

# GOLD COAST

## Physical Activity Plan



*A strategy for an  
active and healthy  
community*

**2010-2015**



**GET ACTIVE** Gold Coast

**DRAFT PLAN**

April 2010

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As this document has been produced with care, Gold Coast Physical Activity Alliance accept no liability for any decisions or actions taken on the basis of this document. This document may be updated and changed without notice to ensure the Alliance's strategic intent is supported and desired outcomes are achieved. This document does not suggest or imply that the Alliance members, including Queensland State Government or local government, agency, organisation or person should be responsible for funding any projects or initiatives identified in this document.

### Disclaimer Gold Coast City Council

Gold Coast City Council has no formal obligation to deliver the strategies and actions outlined in this report. The Gold Coast City Council Parks and Recreation Service and other internal stakeholders consulted throughout the preparation of this Plan offer their in principle support of the plan.

## Acknowledgements

The Gold Coast Physical Activity Plan 2010-2015 is an initiative of the Gold Coast Physical Activity Alliance (the Alliance). The Alliance, established in 2004, developed a framework and operational plan for state and local government personnel, and non-government organisations to engage in an integrated manner with communities to increase participation in physical activity on the Gold Coast for the 2004-2008 period.

In 2008, a desire to rejuvenate the Alliance membership and commitment highlighted the need for a Gold Coast Physical Activity Plan which would integrate physical activity planning into the corporate and operational plans and processes of the Alliance and produce practical working directions to guide the planning and implementation of physical activity initiatives within the Gold Coast City. To achieve this, the Alliance established a Project Management Team (PMT) of four Alliance members; Department of Communities (Cameron Jones and Chris Wagland), Gold Coast City Council (Samantha Hughes) and Queensland Health (Paula Nihôt).

The PMT sought funding in 2009 to develop a Gold Coast Physical Activity Strategy (2009-2015) that would integrate intersectoral local planning, community consultation and participation, program development and service delivery for the implementation of physical activity strategies within the Gold Coast City over the next six years. Funding was successfully secured from the Gold Coast Primary Care Partnership Council – via Chronic Disease funding. The submission detailed how collective investment in physical activity would more effectively work to reduce chronic disease. The submission focused on the established partnership and further planning for a collaborative approach to physical activity investments undertaken by the Alliance.

The deliberate approach of aligning proposed action to the strategic policy and planning environment of the Alliance membership aims to ensure active living (physical activity work) on the Gold Coast is considered multi-sectoral and thereby producing maximum impact from investment. The GCPAP acknowledges shared physical activity priorities of many State and Local Government agencies and community organisations. It also recognises that partnerships and shared commitment can make the most effective use of scarce resources in this rapidly growing community.

In implementing this project, the PMT, identified Gold Coast City Council, Parks and Recreation Services as the appropriate auspice, and engaged a consultant, Tredwell Management, to drive the development of the Gold Coast Physical Activity Plan. The Alliance Organisation Summaries 2009, were provided to capture policy direction and current/potential physical activity investment for each Alliance member. The PMT provided substantial contribution and guidance to the Plans development and the Alliance has agreed to support the GCPAP, with continued collective action through an Alliance Implementation Plan, which would be reviewed annually to reflect on the achievements and next steps to increase physical activity participation on the Gold Coast.

Others who have contributed significantly to the Plan include:

- Gold Coast Physical Activity Alliance members
- Gold Coast City Council staff
- Gold Coast Active and Healthy providers
- Gold Coast Community Survey respondents

The PMT submitted the GCPAP to the Queensland Government for recognition in the Q2 Partners Program. In April 2010, the Queensland Government acknowledged the Gold Coast Physical Activity Alliance's efforts in contributing to the achievement of the Q2 targets and the GCPAP was selected as a Q2 Partner.



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## Foreword

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## 1 Introduction

The Gold Coast Physical Activity Plan (GCPAP) is a strategy for an active and healthy community whereby Gold Coast residents and visitors alike incorporate physical activity in their everyday life. The intention of this document is to provide a workable yet evidence based five year action plan. The GCPAP will support the diverse range of agencies, groups and individuals providing active and healthy initiatives, to collectively achieve a significant increase in the number of people undertaking sufficient physical activity on the Gold Coast to meet the National Physical Activity Guidelines (Refer Section 9 for more information on the National Physical Activity Guidelines).

Underpinning this Plan is a comprehensive background report which summarises the community consultation findings including research methodology and additional background information. The key issues and opportunities identified through these mechanisms have been amalgamated to form the basis of the Gold Coast Physical Activity Plan.

Additionally, the Gold Coast has positioned itself in a unique position, whereby commitment to collaborative investment and action has been embedded in the Gold Coast Physical Activity Alliance (Alliance). This Plan aims to capitalise on the Alliance's investment and achievements to date including building on the successful outcomes of the previous five year plan.

The key outputs of the this project are to develop a five year Plan that details the following:

- *A Gold Coast vision for enhanced physical activity.*
- *Integration of physical activity action areas into current and future planning initiatives of Alliance partners (e.g. GCCC - Bold Future and Queensland Government directions).*
- *Create opportunities to expand and enhance partnerships between Gold Coast physical activity agencies and providers.*

In summary the Gold Coast Physical Activity Plan (the Plan) outlines six critical elements:

- *What is Physical Activity*
- *Benefits of Physical Activity*
- *Strategic Context*
- *Working Together through the Gold Coast Physical Activity Alliance*
- *'Where we are now' and 'Where we want to be in the future'*
- *Achieving our Vision.*

## 2 What is Physical Activity?

For the purposes of this Plan it is important to establish our definition of physical activity and the elements that make up physical activity. The following definitions have been taken from the Exercise Recreation and Sport Survey 2008 report a joint initiative of the Australian Sports Commission and the state and territory government agencies responsible for sport and recreation.

### **Any physical activity**

Physical activity for exercise, recreation or sport. It includes those activities that were organised by a club, association or other type of organisation, and those activities that were non-organised, but excludes those activities that were part of household or garden duties, or were part of work.

### **Club-based physical activity**

Physical activity for exercise, recreation or sport that was organised in full or in part by a sport or recreation club or association that required payment of membership, fees or registration. This is distinct from fitness, leisure or sports centres that required payment for participation. Excludes all aerobics / fitness participants.

### **Non-organised physical activity**

Physical activity for exercise, recreation or sport that was non-organised in full or in part; that is, not fully organised by a club, association or other type of organisation.

### **Organised physical activity**

Physical activity for exercise, recreation or sport that was organised in full or in part by (1) a fitness, leisure or indoor sports centre that required payment for participation, (2) a sport or recreation club or association that required payment of membership, fees or registration, (3) a workplace, (4) a school, or (5) any other type of organisation.

### **Incidental Activity**

Incidental activities are physical activities that are performed as a part of carrying out normal daily tasks. These can include cleaning, climbing the stairs instead of using a lift or escalator, walking the dog and walking or cycling instead of driving short distances (to school or the local shopping centre).

