



YARRA MOVES

Physical Activity Strategy 2021 - 2031

Yarra City Council
2021

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Executive Summary

It is widely acknowledged regular physical activity is a primary factor in preventing chronic disease and supporting lifelong mental and physical health. Data at national and international levels consistently reports that uptake is too low despite the recognised benefits. Within Yarra, only 50% of adults and less than 20% of young teenagers meet recommended physical activity guidelines and over 40% are susceptible to sedentary behaviours in the workplace and at school. These statistics highlight the need for more people to be more active, reducing the risk of health conditions and enhancing overall wellbeing of the community.

Yarra Moves provides a strategic framework to increase physical activity levels in Yarra, and the vision is for Yarra to be synonymous with active living. The strategy presents an evidence based and balanced approach to achieve the mission of supporting the lifelong mental and physical health of all people who live, work, learn and play in the municipality. Attachment 1 – *Yarra Moves* Research – Literature Review outlines the research used in creating *Yarra Moves*.

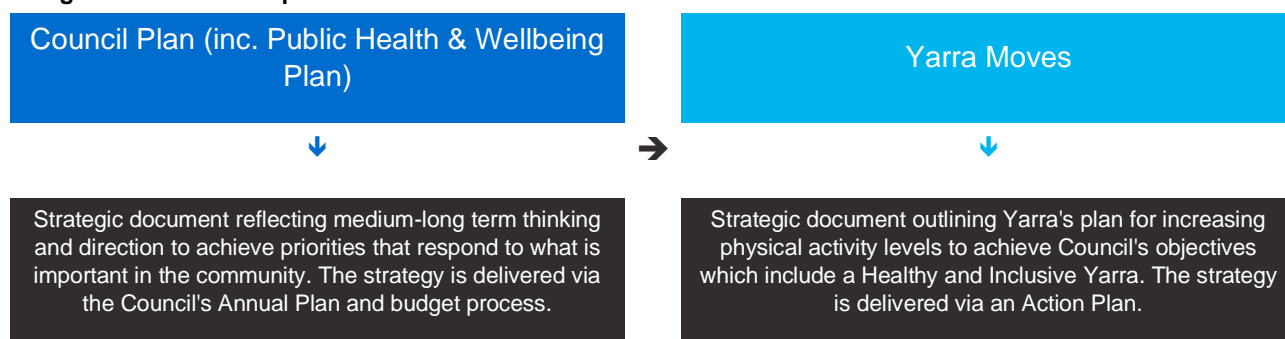
Providing health promoting environments that encourage active living is a key strategy of *Yarra's Council Plan (2017-21)* objective for a '*Healthy Yarra*' whereby community health, safety and wellbeing is a focus in everything we do. This is underpinned by an indicator of the 'percentage of adults undertaking adequate levels of physical activity' to measure Council's health and wellbeing status.

Addressing this objective through physical activity, supporting healthy habits and reducing sedentary behaviour, *Yarra Moves* goals are:

- Increase proportion of population that is physically active
- Reduce sedentary behaviour
- Support lifelong healthy habits for optimal health

The relationship between the *Council Plan* and *Yarra Moves* is summarised below in Diagram 1.

Diagram 1: Relationship between the Council Plan and Yarra Moves

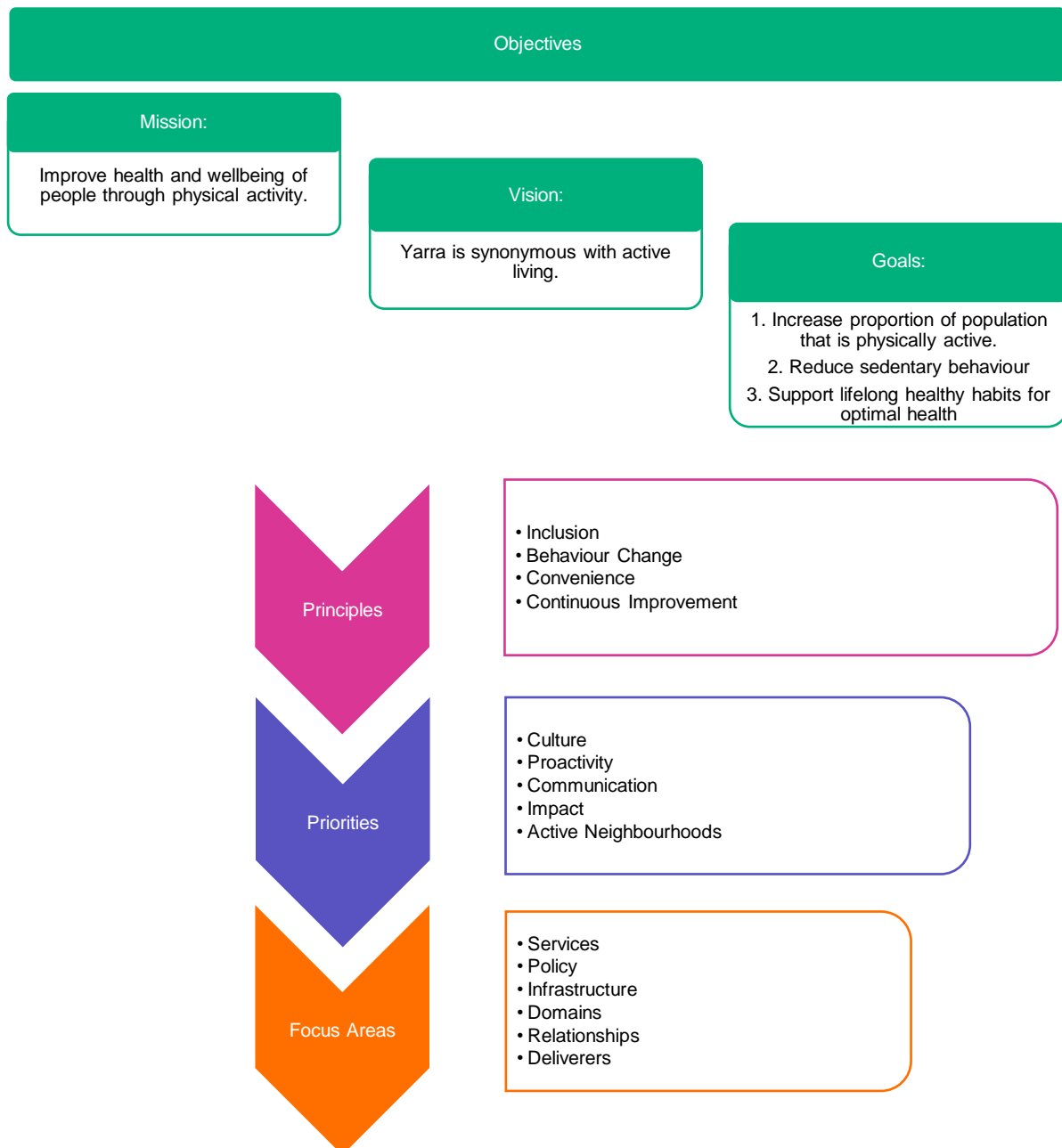


Yarra Moves is one plan within a wider policy and planning framework aiming to improve the health and wellbeing of all people. Summarised in Attachment 2 - Connection to Wider Strategy, are the relevant strategic documents that *Yarra Moves* either directly supports or seeks to influence.

Yarra Moves is an overarching strategic framework that aligns business units, partners and local organisations to achieve a *Healthy Yarra* and broader Council objectives that contribute towards improved community wellbeing. Identified networks for collaboration are outlined in Attachment 3 - Staff Consultation in section 3.4.

Executive Summary

Diagram 2: Objectives, Principles, Priorities and Focus Areas



Yarra Moves **objectives** aim to identify and promote opportunities to improve the health and wellbeing of all people who live, work, learn and play in Yarra by establishing a strategy with a vision to be a municipality synonymous with active living. In order to increase the proportion of people in Yarra that are both physically active and non-sedentary every day, *Yarra Moves* seeks to influence a shift in social norms that embrace active living.

All initiatives are to be guided by strategic **principles**, planning **priorities** and local government **focus areas** to ensure that meaningful change can be achieved in creating an active Yarra.

The **principles** provide a foundation for decision making, setting core guidelines to achieve the plan's objectives through:

- Inclusion will drive the allocation of resources to ensure all people can participate in physical activity, regardless of individual circumstance;
- Behaviour change will drive the cultural shift towards active living;
- Convenience will ensure that active choices are a simple and enjoyable option for all; and

Executive Summary

- Continuous improvement will be sought in all aspects of the provision, ongoing development and participation of physical activity in Yarra.

The **priorities** identify the most important areas where Council can integrate the strategy's principles to positively impact active living by developing actions that:

- Focus on establishing a culture of active living throughout Yarra;
- Proactively address positive health and wellbeing outcomes through physical activity;
- Are supported by appropriate communication to ensure the community is informed and engaged;
- Positively impact behaviour that supports active living; and
- Contribute to active neighbourhoods that are safe, accessible and well connected optimising and encouraging active transport.

The **focus areas** reflect the key roles of local government where the strategy's priorities can best influence physical activity:

- Opportunities will exist for all people to access and participate in physical activity. Council's influence on services and policy will ensure there is always the opportunity to be active.
- Environments will enable people to be active in all the spaces and places they interact with every day. Council's influence on the infrastructure and domains throughout Yarra will ensure the environment always encourages physical activity.
- People of Yarra will contribute to active living at all stages of life. Council's influence on formal and informal relationships and the deliverers of physical activity services will ensure that the community is always valued as a key contributor to an active Yarra.

Yarra Moves is designed to influence increased physical activity levels by inspiring and guiding actions that will have a positive impact. Research demonstrates a multifaceted approach is required to reshape behaviours, as reflected in the diversity of the strategy.

Acknowledgements

Acknowledgement of Country

Yarra City Council acknowledges the Wurundjeri Woi Wurrung people as the Traditional Owners and true sovereigns of the land now known as Yarra. We also acknowledge the significant contributions made by other Aboriginal and Torres Strait Islander people to life in Yarra. We pay our respects to Elders from all nations and to their Elders past, present and future.

COVID-19

During the development of *Yarra Moves*, COVID-19 was declared a worldwide pandemic. The medium and long-term impacts are not known at the time of writing this strategy.

Short term community impacts of COVID-19 have created challenges including:

- Loss of income;
- Heightened anxiety and hesitation to engage in public spaces;
- Increased hygiene protocols and compliance requirements of community organisations and volunteers;
- Change in routines;
- Limited and competing access to open space;
- Loss of opportunities for group activities and socialisation;
- Required physical distancing;
- Sport and Recreation facility and community sport closures and restrictions;
- Restrictions on travel and movement; and
- Government-ordered lockdowns.

These factors and more, will influence physical activity levels in Yarra. Participation barriers highlighted in this strategy are likely to increase, potentially placing a larger portion of the community at risk of not having means to access, nor the ability to prioritise physical activity in their daily lives. For this reason, activity trends and statistical forecasts quoted throughout *Yarra Moves* are likely to be impacted.

Whilst acknowledging the impact of COVID-19, the strategic framework presented in *Yarra Moves* remains unchanged. The importance of physical activity for health and wellbeing remains relevant, as does the long-term goal of this strategy and its approach to flexibility in short and medium term action planning. This will allow *Yarra Moves* to respond to the pressing needs of the Yarra community whilst maintaining sight of a future where active living is the social norm.

Introduction

The challenge

Regular physical activity is the second most important factor in promoting good health and preventing chronic disease in Australia (behind tobacco control).¹ With a focus on the health and wellbeing of Yarra's community, increasing physical activity levels can positively contribute to each of Yarra's Council Plan objectives.² By considering physical activity in all decision making, Council can contribute to a healthy, inclusive, sustainable, liveable, prosperous, connected and leading Yarra.

In order to achieve this, more people need to undertake greater levels of physical activity every day, in addition to reducing the amount of time they spend sedentary.

The need to improve behaviours towards physical activity is demonstrated by the following data:

- 2 in 5 Victorian adults and 1 in 5 Victorian children meet the recommended Australian physical activity guidelines³
- 1 in 2 adults in Yarra meet the recommended physical activity guidelines⁴
- 1 in 6 year 8 students (13-14 years old) in Yarra meet the recommended physical activity guidelines⁵
- 2 in 5 adults in Yarra spend over 7 hours sedentary* each weekday⁴
- 1 in 2 year 8 students in Yarra meet the recommendation for avoiding sedentary behaviour.⁵

Table 1: Portion of population meeting physical activity guidelines

Physical activity levels	Yarra	Vic
Sedentary	2.7%	2.5%
Insufficient	41.4%	44.1%
Active	54.9%	50.9%
Sitting 7+ hours per weekday	40.8%	26.6%
Sitting 7+ hours per weekend day	11.3%	14.1%

Source: Victorian Population Health Survey, Department of Health and Human Services (DHHS) (2017)⁴

***Sitting* is used in DHHS surveys as a health indicator. To ensure inclusive representation within Yarra Moves planning, the term sedentary is used to describe any behaviour outside of sleep that involves no physical activity resulting in minimal energy expenditure and posing health risks.*

Risks of physical inactivity

Insufficient physical activity is a known contributor to a number of negative health and wellbeing outcomes including:

- Fourth leading risk factor of premature mortality⁶
- Key risk factor of non-communicable disease such as cardiovascular disease, cancer and diabetes⁷
- Second greatest contributor to cancer in Australia⁸
- Sedentary behaviour, independent of physical activity, is associated with negative health consequences such as increased insulin resistance.⁹

Benefits of increasing physical activity

Sufficient physical activity is a known contributor to a number of positive health and wellbeing outcomes including:

- Reduces risk of health conditions like heart disease, type 2 diabetes and cancer¹⁰
- Management of blood pressure, weight gain and muscle development for improved bodily function¹¹
- Improves wellbeing by alleviating feelings of stress, anxiety and depression¹²
- Reduces social isolation and strengthens social connection¹³
- Improves and maintains cognitive function¹⁴
- Provides positive economic contribution¹⁵
- Improves academic performance and workplace productivity¹⁵
- Supports active transport and limits the negative impact of climate change.¹⁶

Introduction

The strategy

Yarra Moves details Council's strategy to support the lifelong mental and physical health of all people who live, work, learn and play in Yarra by identifying and promoting opportunities for increased levels of physical activity.

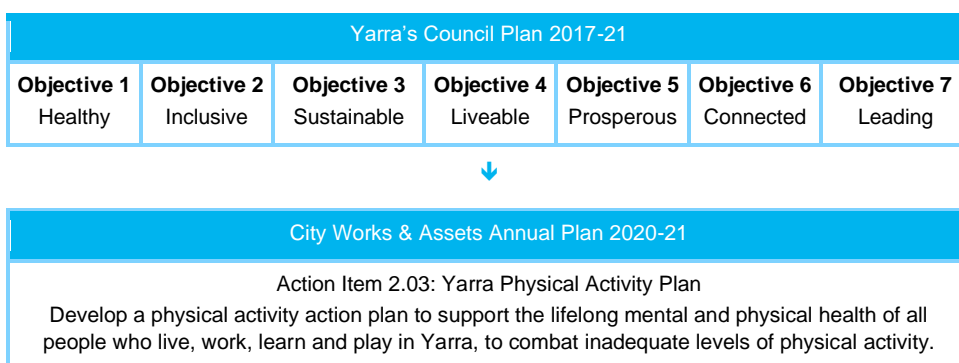
The strategy supports Yarra's 2017-21 Council Plan and has been endorsed as a deliverable in line with Council's 2020-21 Annual Plan. It also pre-emptively aligns with future Council Plans in addressing active living as a preventative health and wellbeing outcome. In addition to Council policy, this document is to be considered alongside all relevant strategy and policy relating to physical activity and health, as it is one piece of a wider, interconnected approach to addressing inactivity.

This strategy informs and supports decision making affecting physical activity levels and sedentary behaviours within Yarra. An approach of regular action planning is a key element of the strategy to have the greatest impact on the health and wellbeing of Yarra's residents. This approach to flexible action planning supports Council's Social Justice Charter (2020) in recognising that, *"Community continues to evolve and the strengths and barriers of diverse groups will also continue to change,"* and its commitment, *"To continue to understand these changes and to respond accordingly."*¹⁷

Yarra Moves is strategically aligned to Yarra's Council Plan and is informed by research. Additionally, extensive internal consultation was conducted with 42 Officers; the process and results are outlined in Attachment 3 - Staff Consultation.

Yarra Moves is a strategic document outlining the objectives, principles, priorities and focus areas that have been identified as having the highest potential positive influence on decision making at local government and community levels for sustainable cultural change towards active living.

Diagram 3: Connection between Council Plan, Annual Plan and Yarra Physical Activity Plan



The strategy will be used throughout the next ten years to guide the direction of the Action Plan, in order to achieve the vision of Yarra being synonymous with active living and to remain agile in its approach to addressing the identified risk factors to sedentary behaviours throughout the lifecycle of the policy.

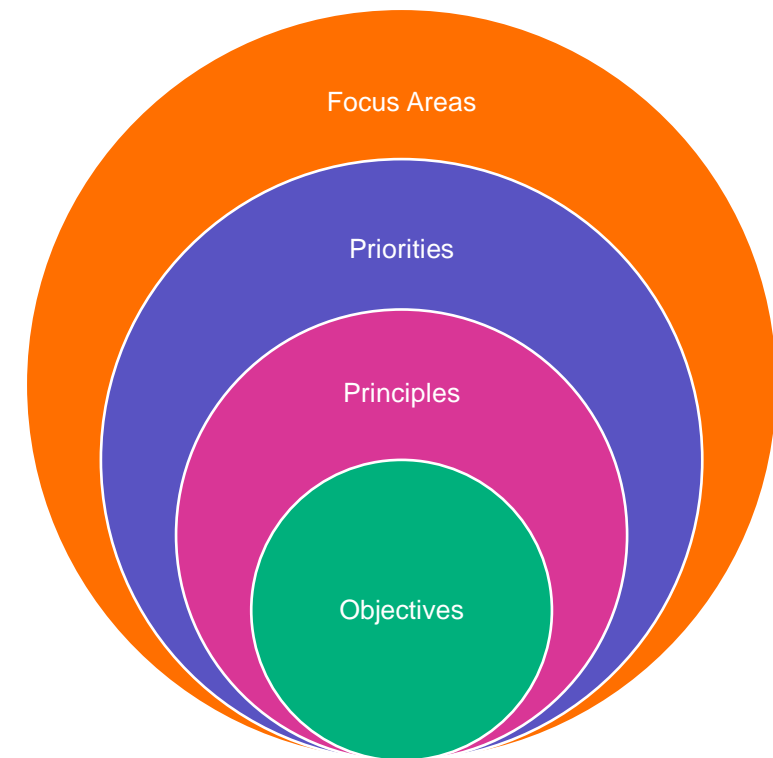
Introduction

Objectives			
Purpose	Mission	Vision	Goals
Develop a strategic framework to increase physical activity levels in Yarra	Improve health and wellbeing of people through physical activity	Yarra is synonymous with active living	<ul style="list-style-type: none"> • Increase proportion of population that is physically active • Reduce sedentary behaviour • Support lifelong healthy habits for optimal health

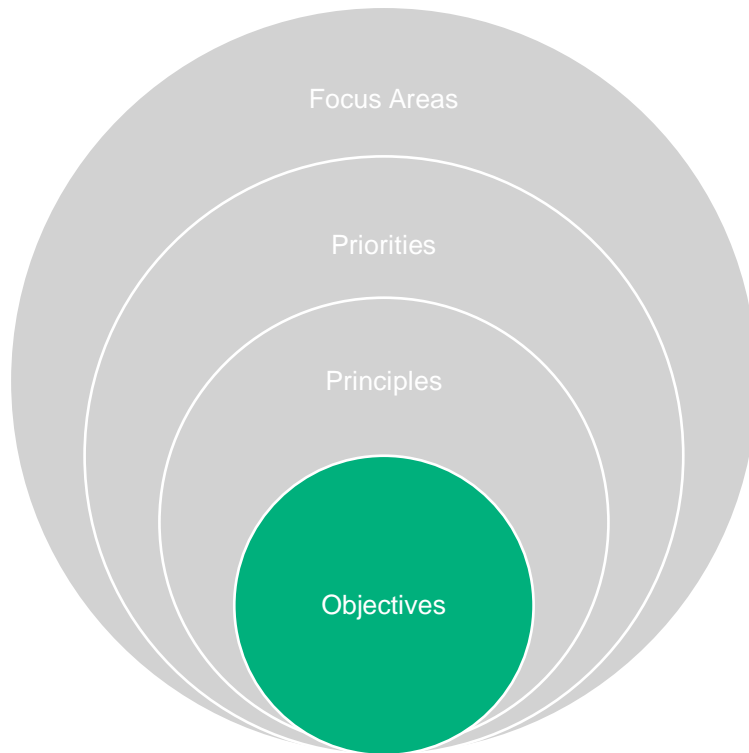
Principles			
Inclusion	Behaviour Change	Convenience	Continuous Improvement
Equity of access ensuring all people can be physically active	Reframe daily physical activity as the social norm	Make being physically active simple and enjoyable	Learn, adapt and respond for ongoing positive outcomes

Priorities				
Culture	Proactivity	Communication	Impact	Active Neighbourhoods
<ul style="list-style-type: none"> • Yarra supports active living • Champion active role models • Collaborative decision making 	<ul style="list-style-type: none"> • Support existing service providers • Address gaps in service delivery • Develop policy for an active Yarra 	<ul style="list-style-type: none"> • Open communication • Promote active living • Lifelong engagement 	<ul style="list-style-type: none"> • Identify and engage at-risk people • Design services to meet needs • Target sedentary domains 	<ul style="list-style-type: none"> • Implement active design • Activate underutilised space • Increase walkability and cycling

Focus Areas					
Opportunity		Environment		People	
Services	Policy	Infrastructure	Domains	Relationships	Deliverers
People-centric service design, delivery and promotion	Council policy supports and encourages physically active lifestyles	Environments encourage movement	Movement happens wherever people live, work, learn and play	Connecting with others to achieve more physically active lifestyles	People that facilitate and influence physical activity are supported



Objectives



The objectives provide a set of aspirational targets to guide decision making that positively influences the health and wellbeing of the Yarra community through physical activity

Purpose

Develop a strategic framework to increase physical activity levels in Yarra

Mission

Improve health and wellbeing of people through physical activity

Vision

Yarra is synonymous with active living

Goals

- Increase proportion of population that is physically active
- Reduce sedentary behaviour
- Support lifelong healthy habits for optimal health

Objectives

Purpose

Yarra Moves provides a strategic framework to increase physical activity levels in the municipality. It is designed to influence planning, policy and health outcomes by providing guiding principles, priorities and focus areas for all stakeholders.

Mission

Support the lifelong mental and physical health of all people who live, work, learn and play in Yarra by identifying and promoting opportunities for increased levels of physical activity.

Vision

Yarra is synonymous with active living; a place where all people are able to enjoy an active and healthy lifestyle every day.

Goals

Increase proportion of population that is physically active

- Support Sport Australia¹ and the World Health Organisation² in achieving a 15% decrease in global inactivity by 2030.
- Increase the number of people in Yarra that meet the Australian physical activity guidelines.³

Reduce sedentary behaviour

- Decrease the amount of time people spend sedentary in Yarra each day at home, place of learning, work and commuting.

Support lifelong healthy habits for optimal health

- Increase the proportion of people in Yarra that are both physically active and non-sedentary every day.

Measuring success

Accurately measuring physical activity levels presents several challenges. There are a range of sources that report on physical activity, however, there is no standardisation in methodology. Unless part of a controlled study, data is also self-reported, which further impacts accuracy. In addition, there are many factors that will influence the data on physical activity levels in Yarra, outside of the improvements that will be achieved by *Yarra Moves*.

Yarra Moves, therefore, will not determine success based on any single data set. Success will be measured on improvements over time across the areas outlined within the strategy. Contemporary industry data that has informed this strategy and will be used as ongoing benchmarks for levels of physical activity will include:

- Department of Health and Human Services' Victorian Population Health Survey⁵
- Sport Australia's AusPlay Survey⁶
- Victorian Health Promotion Foundation's LGA Profile.⁷

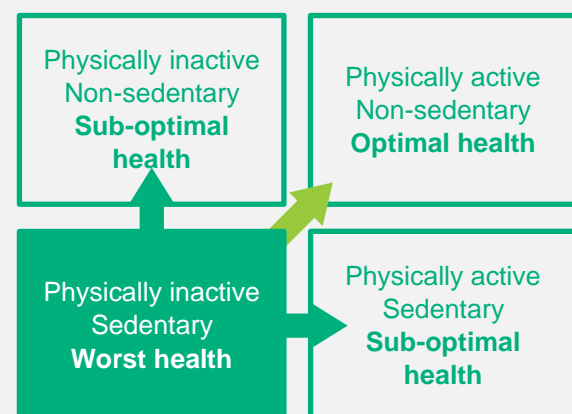
Irrespective of the accuracy issues, the above data sources have been selected as they represent the most current (as of 2020) benchmarking in physical activity related health indicators and active recreation participation. It also provides data specific to Yarra and is used to inform wider Yarra health and wellbeing planning.

Aligning to Yarra's Council Plan, physical activity data provides insight into the impact *Yarra Moves* has on contributing to a healthy and inclusive Yarra. The impact on wider Council objectives will be benchmarked against liveability indicators as reported in Yarra City Council's:

- Annual Customer Satisfaction Survey⁸
- Health and Wellbeing Status Reports.⁹

Embracing continuous improvement as a guiding principle, this strategy welcomes any sanctioned data sets developed in the future.

Diagram 4: Possible lifestyle behaviour patterns



Source: Moving Forward, Participation (2015)⁴

Objectives

2.5% of Australia's burden of disease is attributed to physical inactivity.¹⁰

55% attributed to sedentary behaviour.¹¹

42% attributed to low activity levels.¹¹

Context

Accessing and participating in physical activity that contributes to physical fitness, mental wellbeing and social interactions is a recognised human right, essential for individuals of all ages to lead healthy and fulfilling lives.¹²

It is widely reported people are not engaging in enough activity to benefit their health. In response, physical activity is now the focus of many local, state, national and global policies.

