggested that physical activity strategies such as organised walking groups can make an important contribution to the social fabric of a community (Marmot, 1999). Physical activity can provide association, connectedness and freedom from isolation, and can make a positive contribution to decreasing isolation, increasing civic engagement and increasing skills for participation in society.

### **12.2 Environmental Factors Affecting Physical Activity**

Studies show that community and neighbourhood environments impact on physical activity (Kahn, Ramsey et al. 2002; Bull 2003; McCormack, Giles-Corti et al. 2004; CPAH 2005). For physical activity this includes factors such as the creation of trails and paths, exercise facilities, increased access to facilities, aesthetics and destinations, combined with information activities aimed at increasing awareness, education and motivation. The median estimates from the studies reviewed by CDC suggest that interventions addressing these factors can result in a 25% increase in the percent of persons who are active at least 3 times a week (Kahn, Ramsey et al. 2002).

### **13.0 Guiding Principles for the Physical Activity Strategic Plan**

In line with the Town of Bassendean's vision, the following guiding principles have directed the development of this Strategic Plan. The guiding principles are inline with the Town's values being people, excellence, partnerships and sense of place. They include:

- **Teamwork and Partnerships**  
Development of facilities, services and programs will, wherever possible, be in partnership with other stakeholders to maximise usage, ownership and connectedness. Partnerships within Council will also be developed to ensure a whole of Council approach to the Strategic Plan.
- **Leadership**  
The Town of Bassendean Plan will provide the framework necessary for the Council to be a local leader in the areas of physical activity. Strategies to acknowledge this leadership role will be integrated within the Plan.
- **Integrity**  
The Plan will be realistic its vision to ensure outcomes can be met with integrity. Information on opportunities for, and personal benefits of, physical activity will be clear, current and readily available to the community.
- **Innovation and Excellence**  
The Physical Activity Plan will incorporate trend watching and innovation. It will be an underlying philosophy to understand and manage the trends that will enable meeting the vision, and defining the ideas that will become the products or services to increase physical activity within the Town.

- **People focus**

Investment will be skewed towards developing and maintaining a community wide plan, which provides specific strategies to reach the at risk groups. Resources will be invested to encourage people to be active participants rather than passive spectators. All services, programs and infrastructure will recognise inclusion and diversification of all people regardless of their age, gender, ethnicity or physical capability.

In addition to these principles, the Strategic Plan focuses on a whole of Council approach to physical activity, an integrated planning approach to these issues, the creation of safe and supportive environments, the development of strategies to meet the special needs groups, the encouragement of community participation and involvement in decision making processes and promotes activities, events and programs.

## **14.0 Physical Activity Objectives and Strategies**

The following are the issues, policy statements, objectives and strategies developed throughout the project.

The primary objectives of this Plan include:

- To increase the number and range of physical activity opportunities for everyone, but with a specific focus on the least active through program delivery and policy development.
- To raise the profile of the benefits of physical activity for health and increase knowledge, awareness and understanding of physical activity while ensuring consistency of physical activity messages.
- To create local environments that support physical activity.
- To adopt a multi-agency approach to the planning and delivery of physical activity programs across Bassendean by developing and nurturing physical activity partnerships.
- To advocate for physical activity both within and external to the Town of Bassendean.

The implementation of these strategies will be largely dependant on ensuring Council integrates physical activity issues into their existing decision making processes and through regular contact and liaison with external providers of physical activity services, programs and infrastructure. Many strategies can be implemented within the existing resource base of the Council, however, in some cases may be reliant on additional funding.

## 15.0 Proposed Outcomes

Increasing and maintaining the number of physically active people in the Town of Bassendean can be expected to result in:

1. Improved physical health including:
  - Reduced risk of acute and long-term illness, such as coronary heart disease and cancers;
  - Longer life expectancy;
  - Improved physical wellbeing, including basic movement, co-ordination and motor skills; and
  - Lower rates of work absenteeism.
  