### 3 Benefits of Physical Activity

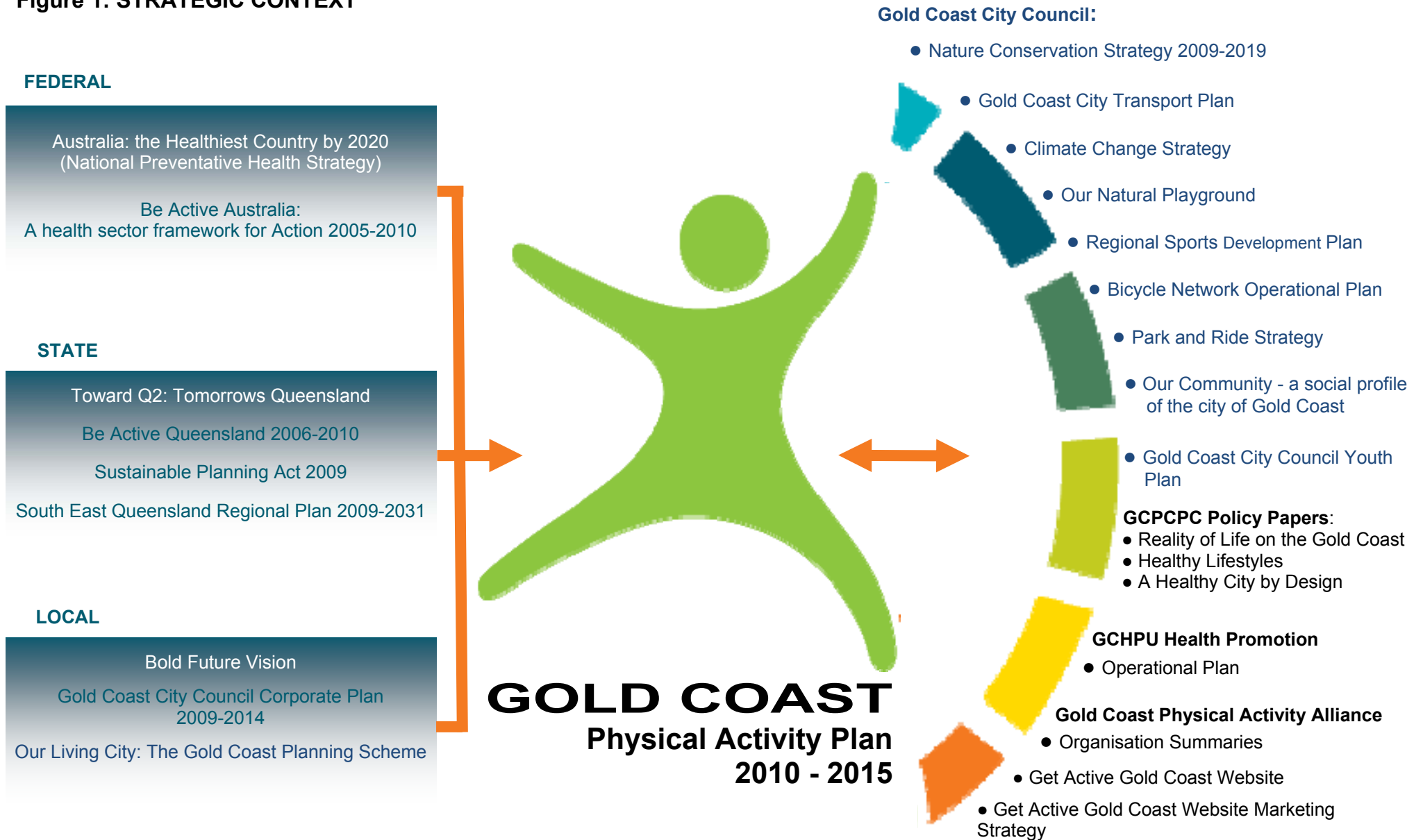
Extensive research and scientific evidence demonstrates the significant benefits of regular physical activity participation. These include physical and mental health benefits for individuals, along with social, cultural, environmental, and economic benefits for the community as a whole. The greatest health gains are obtained from moving those who are sedentary or participating in only light physical activity to becoming at least moderately active <sup>(3)</sup>. Table 1 summarises these benefits.

**Table 1: Benefits of Physical Activity**

BENEFITS OF PHYSICAL ACTIVITY		
<b>INDIVIDUALS</b>	<b>Adults</b>	<ul style="list-style-type: none"> <li>Reduces the risk of all-cause mortality <sup>(1,2,3,4,5,6,7)</sup></li> <li>Reduces the risk of developing and dying from coronary heart disease <sup>(8,9)</sup></li> <li>Reduces the risk of stroke <sup>(10,11,2,3)</sup></li> <li>Reduces the risk of high cholesterol and high blood pressure <sup>(10,11,3,7, 12)</sup></li> <li>Lowers the risk of developing and managing type 2 diabetes <sup>(7, 13, 14,15)</sup></li> <li>Reduces the risk of developing some cancers in particular colon and breast cancers <sup>(14, 16,17,18,19,20,21)</sup></li> <li>Assists in the development and maintenance of healthy body fat levels, bones, muscles and joints <sup>(22,23,24)</sup></li> <li>Reduces the risk of osteoporosis and osteoarthritis <sup>(25,26)</sup></li> <li>Improved immunity <sup>(27)</sup></li> <li>Increased energy <sup>(28,29)</sup></li> <li>Improvements in sleep quality <sup>(30,31,32)</sup></li> <li>Reduces feelings of depression, stress and anxiety, and promotes psychological wellbeing <sup>(33,34,35,36,37)</sup> ;and</li> <li>Develops skills through achieving personal physical activity goals increases feelings of self-efficacy and personal empowerment <sup>(35,36,37)</sup></li> </ul>
	<b>Children/Youth</b>	<ul style="list-style-type: none"> <li>Provides beneficial effects on weight and skeletal health <sup>(38, 39,40,41,42,43,44)</sup>;</li> <li>Improved fitness (i.e. strength, coordination, flexibility) <sup>(38,45,46)</sup></li> <li>benefit psychological indicators including depression, self esteem, anxiety, stress and self concept <sup>(47, 50)</sup></li> <li>Has a positive correlation with health enhancing behaviours such as not smoking <sup>(51,52)</sup>.</li> <li>Improved social, communication, team building and leadership skills <sup>(47, 50)</sup></li> <li>Improved relationships <sup>(48,49)</sup></li> <li>Improves ability to deal with pressures and stress of competitions <sup>(48,49)</sup></li> <li>Improved ability to concentrate at school <sup>(53)</sup></li> </ul>
	<b>Women</b>	<ul style="list-style-type: none"> <li>Reduced risks of menstrual symptoms, constipation and back pain <sup>(54,55)</sup></li> <li>Reductions in postnatal depression <sup>(56,57,58)</sup></li> </ul>
	<b>Older Adults</b>	<ul style="list-style-type: none"> <li>Reduced risk of falls and improved mobility <sup>(59,60,61,62)</sup></li> <li>Increased social contact and independent living <sup>(35, 63,64)</sup></li> <li>Reduced risk of developing dementia <sup>(65, 36, 66,67)</sup></li> </ul>

<b>BENEFITS OF PHYSICAL ACTIVITY</b>		
<b>COMMUNITIES</b>	<b>Social/Cultural</b>	<p>Healthy communities are created by developing or harnessing community resources that improve health status and quality of life. Such resources include cultural norms that support behaviour and lifestyle choices, education and skill building, recreation and culture.</p> <ul style="list-style-type: none"> <li>• Increased social cohesion <sup>(68,69)</sup></li> <li>• Improved social networks, social capital, family and community connectedness <sup>(68,69)</sup></li> <li>• Reduction in criminal activity <sup>(70)</sup>.</li> </ul>
	<b>Environment</b>	<p>Greater appreciation of the natural environment when pursuing outdoor recreation pursuits, and as more people use physical activity based transport options (active transport), there is likely to be:</p> <ul style="list-style-type: none"> <li>• Less air and noise pollution from vehicle emissions</li> <li>• Improved traffic flows and reduced congestion <sup>(72)</sup></li> <li>• Reduced demand for major road infrastructure i.e. roads, car parks <sup>(71, 72)</sup></li> <li>• Enhanced liveability in local neighbourhoods when traffic is reduced <sup>(72)</sup>.</li> </ul>
	<b>Economic</b>	<ul style="list-style-type: none"> <li>• Reduction in health care costs <sup>(73)</sup></li> <li>• Increased business and employment opportunities in the sport, recreation and fitness industry <sup>(96)</sup></li> <li>• Increased economic benefits flow from participation in sport and recreation events and associated tourism <sup>(71)</sup>.</li> <li>• Improved walkability and economic viability of local areas <sup>(95)</sup></li> <li>• Increased productivity, decreased absenteeism, decreased staff turnover and reduced workplace accidents <sup>(74, 75,76)</sup></li> <li>• Small investments in recreation, sports and arts/culture often yield large economic returns <sup>(96)</sup></li> </ul>