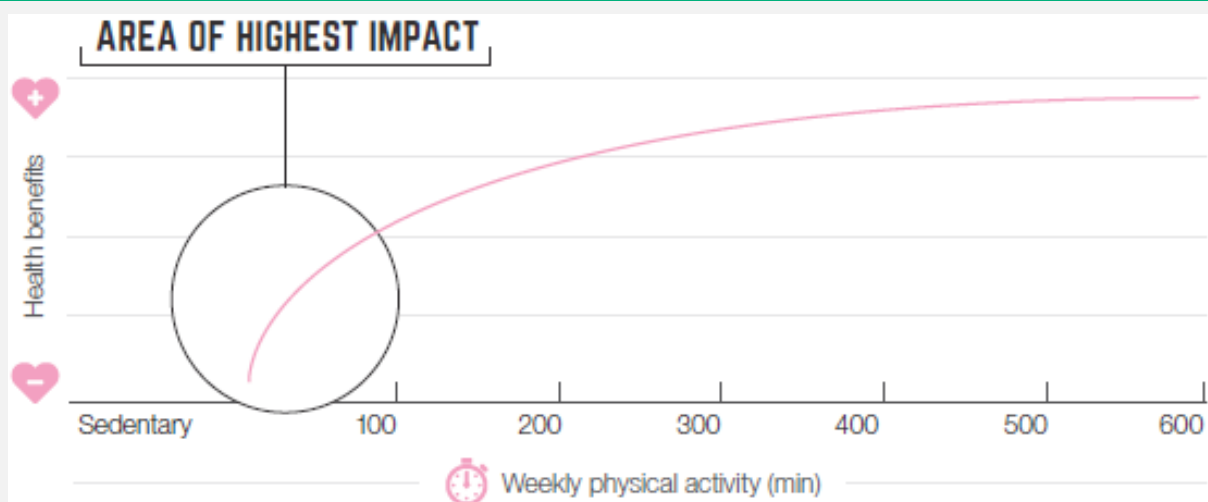
International research on physical activity levels ranks Australian adults at 93 of 161 countries¹³ and Australian youth at 127 of 133 countries.¹⁴ In Victoria inactivity levels are the second highest of all states and territories.⁶ Contemporary and relevant industry learnings from a range of environments are vital to understanding what is key to achieving physically active communities, for example, industries, transportation and civic pride through sporting events. This needs to be in conjunction with understanding which cohorts of Victorian adults and children disproportionality are inactive, and why.

Acknowledging the physical activity rates of Yarra's community (refer to *Table 1: Portion of population meeting physical activity guidelines*), Yarra's Council Plan outlines a strategic priority to, "Provide health promoting environments that encourage healthy eating and active living," in its commitment to creating a healthy and inclusive Yarra.¹⁵

From a health perspective, research shows the greatest gain in benefits can be achieved by activating those people that are currently inactive (as shown in *Diagram 5: Relationship between health and time spent active* graph below).^{16, 17, 18}

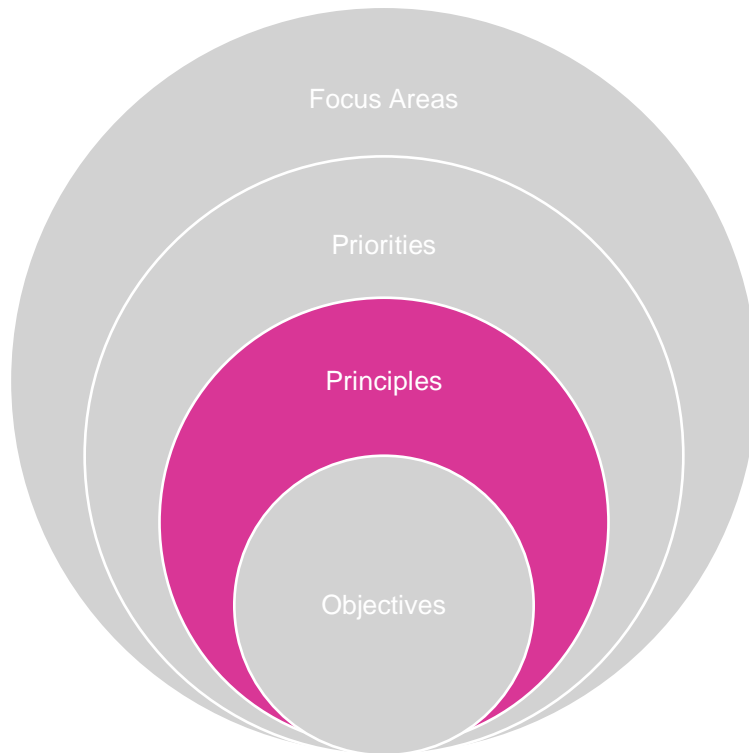
Yarra Moves drives health outcomes by supporting movement for all people at all stages of life. It highlights local government's role as a leader in making active living the cultural norm.

Diagram 5: Relationship between health and time spent active



Source: Towards an Active Nation, Sport England (2016)¹⁶

Principles



Inclusion

Equity of access ensuring all people can be physically active

Behaviour Change

Reframe daily physical activity as the social norm

Convenience

Make being physically active simple and enjoyable

Continuous Improvement

Learn, adapt and respond for ongoing positive outcomes

The principles provide a foundation for decision making, setting core guidelines to achieve the plan's objectives

Principles

Yarra Moves recognises the need for long term, sustainable cultural change to make physical activity a part of everyone's daily life. Achieving this cultural shift requires a commitment to:

- Inclusion;
- Behaviour change;
- Convenience; and
- Continuous improvement.

Inclusion

Inclusion is the fundamental right of all people to partake in physical activity regardless of individual circumstances.

Focusing equitable provision and inclusive access to physical activity in Yarra for community members who are at greater risk of inactivity, including:

- People experiencing addiction and substance abuse
- People from culturally and linguistically diverse backgrounds / communities
- Aboriginal and Torres Strait Islander peoples
- Females
- Older adults (people aged over 65 years)
- Children/youth (people aged 0 to 17 years)
- People with disabilities
- People who identify as lesbian, gay, bisexual, transgender, intersex, queer or questioning (LGBTIQ+)
- People experiencing mental illness
- People experiencing poor health
- People experiencing disadvantage due to:
 - Economic status
 - Level of education.

Yarra community insight

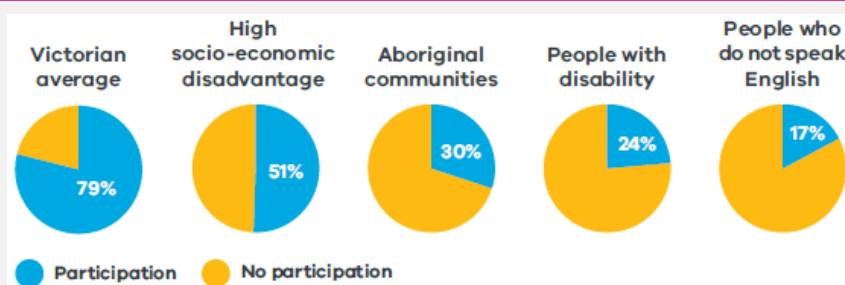
29% Yarra residents born overseas.³

23% Yarra residents speak language other than English at home.³

20% Yarra residents in lowest income quartile.³

4 out of 5 people with disability in Yarra are over 50 years old.⁴

Diagram 6: Lower levels of participation in sport and recreation



Source: Active Victoria, Sport and Recreation Victoria (2017)⁵

70% of Australians believe youth team sports are not safe or welcoming for LGB people.⁶

50% of transgender and intersex people felt unsafe in sporting environments.⁷

Yarra Moves identified opportunities for action

- Establish working groups to identify and deliver physical activity opportunities. Engage key stakeholders across the domains (home, work, school, etc.) and communities at greater risk of inactivity to collaborate on community driven solutions.
- Produce campaign resources that are informed by working groups to ensure messaging is accessible and representative.
- Ensure policies and procedures supporting people to be physically active are inclusive; in particular, for the community members who are at greater risk of inactivity.
- Continue to utilise and build on the opportunities, environments and people within Council that can support the equitable provision and inclusive access to physical activity in Yarra.

Principles

Behaviour change

Behaviour change in the context of public health is the process of influencing a person's attitudes and habits to prevent disease. For inactive populations, this change involves a series of lifestyle adjustments for physical activity to become a normal part of daily routines.

To positively influence activity throughout Yarra, a cultural shift is required at both community and individual levels. Active living needs to become a social norm and not an optional part of life reserved for leisure time.^{8,9} *Yarra Moves* priorities and focus areas are designed to have a significant impact on behaviour change.

Achieving meaningful behaviour change requires the understanding of individual:

- Motivations – the influences in people's lives that cause them to act a certain way
- Barriers – the influences in people's lives that hinder involvement or progress
- Influencers – those who are able to change the behaviour or thinking of someone.¹⁰

Yarra Moves identified opportunities for action

- Engage Council departments who have direct relationships and expertise across the wide range of life stages and circumstances in order to help facilitate a cultural shift and behaviour change in people's physical activity behaviours. Examples of Council branches/units include:
 - Maternal Child Health
 - Family, Youth and Children Services
 - Aged and Disability Services
 - Aboriginal Partnerships
 - Community Development.
- Engage external organisational partnerships and consultation with people who have firsthand experience within Yarra's community to provide an insight into the motivations, barriers and influencers that could be used to achieve meaningful behaviour change.
- Establish working groups to identify and deliver physical activity opportunities. Engage key stakeholders across the domains (home, work, school, etc.) and communities at greater risk of inactivity to collaborate on community driven solutions.
- Establish support structures that can apply a collaborative, consultative approach and facilitate key community driven solutions. An example of how this could be achieved might be through creating networks with external community organisations and Council departments to share ideas, success stories and work together to overcome barriers.
- Encourage positive behaviour change by establishing physical activity as a Yarra health and wellbeing priority through socialising *Yarra Moves*.
- Strategic and well-thought-out marketing and communication campaigns to have a greater impact on behaviour change in the community. Messaging is relevant and accessible to a wider proportion of the population.
- Establish a cultural change within the Yarra City Council as well as workplaces across Yarra with a focus on driving behaviour change, embedding active living and reducing sedentary behaviour. This cultural change can be achieved through a staff engagement program, marketing and communications campaign and resources to support staff to be more active.

Establishing healthy foundations

The transitions to and from secondary school are key life stages at which to influence behaviours that establish lifelong healthy habits.¹¹

Children who grow up playing sport are 10% more likely to remain active as adults.¹²

Principles

Behaviour change models

Behaviour change models are theories designed to explain how and why behaviour changes. The models provide insight of how to develop initiatives that are likely to positively influence the uptake and maintenance of physical activity. In *Attachment 1 – Yarra Moves Literature Review* two key behaviour change models are outlined (refer to *Diagram 16: COM-B model of behaviour change* and *Diagram 17: Transtheoretical model of Behaviour Change*).

Convenience

Convenience requires physically active choices to be both simple and enjoyable. Convenience can help movement become part of daily routines. It reduces the option of choosing not to be active, contributing to a cultural shift towards active lifestyles.

Many of the barriers identified (refer to *Table 12: Barriers to engaging in physical activity* in *Attachment 1 – Yarra Moves Literature Review*) can be overcome through ensuring physical activity is a convenient option at every stage of the day. Easy and enjoyable experiences also satisfy many of the identified motivations (refer to *Table 13: Motivating factors to engaging in physical activity* in *Attachment 1 – Yarra Moves Literature Review*) to being active.

Ensuring convenience underpins each of *Yarra Moves*' focus areas (opportunity, environment and people) can only improve all physical activity experiences for participants, deliverers and influencers at all stages of life.

Yarra Moves identified opportunities for action

- Review policies and strategies to help incorporate the concept of active lifestyles, rather than people needing to choose to be fit.
- Review and update the Recreation Unit policies to ensure physical activity is the focus rather than the traditional model of sport. This impacts convenience for people in Yarra by:
 - Having greater opportunities in Yarra for social sport, unstructured sport or sports that are less traditional
 - Having more diversity across the current sport and recreation clubs
 - Grants to clubs providing more opportunities for all people to be physically active.
- Continue to support active transport and making it convenient for people to walk, ride, scoot and skate as a means of transport.
- Provide infrastructure that makes active living a convenient option, such as paths, lighting, safety audits, etc.
- Develop and implement an engaging campaign and communication to support people to choose an active lifestyle, in particular those people who are at greater risk of inactivity.
- Implement initiatives within the Yarra City Council workplace that make active living a convenient option for all employees while working on site and at home.
- Provide support across Council to make physically active choices the convenient option across all programs, services and policies.

VicHealth insight

Those who do little or no physical activity are more likely to get active and stay active when the activity is social and unstructured and can be fitted into everyday life.²⁶

Principles

Continuous improvement

Continuous improvement is the ongoing improvement of products, services or processes in response to environmental, individual and organisational changes.

The long-term approach to this strategy considers Yarra's forecast population growth, which is projected to increase by more than 140% by 2031.²⁷ *Yarra Moves* caters for a changing and growing target audience through continuous improvement.

Continuous improvement will apply to the delivery and evaluation of *Yarra Moves* as both a strategic document and an action plan. In addition, continuous improvement applies to individual behaviours amongst Yarra's community. Individuals of all ages and abilities are encouraged to improve their own lives through physical activity and this in turn will contribute to the wider social shift towards active living.

Appropriate engagement and support in continually improving their health and wellbeing through physical activity should be given to all people, from the community members taking part in physical activity to those individual and organisations delivering services.

SportAus insight

39% of Australian sport participants use some form of wearable technology.¹²

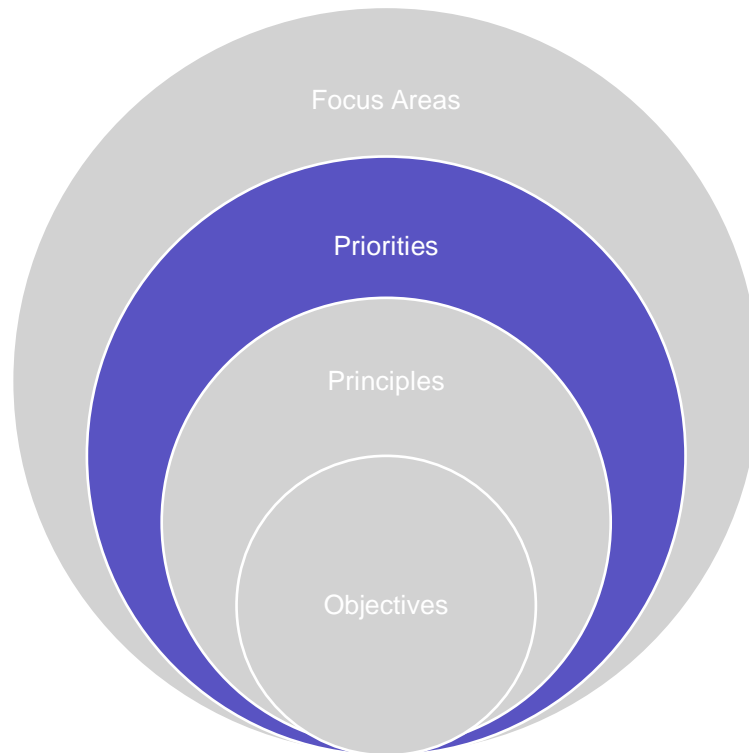
Yarra Moves identified opportunities for action

- Provide support through services, programs and campaigns via *Yarra Moves* to encourage people to take ownership of their decision-making to positively influence a culture of active living.
- Create collaborative working groups used to drive systematic continuous improvement.
- Complete physical activity audit/gap analysis to provide insight into what is currently available, what is needed and how the community engages with physical activity.
- Create workplace physical activity plan/staff engagement program for Yarra City Council employees that can be used as a case study for an active workplace.
- Ensure continuous improvement is embedded in the delivery of *Yarra Moves*, as well as the creation and review of the action plans.

UNESCO insight

Research, evidence and evaluation are indispensable components for the development of physical education, physical activity and sport.²

Priorities



The priorities identify the most important areas where Council can integrate the strategy's principles to positively impact active living

Culture

- Yarra supports active living
- Champion active role models
- Collaborative decision making

Proactivity

- Support existing service providers
- Address gaps in service delivery
- Develop policy for an active Yarra

Communication

- Open communication
- Promote active living
- Lifelong engagement

Impact

- Identify and engage at-risk people
- Design services to meet needs
- Target sedentary domains

Active Neighbourhoods

- Implement active design
- Activate underutilised space
- Increase walkability and cycling

Priorities

Yarra Moves addresses the need for a strategic approach to increasing physical activity levels in the community. Priorities are established to support the development of action plans that are aligned to the strategy's objectives and principles and address the strategy's focus areas.

The delivery of physical activity is impacted by many elements of local government operations, both directly and indirectly. Not all initiatives are able to be delivered. To ensure action plans are achievable and effective, within available budgets and resourcing, the below priorities will be used to inform decisions accordingly.

1. Culture

This priority concerns the shared values of Yarra City Council and the Yarra community that influence social norms.

Yarra Moves identified opportunities for action

- Demonstrate proactive, strong and consistent leadership in supporting physical activity.
- Position Yarra as a role model in active living, inspiring others.
- Share resources and collaborate with all stakeholders to deliver meaningful outcomes that are reflective of community needs.
- Review and update policies to reflect a culture that drives and support active living opportunities for all.
- Create working groups that drive a culture of collaborative decision making.
- Embed a culture of active living in the Yarra City Council workplace, influencing the wider community to see active living as the accepted social norm and reduce sedentary behaviour.

2. Proactivity

This priority concerns the conscious efforts to actively make a positive contribution to the health and wellbeing of people in Yarra, instead of responding to problems after they have occurred.

Yarra Moves identified opportunities for action

- Provide support to people, organisations and initiatives already providing physical activity opportunities, positively influencing active lifestyles throughout Yarra.
- Identify and address gaps in physical activity services.
- Develop policy that actively encourages people in Yarra to be physically active.

3. Communication

This priority concerns the exchange of information between all members of Yarra's community and the wider physical activity and health systems that impact active living.

Yarra Moves identified opportunities for action

- Ensure *Yarra Moves* campaigns and communication engages with the community and provides avenues for feedback.
- Raise the awareness of physical activity within Yarra by promoting opportunities and encouraging healthy lifestyles.
- Engage people throughout their lifetime, targeting trigger points at key life stages to encourage movement for life.
- Encourage collaboration amongst key stakeholders and the community on developing community led solutions to physical inactivity.
- Provide a portal to communicate the opportunities with Yarra to be physically active.

Priorities

4. Impact

This priority concerns the level of influence, or strength of effect that initiatives have on people's behaviour.

Yarra Moves identified opportunities for action

- Identify and engage underrepresented and at-risk community groups.
- Support a range of tailored services that meet the various needs of Yarra's diverse community.
- Facilitate behaviour change to reduce time spent sedentary at home, place of learning, work and commuting.
- Utilise resources currently available to have an immediate impact on physical activity outcomes.
- Engage stakeholders who understand the barriers faced by Yarra's most at risk.
- Engage vulnerable communities in campaigns and promotions that are meaningful to them.
- Use the physical activity service audit and gap analysis to inform initiatives that will have the greatest impact.

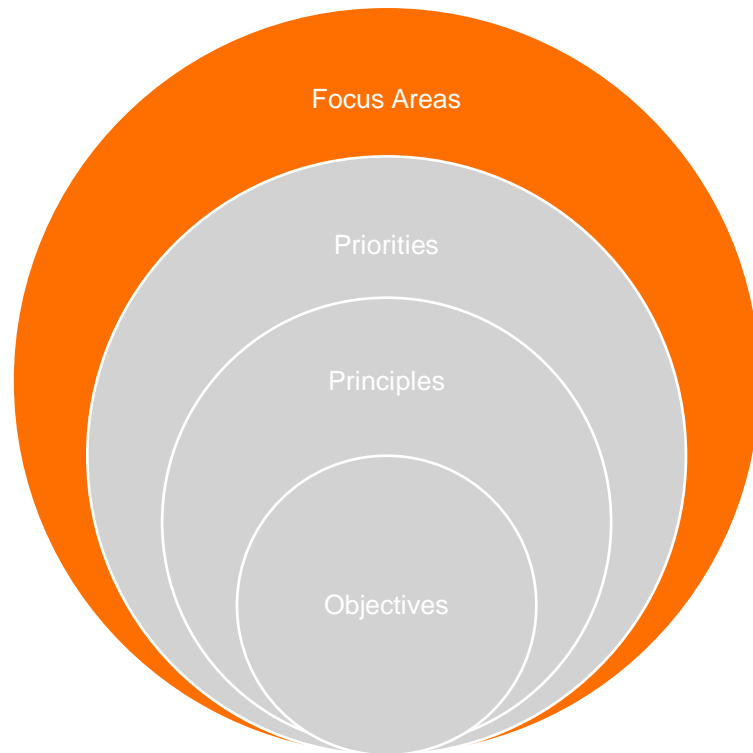
5. Active Neighbourhoods

This priority concerns the development of safe, accessible and well-connected neighbourhoods that optimise and encourage active transport.

Yarra Moves identified opportunities for action

- Promote active design to ensure physical activity is safe, enjoyable and convenient.
- Encourage and support greater walkability and cycling throughout Yarra.
- Introduce the concept of active neighbourhoods by bringing a range of service providers together to collaborate on holistic solutions.
- Identify the various needs for development of active neighbourhoods through Yarra by completing an open space audit.
- Influence the consideration of active neighbourhoods in planning by influencing key decision makers through first-hand experience.

Focus Areas



The focus areas reflect the key roles of local government where the strategy's priorities can best influence physical activity

Opportunity

Services

People-centric service design, delivery and promotion

Policy

Council policy supports and encourages physically active lifestyles

Environment

Infrastructure

Environments encourage movement

Domains

Movement happens wherever people live, work, learn and play

People

Relationships

Connecting with others to achieve more physically active lifestyles

Deliverers

People that facilitate and influence physical activity are supported

Focus Areas

Yarra Moves highlights the role local government can play in increasing physical activity. Council is able to impact the community by directly influencing:

- Opportunity;
- Environment; and
- People.

Informed by *Yarra Moves* priorities, all focus areas are important and interconnected when developing action plans. Success depends on holistic approaches to engaging people in physical activity.

Opportunity

This focus area acknowledges that time and circumstances affect people's ability to be physically active. It highlights how local government can positively impact these factors to encourage more movement through the availability and influence of appropriate:

- Services; and
- Policy.

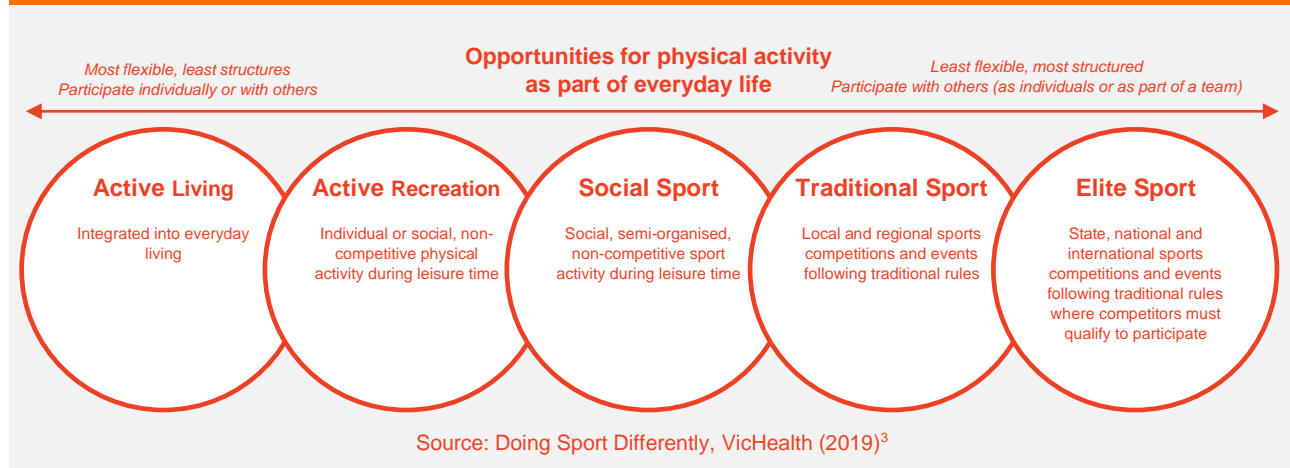
SportAus insight

Every Australian, at all stages of their life regardless of gender, ability or ethnicity, and no matter where they live, are able to undertake the exercise they need and want in a safe, fun and inclusive way, whether it is through sport or other types of activity.¹

Services

Services are the supply and promotion of a public need (e.g. amenities) and/or actions (e.g. health screening) that assist people to engage in physical activity.

Diagram 7: Doing sport differently



Focus Areas

Yarra Moves identified opportunities for action

- Delivery of a physical activity service audit.
- Identify and address gaps in service delivery, such as physical activity opportunities that are aligned with the principles of active living.
- Better promotion of all opportunities for people to be active. Initiatives need to be supported by appropriate messaging to be successful including:
 - Simple, clear, coordinated and accessible messaging helps to ensure people are aware of all opportunities to be active within and around Yarra and how to access those opportunities; and
 - Messaging addresses a range of emotional motivations and promotes the overall experience of any activity, not just the health benefits.
- Informal promotion driven by community members and role models. The strength of informal relationships (refer to Focus Area - *People*, page 26), indicates that information conveyed by personal or community influencers is more likely to be heard and resonate than if communicated directly by Council. This concept is pivotal for reaching people who are unlikely to be connected with opportunities by traditional means such as those who do not have access to mainstream technology, or those who have difficulty accessing official publications.
- Facilitate collaboration between Council and community and reliance on wider, interconnected systems to drive success as opposed to a top-down approach to positive behaviour change.
- Embrace people-centric service design, delivery and promotion by proactively seeking community driven solutions. Solutions should be focused on providing more opportunities for physical activity as part of everyday life.

SRV insight

In Victoria 80% of time spent participating in exercise, sport and recreation is active recreation.²

Policy

Policy is a set of formal principles formulated and/or adopted by Council to communicate and deliver on strategic intent, guiding community life in Yarra.

Yarra Moves identified opportunities for action

- Embed physical activity in all policy development and operational practices. This involves periodic review of policy and re-imagining of structures to ensure access and benefits are available for everyone to be physically active.
- Ensure policy is reviewed, updated and representative of the community's needs.
- Utilise Council policy to enact positive change in the delivery of physical activity services.
- Support all Council departments in embedding physical activity outcomes into policy and planning.
- Formalise workplace policy to positively influence people's uptake of physical activity and reduce sedentary behaviour.

Sport England insight

Do it with us, not to us.⁵

Focus Areas

Environment

This focus area acknowledges the design of Yarra and how people interact with their surroundings. The strategy emphasises the need for the physical elements of Yarra to be designed for movement. It also encourages the community to prioritise movement in all spaces and places. The environment can be influenced via:

- Infrastructure; and
- Domains.

Vic Gov insight

Active neighbourhoods foster positive social connections, promote feelings of safety and belonging, stimulate local business activity and can reduce the environmental impacts associated with car emissions and traffic congestion.⁶

Infrastructure

Infrastructure is the combined built and natural environments. *Yarra Moves* calls for infrastructure that facilitates safe, enjoyable and convenient active lifestyles.