2. Improved life circumstances such as:
  - Reduction in social exclusion caused by mobility problems;
  - More people taking part in community life;
  - More opportunities to engage in education and lifelong learning; and
  - More people being physically fit and able to work.
  
3. Improved mental health and wellbeing with more people benefiting from a sense of greater wellbeing and fewer experiences of depression.
  
4. Improved social health including:
  - Greater opportunities for social contact;
  - Opportunities to combat anti-social behaviour and contribute to social justice; and
  - The creation of environments (open spaces, green areas, safe streets) likely to support physical activity.

These outcomes clearly highlight the notion that increasing community participation in physical activity is central for a wide range of partners. It can involve action in many different disciplines and settings – health, sport, education, community development, crime, community safety, transport and regeneration.

## Physical Activity Plan

**Goal:** To have a highly accessible urban village offering a cohesive, vibrant and diverse and active community lifestyle within a quality built and natural environment.

Actions	Resources	Measures/Targets	By Who	By When
<b>To increase the number and range of physical activity opportunities for everyone, but with a specific focus on the least active through program delivery and policy development.</b>				
(a) Develop neighbourhood based physical activity programs specific to Seniors.	Council budget \$6,000 Lotterywest funding	Needs assessment conducted. Programs offered. Level of uptake. Participation trends	Recreation & Cultural Services and Seniors & Disabilities Services	January 2011
(b) Investigate implementing a free walkable community project such as “Heart Foundation Walking” or “PRAM” into the community. Consider facilitating walking groups for seniors.	National Heart Foundation and Council Budget for promotion \$1,000/year	Participation rates	Recreation & Cultural Services	Ongoing
(c) Develop a ‘Fun for Families’ program that promotes regular and sustained physical activity and builds local social capital. Integrate family friendly Leisure Courses.	External grant	Source funding for development of program and submitted to funding bodies e.g. LotteryWest.	Recreation & Cultural Services	2009-2011

(d) Consider implementing Programs well known to Seniors as a Leisure Course and market through existing groups.	Council budget and user pays system	Investigation report into feasibility and program currently operating conducted. Additional Seniors involved in program	Recreation & Cultural Services & Seniors and Disabilities Services	Ongoing
(e) Investigate providing a dog based PA program similar to “Paws on the Path” (Town of Vincent) program and use this as an opportunity to promote dog ownership as an avenue to increase physical activity.	Council budget Department of Sport and Recreation	Needs Assessment and feasibility investigated.	Recreation & Cultural Services and Ranger Services	2011
(f) Investigate the options for pairing volunteers with immobile and socially isolated residents as a means to transport them to physical activity opportunities. Ensure facilities allow the volunteer in for free in the policy.	Council budget	Target organisations such as Volunteer taskforce, Activ Foundation and Carers WA. Number of organisations involved. Number of pairing programs occurring.	Volunteer Services and Recreation & Cultural Services	Options report developed by Dec 2009. Programs offered in 2010.
(g) Continue to support and participate in physical activity events conducted by other organisations such as National Physical Activity Day, Cycle to Work Week, etc.	Council budget Approx \$1,200/yr	Number of events participating in.  Number of participants at events.	Recreation & Cultural Services	Current activity – ongoing.
(h) Investigate opportunities for new arrivals to integrate into existing Soccer Clubs, or facilitate a Soccer mentoring program between Club members and new arrivals.	DSR and Dept Communities funding	Number of new arrivals participating in organised soccer games.  Number of mentoring	DSR, Recreation & Cultural Services, Soccer Clubs, Youth	Clubs approached by Sept 2010.  Application submitted by Dec 2010.