**Figure 1: STRATEGIC CONTEXT**



## 4 Working Together – Gold Coast Physical Activity Alliance

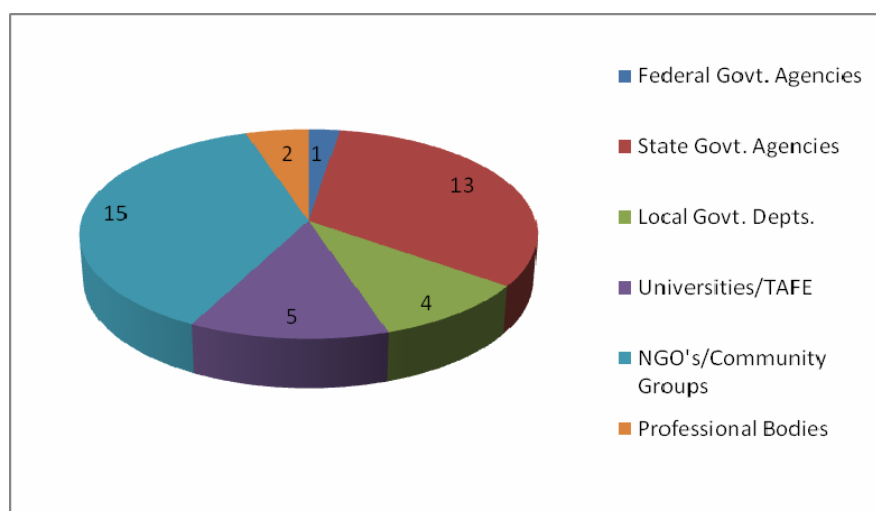
The Alliance, established in 2004, is a coalition of stakeholders dedicated to the advancement of physical activity initiatives within all sectors, at all levels and within all communities on the Gold Coast. The Alliance acknowledges that collaborative partnerships underpin the success and sustainability of physical activity initiatives and are more effective than individual agencies working in isolation – we believe that each Alliance member has something to offer and that together, we can achieve more.

The Alliance aims to provide coordination, integration and a strategic focus to physical activity efforts on the Gold Coast. As such, the Alliance has committed to a number of long term investments to ensure residents are offered opportunities to participate in physical activity for personal, social and environmental gain. These investments include:

- Gold Coast Physical Activity Strategy 2004-2008
- Gold Coast Physical Activity Survey (2005)
- Get Active Gold Coast Website
- The development and implementation of Gold Coast Physical Activity Plan 2010 - 2015

The Alliance comprises federal, state and local government agencies, universities and TAFE, non-government community organisations and professional bodies. The Alliance's current membership includes 40 member organisations and a detailed list of members is included as Appendix A. The Alliance is focussed on action, committed to growth and development and open to new members from organisations and groups who seek to contribute to physical activity outcomes on the Gold Coast.

**Figure 2: Type and Number of Alliance Member Organisations**



## 5 Where we are now

### 5.1 Snapshot of Findings

As part of the development of the Gold Coast Physical Activity Plan a comprehensive research and consultation process was conducted. This included:

- the review of relevant literature and research reports,
- extensive consultation with key stakeholders including Alliance member organisations and physical activity providers
- community consultation via an online physical activity survey, which gathered over 2,100 responses.
- community feedback processes which included the development of a summary document available at:  
[www.getactivegoldcoast.com.au/pages/gcpap.php](http://www.getactivegoldcoast.com.au/pages/gcpap.php)

Table 2 provides an outline of the major findings of the research and consultation processes<sup>1</sup>.

**Table 2: Summary Table of Research Findings**

<b>Participation Programs</b>	
<ul style="list-style-type: none"> <li>• Increasing demand for physical activity services as a result of strong population growth.</li> </ul>	<ul style="list-style-type: none"> <li>• Match physical activity services/facilities with locality age profile.</li> </ul>
<ul style="list-style-type: none"> <li>• Popularity of unstructured physical activity.</li> </ul>	<ul style="list-style-type: none"> <li>• Provide family based physical activity opportunities.</li> </ul>
<ul style="list-style-type: none"> <li>• Need for physical activity services in areas with high &amp; low population densities.</li> </ul>	<ul style="list-style-type: none"> <li>• Provide physical activity services that meet the needs of non-English speaking people.</li> </ul>
<ul style="list-style-type: none"> <li>• Overall levels of physical activity decline with age.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase physical activity opportunities in lower socio-economic areas.</li> </ul>
<ul style="list-style-type: none"> <li>• Specifically young female adults, middle aged males and older females are the most vulnerable age groups for physical activity participation.</li> </ul>	<ul style="list-style-type: none"> <li>• The major barriers to participation are; lack of time; financial costs, and lack of motivation.</li> </ul>
<ul style="list-style-type: none"> <li>• The Gold Coast has an older population and there is a need to provide physical activity services for older adults.</li> </ul>	<ul style="list-style-type: none"> <li>• Participation in structured physical activity programs is increasing and predicted to continue growing.</li> </ul>

<sup>1</sup> The Research and Consultation Report prepared as part of this study can be obtained from the Gold Coast Physical Activity Alliance.

<b>Natural &amp; Built Environments</b>	
<ul style="list-style-type: none"> <li>• People feel safe participating in physical activity at the beach, footpaths, parks and reserves, outdoor fitness stations and in the sea.</li> </ul>	<ul style="list-style-type: none"> <li>• Facilities seen as 'essential' to their local area include footpaths, parks &amp; reserves, natural areas beaches, trails), cycle paths/bike lanes, playgrounds, sporting grounds public swimming pools.</li> </ul>
<ul style="list-style-type: none"> <li>• People conduct physical activity primarily at the beach/sea, at home, park &amp; reserves, paths/trails and gyms/fitness centres.</li> </ul>	<ul style="list-style-type: none"> <li>• They felt most unsafe using on-road bike lines, waterways and trails.</li> </ul>
<ul style="list-style-type: none"> <li>• The most popular fitness parks were located on or near the coast and were well used with 2/3 of respondents using a park in the last 12 months.</li> </ul>	<ul style="list-style-type: none"> <li>• Facilities that will most assist people undertake more physical activity are sealed walking and cycling paths, toilets, security.</li> </ul>
<b>Physical Access</b>	
<ul style="list-style-type: none"> <li>• Physical activity while commuting or traveling to work/shops is a significant part of people's physical activity program.</li> </ul>	<ul style="list-style-type: none"> <li>• Overall access to local physical activity facilities and parks in a local area was seen as good.</li> </ul>
<ul style="list-style-type: none"> <li>• Only a small proportion of children ride or walk to school.</li> </ul>	<ul style="list-style-type: none"> <li>• There is a need for 'safe' bike lanes paths and increased supervision to encourage children to ride their bike to school.</li> </ul>
<b>Awareness &amp; Education</b>	
<ul style="list-style-type: none"> <li>• A significant proportion of people do not undertake sufficient levels of physical activity</li> </ul>	<ul style="list-style-type: none"> <li>• There was good awareness of the AHGC program.</li> </ul>
<ul style="list-style-type: none"> <li>• Electronic media was the preferred method to receive physical activity information..</li> </ul>	
<b>Partnerships</b>	
<ul style="list-style-type: none"> <li>• Opportunity to expand the function and role of the Get Active Gold Coast Physical Activity Alliance.</li> </ul>	<ul style="list-style-type: none"> <li>• Need to further formalise the Gold Coast Physical Activity Alliance collaborative arrangement.</li> </ul>

## 5.2 Current Physical Activity Programs

The Gold Coast is currently host to a wide variety of physical activity programs and services targeted at individuals, families, groups and whole of community. Programs are provided to the community through businesses, sport and recreation clubs, community groups, local and state government services.

Figure 3 below outlines the diversity of physical activity providers on the Gold Coast.