To address Yarra's forecast population growth (>140% in 15 years⁷), Yarra's infrastructure needs to cater for daily activity in an environment that faces competing demand for access. *Yarra Moves* supports the principles for 20-minute neighbourhoods (refer to Diagram 8: *20 minute Neighbourhood*) enabling all people to meet most everyday needs within a 20-minute journey from home by active transport.⁸

Yarra community insight

56% Yarra residents felt safe walking after dark.⁹

46.5% Yarra residents felt they live in a close-knit neighbourhood.¹⁰

46% Yarra residents live in a flat or apartment.¹¹

Yarra Moves identified opportunities for action

- Delivery of an open space audit.
- Use the results from the audit to better utilise the available spaces and places throughout Yarra as places for people to be active.

Focus Areas

Diagram 8: 20 minute neighbourhood



Source: Plan Melbourne, Victorian Government (2017)⁸

Domains

Domains refer to the different aspects of life where physical activity occurs. They are the spaces and places that people engage with and are influenced by social norms.

With more than 320,000 trips made within Yarra on any given weekday¹², active transport has a significant role in improving the overall health and wellbeing of Yarra's community. Exchanging sedentary modes of transport for active travel not only provides an opportunity for daily physical activity, but also reduces the amount of carbon emissions that contribute negatively to climate change.

This focus area seeks to embed physical activity as the norm within all domains including:

- Aged care
- Community hubs
- Health care
- Homes
- Leisure
- Places of learning
- Sport
- Travel
- Workplaces.

Yarra community insight

49% Yarra residents rent properties.⁹

15% of Yarra workers live in Yarra.¹⁰

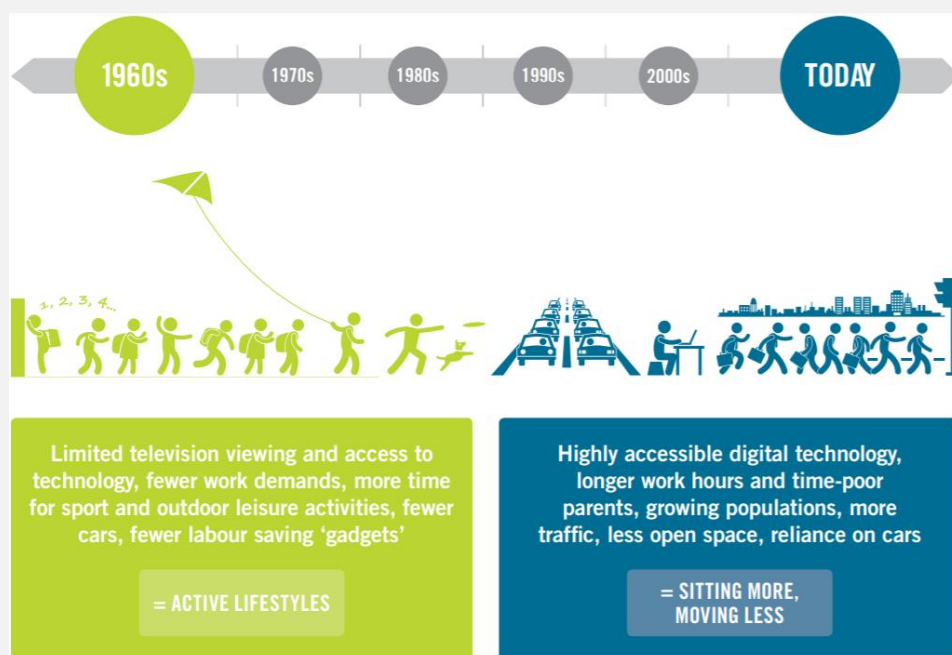
20% Yarra households have no car.⁹

Focus Areas

Yarra Moves identified opportunities for action

- Identify opportunities for relationship building within each domain.
- Development of strong relationships between stakeholders from multiple domains to drive informed, people-centric services and policy.
- Better understand how messaging can be delivered effectively in each domain.
- Deliver a series of initiatives promoting physical activity in the workplace, a domain associated with sedentary behaviour.

Diagram 9: Active for life



Source: Active for Life, VicHealth (2014)¹³

Focus Areas

People

This focus area acknowledges all the people of Yarra and the role everyone has in positively influencing behaviour towards an active society. It recognises Council as a leading community partner to combat inactivity. The influence of people is explained through:

- Relationships; and
- Deliverers.

Relationships

Relationships describe how people or organisations are connected. Relationships can be formal, or informal and can assist in identifying the influencers in a person's life that can positively impact individual behaviour change.

Yarra Moves identified opportunities for action

- Deliver physical activity initiatives in cooperation with both formal and informal networks to have the greatest possible impact on delivering positive community health and wellbeing outcomes.
- Identify opportunities for relationship building within each domain.
- Conduct audits of services and establish appropriate relationships to address identified gaps.
- Influence deliverers to consider the needs of a wider target audience and support them in building strong community relationships.
- Strengthen relationships with community leaders and deliverers by supporting health promotion in a meaningful way.
- Identify key stakeholders that can positively influence increased physical activity levels across Yarra and develop the tools to best facilitate outcome focussed working groups.
- Facilitate key community representatives in collaborating on developing community driven solutions to achieving common health and wellbeing goals through physical activity. *Yarra Moves* champions the sharing of knowledge and resources amongst networks to achieve optimum results. Networks that can positively influence physical activity include:
 - Aged care services
 - Arts
 - Community organisations
 - Disability services
 - Faith based organisations
 - Government - local, regional, state and national
 - Health sector / health care
 - Informal relationships
 - Media
 - National / state sport governing bodies
 - Neighbourhood houses
 - New and emerging industries
 - Physical activity / leisure / recreation organisations
 - Private sector / commercial businesses
 - Schools, including early learning, primary, secondary and tertiary institutions
 - Social care services
 - Sport clubs
 - Transportation
 - Users / customers / community / individuals
 - Women's health services
 - Workplaces.

Focus Areas

Deliverers

Deliverers are the people and organisations that directly facilitate and influence physical activity opportunities within the community. Examples include coaches, officials, administrators, facilitators and support people that provide physical activity services. They take many forms, from Council employees to private providers and community volunteers. Whether the deliverer is a professional or not, *Yarra Moves* supports the recruitment, retention and training of this vital cohort.

Yarra Moves identified opportunities for action

- Deliverers are considered in any initiative developed through the implementation of *Yarra Moves*:
 - A stronger physical activity workforce (paid or unpaid) can strengthen the opportunities for the community to engage in meaningful physical activity
 - The principle of *inclusion* must be applied to deliverers as much as possible to ensure that people facilitating physical activity in Yarra are representative of the community they are supporting.
- Provide strategic support to facilitators of informal physical activity opportunities such as those that promote active living. These could be facilitators of social sport, neighbourhood house activities, gardening workshops, opportunities provided in aged care, carers and support people.
- Influence deliverers to consider the needs of a wider target audience and support them in building strong community relationships.
- Build working groups to support deliverers through an engaged network of stakeholders.
- Create a marketing campaign to support health promotion and the work of deliverers in a meaningful way.
- Utilise first-hand experience of Yarra City Council workplace physical activity plan/staff engagement program to support other workplaces (deliverers) in Yarra.

*VicHealth
insight*

Deliverers are the most vital person to participants' experience and retention.³

*SportAus
insight*

> 1.8 million Australians volunteer in the sport sector.¹

*SportAus
insight*

Sport volunteers contribute \$50 billion dollars a year to Australia's economy.¹

Conclusion

Yarra City Council is committed to a healthy and inclusive Yarra and physical activity is a known contributor to a number of positive health and wellbeing outcomes.

At the time of developing *Yarra Moves*, half the adult population, and five out of six young teens in Yarra do not meet the recommended guidelines for physical activity. The risks associated with inactivity are heightened in Yarra where levels of sedentary behaviour are of specific concern. Two in five adults spend more than seven hours sedentary each weekday and half of the year eight students in Yarra do not meet the recommendation for avoiding sedentary behaviour.

The overarching vision of *Yarra Moves* is for Yarra to become synonymous with active living; a place where all people can enjoy an active and healthy lifestyle. In order to influence the shift in social behaviours and norms so that active living will become straightforward and embraced in the community, the key **objectives** of the strategic framework include:

- Increase proportion of population that is physically active;
- Reduce sedentary behaviour; and
- Support lifelong healthy habits for optimal health.

All initiatives are to be guided by strategic **principles**, planning **priorities** and local government **focus areas** to ensure that meaningful change can be achieved in creating an active Yarra.

The **principles** provide a foundation for decision making, setting core guidelines to achieve the plan's objectives through:

- Inclusion will drive the allocation of resources to ensure all people can participate in physical activity, regardless of individual circumstance;
- Behaviour change will drive the cultural shift towards active living;
- Convenience will ensure that active choices are a simple and enjoyable option for all; and
- Continuous improvement will be sought in all aspects of the provision, ongoing development and participation of physical activity in Yarra.

The **priorities** identify the most important areas where Council can integrate the strategy's principles to positively impact active living by developing actions that:

- Focus on establishing a culture of active living throughout Yarra;
- Proactively address positive health and wellbeing outcomes through physical activity;
- Are supported by appropriate communication to ensure the community is informed and engaged.
- Positively impact behaviour that supports active living; and
- Contribute to active neighbourhoods that are safe, accessible and well-connected optimising and encouraging active transport.

The **focus areas** reflect the key roles of local government where the strategy's priorities can best influence physical activity:

- Opportunities will exist for all people to access and participate in physical activity. Council's influence on services and policy will ensure there is always the opportunity to be active;
- Environments will enable people to be active in all the spaces and places they interact with every day. Council's influence on the infrastructure and domains throughout Yarra will ensure the environment always encourages physical activity; and
- People of Yarra will contribute to active living at all stages of life. Council's influence on formal and informal relationships and the deliverers of physical activity services will ensure that the community is always valued as a key contributor to an active Yarra.

Through collaborative and flexible action planning, *Yarra Moves* will guide a cultural change towards active living that results in an increase in physical activity levels and less sedentary behaviour throughout Yarra.

Glossary

Active design: Designing the built environment and surrounding landscape in a manner that encourages physical activity.

Active living: Incorporating physical activity into daily routines.

Active neighbourhoods: Safe, accessible and well connected neighbourhoods that optimise and encourage active transport.

Active recreation: Leisure time physical activity undertaken outside of structured competition sport (e.g. walking, jogging, gym, dance, nature-based outdoor activity, social sport and active play).

Active transport: Travel modes that involve physical activity, such as walking, cycling, scooting and skating and includes any incidental activity associated with using public transport.

Australian Public Service Commission: A small policy agency within the Department of Prime Minister and Cabinet that is dedicated to making genuine advancements in the way the Australian Public Service workforce operates. See apsc.gov.au.

Barriers: The influences in people's lives that hinder involvement or progress.

Behaviour change: In the context of public health, is the process of influencing a person's attitudes and habits to prevent disease. For inactive populations, this change involves a series of lifestyle adjustments for physical activity to become a normal part of daily routines.

Change Our Game: A Victorian Government initiative working to level the playing field for women and girls in sport and active recreation. See changeourgame.vic.gov.au.

Chronic disease: Refer to *non-communicable disease*.

Cognitive function: Processes of the brain including memory, learning, attention, problem solving and decision making amongst others.

Communication: The exchange of information between all members of Yarra's community and the wider physical activity and health systems that impact active living.

Communities of practice: Collaborative networks of experts, professionals, service providers, volunteers and community representatives striving for a shared outcome. They enable the ongoing sharing of knowledge, ideas and experience that generate continuous improvement.

Continuous improvement: The ongoing improvement of products, services or processes in response to environmental, individual and organisational changes.

Convenience: Requires physically active choices to be both simple and enjoyable.

COVID-19: Novel coronavirus declared a global pandemic in 2020 that caused a number of government mandated restrictions throughout Australia and Victoria.

Culture: The shared values of Yarra City Council and the Yarra community that influence social norms.

Deliverers: The people and organisations that directly facilitate and influence physical activity opportunities within the community.

Domains: The different aspects of life where physical activity occurs.

Equity of access: Ensuring all people have full and equal access to information and services regardless of their personal circumstances. Refer also *substantive equality*.

Health: A state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.

Impact: The level of influence, or strength of effect that initiatives have on people's behaviour.

Inclusion: The fundamental right of all people to partake in physical activity regardless of individual circumstances.

Glossary

Influencers: Those who are able to change the behaviour or thinking of someone.

Infrastructure: The combined built and natural environments.

Liveability: Combination of all aspects of a community that contribute to the quality of life experienced by those living there.

Motivations: The influences in people's lives that cause them to act a certain way.

Non-communicable disease: Non-transferrable, long lasting conditions with persistent effects.

Physical activity: Any activity that gets your body moving and expends energy – that is, makes your breathing become quicker and your heart beat faster.

Physical literacy: Physical literacy is the integration of physical, psychological, cognitive and social capabilities that help us live active, healthy and fulfilling lifestyles. Put simply, physical literacy is the skills, confidence and motivation to move for life.

Policy: A set of formal principles formulated and/or adopted by Council to communicate and deliver on strategic intent, guiding community life in Yarra.

Premature mortality: Deaths that occur at an age earlier than a selected cut-off (for this analysis, deaths among people aged under 75 years in Australia are considered premature).

Preventative health: Encouraging people to lead a healthier lifestyle to prevent disease.

Proactive: The conscious efforts to actively make a positive contribution to the health and wellbeing of people in Yarra, instead of responding to problems after they have occurred.

Relationships: How people or organisations are connected.

Sedentary (behaviour): Any behaviour outside of sleep that involves no physical activity causing little energy expenditure and posing health risks.

Services: The supply and promotion of a public need (e.g. amenities) and/or actions (e.g. health screening) that assist people to engage in physical activity.

Social isolation: The state of having minimal contact with others.

Social norms: The informal rules that govern behaviour in society.

Sport Australia (formally the Australian Sports Commission): Australian Government agency responsible for supporting and investing in sport. See sportaus.gov.au.

Sport England: An arms-length body of government responsible for growing and developing grassroots sport and getting more people active across England. See sportengland.org.

Sport and Recreation Victoria: A Victorian Government agency dedicated to supporting Victoria's sport and recreation sector and inspiring Victorians to get active. See sport.vic.gov.au.

Substantive equality: Acknowledging that policy may indirectly contribute to unequal access for disadvantaged and marginalised community groups by addressing specific needs to support those who would otherwise have difficulty accessing services. Refer also *equity of access*.

Systemic change: All components of a wider (health/physical activity) system are interconnected and change is required within each to make a meaningful impact.

This Girl Can: A Sport England initiative that celebrates active women who are doing their thing no matter how they do it, how they look or even how sweaty they get. VicHealth have licensed the campaign and are delivering it in Victoria. See www.thisgirlcan.co.uk or thisgirlcan.com.au.

UNESCO: The United Nations Educational, Scientific and Cultural Organization; it seeks to build peace through international cooperation in education, the sciences and culture. See en.unesco.org.

Glossary

Universal design: The process of designing products and environments to be used by everyone, to the greatest extent possible, without the need for adaptation or specialised design.

VicHealth (the Victorian Health Promotion Foundation): A world-first health promotion foundation, focused on promoting good health and preventing chronic disease in Victoria. See vichealth.vic.gov.au.

VicSport: The peak body for sport and active recreation in Victoria, who work closely with the Victorian Government to promote the many benefits organised sport has to offer. See vicsport.com.au.

Walkability: How friendly and conducive an area is to walking. Factors influencing walkability include presence or absence and quality of footpaths, traffic and road conditions, land use patterns, accessibility for prams, wheelchairs and scooters, and safety, among others.

Wellbeing: A combination of health factors that determines a person's perception of themselves and their life, often associated to happiness and life satisfaction.

Women in Sport (UK): A UK charity with the goal of giving every woman and girl in the United Kingdom the opportunity to experience the transformational rewards of sport. See womeninsport.org.

Working groups: Coordination of various stakeholders that can contribute to specific initiatives addressing identified challenges or gaps in service provision.

World Health Organisation: The directing and coordinating authority in global public health within the United Nations system. See who.int.

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Thank you

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Attachment 1 – Literature Review

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Attachment 1 – Literature Review

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Introduction

Physical activity has been heavily researched on a global scale. Majority of health organisations and global policy makers agree on the evidence based recommendations for the amount of physical activity people should undertake for optimal health benefits. For this reason, the following literature review does not seek to identify new research to support or oppose what has already been found. This literature review focuses primarily on policy and strategy from the leading health authorities, sport and recreation bodies and governments within Australia and internationally. The literature review provides direction for Yarra City Council (Yarra) to develop a strategic framework best suited to the needs of the local community, whilst supporting the wider, coordinated efforts in regional, state, national and global contexts.

To assist with readability the following lists have been provided prior to the literature review:

- An acronym and abbreviation list for guidance on the full name of any organisation referred to throughout the review.
- A glossary providing definitions of a number of key words and phrases referred to throughout the review.

A complete reference list has also been provided at the conclusion of the literature review to encourage further research into physical activity.

Attachment 1 – Literature Review

Acronym and abbreviation list

AIHW: Australian Institute of Health and Welfare

AMA: Australian Medical Association

ASF: Australian Sports Foundation

Brown et al: Brown WJ, Bauman AE, Bull FC & Burton NW

Canadian Gov: Canadian Government

CoA: Commonwealth of Australia

CSEP: Canadian Society for Exercise Physiology

CSIRO: Commonwealth Scientific and Industrial Research Organisation

DoHA: Department of Health and Ageing

DoH: Department of Health

DoT: Department of Transport

DHHS: Department of Health and Human Services

Heart Foundation: National Heart Foundation of Australia

HHS: Department of Health and Human Services (USA)

HM Gov: Her Majesty's Government (UK)

.id: .id consulting pty ltd

IMAP: Inner Melbourne Action Plan Implementation Committee

Kahn et al: Kahn EB, Ramsey LT, Brownson R, Heath GW, Howze EH, Powell KE, Stone EJ, Rajab MW, Corso P

O'Neal et al: O'Neal P, Barnett N, Hanlon C, Jacobs K, Jones M, Keating M, McAllion M, Rechter J, Talalla D

PLA: Parks and Leisure Australia

Reece et al: Reece LJ, McInerney C, Blazek K, Foley BC, Schmutz L, Bellew B & Bauman AE

SGS: SGS Economics and Planning

SportAus: Sport Australia

SRV: Sport and Recreation Victoria

Strath et al: Strath SJ, Kaminsky LA, Ainsworth BE, Ekelund U, Freedson PS, Gary RA, Richardson CR, Smith DT & Swartz AM

UE: Urban Enterprise

UN: United Nations

UNESCO: United Nations Educational, Scientific and Cultural Organisation

Vic Gov: Victorian Government

VicHealth: Victorian Health Promotion Foundation

WHO: World Health Organisation

WiS: Women in Sport

Yarra: Yarra City Council / City of Yarra

Attachment 1 – Literature Review

Literature Review Glossary

Active design: Designing the built environment and surrounding landscape in a manner that encourages physical activity.

Active living: Incorporating physical activity into daily routines.

Active neighbourhood: Safe, accessible and well connected neighbourhoods that optimise and encourage active transport.

Active recreation: Leisure time physical activity undertaken outside of structured competition sport (e.g. walking, jogging, gym, dance, nature-based outdoor activity, social sport and active play).

Active transport: Travel modes that involve physical activity, such as walking, cycling, scooting and skating and includes any incidental activity associated with using public transport.

Barriers: The influences in people's lives that prevent them from taking part in physical activity.

Behaviour change: The process of influencing a person's attitudes and habits to make physical activity an instinctive part of their daily routine.

Burden of disease: Measures the impact of living with illness and injury and dying prematurely.

Chronic disease: Refer to *Non-communicable diseases*.

Cognitive function: Processes of the brain including memory, learning, attention, problem solving and decision making amongst others.

Communities of practice: Collaborative networks of experts, professionals, service providers, volunteers and community representatives striving for a more active society.

Cultural norms: Refer to *Social norms*.

Deliverers: The people that facilitate physical activity opportunities within the community.

Domains: The facets of life where physical activity occurs.

Health: A state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.

Incidental physical activity: Unstructured activity taken during the day, such as walking for transport, housework and the performance of activities of daily living.

Inclusion: The fundamental right of all people to partake in physical activity regardless of their individual circumstance.

Influencers: Those who are able to change the behaviour or thinking of someone.

Intensity: How hard a person works during physical activity. Typically, intensity is described as:

- **Light:** Any activity involving body movements requiring little effort that does not elicit a noticeable increase in heart rate or breathing;
- **Moderate:** Any activity involving body movements requiring some effort causing heavier breathing, an increased heart rate and little sweat; and
- **Vigorous:** Any activity involving body movements requiring significant effort causing heavy, often loss of breath, an increased heart rate and sweat.

Liveability: A combination of all aspects of a community that contribute to the quality of life experienced by those living there.

Motivations: The influences in people's lives that cause them to act a certain way.

Non-communicable diseases: Non-transferrable, long lasting conditions with persistent effects.

Physical activity guidelines: The minimum levels of physical activity required for health benefits.

Physical activity: Any activity that gets your body moving and expends energy – that is, makes your breathing become quicker and your heart beat faster.

Attachment 1 – Literature Review

Physical literacy: Physical literacy is the integration of physical, psychological, cognitive and social capabilities that help us live active, healthy and fulfilling lifestyles. Put simply, physical literacy is the skills, confidence and motivation to move for life.

Premature mortality: Deaths that occur at an age earlier than a selected cut-off (for this analysis, deaths among people aged under 75 years in Australia are considered premature). (AIHW, 2016).

Sedentary behaviour: Any behaviour outside of sleep that involves sitting or lying down with little energy expenditure.

Social isolation: The state of having minimal contact with others.

Social norms: The informal rules that govern behaviour in society.

Sport: All forms of physical activity that contribute to physical fitness, mental well-being and social interaction.

Universal design: The process of designing products and environments to be used by everyone, to the greatest extent possible, without the need for adaptation or specialised design.

Walkability: How friendly and conducive an area is to walking. Factors influencing walkability include presence or absence and quality of footpaths, traffic and road conditions, land use patterns, accessibility for prams, wheelchairs and scooters, and safety, among others.

Wellbeing: A combination of health factors that determines a person's perception of themselves and their life, often associated to happiness and life satisfaction.

Attachment 1 – Literature Review

Yarra Moves - Literature review

1. Life in Yarra

1.1. Living in Yarra

Yarra's Health and Wellbeing Status Report (2016), Access and Inclusion Strategy (2018) and Urban Enterprise's (UE) Background Report (2019) provide insight into the people that make up the municipality. The following statistics indicate the proportion of the Yarra community that are traditionally underrepresented in physical activity participation (discussed in more detail later in this review):

- 29% born overseas
- 23% speak language other than English at home
- 11% social housing renters
- 20% in lowest income quartile
- Pockets of disadvantage exist within Yarra (in Collingwood and Fitzroy) with higher unemployment, underemployment and low income households
- 1% homeless in Yarra
- 0.3% Aboriginal and Torres Strait Islander peoples
- 4.4% same sex couples
- 14.8% people with disability
- 3.8% need assistance with core activities (disability / elderly)
- 7.2% unpaid carers assisting their family members
- 14% do not have internet connection.

As the 6th most advantaged Council in Victoria based on Socio-Economic Indexes for Areas (SEIFA) ratings, Yarra is also represented by:

- 45% bachelor degree or higher
- 30% household income over \$2,500 per week.

This diversity of individual circumstances presents different challenges and opportunities to enable increased levels of physical activity.

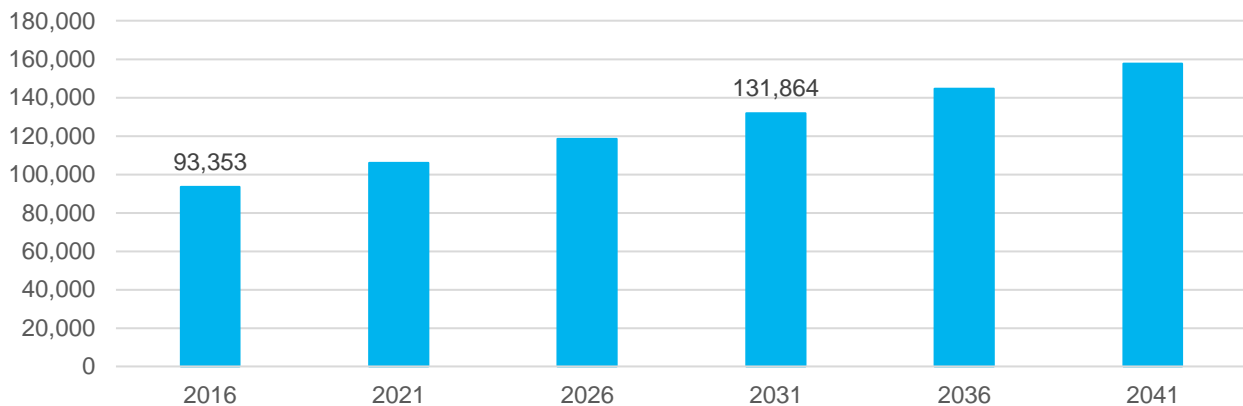
Given Yarra's location in proximity to Melbourne CBD and access to public transport, a key trait of Yarra's population is that it is relatively transient:

- 49% renters
- 15% of workers live locally in Yarra
- 20% no car households.

Forecasts from id, the Population Experts (2018) indicate Yarra's population is expected to grow by more than 140% between 2016 and 2031. Such growth will place greater demand on infrastructure and service delivery. This is the case regarding capacity as well as competing use. A success factor of the physical activity plan is its ability to cater for a growing and changing Yarra community.