		relationships developed.	Services.	Program commences 2011 season.
(i) Investigate replicating the South East Corridor Culturally and Linguistically Diverse (CaLD) Youth Sport and Recreation Project occurring in Belmont Soccer club to others in the area.	DSR and Dept Communities funding.	Number of clubs expressing an interest.  Development of submission to access funds to support the program.  Increase in uptake of CaLD young people in sport.	DSR, Dept of Communities, Recreation & Cultural Services, Sporting Clubs	Clubs approached by Sept 2010.  Application submitted by Dec 2010.  Program commences 2011 season.
(j) Investigate the possibility of introducing water-based activities such as kayaking in local reserves.	Operating budget	Number of kayaking/water based program provided  Participation in water based programs provided	Recreation & Cultural Services, Canoeing WA	Ongoing
(k) Incorporate physical activity into existing festivals and celebrations. Develop a policy to support and sustain this idea for all ToB run festivals and events.	Operating budget and reliance on local community & sporting groups volunteering their time and resources.	Physical activity elements incorporated into each event which may encompass demonstrations, participant activities, promotions, 'come try' activities.	Recreation and Cultural Services	Ongoing as festivals occur.
(l) Incorporate physical activity events into Seniors Week that is held every October.	Council Budget Office of Seniors Interests	Physical activity elements incorporated into Seniors Week that may encompass demonstrations, participant activities, promotions, 'come try' activities and transport	Recreation & Cultural Services, Seniors & Disabilities Services and	October 2010

		to and from the venue.	Seniors Week Coordinating Committee	
(m) Provide increased opportunities for indigenous to participate in physical activity programs and to access local sporting clubs.	Council Budget External Funding	Partner with the Nyoongar Sports Association. Investigate options in terms of program structure/delivery. Investigate and apply for funding	Recreation & Cultural Services	2010
<b>Actions</b>	<b>Resources</b>	<b>Measures/Targets</b>	<b>By Who</b>	<b>By When</b>
<b>To raise the profile of the benefits of physical activity for health and increase knowledge, awareness and understanding of physical activity while ensuring consistency of physical activity messages.</b>				
(a) Investigate the development of a stand-alone physical activity or community wellbeing website that links into the corporate website. This page should incorporate strategies the remaining strategies in this section and promote the Leisure Courses. Ensure the website is not a sports based website. An example can be found at: <a href="http://www.goldcoast.qld.gov.au/t_standard2.aspx?pid=4291">http://www.goldcoast.qld.gov.au/t_standard2.aspx?pid=4291</a>	Council Budget	Development of ToB Physical Activity webpage. Launch of website. Associated newsletter in print format (or a section in an existing running newsletter if relevant)	Recreation & Cultural Services, IT services	Website developed and launched by November 2010.

<p>(b) Develop a policy to enable sporting clubs to advertise for members at the ToB facilities.</p>	<p>Council budget.</p>	<p>Development of ToB/Sporting Club policy.</p>	<p>Recreation &amp; Cultural Services</p>	<p>Policy developed in consultation with Clubs by August 2010.</p>
<p>(c) Investigate the opportunities of developing an interactive website to allow sporting clubs to regularly update their contact details, training and fixture details and meeting times.</p>	<p>Council budget.</p>	<p>Options identified for allowing clubs to update details on the website.</p> <p>Monitor number of websites hits (Encourage clubs to get members to use this avenue – this will promote the use of the TOB website).</p> <p>Seek annual feedback from Clubs on the service.</p>	<p>Sporting Clubs, IT in kind support, Recreation and Cultural Services.</p>	<p>Clubs able to update information through Council website at their leisure by Dec 2010.</p>
<p>(d) Promote and support the Find Thirty campaign as the primary message for being active. Focus on the fact the community participate in Physical Activity because it makes them “feel and look good” and “reduces stress”.</p>	<p>In kind support using National Heart Foundation resources and messages.</p>	<p>Develop and promote the ‘being active’ message.</p> <p>Integrate message on all relevant TOB outgoing communication. Develop criteria to assist with consistency.</p>	<p>Recreation &amp; Cultural Services</p>	<p>Criteria developed by Dec 2009. Messages incorporated in correspondence as of Jan 2010.</p>