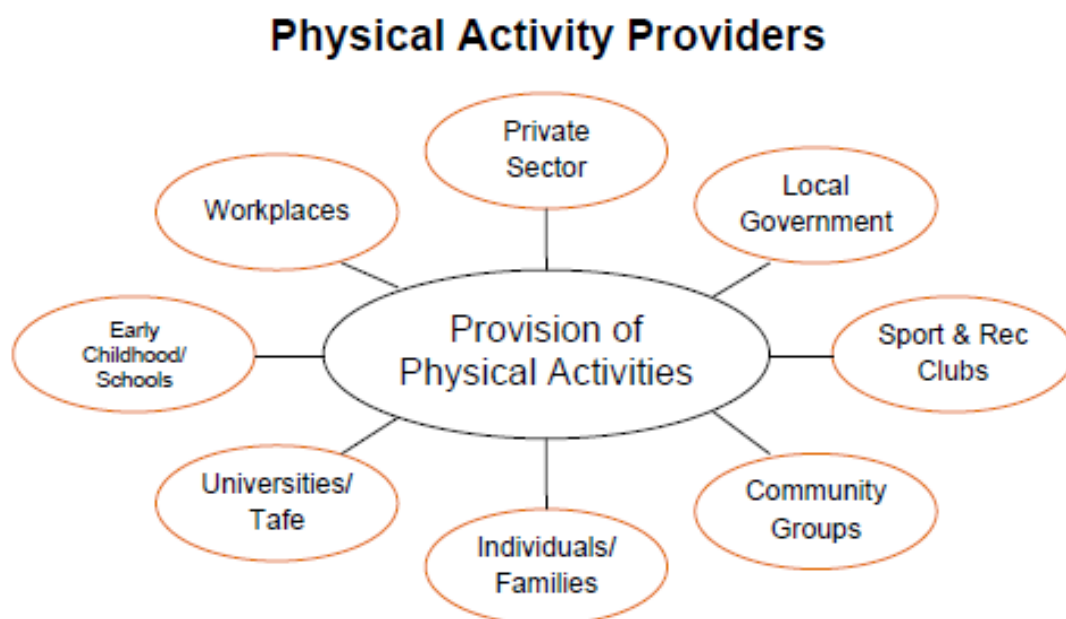


Figure 1: Physical Activity Provider Types on the Gold Coast

## Active and Healthy Program

The GCCC has a highly reputable, well established and comprehensive physical activity program known as Active and Healthy Gold Coast Program (AHGCP). The AHGCP continues to grow rapidly, with community support strengthening every year. The program actively engages with community via individual residents, local organisations, schools, government and non-government agencies.

The AHGCP is a Council wide commitment to community health and well-being. The program's physical activity initiatives link with Council strategic directions ensuring sustainability and an inclusive program. The AHGCP provides activities in Council parks and community facilities and assists in reducing barriers that prevent the community from participating in physical activity. Over 150 free or low cost activities are offered on a weekly basis throughout the Gold Coast City. There are three major program streams:

- **Citywide Program** - offers activities for all people including older adults, people with disabilities and children.
- **School Holiday Program** – for school aged children in the school holiday periods.
- **Vibe Youth Program** – for young people.

The online community survey, 2009, found that in relation to the AHGCP:

- *The majority of people either trialed the program or were program regulars.*
- *There was good awareness of the AHGCP. Participants experience with the program was positive.*
- *Electronic media was the preferred method to receive information on physical activity.*
- *Physical activity providers offer a diverse range of activities including group fitness, sport personal training, strength training, Pilates/yoga/tai chi, nutrition, performing arts and outdoor adventure.*
- *Participation in structured physical activity programs is increasing and predicted to continue growing.*
- *There is strong support for the AHGCP from providers of physical activity.*
- *Outdoor venues are primarily used by providers to conduct their activities (i.e. sporting grounds, natural areas such as beaches and trails).*
- *Providers identified parks and reserves, outdoor fitness equipment, community halls and amenities such as toilets, water fountains and shelters as important facilities to assist in physical activity provision.*

## 6 Where we want to be in the future?

### 6.1 Vision

Leading the way to an  
*active and healthy* community

### 6.2 Key Action Areas

A city providing a diverse range of *active and healthy* opportunities that are embraced by the community.

A city aware and informed of its *active and healthy* opportunities and facilities.

A city maintaining and enhancing its built and natural environments for *active and healthy* living.

A city connected, enabling safe *active and healthy* travel.

A city working in partnership to support *active and healthy* lifestyles.

### 6.3 Target

A 5% increase in the number of people living on the Gold Coast meeting the National Physical Activity Guidelines by 2015.<sup>ii</sup>

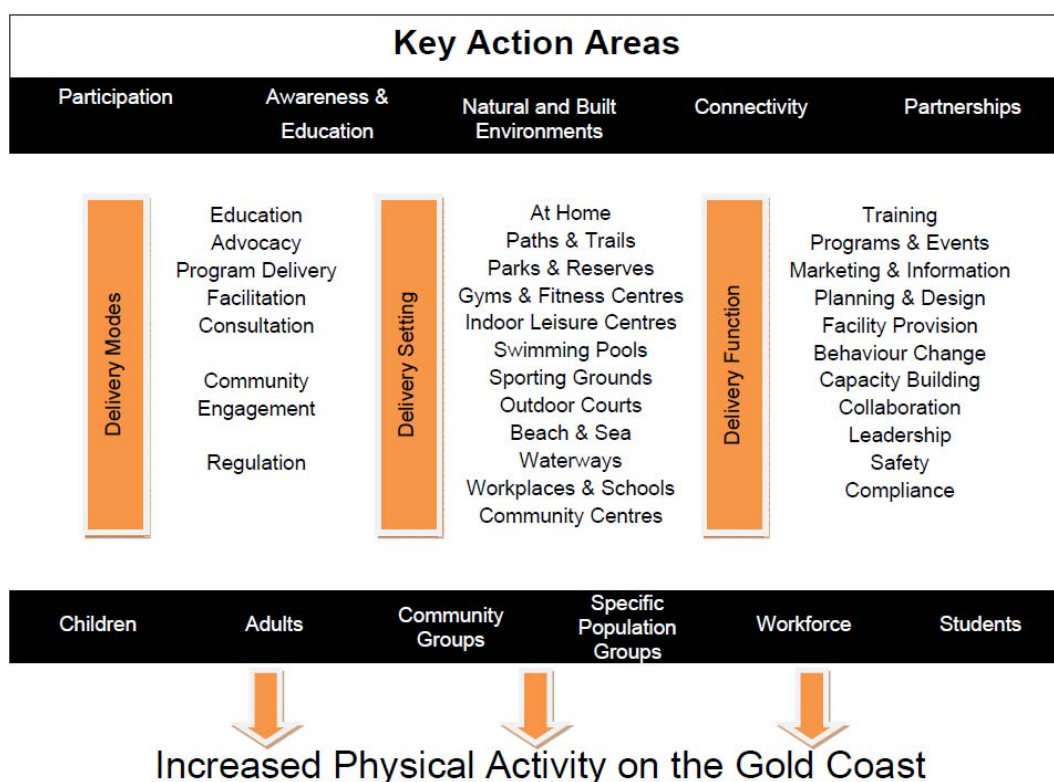
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<sup>ii</sup> Baseline data set provided by Queensland Health:  
Queensland Health: Pollard G, White D, Harper C. 2009 Self-Reported Health Status: Gold Coast Health Service District. 2009 Survey Report. Queensland Health Brisbane.

## 7 Achieving our Vision

To achieve the Vision it will be necessary to implement the recommendations and key tasks identified under the five key action areas. The following model depicts the relationship between the five key action areas, delivery modes, delivery settings, delivery functions and the target groups.

Figure 2: Key Action Area Delivery Model



### 7.1 Action Plans

The following action plan presents five key action areas. For each action area a series of recommendations, along with key tasks outlining '*How we will achieve this*' have been identified. An implementation plan will be developed by the Alliance to clearly define resource requirements, timeframes, responsibilities and performance measures required as discussed in Section 8.