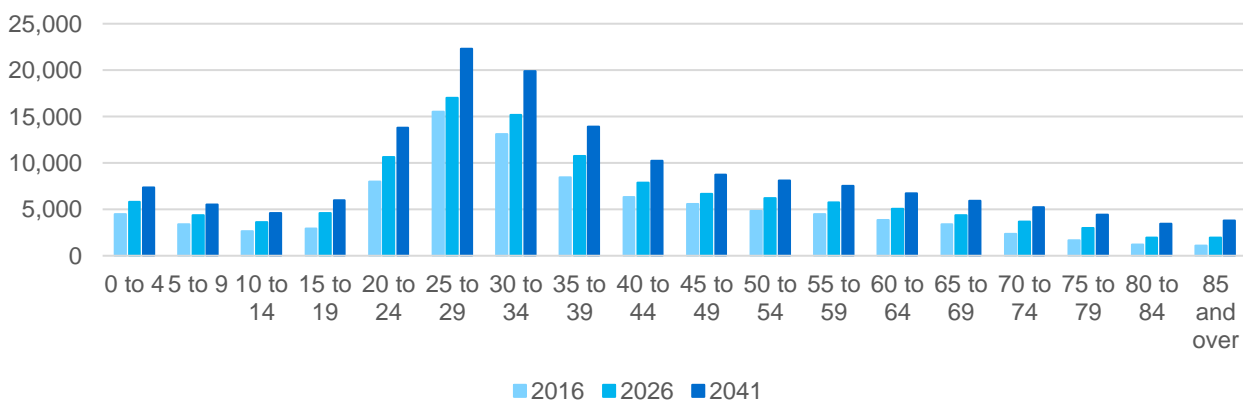
Attachment 1 – Literature Review

Diagram 10: Yarra Forecast Population Growth



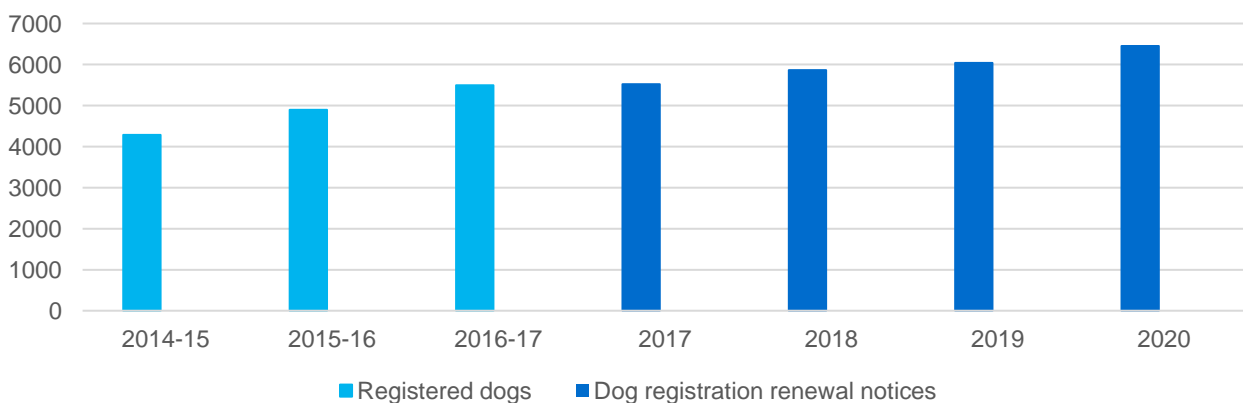
Source: .id, the Population Experts (2018)

Diagram 11: Yarra Forecast Age Structure



Source: .id, the Population Experts (2018)

Diagram 12: Yarra Dog Registrations



Source: City of Yarra Domestic Animal Management Plan, Yarra City Council (2017)
 Source: Compliance and Parking Services Officer, Yarra City Council (2020)

Attachment 1 – Literature Review

1.2. Working in Yarra

UE's (2019) Background Report provides insight into Yarra's workforce. Key findings of the report regarding Yarra's workforce are:

- 43% of occupations are professionals
- 17% are managers
- Yarra is a diverse and dynamic economy; driven by four key areas:
 - Knowledge Industries - Professional, Scientific & Technical Services, Financial & Insurance Services, Information Media & Telecommunications
 - Creative Industries - Arts and Recreation Services, Manufacturing, Wholesale Trade and Retail
 - Public Sector - Education and Training, Health Care & Social Assistance, Public Administration & Safety
 - Population-Driven - Retail, Hospitality, Personal Services, Tourism, Construction, Transport.

The report highlights the high percentage of the economy that is professional, and knowledge based. These industries typically place people at a greater risk of sedentary behaviour during their workday compared to manual labour-intensive industries. This puts emphasis on the importance of developing physical activity initiatives in these environments.

1.3. Visiting Yarra

Visitors were identified in UE's (2019) research as a segment of the population that play a significant role in Yarra's community. With upwards of 900,000 visitors per annum, physical activity opportunities need to cater for their needs. Key findings include:

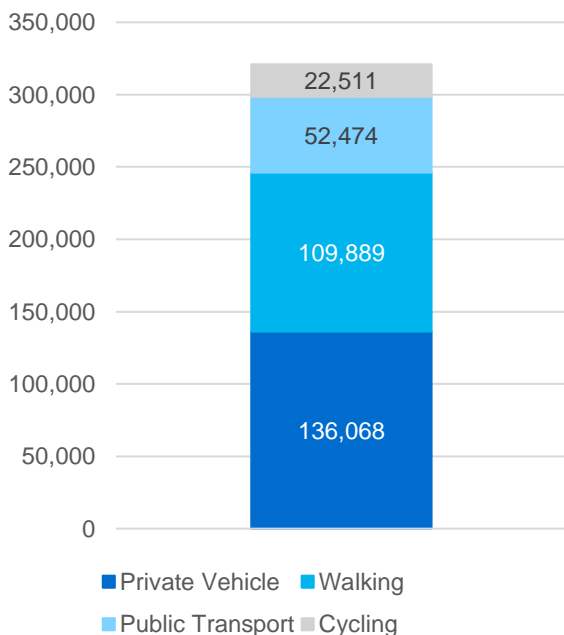
- Total visitation to Yarra has more than doubled since 2009, increasing by approximately 450,000 visitors per annum;
- The most significant growth has occurred in the day trip visitor market, attracting an additional 312,000 annual visitors between 2009 and 2018, at an average growth rate of 10% per annum; and
- Daytrip visitation to Yarra is largely driven by the hospitals in the municipality, with 20% of day trips occurring due to medical related reasons.

1.4. Transport in Yarra

Department of Transport (DoT) (2018) statistics provide a snapshot of the ways in which people travel to and within Yarra emphasising the need to support an active transport network. DoT's survey results indicate that more than 320,000 trips are made through Yarra each weekday with 50-60% of trips utilising public or active transport.

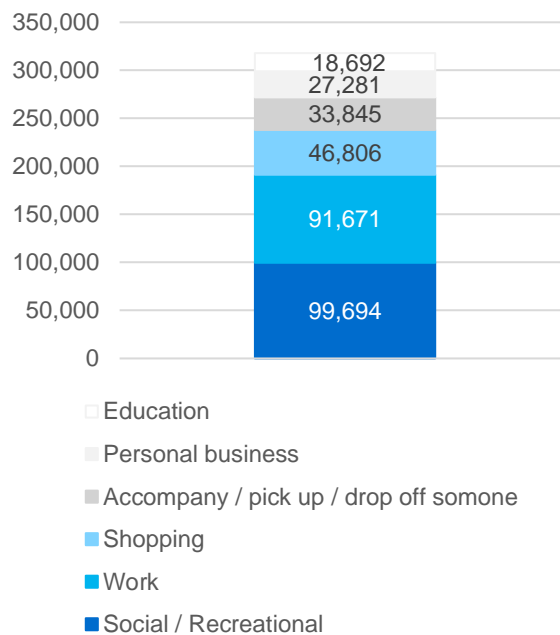
Attachment 1 – Literature Review

Diagram 13: Number of trips by transport mode (2018)



Source: Victorian Integrated Survey of Travel & Activity, Department of Transport (2018)

Diagram 14: Number of trips by purpose (2018)



Source: Victorian Integrated Survey of Travel & Activity, Department of Transport (2018)

Attachment 1 – Literature Review

2. Global policy framework

Physical activity is the focus of many local, state, national and global policies. The following table summarises the significant policy referenced in establishing *Yarra Moves* to ensure a systems-based approach is taken to address inactivity:

2.1. Global

Table 2: Global Policies

Organisation	Document	Objective(s)
World Health Organisation (WHO)	Global Action Plan on Physical Activity 2018-2030	<ul style="list-style-type: none"> • <u>Vision</u>: More active people for a healthier world. • <u>Mission</u>: To ensure that all people have access to safe and enabling environments and to diverse opportunities to be physically active in their daily lives, as a means of improving individual and community health and contributing to the social, cultural and economic development of all nations. • <u>Targets</u>: <ul style="list-style-type: none"> – 10% reduction in physical inactivity by 2025 – 15% reduction in physical inactivity by 2030.
United Nations Educational, Scientific and Cultural Organisation (UNESCO)	International Charter of Physical Education, Physical Activity and Sport	<ul style="list-style-type: none"> • Adopted in 1978, the original Charter was perceived as innovative at the time, as it was the first rights-based document to state, “<i>The practice of physical education and sport is a fundamental right for all</i>”. • The Charter promotes inclusive access to sport by all without any form of discrimination. It sets ethical and quality standards for all actors designing, implementing and evaluating sport programmes and policies.
United Nations (UN)	Sport for Development and Peace	<ul style="list-style-type: none"> • Access to and participation in sport is a human right and essential for individuals of all ages to lead healthy and fulfilling lives.

Attachment 1 – Literature Review

2.2. International

Table 3: International Policies

Organisation	Document	Objective(s)
Her Majesty's Government - United Kingdom (HM Gov)	Sporting Future	<ul style="list-style-type: none"> • More people from every background regularly and meaningfully: <ul style="list-style-type: none"> – taking part in sport and physical activity; – volunteering; and – experiencing live sport. • Looks beyond simple participation to how sport changes lives and becomes a force for social good.
Sport England - United Kingdom	Towards and Active Nation: Strategy 2016-2021	<ul style="list-style-type: none"> • Our vision is that everyone, regardless of their age, background or level of ability, feels able to engage in sport and physical activity. Some will be young, fit and talented, but most will not. We want everyone to feel welcome, to find something in sport and activity that meets their needs and for the sector to value them as customers.
Department of Health and Human Services - USA (HHS)	Physical Activity Guidelines for Americans, 2nd edition	<ul style="list-style-type: none"> • Regular physical activity is one of the most important things people can do to improve their health. Moving more and sitting less have tremendous benefits for everyone, regardless of age, sex, race, ethnicity, or current fitness level.
Canadian Government – Canada (Canadian Gov)	Let's Get Moving	<ul style="list-style-type: none"> • A vision for increasing physical activity and reducing sedentary living in Canada. • The Common Vision - A Canada where all Canadians move more and sit less, more often. • The Common Vision is guided by five interdependent principles that are foundational to increasing physical activity and reducing sedentary living. They include: <ul style="list-style-type: none"> – Physical Literacy; – Life Course; – Population Approach; – Evidence-based and Emergent-focused; and – Motivations.
Participation - Canada	Moving Forward	<ul style="list-style-type: none"> • Our vision remains: A Canada where physical activity is a vital part of everyday life.

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2.3. National

Table 4: National Policies

Organisation	Document	Objective(s)
Sport Australia (SportAus)	Sport 2030	<ul style="list-style-type: none"> • Australia is the world's most active, healthy sporting nation, known for its integrity and excellence. • Reduce inactivity amongst Australians by 15% by 2030. • By 2030, 15% more Australians participating in at least 150 minutes of moderate to vigorous activity each week. • Build a more active Australia — More Australians, more active, more often.
Australian Sports Foundation (ASF)	Corporate Plan 2019-2023	<ul style="list-style-type: none"> • Mission is to raise funds for Australian sport. • Vision is to build a healthier, more active and inclusive Australia. • Utilise partnerships to increase reach and profile, and to enhance functionality of our fundraising platform at a lower cost. • Enhanced focus on mass participation sports, working with the relevant National and State Sporting Organisations to drive take-up among grassroots clubs.
Commonwealth of Australia (CoA)	National Sport and Active Recreation Policy Framework	<ul style="list-style-type: none"> • The Framework provides a guide for the development and alignment of policies, strategies and programs by governments within their own jurisdictions in pursuit of a high performing sport and active recreation system that delivers: <ul style="list-style-type: none"> – increased participation; – success in international competition; – strong national sporting competition; and – contributes to whole of government objectives including improved health and education outcomes (including sport in schools and higher education institutions), enhanced social inclusion and community development.
Parks and Leisure Australia (PLA)	Health and Wellbeing Position paper 2018	<ul style="list-style-type: none"> • PLA believes that the provision of healthy urban infrastructure, (i.e. parks, reserves, sport and recreation facilities, pathways and public spaces) is fundamental to sustaining our neighbourhoods and cities and that it should be placed as the priority in the urban planning agenda.
Australian Government Department of Health (DoH)	Australia's Physical Activity and Sedentary Behaviour Guidelines	<ul style="list-style-type: none"> • Make your move – Sit less Be active for life! • Move more, sit less, every day! • Be active every day in as many ways as you can!
National Heart Foundation of Australia (Heart Foundation)	Blueprint for an Active Australia	<ul style="list-style-type: none"> • Calls for the Australian Government to fund development and implementation of a National Physical Activity Action Plan to implement the actions in the Blueprint for an Active Australia and commit to an active and healthy future for all Australians.
Australian Medical Association (AMA)	Position statement on physical activity	<ul style="list-style-type: none"> • It is critical that everyone has the opportunity to engage in appropriate amounts of physical activity on a regular basis.

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2.4. State

Table 5: State Policies

Organisation	Document	Objective(s)
Sport and Recreation Victoria (SRV)	Active Victoria	<ul style="list-style-type: none"> • More active - An increased proportion of Victorians participate in sport and active recreation. • More diverse and inclusive. • Collaborative. • Robust, flexible, sustainable and affordable. • Broad-based and connected.
VicHealth (Victorian Health Promotion Foundation)	Physical Activity Strategy 2018-23	<ul style="list-style-type: none"> • 300,000 more Victorians engage in physical activity by 2023.
VicHealth (Victorian Health Promotion Foundation)	VicHealth Action Agenda for Health Promotion 2019–2023	<ul style="list-style-type: none"> • Of all the things we do, above all we seek to make health gains among Victorians by pre-empting and targeting improvements in health across our population, fostered within the day-to-day spaces where people spend their time, and with benefits to be enjoyed by all. • One million more Victorians would enjoy better health and wellbeing by 2023. • Encourage regular physical activity. • To increase physical activity levels of less active people, with a focus on: <ul style="list-style-type: none"> – fear of judgement experienced by women; – social sport, active recreation and play; and – walking and active travel.
Victorian Government (Vic Gov)	Victorian Public Health and Wellbeing Plan 2019–2023	<ul style="list-style-type: none"> • A Victoria free of the avoidable burden of disease and injury so that all Victorians can enjoy the highest attainable standards of health, wellbeing and participation at every age. • Priority: Increasing active living.
Victorian Government (Vic Gov)	Health 2040	<ul style="list-style-type: none"> • All Victorians to have: <ul style="list-style-type: none"> – Better health; – Better access; and – Better care
Victorian Government (Vic Gov)	Plan Melbourne 2017-2050	<ul style="list-style-type: none"> • Vision - Melbourne will continue to be a global city of opportunity and choice. • Principle 5: Living locally – 20 minute neighbourhoods. • Principle 7: Strong and healthy communities. • Principle 9: Leadership and partnership.
Department of Health – Victoria (DoH)	Victorian Health Priorities Framework 2012–2022: Metropolitan Health Plan	<ul style="list-style-type: none"> • The Victorian Government is committed to confronting the many challenges that lie ahead, and to creating an equitable, sustainable health system with people at its heart.

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2.5. Regional

Table 6: Regional Policies

Organisation	Document	Objective(s)
Inner Melbourne Action Plan (IMAP)	Inner Melbourne Action Plan 2016-2026	<ul style="list-style-type: none">• Making Melbourne more liveable.• Vision - Inner Melbourne will continue to improve its internationally-renowned liveability whilst responding to the challenges of rapid growth.• A globally significant, strong and diverse economy;• A connected transport network that provides real travel choices;• Diverse, vibrant, healthy and inclusive communities;• Distinctive, high quality neighbourhoods and places;• Leadership in achieving environmental sustainability and climate change adaptation.

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3. Sport (physical activity) for all and movement for life

The UN published Sport for Development and Peace in 2003 stipulated that, “Access to and participation in sport is a human right and essential for individuals of all ages to lead healthy and fulfilling lives.” In this context, sport is defined as, “All forms of physical activity that contribute to physical fitness, mental well-being and social interaction.”

More than a decade later, UNESCO (2015) updated the International Charter of Physical Education, Physical Activity and Sport reaffirming that, “Every human being has a fundamental right to physical education, physical activity and sport without discrimination on the basis of ethnicity, gender, sexual orientation, language, religion, political or other opinion, national or social origin, property or any other basis.”

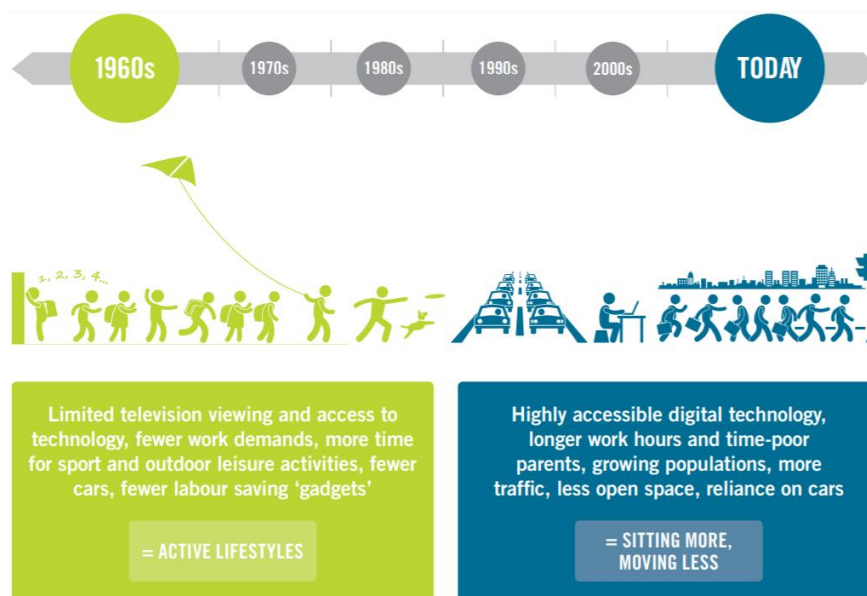
Despite this, in 2018 WHO reported a significant portion of the global population (one in four adults and four in five children) were not engaging in high enough levels of physical activity to benefit their health. In response, WHO released a Global Action Plan on Physical Activity with a simple vision striving for, “More active people for a healthier world.”

Extending this ethos is the concept of movement for life. Physical activity is important for all stages of life (Canadian Gov, 2018; HHS, 2018; WHO, 2018) and it is important that safe, fun and inclusive opportunities exist (Heart Foundation, 2019; SportAus 2018) for all people, at every step of their life’s journey (HM Gov, 2015).

Encouraging play from an early age (Canadian Gov, 2018) and instilling a positive attitude towards physical activity (Sport England, 2016) can assist in the development of people’s physical literacy (HHS, 2018; UNESCO, 2015) – that is, “The skills, confidence and motivation to move for life” (SportAus, 2018). This foundation strengthens a person’s likelihood to engage with physical activity throughout all major life transitions (Heart Foundation, 2019). Providing inclusive opportunities that cater to a person’s changing needs at each stage in their life (HM Gov, 2015) will help set the basis for a lifetime of physical activity (UNESCO, 2015).

WHO (2018) suggests that, “In high-income countries, 26% of men and 35% of women were insufficiently physically active, as compared to 12% of men and 24% of women in low-income countries.” This trend is attributed to the cultural shift towards less labour intensive industry, greater dependence on motorised transport and the influence of technology. These changes in social norms are highlighted in VicHealth’s (2014) Active for Life and depicted in Diagram 15 below. Daily tasks have become less physically demanding, creating the widespread misconception that physical activity is something to be scheduled into a person’s leisure time (Canadian Gov, 2018; WHO, 2018).

Diagram 15: Comparison of 1960’s lifestyles to today’s lifestyle



Source: Active for Life, VicHealth (2014).

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4. Current physical activity levels

WHO (2018) reported that one in four adults and three in four adolescents are not meeting the recommended levels of physical activity for health.

WHO's (2016) global study into the prevalence of insufficient physical inactivity found:

- 30.4% of Australian adults are insufficiently active (ranked 93 of 161 countries); and
- 89% of Australian school going adolescents are insufficiently active (ranked 127 of 133 countries).

AMA (2014) reports, “*Between 60% and 70% of the Australian population is sedentary, or has low levels of physical activity.*” SportAus (2018), DoH (2014) and the Australian Institute of Health and Welfare (AIHW) (2019) support this notion, finding that approximately three out of five adults and four out of five Australian children are not meeting the physical activity guidelines.

Reports from the Vic Gov (2019), SRV (2018 and 2019), VicHealth (2018) and SportAus (2018) indicate nearly three in five Victorian adults and four in five Victorian children are not meeting the physical activity guidelines for health benefits. Evidence provided by SportAus (2018) also suggests that two thirds of adults and one quarter of children are overweight or obese, with the health and wellbeing of Victorians facing a significant challenge.

Focusing on Yarra, the Department of Health and Human Services (DHHS) (2017) Victorian Population Health Survey as shown in Table 7 highlights just under 50% of surveyed adults self-reported to not meeting the physical activity guidelines. Although performing above the Victorian average in overall physical activity, of note within Yarra is that more than 40% of people advised they spend at least seven hours per day sitting on an average weekday.

Table 7: Portion of population meeting physical activity guidelines

Physical activity levels	Yarra	Vic
Sedentary	2.7%	2.5%
Insufficient	41.4%	44.1%
Active	54.9%	50.9%
Sitting* 7+ hours per weekday	40.8%	26.6%
Sitting* 7+ hours per weekend day	11.3%	14.1%

Source: Victorian Population Health Survey, Department of Health and Human Services (2017)

**Sitting is the health indicator used in DHHS surveys. To ensure all people are represented within Yarra Moves planning, the term sedentary is used instead to describe inactive behaviours that pose health risks.*

These survey results were supported by Yarra's Health and Wellbeing Status Report 2016. The Report indicates 51.8% of adults do not meet the physical activity guidelines and identifies a need to provide health promoting environments that encourage physical activity, particularly time spent sitting at work. Evidence researched by VicHealth (2015) suggests that, “*Occupational sitting is the largest contributor to daily sitting time*”, which builds on earlier findings from Brown et al (2012) suggesting, “*Sedentary behaviours, particularly sitting for prolonged periods, are a particularly important concern in office environments and desk-based jobs.*”

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When looking at the physical activity breakdown of Yarra residents, VicHealth's (2016) LGA Profile provides the following insights:

Table 8: Physical activity breakdown of Yarra residents

Indicator	Percentage of residents
Engaged in no physical activity during the week	12.7%
Participation in any organised physical activity	38%
Participation in physical activity organised by a fitness, leisure or indoor sports centre	13.8%
Participation in physical activity organised by a sports club or association	8.6%
Participation in any non-organised physical activity	78.1%
Preferred activity type – walking	48.9%
Preferred activity type – jogging/running	23.9%
Preferred activity type – cycling	21.1%

5. Concerns for health

AMA's (2014) position statement, *"Acknowledges that physical activity plays an important role in the prevention and management of many health conditions. It is critical that everyone has the opportunity to engage in appropriate amounts of physical activity on a regular basis."*

This position is widely supported by organisations including AIHW (2017 & 2019), DoH (2014), HHS (2018), Heart Foundation (2019), SportAus (2018), VicHealth (2018), Vic Gov (2019) and WHO (2018), with the following health risks attributed to a lack of sufficient physical activity:

- 2.5% of the total burden of disease
 - 55% attributed to sedentary behaviour
 - 42% attributed to low level activity levels
- Fourth largest cause of non-communicable diseases and chronic health conditions including:
 - Diabetes
 - Cardiovascular disease (20% of the burden of heart and blood vessel disease in Australia)
 - Various cancers (second greatest contributor, behind tobacco smoking, to the cancer burden in Australia)
- Premature mortality
- Overweight and obesity
- Negative impact on mental health
- Lower quality of life.

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6. Moving more

Research shows that there is a curvilinear relationship between physical activity and health starting with a steep initial slope, where there is no lower threshold for benefits to occur (Brown et al, 2012; DoH, 2014; HHS, 2018).

This shows that doing any physical activity is better than doing none. (Brown et al, 2012; Vic Gov, 2019; WHO, 2018). From a health perspective, the greatest gain in benefits can be achieved by activating those people that are currently inactive (AIHW, 2017; AMA, 2014; Brown et al, 2012; HHS, 2018; Sport England, 2016).

Although the greatest health benefits are achieved by activating those living the most inactive lives, health benefits do continue to increase with any increase in physical activity (Brown et al, 2012; HHS, 2018). Similarly, reducing sedentary behaviour, primarily time spent sitting throughout the day, provides positive health impacts regardless of how active a person is (Brown et al, 2012; Canadian Gov, 2018; HHS, 2018; Heart Foundation, 2017). Importantly, this concept applies to all people at all stages of their life (Vic Gov, 2019).

People should endeavour to undertake physical activity every day in as many ways as they can (DoH, 2014; HHS, 2018). Any increase in activity can be beneficial for physical and mental health (Department of Health and Ageing, DoHA, 2005). A key component of this approach is limiting sedentary behaviour wherever possible by breaking up long periods of sitting as often as possible (Canadian Gov, 2018; DoH, 2014; HHS, 2018, VicHealth, 2013), looking to add light physical activity throughout the day at home, work or school and during travel and leisure time (DoH, 2014; Vic Gov, 2019).

7. Benefits of increasing physical activity

Physical activity provides a range of benefits to individuals and the communities within which they live.

Summarised in this section are the health benefits reported in publications from AIHW (2017), AMA (2014), Brown et al (2012), Canadian Gov (2018), Canadian Society for Exercise Physiology (CSEP, 2016), DoH (2014), DoHA (2005 & 2009), HHS (2018), HM Gov (2015), Heart Foundation (2019), PLA (2018), SportAus (2018), SRV (2017 and 2019), UN (2003), UNESCO (2015), VicHealth (2013, 2018 & 2019), Vic Gov (2017 & 2019) and WHO (2018).

7.1. Physical health

Table 9: Benefits of undertaking physical activity to physical health.

Undertaking physical activity can improve or maintain:	Undertaking physical activity can reduce or prevent the following risks:
<ul style="list-style-type: none">• Blood pressure• Cholesterol• Blood sugar• Insulin sensitivity• Sleep• Physical function• Posture• Balance• Flexibility• Body composition• Muscular strength• Bone strength.	<ul style="list-style-type: none">• Premature death• Cardiovascular disease• Diabetes• Cancer• Stroke• Osteoporosis• Chronic disease• Falls and injury• Unhealthy weight gain• Excessive weight gain and gestational diabetes in pregnant women• Onset of dementia

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7.2. Mental health

Undertaking physical activity can improve a person's mental wellbeing, quality of life and overall levels of happiness.

Table 10: Benefits of undertaking physical activity to mental health.

Physical activity can provide and improve:	Physical activity can assist in preventing and treating a range of mental health concerns including:
<ul style="list-style-type: none">• Emotional regulation• Morale• Self esteem• Personal development.	<ul style="list-style-type: none">• Depression• Anxiety• Stress and distress• Postpartum depression.