(e) Investigate aligning with existing social marketing campaigns that focus on healthy eating and/ physical activity e.g. “Draw the Line”, “How do you Measure Up?”	DSR Funding & Council budget	Level of engagement with community to promote messages. Number of initiatives aligned with existing campaigns.	Recreation and Cultural Services	Ongoing
(f) Promote and continue to provide the ToB Access Guides within the community.	DPI	Provision of access guides to all new residents.  Number of enquiries for Access Guides.	All staff	Current activity – ongoing.
(g) Review Leisure Courses offered and aim for family friendly courses. Review the quality of all instructors through a client satisfaction survey.	In kind support	Results of satisfaction survey	Recreation and Cultural Services	Report to be provided March 2010
(h) Strengthen partnerships with local schools (e.g. through Principals meetings) as an avenue to distribute regular information about physical activity messages via newsletters and websites.	In kind support	Number of partnerships developed. Number of notices placed on school websites or in newsletters. One joint funding agreement for a PA project between ToB and a local school.	Recreation & Cultural Services	Ongoing

(i) Include information on physical activity opportunities within the Town in the residents “Welcome Packs”.	In kind support	Welcome Packs amended to include PA information.  Welcome Packs evaluated on an 18 month cycle.	Ranger Services and Recreation & Cultural Services	Dec 2009.  Evaluation in May 2011.
(j) Develop a series of brochures on the “best for” parks located within the Town (i.e. – best for playing with kids, best for jogging, best for walking dogs, best for walking amongst nature, best for cycling, best for playing footy/soccer)	Council budget \$7,500	Best of Parks brochure developed and promoted.	Recreation & Cultural Services and IT Support	March 2012
(k) Develop regular good news media stories on physical activity or events or participation within the Town.	In kind support	Number of good news stories published in media or local ToB Newsletter. Number of statewide media hits about ToB.	All Staff	Ongoing
(l) Develop a formal internal partnership/policy with the Library to regularly provide or display information on physical activity in all areas of the facility.	Council Operating Budget of \$600/year to create interesting displays \$600/year.	Formal partnership developed with Library.  Number of displays during a 12-month period. Link displays in with National campaigns for easy access to pamphlets, display items or posters etc (e.g. – Heart Week, Diabetes Week, Go for 2 & 5 campaign).	Recreation & Cultural Services and Library Services	Partnership explored, scoped and developed by Feb 2010.  Displays regularly from Feb 2010 – 2013.

Actions	Resources	Measures/Targets	By Who	By When
<b>To create environments that support physical activity</b>				
(a) Continue to review playground equipment, fencing in parks and implement the Play Spaces Plan.	Council Budget	Consultation workshops held with the community. New playgrounds installed.	Asset Services and Recreation & Cultural Services	Play spaces plan implementation commenced.
(b) Create an incentive program that encourages local businesses to provide activity-friendly facilities such as bike racks, showers and lockers. Acknowledge innovators publicly.	Council budget, seek external funds to support from DSR, LotteryWest. Approx value required \$25,000.	Funding sought to support this program. Number of workplaces offering the incentive program.	Economic Development Services and Recreation and Cultural Services	Funding submission developed by March 2011 Programs offered by Sept 2011.
(c) Instigate forward planning processes to ensure cycle and dual use paths link and provide continuous routes to major destinations. Advise the community that this is being addressed.	In kind	Recreation & Cultural Services staff involved in the planning process for paths and cycle ways.	Recreation & Cultural Services and Asset Services	Ongoing.
(d) Commence placing distance markers along major cycle and dual use paths. Develop maps or information on where the markers start and finish etc.	Council budget \$5,000	Number of distance markers placed along paths.	Asset Services and Recreation and Cultural Services	Staged future placement of signs ratified by Council by Dec 2013