## 1. A city providing a diverse range of *active and healthy* opportunities that are embraced by the community

### Overview

The Gold Coast region includes 57km of beaches, 270 kilometres of navigable waterways, 25,000ha of natural areas and parks and 2,800 hectares of open space designated for sporting, recreation and other community purposes along with a climate that is conducive of physical activity.<sup>(88)</sup> Notwithstanding this, nearly half of the adult population and a significant portion of young people residing on the Gold Coast do not conduct sufficient physical activity to benefit their health.<sup>(83, 85)</sup>

The Gold Coast as at 30 June 2008, had an estimated resident population of just less than half a million people [497 848], with an estimated annual population growth rate of around 3%.<sup>(77)</sup> The Gold Coast has a diverse population profile including specific population groups that are disadvantaged from a physical activity perspective.<sup>(77-82)</sup> As a consequence there will be a need to provide additional services and enhance existing services, to cater for the diverse nature of these population groups.

### Key Issues and Findings

As one of the fastest growing cities in Australia, the demand for additional services, including physical activity services and facilities will continue to grow. It will be important to expand activities and develop appropriate facilities in areas with high population growth and density. In addition, areas with low population densities and reduced access such as the Hinterland,<sup>(77)</sup> should be supported through initiatives that improve access to physical activity opportunities.

There is marked diversity in the levels of social disadvantage in the Gold Coast region.<sup>(77)</sup> People from lower socio-economic backgrounds are less likely to achieve sufficient physical activity levels.<sup>(78, 79, 80)</sup> Therefore it is important to ensure appropriate physical activity programs and opportunities are provided in areas with lower socio-economic status.

The most vulnerable groups for lower physical activity participation levels are young female adults [18-24 years, 5% of the population], middle aged males [34-49 years, 11% of the population] and older females [60+ years, 11% of the population].<sup>(81,82)</sup> These groups represent over a quarter of the City's population.<sup>(77)</sup> Targeted programs should be developed in areas with high proportions of these groups.

The Active and Healthy Program conducted by the Gold Coast City Council is widely acknowledged as an industry leading local government driven, physical activity program within Australia. This Program needs to be further enhanced as the Gold Coast City Council's primary program for physical activity service delivery.

Overall levels of physical activity decline with age, <sup>(81,82)</sup> therefore, the need to encourage people to remain physically active as they become older is important. The Gold Coast has an ageing population, <sup>(77)</sup> increasing the importance of physical activity opportunities for older adults.

Opportunities need to be developed for all specific population groups that are disadvantaged in terms of sufficient physical activity participation including; older people; Aboriginal and Torres Strait Islander people; pregnant mothers and infants; people from non-English speaking backgrounds; and people with a disability. <sup>(78-82)</sup>

A significant number of people spend at least a third of their day in workplace settings. <sup>(84)</sup> A physically active workforce can reduce absenteeism and increase productivity, thereby providing important benefits to workplaces. <sup>(10)</sup> Workplaces can positively impact the culture and environment to facilitate 'healthy' workplace opportunities for staff. Supporting workplaces to implement physical activities is an important component of this plan.

Improved coordination and planning of effective physical activity service delivery is important. Residents identified major barriers to physical activity participation on the Gold Coast as lack of time, financial/cost, and lack of motivation. <sup>(83)</sup> Hence planning flexible, low cost programs of relatively short duration that provide support mechanisms for participants are most likely to succeed in getting more people active.

The provision of a diverse range of active and healthy opportunities that are embraced by the community will contribute to increases in physical activity participation.

1. A city providing a diverse range of <i>active and healthy</i> opportunities that are embraced by the community.	
Recommendation	How we will achieve this.
1.1 Expand delivery of physical activity programs in future growth areas in particular the Northern growth corridor.	1 Target existing Gold Coast Physical Activity Alliance member programs for delivery in the identified high population growth areas.
1.2 Improve the accessibility to physical activity opportunities for disadvantaged residents of the Gold Coast.	<p>a. Target low or no cost programs for people residing in lower socio-economic areas.</p> <p>b. Improved access for low population density areas such as the hinterland by investigating/instigating services such as a community bus, mobile and remote physical activity services to enable access to physical activity opportunities.</p> <p>c. Investigate and enhance current physical activity opportunities within the hinterland and natural areas of the Gold Coast.</p>
1.3 Enhance the delivery of the Active and Healthy Program.	<p>a. Source additional resources for the Active and Healthy Program through</p> <ul style="list-style-type: none"> <li>• Applying for funding through existing State and Federal Government, trusts, foundations and other funding sources.</li> <li>• Lobbying and advocating to elected representatives at the local, state and federal level for increased funding for staff and other resources.</li> </ul> <p>b. Increase support for the Active and Healthy Program by demonstrating the significant contribution the Program makes to Gold Coast residents.</p>
1.4 Further develop physical activity services in identified areas of specific need.	<p>a. Assist physical activity providers to promote their existing services to target groups.</p> <p>b. Increase cultural understanding within physical activity providers and organisations via partnerships with Aboriginal and Torres Strait Islander and Culturally and Linguistically Diverse agencies.</p> <p>c. Support physical activity providers to offer services that engage population groups with identified needs.</p>

<b>1. A city providing a diverse range of <i>active and healthy</i> opportunities that are embraced by the community.</b>	
<b>Recommendation</b>	<b>How we will achieve this.</b>
1.5 Support workplaces to provide and promote physical activity opportunities.	<p>a. Support workplaces to provide and promote physical activity options for staff, which may include:</p> <ul style="list-style-type: none"> <li>• Active transport;</li> <li>• Walking groups;</li> <li>• Fitness sessions;</li> <li>• Communal gardens; and</li> <li>• Use of stairs instead of lifts.</li> </ul> <p>b. Gold Coast Physical Activity Alliance member organisations act as role models in relation to physical activity through promoting and participating in workplace physical activity programs.</p> <p>c. Provide workplace information on the benefits of physical activity participation.</p> <p>d. Promote successful Gold Coast workplaces/workplace programs on the Get Active Gold Coast website.</p> <p>e. Inclusion of end of trip facilities in refurbished or newly developed buildings/facilities.</p>
1.6 Improve planning for physical activity services across the City to ensure that services are aligned with community needs.	<p>a. Host an annual physical activity planning day through the Alliance that identifies investment opportunities and areas of greatest need, to prioritise work over the 12 month period.</p> <p>b. Identify age profiles of Gold Coast suburbs and design appropriate physical activity services and facilities accordingly.</p> <p>c. Design programs across the City that are of relatively short duration, offer flexible delivery times, are low cost and encompass support mechanisms to increase motivation.</p> <p>d. Liaise with planners and developers to identify current and proposed parks, open space and residential development areas and the opportunities for Physical Activity within these areas.</p> <p>e. Alliance members to raise the profile of physical activity initiatives both within their organisations and with their partner organisations.</p>

## 2. A city aware and informed of its *active and healthy* opportunities and facilities.

### Overview

The majority [over 50%] of Gold Coast adults, along with a significant portion of young people, do not undertake sufficient levels of physical activity to benefit their health.<sup>(83, 85)</sup> A major barrier to participation is lack of awareness and education surrounding physical activity.<sup>(86)</sup> Through increased promotion, marketing and education, it is possible to increase community awareness and understanding of the benefits of physical activity, leading to better health outcomes for individuals and the community as a whole.<sup>(86, 87)</sup>

### Key Issues and Findings

There are a variety of public messages currently being promoted to the community from all tiers of government. To ensure accurate message recall, these messages need to be consistent. Whilst it may be difficult for a local community to influence this significantly, endeavours should be made to lobby and advise government to ensure consistent messages are being delivered. Similarly at a local level it will be paramount to ensure key stakeholders provide consistent branding and messages to the Gold Coast community regarding the initiatives developed and supported as part of this plan.

The Gold Coast community has indicated a preference for the distribution of physical activity information via electronic media,<sup>(83)</sup> and as such continual development of both the popular Get Active Gold Coast and Gold Coast Parks websites will be an important component of this plan. Attempts to further engage with the local media to promote physical activity and maximise the awareness of physical activity should also be considered.