7.3. Social connectedness

Social isolation is linked with a range of physical and mental health concerns, with a similar impact on the risk of premature death as obesity (AIHW, 2019). Social connectedness is identified as a significant issue within Yarra, with research conducted by VicHealth (2016) finding that (only) 46.5% of Yarra residents felt they live in a close-knit neighbourhood. DoHA (2009) reference connectivity and social inclusion as two of the healthy spaces and places design principles. By engaging in physical activity, opportunities for meeting new people and socialising are increased.

7.4. Economic

The UN (2003) states, *“Medical evidence shows that participation in physical activity, as part of an overall healthy lifestyle, is the most cost-effective and sustainable way to tackle the rise in non-communicable diseases.”* It reduces overall health related costs and can boost micro-economies, when undertaken within active neighbourhoods (WHO, 2018).

Within Australia, physical inactivity is estimated to cost more than \$13 billion each year in healthcare, lost productivity and premature mortality (SportAus, 2018). In addition, sport and recreation products generate more than \$8 billion in annual spend (SportAus, 2018). AMA (2014) suggests that increasing participation in physical activity by 10% would lead to opportunity cost savings of \$258 million.

The economic situation is similar on a local scale with Victoria expected to benefit from approximately 1,300 new jobs, \$160 million in economic growth and \$33.5 million in savings each year attributed to a 1% increase in physical activity levels (SRV, 2019). This is in addition to the \$8.5 billion generated by the sport and recreation industry for the state economy (SRV, 2017). Forecasts indicate that \$245 million lifetime health costs could be avoided by increasing physically inactive Victorians along with a \$3.1 billion lifetime workplace productivity impact (SRV, 2017).

Physical inactivity is reported to cost each worker 1.8 days per year (PLA, 2018). On an organisational level, active workers take fewer sick days, are more productive and provide positive contributions to workplaces (Heart Foundation, 2019).

Outside of professional sport, volunteers in Australia's sport sector are the largest of any in the country. More than 1.8 million volunteer (SportAus, 2018) with 580,000 operating within Victoria (SRV, 2017). The direct economic value of this contribution to the nation is upwards of \$50 billion a year (SportAus, 2018).

7.5. Academic

Increased levels of physical activity are correlated to improved cognitive function, academic results and components of executive function such as the ability to plan and organise (HHS, 2018). Research shows that physically active children not only perform better at school, but also stay at school longer (SportAus, 2018).

7.6. Environmental

A physically active society can counteract a number of problems associated with climate change including greenhouse gas emissions. Moving away from sedentary, motorised transport options towards more active

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choices, such as walking and cycling, can assist in reducing traffic congestion and carbon emissions (Heart Foundation, 2019; Vic Gov, 2019; WHO, 2018).

8. Physical activity guidelines

In response to physical inactivity, governments and health agencies across the world, including Australia, the United Kingdom, the United States of America and Canada have established a series of strategies and guidelines to assist the wider population in understanding how much physical activity they should be undertaking to better their health and wellbeing.

Review of publications from AIHW (2019), Brown et al (2012), Canadian Gov (2018), CoA (2011), CSEP (2016), DoH (2011 & 2014), HHS (2018), HM Gov (2015), Heart Foundation (2019), the Canadian Gov's ParticipACTION (2015), SportAus (2018), Sport England (2016 and 2020), SRV (2017), VicHealth (2013, 2018 & 2019), Vic Gov (2016 and 2019) and WHO (2018) provides relatively consistent messaging on the recommended levels of physical activity for optimal health benefits.

Subsequently, the simple and consistent message which *Yarra Moves* focuses on is that all people should move more and break up periods of sedentary behaviour every day. For all people this should involve starting with safe activities appropriate to their current health and fitness levels, slowly increasing intensity and duration of their physical activity over time to either meet government guidelines and/or achieve personal health goals (DoHA, 2005; HHS, 2018; WHO, 2018).

Australia's physical activity guidelines for optimal health (DoH, 2014) are outlined as follows:

8.1. Infants (0 – 2 years)

- Three hours per day of supervised floor based physical activity
- High-quality sedentary behaviour
- Sufficient sleep.

8.2. Young children (2 – 4 years)

- At least 180 minutes per day of physical activity including energetic play
- Sufficient sleep.

8.3. Children and adolescents (5 – 17 years)

- At least 60 minutes per day of moderate to vigorous intensity physical activity
- Low levels of sedentary behaviour
- Sufficient sleep
- Muscle and bone strengthening activities three days per week.

8.4. Adults (18 – 64 years)

- At least 150 minutes of moderate intensity physical activity per week, or, at least 75 minutes of vigorous intensity physical activity per week
- Undertaking physical activity every day
- Muscle strengthening activities two days per week
- Break up long periods of sedentary behaviour as often as possible.

8.5. Older adults (65+ years)

- At least 150 minutes of moderate intensity physical activity per week, or, at least 75 minutes of vigorous intensity physical activity per week
- Muscle strengthening activities two days per week
- Balance enhancing activities three days per week.

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9. Inclusion

UNESCO (2015) stipulates, *“Adequate and safe spaces, facilities, equipment, and dress-options must be provided and maintained to meet the needs of participants in physical education, physical activity and sport mindful of different needs associated with climate, culture, gender, age, and disability. Inclusive, adapted and safe opportunities to participate in physical education, physical activity and sport must be available to all human beings.”*

SportAus (2018) support this message stating, *“Every Australian, at all stages of their life regardless of gender, ability or ethnicity, and no matter where they live, are able to undertake the exercise they need and want in a safe, fun and inclusive way, whether it is through sport or other types of activity.”* Inclusion is a significant driver in the, ‘Sport for all’ ethos championed by both the AMA (2014) and WHO (2018).

Vic Gov (2016) acknowledges that the, *“Health gaps between different communities are too great.”* Canadian Gov (2018) and HHS (2018) agree that community design should be used as an intervention to help people achieve an active life. VicHealth (2018) and WHO (2018) suggest that programs should be prioritised for the least active, engaging those that experience the greatest barriers to participation. The Australian Human Rights Commission (2016) support access and equity in service delivery acknowledging the requirement for, *“Substantive equality, which allows for beneficial treatment for some people, especially disadvantaged groups, so they can enjoy their human rights equally with others.”*

SRV (2017) suggest the provision of affordable and flexible participation options to improve access, equity and diversity in physical activity participation (Canadian Gov, 2018). Participation opportunities should cater for different levels of skill, ability and fitness (VicHealth, 2019). Likewise, the environment and supporting infrastructure should be designed in a way that is accessible to all (SportAus, 2018; Vic Gov, 2017).

The Yarra Health and Wellbeing Status Report (Yarra City Council, 2016) has identified a number of groups that are vulnerable to poorer health and wellbeing outcomes. Additional groups that are at risk of poorer health due to a lack of physical activity have been identified in publications released by AIHW (2017), AMA (2014), HHS (2018), IMAP (2019), Heart Foundation (2019), O’Neal et al (2015), Reece et al (2020), SGS (2020), SportAus (2018), SRV (2017, 2019), UN (2003), UNESCO (2015), VicHealth (2015, 2017, 2018, 2019), Vic Gov (2019) and WHO (2018). These groups are summarised below:

- Disadvantaged / low socio economic
 - People living in long term disadvantage
 - People experiencing or at risk of homelessness
 - Low socio-economic groups
- People who suffer from an addiction (e.g. drug or gambling)
- Culturally diverse
 - People from diverse cultural backgrounds
 - People from linguistically diverse backgrounds
 - Refugees and people seeking asylum
- Aboriginal and Torres Strait Islander people
- Females
 - Raise the profile of women’s sport and physical activity and improve attitudes towards gender equality
 - Create and promote more tailored participation opportunities for females
 - Influence sporting environments to become more inclusive of females
 - Women continue to be under-represented in leadership and decision-making roles within sporting organisations
 - Participation rates were higher for males than females in all age groups with the overall, the male participation rate approximately double
 - Girls (15%) were less likely to meet the recommendation than boys (24%)
- Older adults (people aged over 65 years)
 - Almost two-thirds (65%) of the burden due to physical inactivity was in people aged 65 and over
- Children / youth (people aged 0 to 17 years)
 - Disengaged youth
 - Children in out of home care

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- Preschool aged children
- Children and adolescents
- People living with disability
- People who identify as lesbian, gay, bisexual, transgender, intersex, queer or questioning (LGBTIQ+)
- People with serious mental illness
- People with poor health
- People without formal education.

Particular attention should be paid to those individuals and communities that find themselves within multiple groups that are at risk. This intersectionality can expose a person to overlapping marginalisation (Vic Gov, 2019) and further disadvantage.

10. Behaviour change

Sport England (2016 and 2018) identified, “*Changing behaviour is crucial in helping inactive people become active,*” with greatest benefits to be realised, “*By changing the behaviour of individuals who are not currently active.*” HHS (2018) has also conducted studies finding, “*Interventions based on theories of behaviour change are successful in helping people achieve an active lifestyle.*”

In 2019, SRV reported that, “*75% of insufficiently active Victorians have considered, are preparing or trying to increase their physical activity.*” This finding provides a significant opportunity to engage a large portion of those currently at risk.

Early results from Sport England’s Active Lives campaign support the adoption of a behavioural change approach in tackling physical inactivity. Survey results between March 2018 and April 2020 show both an increase in the number of people meeting physical activity guidelines and a decrease in the number of people that are inactive.

Table 11: Percentage of people who are physically active.

Release date	Inactive (less than 30 minutes a week)	Fairly Active (30 - 149 minutes a week)	Active (150+ minutes a week)
22 March 2018	25.7%	12.5%	61.8%
11 October 2018	25.2%	12.5%	62.3%
11 April 2019	25.1%	12.3%	62.6%
17 October 2019	24.8%	12.0%	63.2%
23 April 2020	24.6%	12.2%	63.3%

Source: Active Lives Adult Survey Results, Sport England (2017, 2018 & 2019)

The rationale for a behaviour change approach is in making physical activity and healthy choices the most enjoyable, most attractive, and most convenient (easiest) choices (AMA, 2014; DoHA, 2009; HHS, 2018; Sport England, 2016). In order to achieve this aim, widespread societal changes need to occur so that physical activity is seamlessly integrated into everyday life (Sport England, 2016; VicHealth, 2019).

Widespread behaviour change is required so that social norms and attitudes reinforce active living and promote more active lifestyles (VicHealth, 2015; Vic Gov, 2019; WHO, 2018). Cultural change is required across an expansive range of interconnected areas. From governments, peak bodies and associations that

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govern sport and recreation, to the domains of life such as work, home and play, which have a crucial role in making daily activity the norm (Canadian Gov, 2018; Jeanes et al, 2019; WHO, 2018).

In conjunction with an overarching cultural shift, individual behaviour change is required. The Heart Foundation (2019) and Sport England (2016) has outlined three significant challenges:

- Tackling inactivity;
- Creating regular activity habits; and
- Helping those with a resilient habit stay that way.

Sport England (2016) further explains that:

There appear to be three key ingredients to creating behaviour change:

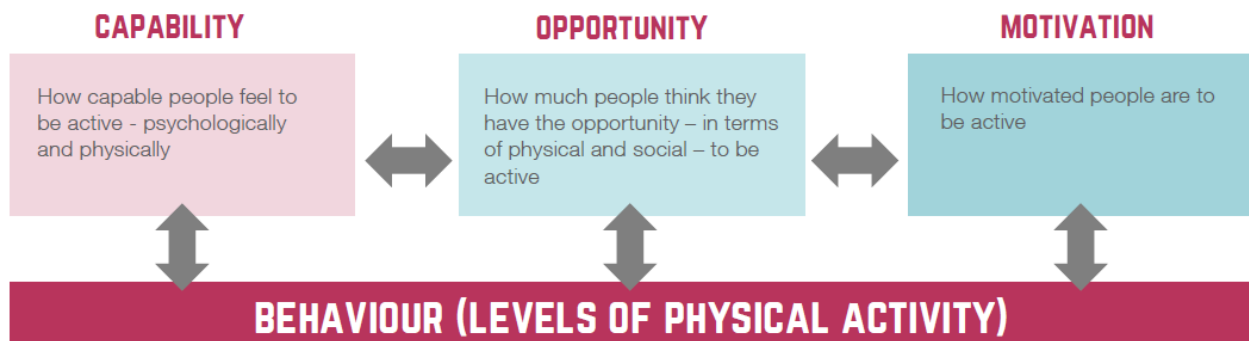
- *The person's capability to change;*
- *The person being given an opportunity to change; and*
- *The person having the motivation to change.*

10.1. Behaviour change theories

Two models of behaviour change have been adopted by Sport England (2016, 2019 and 2020) to tackle physical inactivity, which are reflected in SRV's (2019) approach to behaviour change. These behaviour change models are also closely aligned with the SportAus (2019) Physical Literacy Framework.

The first model presented by Sport England (2019 and 2020) is the COM-B model, a behaviour change model that is used to understand the drivers and context that influence how likely someone is to do something (e.g. become more active). The model is comprised of interacting components as follows:

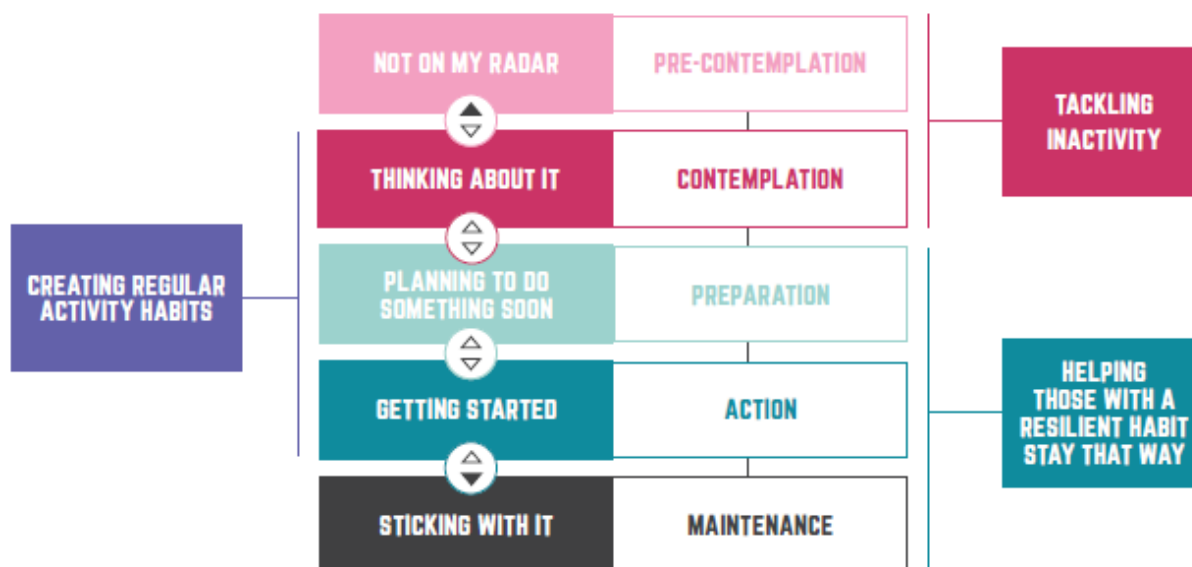
Diagram 16: COM-B model of behaviour change



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The second model presented by both Sport England (2016) and SRV (2019) is the Transtheoretical model of behaviour change which presents a lifecycle approach to an individual's decision making process.

Diagram 17: Transtheoretical model of Behaviour Change



SportAus (2019) developed a Physical Literacy Framework to assist in, “*Building the skills, knowledge and behaviours to lead active lives.*” Through the development of physical literacy, an individual should feel highly capable of undertaking physical activity, which is a key component discussed within the COM-B model of behaviour change. The framework consists of four components:

- Physical – The skills and fitness a person acquires and applies through movement;
- Psychological – The attitudes and emotions a person has towards movement and the impact they have on their confidence and motivation to move;
- Social – A person’s interaction with others in relation to movement; and
- Cognitive – A person’s understanding of how, why and when they move.

Within each component, the framework suggests that there are, “*Five stages of development that a person can progress (or regress) through.*” The stages of development, listed below, share a similar path to those posed within the Transtheoretical model of behaviour change.

- Stage 0 – Pre-foundational;
- Stage 1 – Foundation and exploration;
- Stage 2 – Acquisition and accumulation;
- Stage 3 – Consolidation and mastery; and
- Stage 4 – Transfer and empowerment.

10.2. Implementing behaviour change

Critical to implementing behaviour change is understanding an individual’s rationale for their current behaviours. This is achieved by identifying what barriers and motivations they currently experience influencing their engagement in physical activity. It is important to recognise that behaviour change is an ongoing and personal experience, susceptible to a person’s ever changing life (Sport England, 2016).

When providing research for the development of Australia’s Physical Activity Guidelines, Brown et al (2012) highlighted the importance of changing the narrative on physical activity so that it is seen as an opportunity, not an inconvenience so as to ensure that positive habits are built into people’s daily lives. VicHealth (2019) encourages policy makers, program designers and service deliverers to, “*Try to understand what motivates your customers (current and potential participants) and what participation barriers they face in their daily lives.*”

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11. Barriers

VicHealth (2013 and 2019) stated that, “*We have to tackle the barriers that make it hard for many Victorians to live an active lifestyle.*” These barriers come from environmental, psychological, social and physical experiences and perceptions of individuals.

Research indicates a range of barriers exist to engaging in physical activity, either as a participant, or as a volunteer supporting the activity. Summarised below are those barriers identified in publications by AMA (2014), Commonwealth Scientific and Industrial Research Organisation (CSIRO, 2013), Heart Foundation (2016), HM Gov (2015), Reece et al (2020), SportAus (2018, n.d.), Sport England (2016), SRV (2017), VicHealth (2017, 2019) and WHO (2018) as follows:

Table 12: Barriers to engaging in physical activity

Cost / affordability	<ul style="list-style-type: none"> – Sporting registration / memberships – Fee for service – Equipment – Transportation – Competing costs such as the cost of living
Emotional - often stronger than practical barriers	<ul style="list-style-type: none"> – Negative connotation to traditional ‘sport’ or ‘fitness’ – Averse to competitive nature of certain activities – Lack of enjoyment – Self-esteem, embarrassment – Fear of judgement
Social / cultural	<ul style="list-style-type: none"> – Lack of support from friends and family – Activity deemed culturally inappropriate – Community boundaries differ to government boundaries
Safety	<ul style="list-style-type: none"> – Risk involved with activity itself – Fear of violence and crime in outdoor areas – High density traffic – Low air quality / pollution – Appreciating the difference in perceived safety between day and night. 91.6% of Yarra residents agreed that they felt safe walking alone during the day compared to 56% after dark (VicHealth, 2016) – 70% of Australians believe youth team sports are not safe or welcoming for LGB people (Denison, 2015) – 50% of transgender and intersex people felt unsafe in sporting environments (ACT Government, 2014)
Accessibility	<ul style="list-style-type: none"> – Design of facilities – Location of facilities – Transport – Lack of modified or specialised equipment – Lack of parks, sidewalks and sports/recreation facilities – Seasonal - Winter, wet weather, etc.
Lifestyle / time	<ul style="list-style-type: none"> – Work patterns – Lifestyles / routines – Competing demands for time – Preference for alternative activities – Commitment of sport
Ability	<ul style="list-style-type: none"> – Perceived capability – Limitations of injuries, illness or rehabilitation – Self-esteem, fear of judgement – Ability of deliverer to engage participants

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Awareness	<ul style="list-style-type: none">– Lack of knowledge regarding what opportunities are available
Volunteer barriers	<ul style="list-style-type: none">– Time pressures– Increased bureaucracy associated with running voluntary sports clubs– Lack of council support– Lack of appreciation and recognition– Fear of being sued

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12. Motivation

VicHealth (2017) identified that, “*Knowing is not enough.*” This is referring to the situation whereby majority of people are aware of the benefits of physical activity, yet this is not enough to generate a response. This challenge requires the understanding of an individual’s motivations.

Canadian Gov (2018) states, “*Individual motivation is a key driver in being active.*” A range of motivating factors have been identified that influence a person’s likelihood to engage in physical activity. Personalising the benefits of regular physical activity and providing opportunities to cater for these individual motivations assists in helping people achieve a more active life (HHS, 2018).

Outside of convenience, consensus exists that the most important motivating factor for an individual to engage with and maintain regular physical activity is that the activity is fun, enjoyable and perceived as an integral part of the person’s health and happiness (Canadian Gov, 2018, HHS, 2018, HM Gov, 2015, Sport England, 2019).

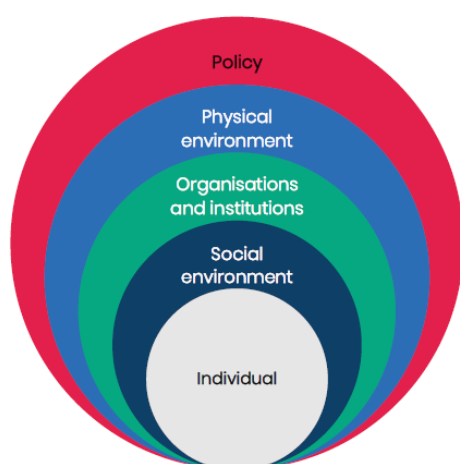
Additional motivating factors have been identified and summarised below from publications by AMA (2014), SGS Economics and Planning (SGS, 2020), SportAus (2018), Sport England (2019) and VicHealth (2017).

Table 13: Motivating factors to engaging in physical activity

Social / cultural influence	Environment	Awareness	Ability	Accessibility
<ul style="list-style-type: none"> Physical activity runs in the family Parents should prioritise play and fun over competitively focused activities in the early years 	<ul style="list-style-type: none"> Infrastructure Equipment Product / service design Design of the streetscape Quality of open space / infrastructure Safety of open space / infrastructure 	<ul style="list-style-type: none"> Marketing and communications Simplicity of messaging Promotion of opportunities 	<ul style="list-style-type: none"> Perceived ability to undertake activity Opportunity for progression / increase skill level Ability to set and achieve goals 	

Diagram 18: Socio-ecological model

Only focusing on the barriers and motivations of the individual will not enable a full enough understanding of where the current issues and potential solutions really exist.



Source: Socio-ecological model

Each component includes, but is not limited to:

- ▶ **Policy**
Laws, rules, regulations, codes, local and national strategies
- ▶ **Physical environment**
Urban / rural geography
Access to parks
Access to open, safe spaces
Transport communications
- ▶ **Organisations and institutions**
Local authorities
Leisure centres and other service providers
Educational settings
NGBs and sports clubs
- ▶ **Social environment**
Cultural factors
Religious factors
Social capital and cohesion
Racism, sexism, discrimination
- ▶ **Individual**
Demographic profile
Socioeconomic factors
Education
Physical literacy
Capability, motivations, attitudes

Source: Sport For All, Sport England (2020)

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13. Life stages

Based on the concept of movement for life, many historical policies have aimed to segment the population based on their age groups. SRV (2019) provides an example of this methodology when researching sports participation rates. Participants are categorised as; Children, Adolescents, Young Adults, Adults and Older Adults. Although this reflects the structure of many competitive sports, a new approach is emerging in an attempt to better understand the community.

VicHealth (2017) conducted research to map the trends of engagement in physical activity across all life stages. With the exclusion of Children (aged younger than eleven), the study offered insight into a new form of segmentation with greater emphasis on life stages, not just age:

- Parents
- Adults (25+ with no children)
- Youth (12-17)
- Young Adults (18-24)
- Retirees

These groups have been further segmented to take into account the different barriers and motivations experienced by females and males at each stage of their lives.

VicHealth (2018) developed a Physical Activity Strategy that aims to use this research to, *“Connect with people at key life stages where their physical activity typically drops off, potentially leading to an inactive life.”* This approach is strengthened by Vic Gov’s (2019) Public Health and Wellbeing Plan that further emphasises, *“Transition points are also important to consider because these can be times for both increased vulnerability as well as opportunities for change.”*

SportAus (2018) captures this approach to movement for life acknowledging, *“As people age, the barriers to being active change but the need to move remains constant. To help people stay active as they move through their lives, the Australian Government will refocus support to reflect the challenges people face along the life cycle.”*

VicHealth’s (2018) research provides insights into specific drivers and barriers, as well as key transition points across a person’s life cycle that should be considered when allocating resources to initiatives aimed at increasing physical activity.

13.1. Parents

Table 14: Barriers, drivers and trigger points for Parents

Subgroup	Physical inactivity rate	Barriers / drivers	Trigger points for increasing physical activity
Mums	20%	<ul style="list-style-type: none"> • Feel intimidated • Sacrificing time out or "me" time • Lack of good, safe walking paths • Less likely to see the benefits of physical activity • Feel embarrassed exercising in public • Low household income 	<ul style="list-style-type: none"> • Pregnancy • Birth of a child • Childcare and school transitions • Children's sport and activity sessions • Going back to work / change in workdays • Family breakdown • Change in season, particularly cold weather
Dads	14%	<ul style="list-style-type: none"> • More likely to think about being active • Find it easier to exercise with someone else • Want to share activities enjoyed in childhood with their own children 	

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13.2. Adults

Table 15: Barriers, drivers and trigger points for Adults

Subgroup	Physical inactivity rate	Barriers / drivers	Trigger points for increasing physical activity
Women	22%	<ul style="list-style-type: none"> • Feel intimidated • Less likely to think feeling good is a benefit of physical activity • Feel embarrassed about exercising in public • Think they lack coordination • Low household income 	<ul style="list-style-type: none"> • Change in employment • New relationship • Changes in relationship • Moving house • Seasons/weather
Men	22%	<ul style="list-style-type: none"> • Use exercise for weight management • Motivated to recapture youth sporting and recreational pursuits • Active travel is a top weekly activity 	

13.3. Youth

Table 16: Barriers, drivers and trigger points for Youth

Subgroup	Physical inactivity rate	Barriers / drivers	Trigger points for increasing physical activity
Girls	14%	<ul style="list-style-type: none"> • Wish they had more time • Easier to exercise with someone else • Need more activities in the area 	<ul style="list-style-type: none"> • School year transitions • Change of school • Going back to school / school terms • Season/weather • Sporting season
Boys	13%	<ul style="list-style-type: none"> • Like to be part of a group • May struggle to find an activity they enjoy • Have greater freedom to be independently active 	

13.4. Retirees

Table 17: Barriers, drivers and trigger points for Retirees

Subgroup	Physical inactivity rate	Barriers / drivers	Trigger points for increasing physical activity
Women	28%	<ul style="list-style-type: none"> • Strong social benefit • A way to manage my weight • Feel embarrassed exercising in public • Easier to exercise with someone else • Find sports clubs and gyms intimidating 	<ul style="list-style-type: none"> • Start of retirement • Birth of grandchildren • Moving house / downsizing • Injury • Bereavement • Season/weather
Men	26%	<ul style="list-style-type: none"> • Less likely to have increased their activity over the past year 	

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Subgroup	Physical inactivity rate	Barriers / drivers	Trigger points for increasing physical activity
		<ul style="list-style-type: none"> • Barriers to use of gyms and fitness centres • Less likely to enjoy the social aspects of activities 	

13.5. Young adults

Table 18: Barriers, drivers and trigger points for Young adults

Subgroup	Physical inactivity rate	Barriers / drivers	Trigger points for increasing physical activity
Women	21%	<ul style="list-style-type: none"> • Use physical activity when trying to lose weight • Feel embarrassed exercising in public • Find it easier to exercise with someone else than on your own • Think sports clubs are intimidating • Feel they don't have the right skills 	<ul style="list-style-type: none"> • Leaving school • Tertiary graduation • Moving out of family home • Moving to a new area • Change of sporting season • Change in employment • Change in relationships • Season / weather
Men	22%	<ul style="list-style-type: none"> • Use physical activity to look good physically • May not think the health benefits of physical activity are relevant to them • Find it easier to exercise with someone else than on their own • See physical activity as a deliberate act of exertion • Use physical activity to relieve stress 	

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14. Influencers

Throughout life, people's decision-making is heavily influenced by others. Women in Sport (WiS, 2017) further investigated this concept in regard to how it impacted female participation behaviours. Influencers were defined as, *“Those who are able to change the behaviour or thinking of someone”* and this study concluded that such influence can occur:

- Positively/negatively
- Directly/indirectly
- Deliberately/unknowingly
- Consciously/subconsciously

Influencers play an essential role in increasing physical activities within the community. As behaviour change is considered across a lifetime, so are the ever changing influencers in a person's life relevant to individual circumstances at any point in time (WiS, 2017).