(e) Install outdoor gym equipment in-line with Facilities Plan recommendations and relevant Reserves Master Plans.	Capital budget to purchase outdoor gym equipment \$150,000.	Develop criteria to assist in the provision of outdoor gym equipment Programs offered/Level of uptake. Participation trends.	Recreation and Cultural Services and Asset Services	Criteria developed by January 2009. Outdoor gym equipment installed at Jubilee Reserve
(f) Review the lighting policies for POS to ensure that appropriate lighting is provided to support people to be active (including walking in neighbourhoods).	In kind support	Lighting policy reviewed with recommendations	Recreation and Cultural Services	Policy reviewed by Nov 2012
(g) Review the park and POS maintenance schedule to ensure they are adequate. Ensure paths are clear from overhanging branches.	In kind support	Needs assessment conducted	Asset Services	Review conducted by July 2010
(h) Review end of route facilities at the Council Office and install adequate facilities to promote active transport over time.	Access DSR funds to support this strategy.	End of route audit undertaken. Recommendations made for upgrade as required.	Asset Services and Recreation & Cultural Services	Audit conducted by Sept 2010. Recommendation report for future changes ratified by Feb 2011.
(i) Review user fee policies for all community facilities, events and programs to determine ways to reduce significantly and, ideally, remove economic barriers to participation.	In kind support	Review conducted Report provided to Council	Recreation & Cultural Services	Report to be provided to Council in 2012

Actions	Resources	Measures/Targets	By Who	By When
<b>To adopt a multi-agency approach to the planning and delivery of physical activity programs across Bassendean by developing and nurturing physical activity partnerships.</b>				
(a) Establish a physical activity alliance group with terms of reference to oversee the implementation and evaluation of the TOB Physical Activity Strategic Plan.	In kind support. operating budget \$5,000/year	Alliance group established.  Commitment by committee members monitored.  3 year Action Plan developed	Internal business units	Group established by November 2009.  Action plan developed by March 2010.
(b) Work with interested sporting clubs and DSR to develop come and try days. Promote these as a partnership between the ToB and sporting clubs.	In kind support External Funding Council budget \$5,000/yr.	Number of sporting groups interested in program. Number of come and try days organised. Increase in sporting club members.	Recreation & Cultural Services	Survey of sporting clubs by Mar 2011 Come and try days planned for Summer 2011
(c) Encourage the use of school facilities for community events and recreational opportunities.	In kind support	Recommendations made for improved dual use of school grounds and POS.	Recreation & Cultural Services	Report developed for dual use by July 2012
(d) Continue to seek and source funding to support the implementation of the ToB Physical Activity Strategic Plan.	In kind support.	Number of grants submitted. Number of grants successful.	Recreation & Cultural Services	Ongoing

Actions	Resources	Measures/Targets	By Who	By When
<b>To advocate for physical activity both within and external to the Town of Bassendean.</b>				
(a) Appoint a range of local Physical Activity Champions who become spokespersons for physical activity within the Town.	Council Budget External funding \$3,000/yr.	Number of Champions appointed. Approach Swan Districts Football Club to be involved Number of media hits by Champions.	Recreation & Cultural Services	Champions identified by June 2010. Launched July 2010. Ongoing promotion and use of Champions.
(b) Training on physical activity issues should be offered to volunteers based within communities.	Council Budget \$3,000/year	Developed training program. Identified trainers. Delivered training within communities. Developed tool for measuring impact	Volunteer Services and Recreation & Cultural Services	July 2010 onwards
(c) Advocate for and wherever possible, integrate physical activity philosophies and strategies into other ToB policies and plans (e.g. Public Health Plan, Environment Plan, etc).	In-kind support and advocacy from all across Council.	Number of new policies that integrate PA, TravelSmart strategies.	All staff	Ongoing
(d) Advocate strongly to ensure all paths are linked.	In kind		All staff and Elected Members	Ongoing