The Federal Government's recently developed *National Preventative Health Strategy* outlines a series of strategies to conduct social marketing and education programs including a major focus within the workplace, schools, family and lower socio-economic communities. At the local level, marketing and education initiatives should wherever possible be consistent with these campaigns and programs.

To further promote the benefits of physical activity, a series of events and festivals ought to be offered that highlight successful initiatives and newly developed programs. Utilising high profile events further raises the awareness of physical activity opportunities on the Gold Coast.

Participating in physical activity and experiencing nature, both play an important role in positively influencing our health and wellbeing.<sup>(89)</sup> Increasing people's awareness of the physical activity opportunities available to them in natural areas will be important.

A city aware and informed of its active and healthy opportunities and facilities is more likely to be a city participating in active and healthy pursuits.<sup>(86)</sup>

**2. A city aware and informed of its *active and healthy* opportunities and facilities.**

<b>Recommendation</b>	<b>How we will achieve this.</b>
<p>2.1 Develop, implement and evaluate the Gold Coast Physical Activity Plan Communication and Marketing Strategy.</p>	<ul style="list-style-type: none"> <li>a. Utilise the Get Active Gold Coast brand to market Alliance initiatives on the Gold Coast.</li> <li>b. Develop key messages that represent physical activity promotion on the Gold Coast.</li> <li>c. Align with state/federal government social marketing campaigns to capitalise on physical activity investment.</li> <li>d. Identify local champions to promote key physical activity messages.</li> </ul>
<p>2.2 Utilise the Get Active Gold Coast Website to encourage the adoption of an active and healthy lifestyle, by increasing people's awareness of the activities, events, programs, sports and facilities available on the Gold Coast and providing appropriate information to support behaviour change.</p>	<ul style="list-style-type: none"> <li>a. Continue to develop and promote the Get Active Gold Coast website as the central medium to distribute information on physical activity benefits and local initiatives.</li> <li>b. Promote the Get Active Gold Coast website to residents, activity providers, clubs and facilities.</li> <li>c. Reinforce the Get Active Gold Coast website as a key source of local physical activity information by encouraging and supporting Alliance member organisations to provide a link from their website to the Get Active Gold Coast website.</li> <li>d. Increase Get Active Gold Coast website scope to include Twitter/Facebook.</li> <li>e. Engage with target markets and further develop the site to meet marketing requirements such as the inclusion of video links and profiles for the youth page.</li> <li>f. Produce Alliance and Get Active Gold Coast exhibition stand items that can be utilised by Alliance members.</li> <li>g. Further develop marketing products (t-shirts, postcards, brochures etc.) and distribute in new</li> </ul>

<b>2. A city aware and informed of its <i>active and healthy</i> opportunities and facilities.</b>	
<b>Recommendation</b>	<b>How we will achieve this.</b>
	residents packs and through other identified channels.
2.3 Develop media partnerships to increase awareness and community participation in Physical Activity.	<ul style="list-style-type: none"> <li>a. Align with media outlets i.e. GC Bulletin, Sun, senior's newspaper, radio stations and news teams.</li> <li>b. Utilise local champions via radio and TV media.</li> <li>c. Engage local media to assist with mass marketing to the community.</li> </ul>
2.4 Develop an annual Gold Coast Physical Activity week.	<ul style="list-style-type: none"> <li>a. Develop a project plan with identified measures and key deliverables.</li> <li>b. Engage key stakeholders.</li> <li>c. Develop an events management and marketing plan.</li> <li>d. Conduct and evaluate the event.</li> <li>e. Celebrate and promote the successes of the inaugural Gold Coast physical activity week.</li> </ul>
2.5 Align with and support Gold Coast events and festivals that provide opportunities to convey Alliance messages.	<ul style="list-style-type: none"> <li>a. Identify opportunities to align with events and festivals that promote and showcase the successful achievements of physical activity providers (i.e. based around national focus weeks).</li> <li>b. Utilise high profile events such as the Gold Coast Marathon and Pan Pacific Masters Games to further encourage people to conduct physical activity.</li> <li>c. Support partnered physical activity events where appropriate to convey consistent physical activity</li> </ul>

<b>2. A city aware and informed of its <i>active and healthy</i> opportunities and facilities.</b>	
<b>Recommendation</b>	<b>How we will achieve this.</b>
	<p>messages.</p> <p>d. Promote physical activity as an integral part of Alliance member's organisations business.</p>
<p>2.6 Increase people's awareness of the physical activity opportunities available within the natural environment.</p>	<p>a. Promote natural environments as places for physical activity.</p> <p>b. Advocate for the inclusion of a physical activity section within the Department of Environment and Resource Management's Park and Forest database which includes information on legitimate and appropriate physical activities that are catered for at a particular location.</p> <p>c. Promote the Queensland Parks and Wildlife Service programs that offer unique and/or guided experiences within the Gold Coast's natural areas.</p>

### 3. A city maintaining and enhancing its built and natural environments for *active and healthy* living.

#### Overview

The Gold Coast City Council region covers an area of more than 1,400 square kilometres with a mix of natural areas, commercial and urban development. The City's beaches, foreshores and protected hinterland areas represent a network of 29,000 hectares of land across 1,824 open space areas. The region also boasts more than 1,000 hectares of accessible ocean beachfront that stretches more than 36 kilometres from The Spit to Coolangatta.<sup>(88)</sup> Local governments and communities can play a crucial role in increasing physical activity by creating environments and opportunities for physical and incidental activity as well as delivering initiatives to meet local community need.<sup>(90, 91)</sup>

#### Key Issues and Findings

Planning principles that lead to increased physical activity opportunities may particularly benefit disadvantaged communities.<sup>(91)</sup> Lower income families, the elderly and Indigenous people are more likely to live in the outer suburbs where the design of the community is not generally supportive of physical activity pursuits.<sup>(91)</sup>

By incorporating recognised guidelines such as the Queensland Government's *Active, healthy communities: A resource package for Local Government to create supportive environments for physical activity and healthy eating* (SEPAHE) and the National Heart Foundation's *Healthy Places and Spaces Guidelines* into formal planning instruments, such as the local planning scheme, there is an opportunity to ensure existing and future communities are provided environments that encourage people to be active.

The Gold Coast is fortunate to have some of the most pristine and accessible natural environments in the world. People living on the Gold Coast enjoy using the beach, sea, parks and reserves to conduct their physical activities.<sup>(83)</sup> It will be important to continue to provide safe access to these natural environments as well as promoting their existence to the wider community as places to undertake a wide range of healthy leisure activities.

Parks and reserves were identified by residents as a common place to conduct physical activity. Parks were seen as an essential element to encourage physical activity, and provide a connection to others and the local neighbourhood. In this way, the provision of spaces and places for activity acts as a catalyst that builds strong, self-sufficient, and healthy communities.<sup>(83)</sup>

The Gold Coast has a diversity of other infrastructure that facilitates physical activity including sporting grounds, leisure centres, aquatic facilities, trails, outdoor fitness stations, playgrounds, gymnasiums and community halls. Gaps in facility and infrastructure provision identified in community, recreation and sport planning documents should be addressed to ensure adequate facility provision is provided across the City.

A city that maintains and enhances its built and natural environments for active and healthy living supports its residents to incorporate physical activity in their everyday life.