Influencers exist in all aspects of a person's life. VicHealth (2017) identifies the role workplaces play in influencing behaviour, along with those that interact with people during any trigger points related to life or routine changes. Sport England (2020) contribute to this evidence base noting that influence stems from a range of relationships including:

- Social and cultural
- Specific sports community
- Familial/peer
- Local community

Although all people are influenced by others, *“Many people do not realise how much they can sway or influence others to take part in sport”* (WiS, 2017). This level of influence is supported by HHS (2018) in recognising that, *“Achieving the benefits of physical activity depends on our personal efforts to increase activity in ourselves, family, friends, patients, and colleagues.”*

One key stage of life that influencers have been identified as crucial in establishing positive lifelong physical activity habits is childhood into adolescence. DoH (2014), HHS (2018), Garrad (2016), Reece et al (2020) and UNESCO (2015) have all signalled the importance of families and caregivers in providing enjoyable physical activity opportunities from a very young age and to act as positive role models for the youth in their life. This body of evidence also suggests that schools have a significant role as influencers in creating positive physical activity habits from an early age to be carried into later life for both children and parents.

Research from SRV (2019) indicates that particular attention is required at the transition from childhood into adolescence and early adulthood. *“After the peak at 10-14 years the participation rate dropped by more than half for the next age group 15-19 years, representing a participation rate of 32.3%. There was another large decline (to 15.1%) in the next age group 20-24 and then a steady progressive decline until a small rebound at ages 65-79 years.”* This demographic is important as SportAus (2018) data indicates that, *“Children who grow up playing sport are also 10% more likely to remain active as adults.”* This data supports VicHealth's (2018) conclusion that, *“The transitions to and from secondary school are key life stages at which to influence behaviours that establish lifelong healthy habits.”*

Policy makers and planners also have an important role in influencing physical activity behaviours. Taking into account an individual's ability to make routine daily decisions, point-of-decision prompts should be utilised where possible to influence this (often sub-conscious) decision making process, such as in the case of a person deciding to use the stairs instead of an elevator. HHS (2018) reiterated earlier research from Kahn et al (2002) that point-of-decision prompts are effective in increasing levels of physical activity.

Whilst acknowledging the impact of influencers, decisions to be physically active are made by individuals. How an individual reaches this decision is the result of many social, economic, cultural, biological and organisational factors. It is crucial that physical activity policy creates and supports social networks that positively influence community members to regularly partake in physical activity (AMA, 2014; Canadian Gov, 2018; Kahn et al, 2002; Vic Gov, 2019).

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15. Continuous improvement

Global policy makers, national and state governments, peak sporting bodies and health promotion authorities agree that an approach to continuous improvement is necessary in tackling physical inactivity.

On a global scale, UNESCO (2015) calls for sport policy and programmes to be, “*Systematically monitored and evaluated*” acknowledging that, “*Research, evidence and evaluation are indispensable components for the development of physical education, physical activity and sport.*” WHO (2018) strengthens this position imploring the utilisation of research and development.

National governments including Australia, Canada, and the United Kingdom have called upon physical activity policy to adopt an ethos of continuous improvement. This entails embracing evidence based decision making, ongoing research and regular evaluation to maximise the impact on physical activity levels (Canadian Gov, 2018; CoA 2011, SportAus, 2018; Sport England, 2016).

Health authorities including Heart Foundation (2019) and DoHA (2009) further advocate for the importance of continuous improvement allowing policy makers to learn, adapt and evolve to understand what works and how to replicate it.

15.1. Data

HHS (2018) explains that evidence based strategies should be used to most effectively increase physical activity levels. A key driver of this is the ability to capture, record and analyse integrated rich data sources (SRV, 2017; VicHealth, 2017; WHO, 2018).

A major challenge for the industry is the current approaches and ability to accurately capture relevant, robust and consistent data relating to physical activity levels (AMA, 2014; VicHealth, 2017). Capturing the right type of data will also prove a significant challenge as both quantitative and qualitative information will be required to evaluate whether or not initiatives are increasing physical activity levels, whilst providing insight into why certain trends and behaviours occur (Canadian Gov, 2018).

Different organisations have different requirements for the data that is currently captured. Health organisations seek insight into the level of physical activity and its link to health outcomes. Sport organisations seek insight into participation trends. The varying requirements for the use of the data causes discrepancies in the definition of physical activity participation and a consistent baseline.

Data for *Yarra Moves* includes self-reported survey results from:

- DHHS Victorian Population Survey (2017)
- VicHealth Health Indicator Survey (2015)
- SportAus AusPlay Survey (2019).

Each organisation has variances in their definitions of sedentary, inactive and active populations based on frequency, duration and type of activity. Likewise, each has discrepancies in the survey audience demographics with some including children, and others not. Within this, activity levels for children are often only recorded for activities that occur outside of school hours.

These examples highlight the need for further development of coordinated research and reporting. *Yarra Moves* needs to adapt in line with the health and sport sectors development in this space and support all future efforts for collaborative practices.

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15.2. Technology

With 39% of the Australian adult population who participate in sport using some form of wearable technology (SportAus, 2018), there is an expectation that physical activity providers keep pace with the digital demands of customers (Sport England, 2016).

HHS (2018) identified that technology can be used as a successful intervention to help people achieve an active life. SportAus (2018) also recognises the reach of technology with online communities connecting people around the world to undertake physical activity at a time and place that works for them.

Advancements in technology should be integrated into physical activity policy to make physical activity an easy option, minimising the effects of barriers whilst simultaneously leveraging off people's motivations such as a lack of awareness, competition for time, a person's physical location or their desire to be part of a community (Sport England, 2016; Canadian Gov, 2018; CSIRO, 2013).

15.3. Continuous improvement for the individual

Continuous improvement is a known requirement for successful policy implementation and the principle should also be applied to individual motivations for being physically active.

VicHealth (2017) research discovered that majority of people across all life stages believe adding an additional session of physical activity feels possible, and that a little bit of physical activity is reinforcing. Understanding these drivers, continuous improvement from personal goal-setting and personal fitness points of view should not be underestimated (HHS, 2018). By aligning the principles of continuous improvement and behaviour change, individuals can be encouraged to build lifelong healthy habits.

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16. Role of local government

UNESCO (2015) acknowledges that, *“Every human being must have the opportunity to attain a level of achievement through physical education, physical activity and sport which corresponds to their capabilities and interest.”* In order to achieve this WHO (2018) highlights the need to, *“Create and promote access to opportunities and programmes, across multiple settings, to help people of all ages and abilities to engage in regular physical activity as individuals, families and communities.”*

WHO's message is captured by DoH (2013) who states:

The function of councils is to seek to protect, improve and promote public health and wellbeing within the municipal district by:

- *developing and implementing public health policies and programs within the municipal district*
- *facilitating and supporting local agencies whose work has an impact on public health and wellbeing to improve public health and wellbeing in the local community.*

Yarra's Council Plan 2017-2021 stipulates that, *“The primary objective of a council is to endeavour to achieve the best outcomes for the local community having regard to the long term and cumulative effects of decisions”* and continues to state, *“We strive to achieve the best outcomes for our community by providing high quality services, programs and support across the full spectrum of council service areas.”*

A key element of the spectrum of service areas delivered by local councils includes public health and wellbeing. As referenced in Yarra's 2016 *Health and Wellbeing Status Report*, it is the requirement of local government to take, *“Responsibility for public health and wellbeing planning on behalf of its community.”* To achieve this, *Yarra Moves* acknowledges the relevance of program and service delivery, provision and maintenance of infrastructure and facilities, community and stakeholder support, and appropriate policy.

In addition to these key areas that local government can directly influence when implementing physical activity policy, further research highlights the responsibility of local government to take a leadership position in combating physical inactivity (Canadian Gov, 2018; HM Gov, 2015; Heart Foundation, 2019; WHO, 2018).

Local government has a responsibility to provide more physical activity opportunities to all people in a manner that is safe and accessible. The array of programming and service provision that local government oversee should allow for increases in both incidental and planned physical activity opportunities (AMA, 2014; DoH, 2011; Heart Foundation, 2019; SRV, 2017).

Local government has a responsibility to inform the public of the opportunities that are available. Through active promotion and conscientious policy making, local government must advocate for physical activity and raise awareness of physical activity within the community. (CoA, 2011; DoH, 2011; UNESCO, 2015; VicHealth, 2017; WHO, 2018).

Local government also has a direct influence over the wider environment, being the places and spaces that people interact with in their day to day lives (DoHA, 2009). Primarily, local government develops, maintains and provides access to the physical infrastructure that facilitates physical activity including open space, buildings and amenities within its boundaries (CoA, 2011; Heart Foundation, 2019; SGS, 2020; SRV, 2017; VicHealth, 2017). Local government can also indirectly impact other domains of life to further encourage physical activity. By influencing workplace policies to encourage daily movement, or physical education policies within places of learning (WHO, 2018), local government is able to prioritise physical activity throughout people's lives.

A significant council responsibility, and opportunity in serving the community's health and wellbeing needs is through the facilitation of collaborative relationships. Bringing together individuals, community organisations (formal and informal), government agencies, not for profit and private sectors can positively influence physical activity within the municipality (Canadian Gov, 2018; CoA, 2011; HM Gov, 2015; SGS, 2020; Sport England, 2016)

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17. Services

WHO (2018) calls for programmes and opportunities that create active people. In order to achieve this goal, programs and services that are offered must cater to the vast wants and needs of individuals throughout the wider population (Sport England, 2016). Service provision needs to offer variety to keep people engaged at any given point in their life. This includes a mixture of traditional sport and recreation, flexible, modified and informal recreation opportunities alongside the physical activities inherent in the arts such as dance and cultural games (DoH, 2014; Sport England, 2016; UNESCO, 2015; VicHealth, 2014). Opportunities should be provided across multiple settings that integrate and engage the wider community (PLA, 2018; WHO, 2018).

Programs and services are of greatest appeal when they cater for a range of individual needs (Sport England, 2016). Ensuring opportunities exist for people appropriate to their age, skill level and desired level of competition from structured pathways to social formats will enable every person to find an opportunity that they enjoy (HHS, 2018; PLA, 2018; Vic Gov, 2019; VicHealth, 2017 and 2019). Similarly, providing flexible scheduling of programs and services will enable people to fit physical activity into their daily lives (SportAus, 2018; SRV, 2017; Sport England, 2016; VicHealth, 2014).

Guided by the concept of movement for life, sustainability remains a key component of any program design (VicHealth, 2019). There is also room for unsustainable programs to add value to health outcomes when they address a specific need within the community at any point in time. Services should be engineered to enable them to scale up or down, allowing service providers to be self-sufficient over time and individuals to remain engaged across their lifetime (Canadian Gov, 2018; Sport England, 2016; VicHealth, 2019).

18. Awareness

WHO (2018) stated, *“Global progress to increase physical activity has been slow, largely due to lack of awareness and investment.”* Across the globe, research indicates that a key element of effectively increasing levels of physical activity is public education via information outreach, promotion of opportunities and the increased awareness of changing social norms to physical activity (AMA, 2014; Kahn et al, 2002; PLA, 2018; SRV, 2017; VicHealth, 2013). Summarised by Canadian Gov (2018), relevant to all physical activity planning is that, *“An essential feature to increasing physical activity and reducing sedentary living is enabling Canadians to know how and where to be active.”*

Increasing awareness to positively influence physical activity levels requires a combination of communications. These include mass media campaigns, social marketing and participation events alongside targeted and tailored messaging and delivery, specifically for population groups that are most at risk of not engaging with physical activity (AMA, 2014; HHS, 2018; Heart Foundation, 2019; WHO, 2018).

There is currently a significant shift away from traditional campaigns aimed at reinforcing the health benefits associated with being physically active. Although promoting the benefits of a physically active lifestyle (WHO, 2018) is important, VicHealth (2017) research emphasises that, *“Knowing is not enough,”* particularly for those who are the most inactive. Sport England (2016) is leading this change on the back of research that reiterates the benefits of sport and physical activity do not have to be promoted. Traditional messaging such as *‘getting healthy/fit’* may be less appealing to those audiences most at risk.

AMA (2014) supports a coordinated approach so that, *“Simple, clear, and consistent messages are delivered to the Australian public around physical activity.”* Sport England (2016) calls for the message to be reframed so that it creates emotional connections with the audience, promotes the experience opposed to a standalone activity, and addresses the actual benefits people are looking for when they consider physical activity.

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19. Environment

The environment must encourage and be suitable for physical activity. Active environments (HM Gov, 2015; SRV, 2019; WHO, 2018) is a concept that focuses on the, *“Creation and maintenance of environments that promote and safeguard the rights of all people, of all ages, to have equitable access to safe places and spaces, in their cities and communities, in which to engage in regular physical activity, according to ability”* (WHO, 2018).

DoHA (2009) describe active environments to include the spaces and places, the built environment and planners; *“Professionals who specialise in designing the communities in which we live, work and play.”*

For the purpose of this review, the built environment will be captured within the term ‘infrastructure’ and spaces and places will be captured under the term ‘domains.’ Planners are to be considered all Council Officers responsible for creating and implementing any physical activity policy.

19.1. Infrastructure

Providing and maintaining suitable infrastructure is critical to engaging people in physical activity (SportAus, 2018). Plans to combat inactivity must take into account infrastructure policy, open space, designated sports infrastructure and the push towards an integrated infrastructure network.

In assessing the current and future landscape for the Inner Melbourne Action Plan, SGS (2020) identified the following challenges and opportunities that councils face in providing suitable infrastructure for physical activity including:

- Historic patterns of use
- Evolving needs
- Active recreation
- Strong competition for land
- Funding constraints
- Scheduling and programming
- Underutilised and poor quality facilities
- Surfaces
- State government departments and agencies
- Associated Public Schools and universities.

The report highlighted the need for greater efficiency in the utilisation of facilities. This supports PLA's (2018) observation that, *“Competing interests for land due to increasing populations and increasing densities, which often displaces or deprioritises provision of land for sport, recreation and physical activity.”*

SportAus (2018), SRV (2017) and Sport England (2016) emphasise the importance of access to appealing, functional and sustainable sporting infrastructure. Moving forward, sporting infrastructure will need to cater for more flexible usage and be supported by peripheral infrastructure that encourages additional incidental physical activity.

The provision of, and access to, open space remains a critical success factor to increasing physical activity. Vic Gov (2019), DoHA (2009), SportAus (2018) and PLA (2018) all recognise the important role open space has to a person's overall health and wellbeing as a major facilitator of movement and healthy place making. Open space needs to be attractive, well maintained and within easy access to all members of a community. It must be designed in a way that encourages movement for people of all ages and all abilities.

WHO (2018) and Vic Gov (2019) have called for policy making practices that consciously support active living. This includes the design of facilities and spaces in a manner that provide opportunities for everyone to undertake physical activity.

Such policy should enable networks of complimentary infrastructure and amenity that encourage regular and safe physical activity (DoHA, 2009). HHS (2018) and Kahn et al (2002) confirmed that increased access to, and promotion of, a combination of recreation friendly facilities and spaces is effective in increasing activity levels. IMAP (2018) and SRV (2017) call for greater investment in a network of health, education and community infrastructure, and open space to support the growth of physical activity.

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19.2. Active Neighbourhoods

Research driving the need for integrated networks has led to the conceptualisation of active neighbourhoods. As WHO (2018) calls for the creation of active societies, Vic Gov (2017) has localised this concept in the development of Plan Melbourne. A consistent objective is the notion of 20 minute neighbourhoods, *“Creating accessible, safe and attractive local areas where people can access most of their everyday needs within a 20-minute walk, cycle or local public transport trip.”*

The benefits of active neighbourhoods are reiterated in Vic Gov’s (2019) Public Health and Wellbeing Plan as they, *“Foster positive social connections, promote feelings of safety and belonging, stimulate local business activity and can reduce the environmental impacts associated with car emissions and traffic congestion,”* ultimately leading to more liveable communities (SRV, 2019). The benefits of active neighbourhoods extend to social cohesion and lower levels of crime, (Heart Foundation, 2019), tourism appeal (IMAP, 2019) and increased opportunities for volunteerism (PLA, 2018). A neighbourhood built for walkability and active transport will support a cultural movement towards greater activity in everyday life.

Active neighbourhoods are important in the uptake of lifelong physical activity (VicHealth, 2014). Sport England (2015) has developed a set of ten active design principles to be considered in all aspects of urban planning that include:

1. Activity for all;
2. Walkable communities;
3. Connected walking and cycling routes;
4. Co-location of community facilities;
5. Network of multifunctional open space;
6. High quality streets and spaces;
7. Appropriate infrastructure;
8. Active buildings;
9. Management, maintenance, monitoring and evaluation; and
10. Activity promotion and local champions.

Proper planning of urban environments provides value to sport and recreation outcomes and wider health outcomes (VicHealth, 2014). Leading health agencies and government departments including AMA (2014), DoHA (2009), HHS (2018), Heart Foundation (2019) and UNESCO (2015) call on planners to design neighbourhoods that cater to an array of services within easy access of active transport whilst also encouraging incidental physical activity.

With a focus on inclusion, access and equity, active design should be considered in conjunction with universal design when planning urban environments. Summarised by SRV (2017), *“Universal design is the process of designing products and environments to be used by everyone, to the greatest extent possible, without the need for adaptation or specialised design. Universal design is a process, not an outcome. Universal design assists everyone, not just people with a disability.”* SRV (2017) also states, *“The aim of universal design is to provide one solution that can accommodate all people, including people with a disability, as well as the rest of the community; universal design incorporates the needs of older adults, children and young people, women and men and people who are left handed or right handed.”*

Universal design is underpinned by seven principles (SRV, 2017):

1. Equitable use;
2. Flexibility in use;
3. Simple and intuitive use;
4. Perceptible information;
5. Tolerance for error;
6. Low physical effort; and
7. Size and space for approach and use.

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19.3. Domains

Strath et al (2013) state that domains in which physical activity occurs are critical, particularly when, *“Behaviour change is the intended goal.”* The four common domains referred to in this study include occupational, domestic, transportation and leisure time. These domains support the notion that health is greatly influenced where a person lives, works and plays (Canadian Gov, 2018; Heart Foundation, 2019; WHO, 2018). Further research leads to an extension of these four domains. Summarised below are the key domains of physical activity identified within publications from AMA (2014), Brown et al (2012), DoH (2011, 2013 and 2014), HHS (2018), Heart Foundation (2019), PLA (2018), Reece et al (2020), SportAus (2018), UNESCO (2015), VicHealth (2013 and 2017) and WHO (2018) and include:

- Aged care
- Community settings
- Health care
 - Primary prevention
 - Secondary prevention
 - Tertiary prevention
- Home
- Leisure
- Schools
 - Early learning, primary, secondary, tertiary
 - Whole of school programs
 - Policy
 - Physical education as part of curricula
 - Vic Gov (2017) advises that, *“The government has set an education target for the proportion of students doing physical activity for an hour a day, five times a week, to grow by 20%. Walking and cycling to and from school is an excellent opportunity to increase the number of students incorporating physical activity into their daily lives”*
- Sport
 - Sport is one element of active recreation and could be considered a leisure pursuit. For the purposes of this plan sport is considered its own domain. SRV (2017 and 2019) indicate that, *“Adult Victorians spend 736 million hours a year on physical recreation, exercise and sport. 80% of these hours are spent in active recreation and 20% in sport”*
 - The following research provides insight into the unique positioning of sport, justifying its categorisation as a standalone domain of physical activity:
 - Sport contributes significant health, wellbeing, social and economic benefits across all age and population groups (Heart Foundation (2019))
 - Half of all sports participants are aged between 4–14 years. Sport participation is highest among young children (aged 5–14 years) and drops significantly during adolescence. 22% 4 years, 57% 5-9 years, 68% 10-14 years, 32% 15-19 years (VicHealth, 2017))
 - 3.9 million Victorians play sport or engage in activity every week and 21% of Victorians are not involved in any form of sport or active recreation (SRV, 2017)
 - Sports clubs act as the main avenue for both girls and boys under 15 years old to be active outside of the school environment (Reece et al, 2020)
 - Participation in social sporting activities is increasing and participation in traditional, club-based sport is decreasing (VicHealth, 2019). This highlights the need for sports clubs to be more flexible to create extra capacity (SGS, 2020)
 - Nearly one in two Victorian women find sporting clubs intimidating, and a third believe they aren't welcoming (VicHealth, 2019)
 - People who play sport are 44% more likely to have mixed-ethnic friendship groups than non-participants (SportAus, 2018)
 - A rich network of sports clubs and competitions exist across the country supported by the largest group of volunteers in the country (SportAus, 2018)
 - In Australia, more than \$12 billion is spent on sport and sports infrastructure each year, supporting a workforce of more than 220,000 people and accounting for 2-3% of Australia's GDP, comparable to our tourism industry (SportAus, 2018)

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- In 2017, it was estimated that sport creates \$29 billion of net health benefits each year (SportAus, 2018)
- Travel
 - Active transport
- Workplaces
 - Paid and unpaid
 - Particular focus on breaking up prolonged periods of sedentary behaviour.

19.4. Active transport

Embedding active transport as the social norm will have significant impact on the amount of physical activity people undertake each day. DoHA (2009) define active transport as, *“Travel modes that involve physical activity, such as walking and cycling, and include the use of public transport that is accessed via walking or cycling.”*

Appropriate, conscientious planning is required when designing cities to ensure that active transport is integrated into urban planning policies (WHO, 2018). It also needs to be reprioritised to, *“Reduce car dependency and increase the opportunities to ride, walk or use public transport”* (Heart Foundation, 2019).

Three major influences on an active transport network’s viability and success include:

1. Quality, maintenance and improvement of network (DoHA, 2009; IMAP, 2019; Vic Gov, 2017; WHO, 2018)
2. Perceived safety of active transport by potential users (WHO, 2018)
3. The personal experiences that inform an individual’s decision making process regarding their preferred mode of travel. These experiences are often developed during the commute to and from education during youth (Garraad, 2016, PLA, 2018, VicHealth, 2019).

VicHealth (2014 and 2019) suggests that any initiatives to increase the uptake of active travel are dependent on making active travel the easiest choice within a society that encourages active travel as the social norm.

20. People

UNESCO (2015) insists that, *“Concerted action and co-operation between stakeholders at all levels is the prerequisite for protecting the integrity and potential benefits of physical education, physical activity and sport.”* Sport England (2016) supports this statement adding, *“Close cooperation between local agencies will be a pre-requisite for success.”*

From a health perspective, DoH (2013) acknowledge that, *“Strategies to improve health and wellbeing require the support and engagement of those affected.”* VicHealth (2019) and Canadian Gov (2019) support this statement emphasising the importance of considering participants as customers. This involves engaging participants to co-design campaigns and programs that work for them. Sport England (2016) reiterates this concept by stating, *“The members of a community are the most valuable resource in shaping successful local programmes. We will harness their knowledge of the environment, history, culture and challenges of the places where they live or work. Building partnerships with them and their trusted organisations will be the key to success. One of the messages we heard repeatedly from local representatives in our consultation was ‘do it with us, not to us’.”*

WHO (2018) acknowledges the vast scope of a physical activity agenda in outlining the need for, *“A collective and coordinated response across the settings where people live, work and play by all relevant stakeholders, at all levels, to ensure a more active future.”* Success is dependent on partnerships that enable greater workforce capacity, active networks of expertise, integrated community responses and a shared ownership of the end goals (DoHA, 2009; PLA, 2018; WHO, 2018).

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20.1. Relationships

Council's role as community leader is critical in establishing effective networks that can contribute to increasing physical activity levels and decreasing sedentary behaviour (Canadian Gov, 2018; HM Gov, 2015; SRV, 2017; WHO, 2018).

The following summary outlines key sectors and organisations considered important partners in delivering physical activity outcomes. Also summarised are the key drivers which highlight why collaboration is important. This insight was cited in publications from Canadian Gov (2018), DoH (2013), DoHA (2009), HHS (2018), HM Gov (2015), IMAF (2019), SportAus (2018), Sport England (2016), SRV (2017), UN (2003), UNESCO (2017), Vic Gov (2017 and 2019), VicHealth (2013, 2015 & 2019) and WHO (2018).

Table 19: Key relationships and Drivers in delivering physical activity outcomes

Key relationships	Drivers
<ul style="list-style-type: none"> • Aged care services • Arts • Community organisations • Disability services • Faith based organisations • Government - local, regional, state and national • Health sector / health care • Media • National / state sport governing bodies • New partners and sectors • Physical activity / leisure / recreation organisations • Private sector / commercial businesses • Schools, including early learning, primary, secondary and tertiary institutions • Social care services • Sport clubs • Transportation • Users / customers / community / individuals • Women's health services • Workplaces 	<ul style="list-style-type: none"> • Advocacy • Align resources (workforce, infrastructure, knowledge, financial) • Effective policy • Facilities and equipment for physical education • Forge partnerships • Funding • Improve sport delivery system • Make it easier for users to get active and stay active • Programs and services • Research • Resource mobilisation • Shared strategic vision / coordinated investment • Unblock barriers to participation

Engaging in collaborative partnerships will greatly assist in delivering a physical activity plan that caters to the needs of the community. As Sport England (2016) advocate, *"Putting customers at the heart of what we do, responding to how they organise their lives and helping the sector to be more welcoming and inclusive, especially of those groups currently under-represented in sport,"* will be a cornerstone of achieving all physical activity goals.