(f) Investigate all options for a local gymnasium that caters for all ages (private; public/private; public). If there are no options, create a partnership with an adjoining council to offer subsidised entrance fees.	In kind	Approach local private and public gyms	All staff and Elected Members	Ongoing
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## Appendix One

Appendix Two  
**Audit Tool**

**PHYSICAL ACTIVITY AUDIT TOOL**

**Q1.** Name of Auditor \_\_\_\_\_ Date \_\_\_\_\_

**Q2.** Name of Facility \_\_\_\_\_

**Q3.** Location of Facility \_\_\_\_\_

**Q4.** Is the facility well signed at the entrance?

Yes

No

**Q5.** Description of Facility \_\_\_\_\_

\_\_\_\_\_

**Q6.** Contact person and contact number at Facility \_\_\_\_\_

**Q7.** Approximate size of Facility \_\_\_\_\_

\_\_\_\_\_

**Q8.** Hours of opening (where relevant) \_\_\_\_\_

Please detail **all** facilities (list separately) at venue and their state of repair

Facility description <i>(e.g. if a park has a picnic area + playground + area to kick a ball then note all facilities on the one form)</i>	Type of activity that occurs here	Age most likely to be physically active at facility	State of repair (tick one)		
			Very good	Good/Fair	In need of repair
<i>E.g. sports ground</i>	<i>Soccer</i>	<i>10-40 years</i>	*		
<i>PCYC</i>	<i>Kinder gym</i>	<i>Under 5 years</i>		*	
<i>Picnic area</i>	<i>Eating</i>	<i>All ages</i>		*	
<i>Playground</i>	<i>Children playing</i>	<i>3-10 years</i>	*		


**Q9.** Does the facility have **access** for disabled people?

Yes (see below) If yes, does it have:

	Yes	No
Level Pathway	<input type="checkbox"/>	<input type="checkbox"/>
Ramp	<input type="checkbox"/>	<input type="checkbox"/>
Lift	<input type="checkbox"/>	<input type="checkbox"/>
Disabled parking	<input type="checkbox"/>	<input type="checkbox"/>

Other (pls specify) \_\_\_\_\_

No

**Q10.** Does the facility have **toilets**?

Yes (unisex/single sex) \_\_\_\_\_

No

Disabled toilets

**Q11.** If there is a swimming pool onsite, what **access** into the pool is provided (tick appropriate)?

Hoist

Water wheelchair

Ramps

Flushed edges

Disabled Change rooms (unisex/single sex)\_\_\_\_\_

**Q12.** Is the facility **attractive** to the public?

Yes

No, please state why not \_\_\_\_\_

**Q13.** Is **parking** available for patrons?

Yes

No

**Q14.** Is the parking **free** of charge?

Yes

No

**Q15.** Is the following **available** on site for patrons?

	Yes	No
Bike racks	<input type="checkbox"/>	<input type="checkbox"/>
Showers	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

Clothes line

Child care

Water Tap

Refuse bin

*Please tick the appropriate boxes:*

**Q16.** Is the facility **connected** or close to a:

	Yes	No
Cycle path	<input type="checkbox"/>	<input type="checkbox"/>
Bus stop	<input type="checkbox"/>	<input type="checkbox"/>
Train station	<input type="checkbox"/>	<input type="checkbox"/>
Footpath	<input type="checkbox"/>	<input type="checkbox"/>

**Q17.** Is the facility designed to be used **after dark**?

Yes .....Are lights available? \_\_\_\_\_

No

**Q18.** Are there any other **safety issues** that the public may have with this facility? (e.g. located across road from hotel, located on a busy road, difficult to supervise areas, etc)

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**Q19.** Is there a **cost** associated with using this facility?

None at all

Cost for certain activities

a. Please describe activity and costing structure

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Cost for spectators

Cost for childcare

**Q20.** Please describe **any other details** about the facility that may assist with the audit (e.g. expanding services, graffiti, poor facilities such as no tap/refuse bin, lack of shade, no disabled access, etc)

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