<b>3. A city maintaining and enhancing its built and natural environments for <i>active and healthy</i> living.</b>	
<b>Recommendation</b>	<b>How we will achieve this.</b>
3.1 Influence the Gold Coast City Council Planning Scheme to include objectives and guidelines that promote physical activity within new and existing developments and open space.	<ul style="list-style-type: none"> <li>a. Ensure supportive environments for physical activity are advocated for within the planning scheme review.</li> <li>b. Adopt SEPAHE planning guidelines within the planning scheme review.</li> </ul>
3.2 Ensure that active living principles are integrated into key Council and key stakeholder planning documents.	<ul style="list-style-type: none"> <li>a. Provide professional development in physical activity opportunities for council staff that plan for, facilitate or deliver physical activity environments or activities.</li> <li>b. Adopt SEPAHE and Crime Prevention Through Environmental Design (CPTED) principles where feasible in developments, open space and facility designs.</li> <li>c. Utilisation of the Walkability index developed by GCCC in relevant planning documents.</li> <li>d. Support future planning for sport and recreation infrastructure, open space and trails.</li> <li>e. Work with private developers to integrate active living principles into their existing and future developments.</li> </ul>

<b>3. A city maintaining and enhancing its built and natural environments for <i>active and healthy</i> living.</b>	
<b>Recommendation</b>	<b>How we will achieve this.</b>
<p>3.3 Enhance opportunities for people to participate in appropriate physical activities in natural areas.</p>	<ul style="list-style-type: none"> <li>a. Further enhance the beach, parks, reserves, trails and waterways to ensure they are safe places to conduct physical activities.</li> <li>b. Assist with the implementation of the GCCC Nature Conservation Strategy focus area 2. <i>The Gold Coast community has an appreciation, awareness and involvement with the natural environment and relevant actions.</i></li> <li>c. Assist natural land area managers in the promotion of environmentally sustainable and legitimate physical activity opportunities conducted in land areas under their care, control and management.</li> </ul>
<p>3.4 Influence the design and development of new and existing park infrastructure.</p>	<ul style="list-style-type: none"> <li>a. Alliance members to advocate for the development of parks that support and encourage people to participate in physical activity.</li> <li>b. Ensure that the development of walkways/cycleways meet Australian design standards, are well signed and are well connected.</li> <li>c. Advocate for the development of infrastructure within parks that support safe after hours use for example lighting, CPTED principles.</li> <li>d. Incorporate 10,000 steps signage into new and existing parks.</li> <li>e. Ensure improved planning, programming and promotion of outdoor exercise equipment within parks.</li> </ul>

<b>3. A city maintaining and enhancing its built and natural environments for <i>active and healthy</i> living.</b>	
<b>Recommendation</b>	<b>How we will achieve this.</b>
3.5 Address gaps in the provision of sport and recreation facilities across the City.	<ul style="list-style-type: none"> <li>a. Identify gaps in the provision of community sport and recreation facilities across the City through the review of relevant community, sport and recreation planning documents.</li> <li>b. Inform facility providers of the need to develop new and enhance existing facilities to cater for identified physical activity needs and demands.</li> </ul>

#### 4. A city connected, enabling safe, *active and healthy* travel.

Transport systems are a key component of the built environment, as they shape the way in which people carry out the diverse activities of daily life. Car-reliant cities encourage sedentary transport choices and contribute to obesity as well as additional health, environmental, transport and social harms. <sup>(91)</sup> The Gold Coast is currently a highly car-dependent community with low use of public transport. Rapid population growth, coupled with an ageing population and spread of urban development inland, has created major traffic congestion as well as limiting accessibility for a growing number of residents. <sup>(92)</sup>

##### **Key Issues and Findings**

Planned cycling and walking infrastructure will improve public access and linkages to neighbourhoods and key activity centres. It will provide opportunities for public enjoyment of foreshore areas, encourage pedestrian and cyclist use throughout the city and improve connectivity between urban areas and foreshore areas. Connected cycle and walking infrastructure will enhance public engagement in recreational and social activities and facilitate the use of non-motorised transport alternatives. <sup>(93)</sup> There is a need to plan for and design more cycling and walking friendly communities and this will assist in encouraging behaviour change through the promotion of healthy transport alternatives.

Supportive 'soft infrastructure' i.e. traffic calming devices and reduced speed limits is also a key feature of supportive transport policies in areas committed to increasing rates of active travel. <sup>(93)</sup> Greenlink is a communication initiative that encourages travel behaviour change on the Gold Coast towards integrated green mode transport, sustainably connecting people and places. The proposed GreenLink initiatives will contribute to increases in physical activity participation and should be supported.

Most Australian children, as well as many adults already have positive attitudes to active travel to school and other destinations such as work. <sup>(94)</sup> While the development of programs that encourage people to cycle and walk to work and school is highly recommended, safety issues/negative perceptions must be addressed.

Traffic safety has been identified as a major barrier to active transport. <sup>(93)</sup> There is a substantiated need for safety measures to be applied to reduce risk for cyclists and walkers via purpose built cycling and walking infrastructure and facilities.

The TravelSmart program encourages people to reduce car use and promotes environmentally-friendly and healthy travel options such as public transport, cycling, walking and carpooling. A major benefit of promoting these forms of transport are the physical activity opportunities created.

<b>4. A city connected, enabling safe, <i>active and healthy</i> travel.</b>	
<b>Recommendation</b>	<b>How we will achieve this.</b>
4.1 Provide safe cycling and walking infrastructure and facilities.	<ul style="list-style-type: none"> <li>a. Provide connections between key service areas, public facilities and residential areas and wherever feasible provide off-road shared use paths in accordance with GCCC network planning.</li> <li>b. Encourage public transport operators to provide means of carrying a bicycle on their vehicles.</li> <li>c. Install bike racks, lockers and support facilities in key public areas and open spaces.</li> <li>d. Lobby transport authorities to invest in 'soft infrastructure' (e.g. reduced urban speed limits, traffic calming, reduced car parking, and fostering safe, courteous driving and respect for all road users).</li> <li>e. Assist in the implementation of the GCCC Greenlink Program.</li> </ul>
4.2 Encourage the development of an Active Travel Strategy for the Gold Coast.	<ul style="list-style-type: none"> <li>a. Alliance should investigate funding opportunities to secure sufficient budget to progress the development of the Strategy.</li> <li>b. Develop a vision document for the Strategy.</li> <li>c. Lobby elected representatives at a local, state and federal level to support the development of a strategy.</li> </ul>
4.3 Implement active travel programs and initiatives within the workplace.	<ul style="list-style-type: none"> <li>a. Introduce work based challenges such as the 'Tour de Work' program which encourages employers to see who can get the most staff to ride a bike to work, for transport and recreation.</li> <li>b. Encourage workplaces to provide end of trip facilities for cycling and walking commuters.</li> <li>c. Develop an active travel incentive program for workplaces.</li> </ul>
4.4 Implement active travel programs and initiatives within schools.	<ul style="list-style-type: none"> <li>a. Start up a Bike Bus program.</li> <li>b. Target schools in high congestions areas for active travel initiatives.</li> <li>c. Provide education to parents on active travel options.</li> </ul>

<b>4. A city connected, enabling safe, <i>active and healthy</i> travel.</b>	
<b>Recommendation</b>	<b>How we will achieve this.</b>
4.5 Assist in the implementation of the TravelSmart program on the Gold Coast.	<ul style="list-style-type: none"> <li>a. The Alliance to be represented on the Travel Smart project management group</li> <li>b. Support the GCCC Travel Smart Officer in the development and delivery of programs that encourage behaviour change.</li> <li>c. Integrate the Travel Smart messages into the Alliance promotional activities and existing programs (e.g. Get Active Gold Coast Website, workshops)</li> <li>d. Integrate the Travel Smart messages into the Active and Healthy Program.</li> <li>e. Investigate funding opportunities to expand on the implementation of the Travel Smart initiatives.</li> </ul>

## 5. A city working together to support *active and healthy* lifestyles.

### Overview

To achieve increased physical activity levels within the Gold Coast region it will be essential for the diverse stakeholders including government agencies, community groups, private industry, sport and recreation clubs and industry bodies to work collaboratively to deliver the actions and key tasks identified within this plan.

### Key Issues and Findings

Supporting National and State initiatives at the local level will avoid potential duplication. This enables resources to be directed in alternative areas resulting in increased efficiencies and improved outcomes for the Gold Coast community.

To increase the proportion of the population, who are sufficiently physically active, requires the consistent provision of relevant, safe and quality services throughout the City. Quality accreditation processes need to be adopted to assist in regulating the industry along with regular analysis of physical activity services and programs offered by Alliance members.

There is a need to provide leadership at the neighbourhood level. This can be achieved through the identification of local leaders that are able to champion physical activity within their communities. These champions will require Alliance support to achieve the most out of this role. Furthermore, local sporting and recreation clubs, community groups and local businesses that currently provide valuable physical activities should be further assisted to continually improve their service delivery.