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20.2. Deliverers and volunteers

Two subgroups of people require specific acknowledgement when attempting to understand behaviours and perceptions concerning physical activity – deliverers and volunteers.

The first is the deliverer; VicHealth (2019) describes the deliverer as, “*The most vital person to participants’ experience and retention.*” Traditionally, the deliverer has been perceived as a coach, or instructor whose goal is to improve a person’s ability (Sport England, 2016). Whilst UNESCO (2015) call for deliverers of physical activity to be suitably qualified, there is a strong call to redefine the role of a deliverer (HM Gov, 2015; Sport England, 2016). Administrators, officials, instructors, coaches, volunteers, anyone involved with the delivery of a physical activity product or service, are all influential to an individual’s overall experience. Valuation of deliverer traits should extend beyond their competence in upskilling to their ability to engage individuals. Effective deliverers must suitably address the range of motivations and attitudes that drive people, or prevent them, to/from being active.

A need for a varied skill set amongst the industry’s workforce has been identified. SportAus (2018) and Sport England (2016) call for the increase in diversity of all roles within the sport and recreation sector to better reflect wider community diversity.

When discussing the industry’s workforce and the role of deliverers, the contribution of volunteers must be recognised. CSIRO (2013) research indicates that more than one third of volunteerism is conducted within sport and physical recreation. SRV (2017), UNESCO (2015) and Canadian Gov (2018) all acknowledge that supporting and investing in the improvement of the volunteer sector is crucial to the overall success of providing positive and meaningful physical activity opportunities to the community at large.

When looking at volunteerism as a desired outcome in and of itself, sport and recreation can be a valuable tool. The industry needs to provide opportunities for short and long term volunteerism, engaging a diverse range of people (Sport England, 2016). The UN (2003) calls on the sport and recreation industry to leverage its appeal to volunteers and to encourage a stronger connection between volunteerism and youth, so as to support lifelong volunteerism.

21. Conclusion

Physical inactivity is a problem for the health and wellbeing of Yarra’s community. Addressing this problem will require coordinated responses from all levels of government and all sectors of the community.

Understanding that community wide behaviour change will take time, *Yarra Moves* provides guidance to ensure future policy making and Council driven initiatives are strategically aligned and outcome focussed. In doing so, *Yarra Moves* strengthens all efforts to make Yarra a truly active municipality.

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Attachment 2 – Connection to wider strategy

Attachment 2 – Connection to Wider Strategy

Yarra Moves is one plan within a wider policy and planning framework aiming to improve the health and wellbeing of all people. It should be interpreted in the context of wider government, health and physical activity systems. Understanding that there is no single policy solution, *Yarra Moves* falls within a systems-based approach to addressing physical inactivity.

Summarised in this section are the relevant strategic documents that *Yarra Moves* either directly supports or seeks to influence. Divided into local, regional, state, national and global, the following list demonstrates *Yarra Moves* position within the wider strategic framework.

It is important to acknowledge that the following strategies represent a snapshot of relevant policy in circulation at the time of writing this plan. Future health, activity and local government planning will be considered in the development of future action plans. This will allow *Yarra Moves* to remain informed by up to date research and to remain relevant to the community.

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1. Local

Policies and plans targeted specifically at the City of Yarra.

Yarra City Council, Council Plan 2017-2021

Objective 1: A Healthy Yarra

- 1.1 - Maintain and enhance Yarra's open space network to meet the diverse range of community uses.
- 1.2 - Promote a community that is inclusive, resilient, connected and enjoys strong mental and physical health and wellbeing.
- 1.3 - Provide health promoting environments that encourage healthy eating and active living.
- 1.4 - Assist to reduce the harms from alcohol and drugs on individuals and the community in partnership with state agencies and key service providers.
- 1.6 - Promote a gender equitable, safe and respectful community.
- 1.7 - Promote an effective and compassionate approach to rough sleeping and advocate for affordable, appropriate housing.
- 1.8 - Provide opportunities for people to be involved in and connect with their community.

Objective 2: An Inclusive Yarra

- 2.1 - Build resilience by providing opportunities and places for people to meet, be involved in and connect with their community.
- 2.2 - Remain a highly inclusive municipality, proactive in advancing and advocating for the rights and interests of specific groups in the community and community issues.
- 2.3 - Continue to be a local government leader and innovator in acknowledging and celebrating Aboriginal history and culture in partnership with Traditional Owners.
- 2.4 - Acknowledge and celebrate our diversity and people from all cultural backgrounds.
- 2.5 - Support community initiatives that promote diversity and inclusion.

Objective 3: A Sustainable Yarra

- 3.1 - Investigate strategies and initiatives to better manage the long term effects of climate change.
- 3.2 - Support and empower a more sustainable Council and Community.
- 3.3 - Lead in sustainable energy policy and deliver programs to promote carbon neutral initiatives for the municipality and maintain Council as a carbon neutral Organisation.
- 3.6 - Promote and facilitate urban agriculture with a focus on increasing scale and uptake in the community.

Objective 4: A Liveable Yarra

- 4.2 - Actively plan for Yarra's projected growth and development and advocate for an increase in social and affordable housing.
- 4.3 - Plan, promote and provide built form and open space that is accessible to all ages and abilities.
- 4.5 - Encourage and promote environmentally sustainable building, urban design, place-making and public realm outcomes.

Objective 5: A Prosperous Yarra

- 5.1 - Maintain and strengthen the vibrancy and local identity of retail and commercial precincts.
- 5.3 - Create local employment opportunities by providing targeted and relevant assistance to facilitate business growth, especially for small and medium size enterprises and entrepreneurs through the attraction and retention of businesses.
- 5.4 - Develop Innovative Smart City solutions in collaboration with government, industry and community that use technology to embrace a connected, informed and sustainable future.
- 5.5 - Facilitate and promote creative endeavour and opportunities for the community to participate in a broad range of arts and cultural activities.
- 5.7 - Ensure libraries and neighbourhood houses, support lifelong learning, wellbeing and social inclusion.

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Yarra City Council, Council Plan 2017-2021

Objective 6: A Connected Yarra

- 6.1 - Manage traffic movement and promote road safety within local roads.
- 6.2 - Work in partnership with VicRoads and influence traffic management and road safety on main roads.
- 6.3 - Investigate and implement effective parking management options.
- 6.4 - Improve accessibility to public transport for people with mobility needs and older people.
- 6.5 - Develop and promote pedestrian and bicycle infrastructure that encourages alternate modes of transport, improves safety and connectedness.
- 6.6 - Advocate for increased infrastructure and performance of public transport across Melbourne.

Objective 7: A Leading Yarra

- 7.1 - Ensure Council's assets and financial resources are managed responsibly to deliver financial sustainability.
- 7.2 - Continue to develop a culture of continuous improvement and innovation.
- 7.3 - Maintain a culture of transparency, governance, ethical practice and management of risks that instils a high level of community respect and confidence in Council decision-making.
- 7.4 - Ensure Council services are efficient, well-planned, accessible and meet community needs.
- 7.5 - Provide the community with meaningful and genuine opportunities to contribute to and participate in Council planning and decision making processes with a focus on young people, hard to reach and traditionally underrepresented communities.
- 7.7 - Develop Innovative Smart City solutions in collaboration with Government, Industry and Community which will use open data technology.
- 7.8 - Continue a 'customer centric' approach to all service planning and delivery.
- 7.9 - Advocate for the best interests of our community.

Social Justice Charter, 2020

Access - All services, programs and facilities should be available and usable for all people free from any form of discrimination.

Equity - Distribution of economic, social and political resources in ways that are not restricted by age, gender, sex, sexuality, race, ethnicity, religion, ability, or income.

Rights - Equal effective legal, industrial and political rights.

Participation - Opportunities for real participation by all in the decisions which govern their lives.

Safe Travel Strategy, 2016-2026

Pathway 1 - Integrate safe travel principles through a Council wide approach.

Pathway 4 - Encourage and support safer walking for people of all ages and abilities.

Pathway 5 - Safer cycling.

0-25 Years Plan, 2018-2022

Priority 1: The diversity and uniqueness of children, young people and their families is welcomed and celebrated.

- 1.1. - Increase opportunities for Aboriginal and Torres Strait Islander children, young people and their families to engage in culturally safe services in Yarra.
- 1.2. - Council services are responsive to culturally linguistic and diverse children, young people and their families.
- 1.3. - Promote inclusive practices to address needs of LGBTIQ children, young people and their families.

Attachment 2 – Connection to wider strategy

0-25 Years Plan, 2018-2022

Priority 2: Support children, young people and their families to be strong, resilient and resourceful
2.3. - Strengthen engagement of parents in Council programs and services.

Priority 3: Services for children, young people and their families are coordinated, responsive and evidence based

3.2. - Strengthen sector leadership in joint planning, advocacy and improve coordination of service delivery with local early years and youth service agencies.

3.3. - Provide professional development opportunities for people working with children, young people and their families.

Priority 5: Improve the health and wellbeing of children, young people and their families

5.2. - Advocate for and encourage improved health outcomes for children and young people.

5.3. - Promote positive mental health outcomes for children, young people and their families.

Priority 6: Strengthen inclusive and engaged communities through promoting participation of children, young people and their families

6.1. - Improve access to and coordination of information about activities, events and services relevant to children, young people and their families.

6.2. - Strategic priorities and strategies in Yarra's 0-25 Plan inform relevant Yarra Annual Community Grants programs.

Priority 7: A child friendly city provides for everyone

7.1. - Promote a built environment that is inclusive of the needs and aspirations of children, young people and their families.

7.2. - Advocate for pedestrian and cycling friendly environments for children, young people and their families.

7.3. - Advocate for a well-linked, equitable and functional open space network for children, young people and their families.

7.4. - Promote the needs of families, children and young people in planning for new and existing open space.

City of Yarra Bike Strategy - 2016 Refresh, 2010-2015

Strategy 1 – better on-road bicycle network.

Strategy 2 – better local streets for cycling.

Strategy 3 – better off-road bicycle network.

Strategy 4 – better bicycle network maintenance.

Strategy 5 – better end of trip facilities – bicycle parking.

Strategy 6 – better bicycle network accessibility.

Strategy 7 – better bicycle safety by reducing conflict.

Strategy 8 – better Council use of bicycles.

Strategy 9 – better recruitment and retention of cyclists.

Access and Inclusion Strategy, 2018-2024

Goal 1: Improve accessibility to infrastructure, facilities and amenities

1.1 - Promote and encourage the application of Universal Design and Universal Access within, and external to Council.

1.3 - Develop/extend incentive programs to local businesses to maximize their accessibility.

1.4 - Increase safer access and mobility through public realm improvement.

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Access and Inclusion Strategy, 2018-2024

1.5 - Improve accessibility to City of Yarra buildings and facilities, including ensuring adequate amenities are available.

1.7 - Create Neighbourhood's that are safe and promote a sense of belonging.

Goal 2: Promote and encourage mainstream participation, representation and community leadership.

2.1 - Provide and/or support the community to provide a diverse range of accessible community services and arts, cultural, sport and recreational activities that are creative and fun for all abilities and ages.

2.2 - Research opportunities and implement initiatives to address financial and transport barriers to access.

Goal 3: Support employment and career development opportunities.

3.1 - Work within Council, and with businesses and community groups to advance the rights of people with disability to participate equally in the: Workforce, Education and training, and Volunteering opportunities.

Goal 4: Create welcoming and inclusive practices and culture

4.1 - Information is provided by Council in a format (including pictorial) to enable people with disability to access easily.

4.2 - Develop and deliver initiatives to achieve positive changes in attitudes about disability, as well as structural discrimination.

Aboriginal Partnerships Plan, 2015-2018

Priority 1 - Community connection

3. - Provide Council officer support, when required, to the following programs currently funded through Council's Community Partnerships Grant Program:

3.1. - Melbourne Aboriginal Youth Sport and Recreation Incorporated (MAYSAR).

3.4. - Aboriginal Engagement Program.

9. - Continue to offer Yarra Leisure community memberships to members of the Parkies community and other disadvantaged members of the Aboriginal community.

10. - Continue to ensure that Aboriginal children, young people and families have access to culturally appropriate and safe services and programs that acknowledge and meet their health and wellbeing needs, challenges and aspirations.

11. - Build partnerships with MAYSAR to ensure Aboriginal young people are supported to access a range of engagement, recreation, art and leadership programs in Yarra.

Priority 3 – Employment

26. - Seek opportunities to run Aboriginal history walking tours of Gertrude Street and surrounds.

29. - In partnership with AFL ArtsReady provide opportunities for two school-based Indigenous traineeships at Yarra Youth Services and Connie Benn Centre.

30. - In partnership with AFL SportsReady provide opportunities for school-based Indigenous traineeships at Yarra Leisure.

Priority 5 - Advocacy and Responsiveness

39. - Advocate for the Aboriginal community needs to secure improved housing, employment, health access and inclusion opportunities in Yarra and beyond, whenever opportunities arise.

42. - Respond to opportunities to increase social cohesion between the Aboriginal community and migrant groups.

44. - Respond to opportunities to improve health, wellbeing and connectedness in the local Aboriginal community, especially those that fall in line with the priority areas of the Aboriginal Partnerships Plan 2015–2018.

Active and Healthy Ageing in Yarra Strategy, 2018-2024

Goal 1: Outdoor spaces and buildings

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Active and Healthy Ageing in Yarra Strategy, 2018-2024

- 1.1 - Review infrastructure improvements to support walking and use of public spaces.
- 1.2 - Review open spaces and buildings through an Age-Friendly lens, to increase mobility and decrease car dependency.
- 1.3 - Address safety concerns of older residents in accessing open spaces in Yarra.

Goal 2: Transport

- 2.1 - Advocate for, and support, accessible and affordable public and community transport.

Goal 3: Social participation

- 3.1 - Develop the community capacity by encouraging groups to apply for Council's Community Grants Program.
- 3.2 - Promote neighbourliness across the municipality using a place-based approach.
- 3.3 - Address perceptions of safety in encouraging greater social participation.
- 3.4 - Facilitate Council and community initiated activities and events to build social connections.

Goal 4: Respect and social inclusion

- 4.1 - Acknowledge the diversity amongst older people by promoting a range of activities and groups that cater for diverse interests.
- 4.3 - Promote intergenerational dialogue through meaningful engagement opportunities.
- 4.4 - Develop engagement approaches which focus on the vulnerable and those experiencing barriers to participation.

Goal 6: Civic participation and employment

- 6.1 - Support older people to continue employment, participate in volunteering, life-long learning and civic participation.

Goal 7: Community support and health services

- 7.1 - Educate and inform people 50+ in the community of programs and services available support their independence.

Goal 8: Communication and information

- 8.1 - Ensure that older people are aware of the diversity of programs and activities available, with a particular focus on socially excluded and vulnerable people.

Multicultural partnerships plan, 2015-2018

Priority 1: Relationships

- 1.1.2 - Enhance Yarra's Welcome Pack to include information for culturally and linguistically diverse residents.
- 1.1.4 - Explore ways of creating opportunities for intergenerational activities that include people from CALD backgrounds.
- 1.1.5 - Explore and support programs to combat isolation, so that vulnerable, isolated residents are supported to access services and activities that meet their needs.
- 1.2.4 - Facilitate networking and collaboration between groups, service providers and Council.
- 1.2.5 - Explore ways to build relationships with Universities and International Students.

Priority 2: Access and inclusion

- 2.1.2 - Develop Council information in key community languages.
- 2.1.3 - Promote use of culturally diverse images and photos across Council in publications and communications.

Priority 3: Opportunities

- 3.1.1 - Link community groups and individuals to Council's Community Grants and other programs.

Attachment 2 – Connection to wider strategy

Yarra Environment Strategy, 2013-2017

Pathway 1 - Community Empowerment & Local Action

- 1.1 - Empower and educate the community to support sustainable consumption and lifestyles.
- 1.4 - Provide tailored support to target groups to increase participation in sustainability initiatives by diverse groups.
- 1.6 - Understand and track community knowledge and action, and celebrate achievements.

Pathway 3 - Sustainable City Infrastructure & Lifestyles

- 3.1 - Sustainable Transport – supporting community infrastructure and programs that provide for safe, efficient, affordable and low-carbon mobility.
 - 3.1.1 - Create a Sustainable Transport Culture in Yarra
 - 3.1.2 - Establish Yarra as a sustainable transport destination
 - 3.1.3 - Advocate for sustainable transport improvements beyond Council's direct control
- 3.3 - Sustainable Built Environment - using Council powers and resources to influence the design and layout of the City for sustainability, functionality, resilience, and green recreation.
 - 3.3.3 - Increase access to green open space in Yarra
- 3.4 - Carbon Neutral Yarra – supporting a reduction in greenhouse emissions from across the municipality, towards carbon neutral by 2020.

Pathway 4 - Sustainable Council Operations

- 4.1 - Lead by example, with Integration of sustainability across Council - Integrating sustainability as a core Council business into everything we do, empowering staff to own sustainability as part of their core business.

Yarra Open Space Strategy, 2020

Distribution

Walking catchments to open space

Gap areas

Improve the quality of existing open spaces

Provide open space within easy walking distance of everyone

Improve community health and wellbeing

Increase urban greening

Sport Strategy, 2008-2012 / Sport and physical activity strategy - draft, 2015-2019

Objective One: Planning

Objective Two: Participation

Objective Three: Promotion

Objective Four: Club Capacity Building

Objective Five: Facilities

Attachment 2 – Connection to wider strategy

Arts and cultural strategy, 2016-2020

Priority 1 - Aboriginal Arts and Culture are Valued.

Priority 2 - Yarra is a Creative City of Artists.

Priority 3 - Our City is Changing.

Priority 4 - Yarra is Many Things to Many People.

Economic Development Plan, 2015-2020

Direction 1. Infrastructure and maintenance

4. - Use best practice for positioning, installation and design of street seating, shelter and water fountains that supports walk ability.

5. - Develop an Activity Centre Streetscape Improvement program that addresses best practice standards for footpaths, furniture, landscaping, lighting and opportunities for public space.

Direction 2. Partnerships and collaboration

2. - Strengthen relationships with key community partners such as ACU, St Vincent's Hospital, Epworth Hospital, Kangan Institute and others, through the establishment of MOUs.

4. - Work in partnership with universities to support and strengthen the international student experience.

Direction 3. Destination development

2. - Strengthen online and digital marketing opportunities for local businesses.

4. - Influence and encourage local residents to explore and visit Yarra's rich street life, galleries, public art and range of a cultural activities.

Library Strategic Plan, 2017-2020

Priority 1: Creating opportunities for learning and literacy

1.3 - Run targeted events and programs promoting health, life-skills and life-issues.

Priority 3: Connecting with our community

3.4 - Create and cultivate opportunities for cultural exchange between community groups, providing opportunities for sharing of traditions and cultural practices.

Priority 4: Discovering through technology

4.3 - Support and facilitate community access to technology.

Priority 6: Providing places for all people

6.4 - Investigate opportunities to create connected outdoor/indoor spaces in all of Yarra's libraries.

Yarra Volunteer Strategy, 2019-2023

Priority 1: Promote, participate and connect

1.1 - Promote volunteer opportunities in the Yarra community.

1.2 - Encourage volunteering as a way for people to connect with and participate in their community.

Priority 2: Support and strengthen

2.1 - Support volunteers and people who manage volunteers in the Yarra community.

2.2 - Strengthen relationships and create linkages.

Priority 3: Recognise and value

3.1 - Promote the value and benefits of volunteering.

3.2 - Recognise the contributions by volunteers and people who manage volunteers in the Yarra community.

Attachment 2 – Connection to wider strategy

Yarra City Council and Neighbourhood Houses Partnership Strategy, 2018-2021

1. A Healthy Yarra: Community Health, Safety and Well-being

1.3 - Neighbourhood Houses to participate in the consultation process for the development of Council's key strategies e.g. volunteering, open spaces, urban agriculture.

1.4 - Council to work with Neighbourhood Houses to activate small scale, underutilised open spaces to foster opportunities for local connection.

Yarra Housing Strategy, 2018-2022

Strategic direction 3: Plan for more housing choice to support Yarra's diverse community.

3.3 - Encourage the development of aged care, student accommodation and key worker housing within or close to activity centres, health and education precincts.

3.4 - Encourage more family-friendly design of communal open spaces in apartment developments.

Public Toilet Strategy , 2017-2027

Objective 1 - Optimise provision of new public toilets.

Objective 3 - Public toilets to be accessible by people of all abilities.

City of Yarra Domestic Animal Management Plan, 2017-2021

Objective 2 - Reduce nuisance and promote responsible pet ownership in parks.

Attachment 2 – Connection to wider strategy

2. Regional

Policies and plans targeted at local government authorities directly surrounding Yarra and within greater Melbourne.

IMAP, Inner Melbourne Action Plan 2016-2026

Goal 1: A globally significant, strong and diverse economy

- 1.3 - Market Inner Melbourne as a world-class tourism destination.
- 1.4 - Ensure Inner Melbourne's entertainment precincts are regarded as safe, accessible and vibrant places.

Goal 2: A connected transport network that provides real travel choices

- 2.1 - Develop an integrated and connected regional transport network.
- 2.2 - Advocate to improve public transport across Inner Melbourne.
- 2.3 - Make Inner Melbourne a 'cycling friendly' region.
- 2.4 - Make Inner Melbourne a great place for walking.
- 2.5 - Reduce the impact of through traffic across Inner Melbourne.
- 2.6 - Advocate for re-prioritised road space which allocates /prioritises walking, bike riding and public transport on selected roads.

Goal 3: Diverse, vibrant, healthy and inclusive communities.

- 3.3 - Plan and deliver regional and local community infrastructure and services for growing resident and worker populations.
- 3.4 - Deliver regional sporting and recreation facilities offering diverse opportunities.
- 3.6 - Improve the health, wellbeing and safety of the Inner Melbourne community.

Goal 4: Distinctive, high quality neighbourhoods and places

- 4.1 - Plan and deliver an integrated open space network for Inner Melbourne.
- 4.4 - Support urban renewal plans that create distinctive high quality local neighbourhoods and positive development outcomes in medium and high density environments.

Goal 5: Leadership in achieving environmental sustainability and climate change adaptation.

- 5.3 - Reduce total greenhouse gas emissions and those associated with Councils' operations.

Victorian State Government, Plan Melbourne 2017-2050

Outcome 3: Melbourne has an integrated transport system that connects people to jobs and services and goods to market

- 3.3 - Improve local travel options to support 20-minute neighbourhoods.

Outcome 4: Melbourne is a distinctive and liveable city with quality design and amenity

- 4.1 - Create more great public places across Melbourne.
- 4.2 - Build on Melbourne's cultural leadership and sporting legacy.
- 4.6 - Strengthen community participation in the planning of our city.

Outcome 5: Melbourne is a city of inclusive, vibrant and healthy neighbourhoods

- 5.1 - Create a city of 20-minute neighbourhoods
- 5.2 - Create neighbourhoods that support safe communities and healthy lifestyles.
- 5.3 - Deliver social infrastructure to support strong communities.
- 5.4 - Deliver local parks and green neighbourhoods in collaboration with communities.

Outcome 6: Melbourne is a sustainable and resilient city

- 6.1 - Transition to a low-carbon city to enable Victoria to achieve its target of net zero greenhouse gas emissions by 2050.

Attachment 2 – Connection to wider strategy

3. State

Policies and plans targeted at the state of Victoria.

Victorian Government, Victorian Public Health and Wellbeing Plan 2019–2023

Priority: Increase active living

- Improve neighbourhood and precinct planning to better support active living
- Increase accessible and adaptable spaces for active living, ensuring compliance with appropriate state and national regulations and standards
- Increase socio-cultural norms reinforcing active living
- Increase capacity to be more physically active and less sedentary
- Improve integration and accessibility of public transport
- Increase active transport
- Increase participation in sport and active recreation activities
- Decrease sedentariness in workplaces, schools and early learning centres and during leisure time.

Priority: Tackling climate change and its impact on health

- Resilient and safe communities that are adapting to the public health impacts of climate change
- Decreased health impacts associated with climate change (for example, fewer deaths from extreme heat events, fewer mosquito-borne diseases, fewer food outbreaks, fewer algal blooms in drinking water catchments)
- Increased action to reduce greenhouse gas emissions and realise associated health co-benefits.

Priority: Improve mental wellbeing

- A reduction in the prevalence of mental illness, and increased resilience among Victorian individuals, families and communities
- Reductions in the gap in social and emotional wellbeing for at risk groups, including Aboriginal Victorians, with an emphasis on loneliness and increasing social connectedness
- Reductions in the occurrence of suicide deaths, suicidal ideation and suicidal attempt, and the gap between the suicide rates for vulnerable groups and the general population.

Priority: Reducing injury

- Decrease injury across the population, with an emphasis on priority populations: children 0–14 years, young adults 15–24 years, older adults 65+, Aboriginal Victorians and rural populations.

Victorian Government, Health 2040

Priority: Better health

- A system geared to prevention as much as treatment
- Healthy neighbourhoods and communities encourage healthy lifestyles.

Priority: Better access

- People are connected to the full range of care and support they need
- There is fair access to care.

Priority: Better care

- Target zero avoidable harm
- Care fits together around people's needs.

Attachment 2 – Connection to wider strategy

Department of Health, Victorian Health Priorities Framework 2012–2022: Metropolitan Health Plan

Developing a system that is responsive to people's needs.

Improving every Victorian's health status and health experiences.

Expanding service, workforce and system capacity.

Implementing continuous improvements and innovation.

Increasing accountability and transparency.

Utilising e-health and communications technology.

VicHealth, Physical Activity Strategy 2018-2023

Engage people who are less active and who experience the greatest barriers to participation.

Connect with people at key life stages where their physical activity typically drops off, potentially leading to an inactive life.

VicHealth, Action Agenda for Health Promotion 2019-2023

Strategic imperative 1 - Encourage regular physical activity.

Strategic imperative 3 - Improve mental wellbeing.

Sport and Recreation Victoria, Active Victoria 2017-2021

Strategic direction 1 - Meeting demand

- Increasing capacity of facilities and infrastructure
- Increased participation opportunities
- Flexible and innovative options
- Finding new sources of investment.

Strategic direction 2 - Broader and more inclusive participation

- Operational structure of sport and active recreation
- Addressing racism, discrimination and harassment
- Increasing the participation of women in sport
- Leadership.

Strategic direction 3 - Additional focus on active recreation

Strategic direction 4 - Build system resilience and capacity

- A strong evidence base
- Supporting volunteers, participants and the workforce
- Addressing sport integrity.

Strategic direction 6 - Work together for shared outcomes

Attachment 2 – Connection to wider strategy

4. National

Policies and plans targeted at the whole of Australia.

Sport Australia, Sport 2030

Building a More Active Australia

- Drive movement for life through sport and physical activity participation for all Australians
- Ensure all Australian children have the skills, confidence and motivation to be active for life and safe in the water
- Reduce barriers to sport and physical activity participation, including swimming, and actively promote incentives for participation
- Coordinated investment in sport and recreation facilities to achieve sustainable outcomes for communities, with a focus on universal design to ensure sport is accessible to all Australians.

Strengthening Australia's Sport Industry

- Data, evidence and insights to promote how active, sporting and healthy Australians are and could be.

National Heart Foundation of Australia, Blueprint for an Active Australia 2019

Action area 1 - Built environments.

Action area 2 – Workplaces.

Action area 3 - Health care.

Action area 4 - Active travel.

Action area 5 - Prolonged sitting (sedentary behaviour).

Action area 6 - Sport and active recreation.

Action area 7 - Disadvantaged populations.

Action area 8 - Aboriginal and Torres Strait Islander peoples.

Action area 9 - Children and adolescents.

Action area 10 - Older people.

Action area 11 - Financial measures.

Action area 12 - Mass-media strategy.

Action area 13 - Research and program evaluation.

Attachment 2 – Connection to wider strategy

5. Global

Policies and plans targeted at global initiatives.

World Health Organisation, Global Action Plan On Physical Activity 2018-2030

1. Create Active Societies

- 1.1 - Implement social marketing campaigns.
- 1.2 - Promote the co-benefits.
- 1.3 - Provide mass participation events.
- 1.4 - Build workforce capacity.

2. Create Active Environments

- 2.1 - Integrate transport and urban planning policies.
- 2.2 - Improve walking and cycling networks.
- 2.3 - Strengthen road safety.
- 2.4 - Improve access to public open spaces.
- 2.5 - Implement proactive building policies.

3. Create Active People

- 3.1 - Enhance physical education and school based programs.
- 3.2 - Incorporate physical activity into health and social services.
- 3.3 - Provide programmes across multiple settings.
- 3.4 - Improve provision for older adults.
- 3.5 - Prioritize programs for the least active.
- 3.6 - Implement community-wide initiatives.

4. Create Active Systems

- 4.1 - Strengthen policy, leadership and governance.
- 4.2 - Improve and integrate data systems.
- 4.3 - Build research and development.
- 4.4 - Expand advocacy.
- 4.5 - Develop innovative finance mechanisms.

United Nations Sustainable Development Goals 2015

Goal 3 - Ensure healthy lives and promote well-being for all at all ages.

Goal 5 - Achieve gender equality and empower all women and girls.

Goal 10 - Reduce inequality within and among countries.

Goal 11 - Make cities and human settlements inclusive, safe, resilient and sustainable.

Goal 13 - Take urgent action to combat climate change and its impacts.

Attachment 3 – Staff consultation

Attachment 3 – Staff Consultation

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Attachment 3 – Staff consultation

1. Development process

Yarra Moves was developed by Yarra's Recreation Unit to ensure it accurately defines and addresses physical inactivity taking into account:

- The needs of the Yarra community;
- Insights from a cross-section of Yarra departments and Officer experience;
- The priorities of Yarra Council plans; and
- The support of Yarra Council Officers, Directors and Councillors.

1.1 Project working group

The project working group established the scope of *Yarra Moves* and the overall direction of the strategy. The group was based on comprehensive individual expertise from different industry backgrounds and key learnings from the literature review process and comprised:

- Participation Officer, Steven Johnston
- Sport Development Officer, Deborah Niccol
- Coordinator Recreation, Steven Jackson
- Manager Recreation and Leisure Services, Sally Jones

Collectively, the working group encompassed direct experience from the following areas of the sector:

- Leisure operators (public, not-for-profit and private)
- Health and fitness (delivery and coaching)
- Professional sports clubs
- Volunteer sports clubs (administration and delivery)
- National Sporting Organisations
- State Sporting Associations
- Major sporting event management
- Sport and recreation precinct management
- Local Governments
- Sport and Recreation Victoria
- Sport England.

1.2 Internal consultation

The wider Yarra workforce were engaged in an internal consultation process for three key reasons:

1. Source insights using collective knowledge of Officers who work directly with the community on a daily basis;
2. Identify synergies and opportunities within existing plans to design an approach that strengthens the collective Yarra objectives; and
3. Generate support for *Yarra Moves* from inception, bringing the organisation along the development process.

1.3 Review process

Construction of the plan included a series of feedback:

- First and second draft(s) reviewed by the project working group
- Third draft reviewed by Council Officers involved in the consultation process, relevant Council Advisory Committees, VicHealth, VicSport and Sport and Recreation Victoria
- Final draft reviewed by the project working group and Council Executive Team
- Council Report provided to Councillors for endorsement.

Attachment 3 – Staff consultation

2. Alignment to Yarra reports and strategic priorities

Yarra Moves has been developed in line with Yarra's Council Plan 2017-2021 and encompasses findings from the following surveys:

- 2016 Liveable Yarra Engagement Survey
- 2016 Health and Wellbeing Status Report
- 2017 Customer Satisfaction Survey
- 2019 Customer Satisfaction Survey.

2.1 Council Plan 2017-2021

The Council Plan represents the vision for the City of Yarra. Informed by the community, it guides some of Yarra's most important projects and helps Council respond to emerging opportunities and challenges. *Yarra Moves* supports each key area of the Council Plan.

Council Plan objectives

1. A healthy Yarra
2. An inclusive Yarra
3. A sustainable Yarra
4. A liveable Yarra
5. A prosperous Yarra
6. A connected Yarra
7. A leading Yarra

Top community issues

1. Sustainable transport
2. Community safety
3. Open space
4. Growth and change
5. Social connectedness

Top community aspects

1. Social connectedness
2. Open space
3. Sustainable transport
4. Recreation and leisure
5. Vibrant activity centres
6. Diverse/inclusive

Further, in 2016, Council undertook a deliberative engagement process bringing together a representative sample of the community to define issues and opportunities to inform future planning in a changing, growing municipality. *Yarra Moves* also supports the below priorities.

Most important neighbourhood characteristics

1. Proximity to public transport
2. Plentiful parks and open spaces
3. Variety of shops, cafes and restaurants
4. Ability to walk or cycle to meet daily needs
5. Character of the buildings
6. Access to health and social services

Preferred improvements

1. Car parking
2. Bikes, walking tracks and facilities
3. Traffic management
4. Parks, gardens and open space

Yarra's 2016 Health and Wellbeing Status Report also presents data on a range of health and wellbeing indicators. It is a companion document to the 2017-2021 Municipal Public Health and Wellbeing Plan and is used to inform health planning priorities. *Yarra Moves* supports the following key findings:

- There is an identified need to provide health promoting environments that encourage active living, particularly time spent sedentary at work; and
- There is an identified need to create safe environments including perceptions of safety in the public areas of Yarra during the day and night and road injuries for vulnerable road users including cyclists and pedestrians.

Attachment 3 – Staff consultation

2.2 Customer Satisfaction Surveys

Yarra's annual satisfaction surveys aim to measure community satisfaction with Council and to identify the top issues to be addressed. *Yarra Moves* supports a number of the top issues that arise each year, as follows:

2017 top issues

1. Building, planning, housing and development
2. Car parking
3. Traffic management
4. Drugs, alcohol and cigarettes
5. Parks, gardens and open space
6. Provision and maintenance of cycling and walking tracks
7. Environmental sustainability and climate change

2019 top issues

1. Car parking
2. Traffic management
3. Building, planning, housing and development
4. Drug related issues
5. Safety, policing and crime
6. Parks, gardens and open space
7. Cycling / walking tracks and bicycle issues

2020 top issues

1. Car parking
2. Building, planning, housing and development
3. Traffic management
4. Drug related issues
5. Safety, policing and crime
6. Rubbish and waste
7. Recycling collection
8. Parks, gardens and open space
9. Roads and maintenance repairs
10. Environment, sustainability, climate change

Attachment 3 – Staff consultation

3. Yarra City Council internal consultation

Across a 14 week period commencing January 2020, Yarra's Participation Officer conducted an extensive internal consultation. The process included an introductory call and email where an overview of the proposed *Yarra Moves* framework was provided.

Following this introduction, each Officer was provided a questionnaire containing the following questions:

1. Does your unit oversee programs, services and infrastructure, and/or have policies that may directly or indirectly support physical activity within Yarra?
2. Of the community groups you engage with in your unit, can you identify personal/community barriers or administrative processes that limit particular groups' engagement with physical activity?
3. Can you identify formal and/or informal community influencers, leaders or key contacts that could assist Yarra in promoting and delivering physical activity initiatives?
4. Do you have existing data or community consultation insights that may be relevant to physical activity levels within the community?
5. Can you identify synergies or gaps within strategic/action plans (current or future) that could support increased physical activity throughout Yarra, or would benefit from a physical activity plan?
6. Can you identify opportunities to integrate principles from universal design, active design/healthy active by design and Crime Prevention Through Environmental Design (CPTED) into your strategic/action plans and day to day work?
7. Does your unit have any future research or consultation planned that could provide insight into community engagement with physical activity?
8. Do you believe your unit is able to effectively advocate for physical activity in part or all that you do?

The questionnaire was designed to encourage Officers to start thinking about their individual and departmental influence on physical activity within Yarra. Responses were then explored in a series of face-to-face meetings. This consultation process provided vital insight into many barriers Yarra's community face and helped with prioritising key deliverables.

Across the organisation, 42 Officers were contacted and provided a response to the questionnaire, took part in a dedicated discussion, or a combination of both. At the time of preparing this plan, day to day access with Officers was interrupted by COVID-19 protocol. Officers will however continue to be consulted and their responses will contribute to future action plans.

3.1 Respondents by branch/unit

- 3 x Aboriginal Partnerships
- 2 x Aged and Disability Services
- 1 x Arts and Cultural Services
- 1 x CityLab
- 2 x City Works – Open Space Services
- 2 x Communications
- 2 x Community Partnerships
- 1 x Economic Development
- 5 x Family, Youth and Child Services
- 1 x Homelessness and Rough Sleeping
- 4 x Human Resource Services (Diversity and Inclusion)
- 1 x Open Space Planning
- 1 x Organisational Development
- 1 x Recreation
- 1 x Risk Management
- 2 x Social Policy and Research
- 1 x Strategic Planning
- 1 x Strategic Transport
- 1 x Traffic and Civil Engineering
- 2 x Urban Design

Attachment 3 – Staff consultation

- 2 x Venues and Events
- 5 x Yarra Leisure

3.2 Identified barriers / motivations

Opportunity

- An individual's perceived competence to undertake specific physical activity due to ability, safety, skill progression, physical capability, confidence and comfortability with equipment and supporting infrastructure
- (Lack of) awareness of opportunities to be physically active including appropriate communication to varied community groups and public signage – including in languages other than English and lack of plain / easy English
- Access to various activities
- Programs and services (not) meeting a person's behaviour patterns or daily routines
- Utilisation of technology – (not) meeting modern expectations
- Lack of time
- Administrative hurdles including confusing permit processes, insurance requirements, rules and regulations.

Environment

- Accessible transport
- Physical location of services (distance from home)
- Design of facilities / infrastructure determining the level of accessibility to all users – eg. buildings with steps, appropriate signage
- Availability, suitability and quality of infrastructure – including recreation facilities, open space, streetscape amenity (especially public toilets, pause points, and incidental play opportunities), footpaths and cycle networks
- Competing demand for use of places and spaces
- Perception of safety from anti-social behaviour, comfortability around dogs and risks associated with sharing space with high levels of traffic
- Sufficient lighting
- Natural influences such as daylight hours and weather conditions
- Workplace facilities and culture
- Street crossings – short timeframes for pedestrian lights and unclear crossings.

People

- Cost/affordability including fee for service and peripheral costs such as specialised equipment or clothing
- Availability of inclusive and safe programming, places and spaces – particularly catering to all abilities, LGBTIQ+ and (multi)cultural sensitivities
- Understanding reasons for being physically active – often emotional and driven by social connectedness and leisure rather than physical health
- Community networks, community partnerships, social connectors and influencers
- Self-esteem
- Lack of support for parents and carers
- Quality and appropriateness of program / service deliverer including their relatability to specific community groups
- Level of trust towards local government and program / service providers
- Physical disability and access to specialised equipment or clothing
- Social determinants making physical activity a low priority including housing insecurity, un or under employment, safety and cultural expectations – often leading to at-risk populations being ignored rather than excluded
- Cultural misinterpretations and confusion regarding community boundaries – e.g. appropriate access to and use of open space within housing estates
- Better communication between Yarra City Council departments
- Physical activity and health not being prioritised.

Attachment 3 – Staff consultation

3.3 Identified opportunities

A range of opportunities were identified through the internal consultation process, varying from specific projects to blue-sky thinking. They will be recorded within the action plan that accompanies *Yarra Moves* and will be discussed as part of the development of annual action plans, in line with the strategy's priorities. Ongoing consultation will remain a key focus of *Yarra Moves* to ensure that the evolving needs of the community are accurately represented in each subsequent action plan.

3.4 Identified networks for collaboration

- Schools and educators (including kindergartens, early learning, universities and U3A)
- Police (inc. PSOs)
- Social support / housing agencies (e.g. DHHS)
- Yarra City Council staff (coordinators - including Leisure, maternal health, aged services, etc.)
- Children's farm
- Health agencies - CoHealth, North Richmond Community Health Centre, etc.
- Sporting organisations - governing bodies, clubs, private, etc.
- Fitness organisations
- Community groups (seniors, multicultural, parents, cyclists, dance, etc.)
- Commercial services (e.g. Australia Post)
- Local event promoters
- Volunteers within Yarra (e.g. Burnley Backyard)
- Transport authorities (VicRoads, Yarra Trams, Department of Transport, etc.)
- Multi-faith networks
- Queer network/LGBTIQ+ communities
- Residents' associations
- Traders' associations
- Real estate agents
- Event organisers
- Personal trainers
- Women's groups
- Bicultural inclusion workers
- Disability agencies
- Aboriginal organisations including MAYSAR, VACCA, MITS, Fitzroy Stars, etc.
- Aboriginal Elders and Wurundjeri community
- Drummond Street
- Neighbourhood Houses
- Fitzroy Group
- NGOs
- Volunteer Managers Network
- Yarra City Council advisory groups
- Venue hirers
- Launch Housing Outreach Workers
- Victoria Walks
- Bicycle Network
- Community outreach facilities (e.g. St Mary's House of Welcome, etc.)
- Combine with Yarra Leisure
- LGAs
- Inclusive Recreation Network
- Brotherhood of St Lawrence Fitzroy.

Attachment 3 – Staff consultation

3.5 Yarra's approach to physical activity

Yarra City Council employs close to 1,000 people. This alone presents a unique opportunity for the organisation to take a leadership position and make an impact on the physical activity levels of the community. Organisational culture plays a big part in whether the impact of Council is positive.

Internal consultation uncovered the following list of perceived attitudes and behaviours either currently in existence or required to improve activity levels throughout Yarra:

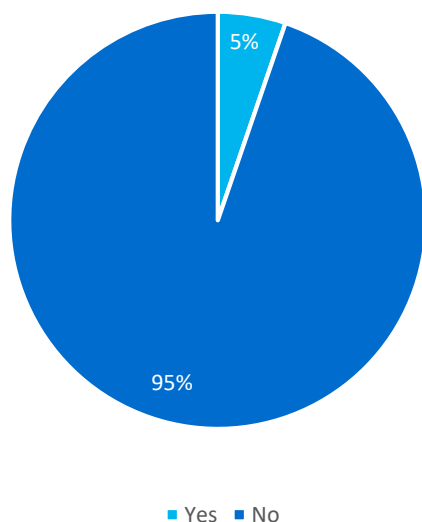
- Insufficient resources, especially staffing and time
- Business units operating independently
- Lack of access to organisational information
- Leadership's approach to physical activity can be passive
- Changing political position prevents consistency in service delivery and creates confusion regarding organisational priorities
- Operational processes and pricing structures are convoluted, inconsistent and could be subject to inequity
- Workplace wellness program requires stronger action to embed physical activity into working day
- Impact of inconsistent team cultures and management styles (e.g. creating confusion and imbalance)
- Organisational policies could better encourage physical activity such as utilising flexible working arrangements
- Operations often driven by internal priorities – not community priorities
- Calls for physical activity to be written into Yarra's Employee Valuation Proposition understanding it can have a significant impact on employee health, satisfaction and retention
- Lack of targeted promotion and recruitment towards at-risk communities
- Internal conflict exists about planning and service provision of Yarra's neighbourhoods
- Greater collaboration required prior to any precinct related projects.

Attachment 3 – Staff consultation

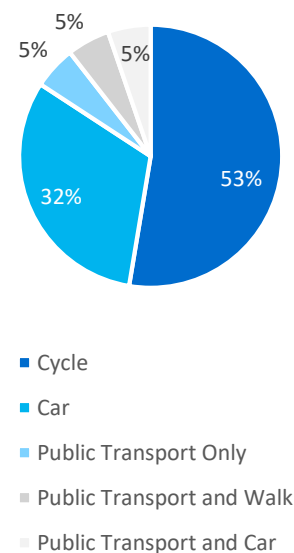
4. Staff physical activity survey

Recognising that all staff work in Yarra and will be impacted by the plan, each staff member was asked to complete an optional survey, in addition to the questionnaire and interview, regarding their own physical activity habits in relation to their workday. A total of 19 people responded to the survey:

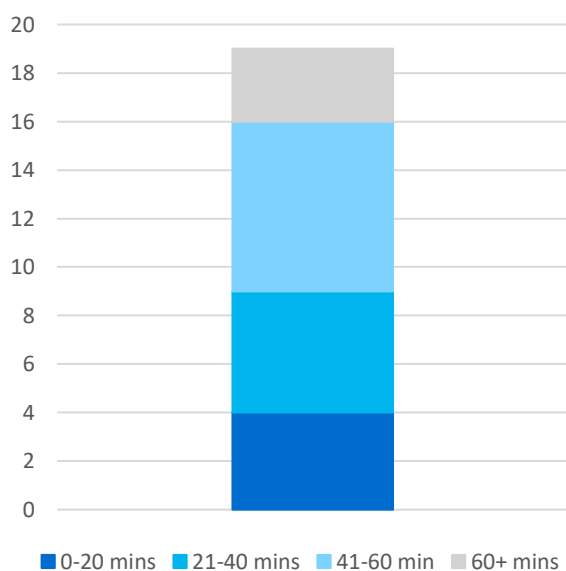
- When asked, 'Are you a Yarra resident?' responses included:



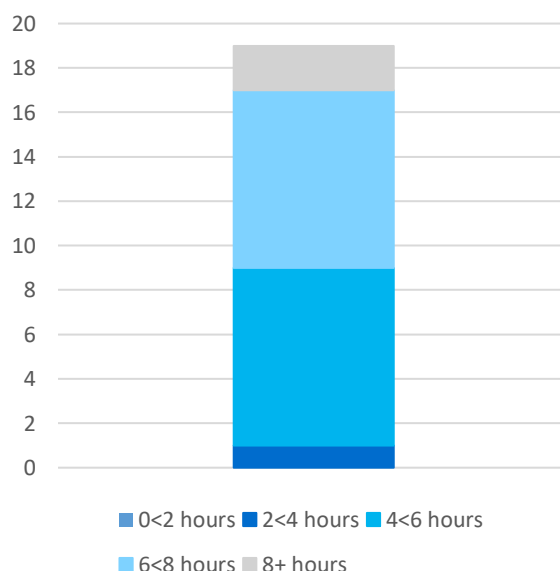
- When asked, 'How do you most often commute to work?' responses included:



- When asked, 'What is your average commute time to and from work each day (one-way)?' responses included:



- When asked, 'On average, how many hours each day do you spend sitting*?' responses included:

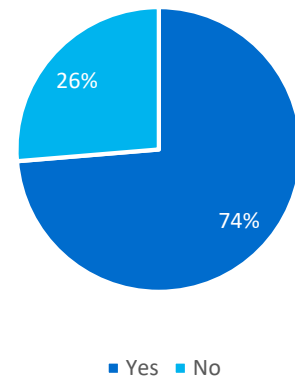


* 'Sitting' used for direct alignment to Victorian Population Health Survey indicator. To ensure all people are represented within Yarra Moves planning, the term sedentary is used instead to describe inactive behaviours that pose health risks.

Attachment 3 – Staff consultation

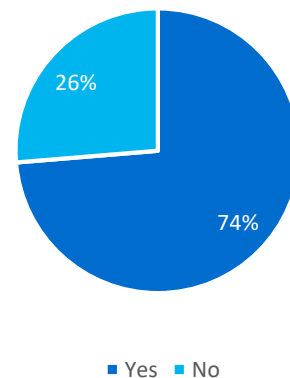
- When asked, ‘Does anything prevent you from using active transport (walking or cycling) more regularly to commute to and from work?’ insights included:

- Poor weather (including rain, heat, strong winds and poor air quality)
- Distance
- Children drop off and pick up
- Lack of flexible working hours
- Fatigue
- Time
- Lack of safety (including traffic and lack of experience)
- Need to periodically bring in office clothing
- Disconnected cycling paths (including stairs)
- Work requires regular movement between meeting locations not practical for public transport.



- When asked, ‘Do you feel supported to be physically active in the workplace?’ insights included:

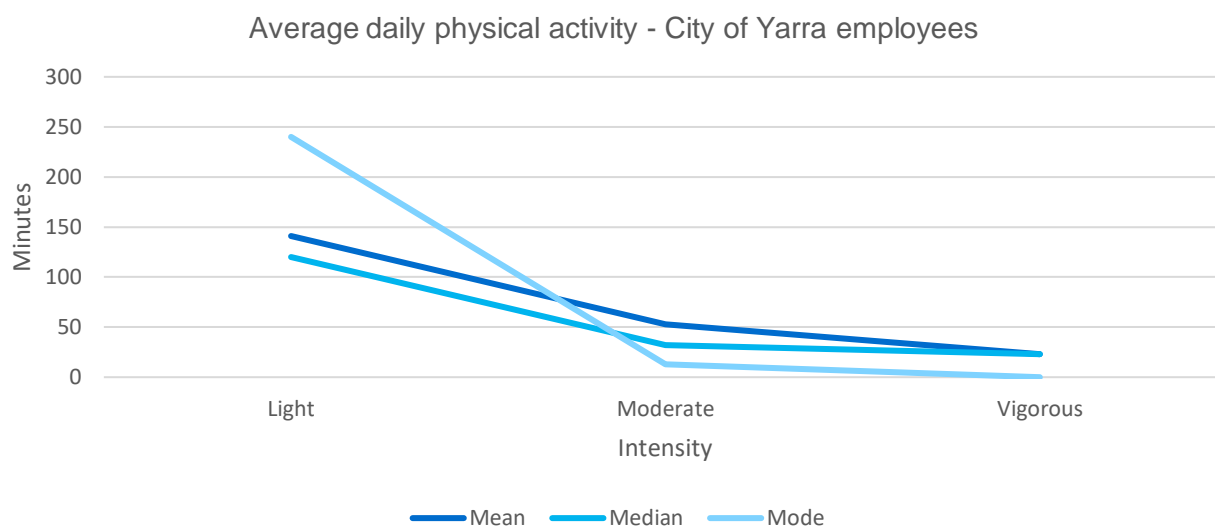
- Yes:
 - Staff activities - yoga sessions, boot camp, etc.
 - Bike storage
 - Improvements on cycling network within Yarra
 - Team that supports walking meetings
 - Standing desks
 - Layout of office (printer, kitchen, tea and coffee)
 - Dress code
 - Gym membership discount
 - Access to showers
 - Encouraged to take active transport for meetings.
- No:
 - End facilities for riders are very poor
 - Locker access
 - Awareness of showers
 - Access to showers
 - Time restraints
 - Culture of eating lunch at desk / struggling to fit lunch in.



Attachment 3 – Staff consultation

- When asked, 'On average, how often do you undertake light / moderate / vigorous intensity physical activity?' responses included:

	Employee	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
Light	Mins / day	240	120	60	60	30	90	240	90	240	180	240	120	420	120	90	80	70	120	60
	Days / week	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7
	Avg mins / day / week	240	120	60	60	30	90	240	90	240	180	240	120	420	120	90	80	70	120	60
Moderate	Mins / day	120	60	90	120	45	30	45	45	120	60	60	60	30	240	30	45	45	20	60
	Days / week	7	7	6	2	5	3	2	3	7	6	7	3	3	7	7	7	2	7	3
	Avg mins / day / week	120	60	77	34	32	13	13	19	120	51	60	26	13	240	30	45	13	20	26
Vigorous	Mins / day	60	40	0	30	0	30	0	30	60	60	45	50	45	120	60	40	40	60	0
	Days / week	6	7	0	2	0	1	0	2	4	6	7	6	4	2	6	4	2	1	0
	Avg mins / day / week	51	40	0	9	0	4	0	9	34	51	45	43	26	34	51	23	11	9	0



Attachment 3 – Staff consultation

- When asked, '*What do you enjoy about being physically active?*' responses included:
 - It invigorates me
 - Riding through bushlands / being outside
 - Feels good (physically and mentally) / makes me happy
 - Energising
 - Relaxing / de-stressing
 - Fun
 - Clears the mind
 - Time spent with kids
 - Loosen up after spending the day at a desk
 - Maintain strength
 - Great way to socialise
 - Better sleep
 - Improves body image
 - Keeping fit.
- When asked, '*What don't you enjoy about being physically active?*' responses included:
 - Hard work
 - Adverse weather conditions
 - Being sweaty in the office
 - Finding the time / missing other social events
 - Feeling unsafe on the streets (particularly as a woman)
 - Red face (if meetings scheduled)
 - Organising extra set of clothes
 - Early starts
 - Extra washing – body, hair and clothes
 - Costs of gyms and organised sport
 - Injury/aches.
- When asked, '*What could be done to get you more physically active?*' responses included:
 - Better facilities at work (showers, lockers, etc.)
 - Accessible workplace programs
 - Increase social element
 - More support in terms of active wear
 - More support in structure of workday (flexible hours, more non-computer based work, reminders, etc.)
 - Incorporating into the day rather than before / after work
 - More relief from parenting
 - Increasing safety to spend more time with kids (wider footpaths, safer crossings, etc.)
 - Increased awareness of cheap / free activities near work or home
 - More programs during work at suitable times
 - More motivation.
- When asked, '*What currently prevents you from being more physically active?*' responses included:
 - Other commitments
 - Lack of time
 - Need to drive children due to safety concerns
 - Parent / carer responsibilities
 - Workload pressures
 - Laziness.

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