Workplaces are best placed to provide the supportive cultures often needed to sustain lifestyle change as they represent an arena for social leadership and peer support in tackling behaviour change. Furthermore, workplaces provide an ideal opportunity to reduce sedentary behaviour in the population. By partnering with key stakeholders, the workplace is a key setting to increase levels of physical activity in the adult population.

The Alliance has been an important collaborative arrangement that has successfully progressed numerous physical activity initiatives since its formation in 2004. Benefits of collaborative planning have included sharing of costs, resources and reporting requirements. The Alliance can be further strengthened through the involvement of additional stakeholders. Reviewing the current Alliance structure will identify the benefits and limitations of progressing to become an independent body capable of securing funding and operating programs. In the medium term there is a need to continue investment in the Alliance and assist with the implementation of this Plan. The Alliance has committed to the development and implementation of the Gold Coast Physical Activity Plan. To ensure the desired outcomes are achieved, may require additional skills for Alliance members. These skills need to be identified within the implementation definition phase of this Plan and scheduled into existing and or additional Alliance meetings.

<b>5. A city working together to support <i>active and healthy</i> lifestyles.</b>	
<b>Recommendation</b>	<b>How we will achieve this.</b>
5.1 Access and attract funding to expand on current delivery and develop innovative initiatives.	<ul style="list-style-type: none"> <li>a. Identify available funding from federal and state initiatives such as the recently announced COAG Healthy Workers Initiative, Healthy Communities Initiative and the Healthy and Active Families Initiative once fully developed.</li> <li>b. Identify relevant funding opportunities to implement strategies within the Gold Coast Physical Activity Plan 2010-2015, such as the Primary Care Partnership Council.</li> <li>c. Assist GCCC to submit funding applications to expand and improve Active and Healthy Program.</li> </ul>
5.2 Ensure relevant, safe and high quality physical activity initiatives are delivered to the community.	<ul style="list-style-type: none"> <li>a. Develop appropriate regulation, service standards and quality assurance accreditation of local physical activity providers to ensure consistent delivery of service.</li> <li>b. Develop accreditation training programs for physical activity providers.</li> <li>c. Ensure all physical activity initiatives offered by the Alliance and its members are monitored on a regular basis (at least bi-annually) and evaluated to a minimum agreed standard.</li> </ul>
5.3 Further engage health care providers in the promotion and utilisation of the GAGC resources to support community members participate in appropriate physical activity.	<ul style="list-style-type: none"> <li>a. Promotion of physical activity initiatives at point of sale.</li> <li>b. Establish ongoing liaison with the General Practice Gold Coast.</li> <li>c. Support health care providers to access the GAGC resources (website).</li> <li>d. In consultation, further develop the GAGC health care website subdirectory to meet the needs of health care providers.</li> </ul>
5.4 Expand, strengthen and raise the profile of the Alliance.	<ul style="list-style-type: none"> <li>a. Raise the profile of the Alliance by nominating (the Alliance and member organisations) for appropriate awards and recognition such as the Q2 Partners Program, Healthy Queensland Awards and Green and Healthy Awards.</li> <li>b. Identify one or more local successful sporting identities/teams to represent the alliance and increase its profile within the community.</li> <li>c. Explore options to further formalise and structure the Alliance. This may include the establishment of</li> </ul>

<b>5. A city working together to support <i>active and healthy</i> lifestyles.</b>	
<b>Recommendation</b>	<b>How we will achieve this.</b>
	<p>an Executive Committee or incorporation to enable the attainment of funding and/or delivery of services such as training and provider accreditation.</p> <p>d. Consider a designated executive officer to service the Alliance on a full time basis.</p>
5.5 Engage the business sector to promote physical activity and support implementation of workplace programs	<p>a. Engage with workplace representatives such as Unions and Business Groups (i.e. Chamber of Commerce) to be represented on the Alliance.</p> <p>b. Develop an Active Workplaces page on the GAGC website.</p> <p>c. Implement a local 10,000 steps challenge within Alliance member workplaces.</p> <p>d. Promote and assist local business and Alliance members to implement National workplace PA initiatives (e.g., Walk to Work Day, Ride to Work Day).</p> <p>e. Promote Gold Coast Physical Activity Alliance member organisations 'best practices and application of physical activity strategies within the workplace.</p> <p>f. Assist in the facilitation of the National Health Prevention Strategy workplace recommendations.</p>
5.6 Continue to engage schools and early childhood centres in the implementation of physical activity initiatives.	<p>a. Support Gold Coast schools in the establishment of a Gold Coast Teachers Physical Activity Network (TPAN).</p> <p>b. Profile local schools that are successfully implementing physical activity initiatives.</p> <p>c. Showcase and promote current successful school based programs and resources on the Get Active Gold Coast website and through the Gold Coast TPAN, including the Australian Sports Commission programs.</p> <p>d. Expand use of school facilities for delivery of Active and Healthy Programs.</p> <p>e. Support early childhood with development of a resource guide for physical activity opportunities and identifying local providers.</p>

## 8 Implementing and Evaluating the Plan

This action plan provides the collection strategic direction required to increase physical activity levels on the Gold Coast, so that more individuals meet their relevant physical activity guidelines. The development of a detailed Implementation Plan will be undertaken by the Alliance, which will define the precise tasks, timeframes, responsibilities and performance measures.

To achieve the actions of the Plan will require more Gold Coast residents to undertake sufficient physical activity and the creation of environments to support behaviour change. The Plan is not the responsibility of a single or a few organisations committed to supporting the Gold Coast to get more active and healthy, it is a collective responsibility. The Plan will only be achieved through continued collaboration of the many organisations that comprise the Alliance and the Gold Coast community.

The actions within the Plan are ambitious and challenging. With continued levels of current funding sources and additional submissions for Federal/State/Local Government and private sector funding wherever possible, there will be many opportunities to deliver the Plans action areas.

Evaluation and on-going monitoring of the Plan will occur in order to examine program success and to identify target areas for future plans of action. Wherever possible, outcome evaluation will occur by using surveys (i.e. Self Reported Health Status Survey) and monitoring systems, including standardised measures of physical activity and pedestrian and cycling participation counts on public paths/bikeways.

This Plan builds on an existing physical activity planning and provision foundation and defines the course of action that will see the Gold Coast lead the way to an active and healthy community.

## 9 Physical Activity Guidelines

<b>Physical Activity Recommendations for 0-5 year olds<sup>3</sup></b>
For healthy development in infants (birth to 1 year), physical activity – particularly supervised floor-based play in safe environments – should be encouraged from birth.
Toddlers (1 to 3 years) and pre-schoolers (3 to 5 years) should be physically active every day for at least three hours, spread throughout the day.
Children younger than two years of age should not spend any time watching television or using other electronic media (DVDs, computer and other electronic games).
For children two to five years of age, sitting and watching television and the use of other electronic media (DVDs, computer and other electronic games) should be limited to less than one hour per day.
Infants, toddlers and pre-schoolers should not be sedentary, restrained or kept inactive for more than one hour at a time – with the exception of sleeping.

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<sup>3</sup> Australian Government Dept. of Health and Ageing (15/10/2009: date of retrieval) Physical Activity Guidelines for 0-5 year olds <http://www.health.gov.au/internet/main/publishing.nsf/Content/phd-early-childhood-nutrition-index>

<b>Physical Activity Recommendations for 5-12 year olds<sup>4</sup></b>
A combination of moderate and vigorous activities for at least 60 minutes a day is recommended.
More vigorous activities will make kids “huff and puff” and include organised sports such as football and netball, as well as activities such as ballet, running and swimming laps. Children typically accumulate activity in intermittent bursts ranging from a few seconds to several minutes, so any sort of active play will usually include some vigorous activity.
Most importantly, kids need the opportunity to participate in a variety of activities that are fun and suit their interests, skills and abilities. Variety will also offer your child a range of health benefits, experiences and challenges.
Children shouldn't spend more than two hours a day using electronic media for entertainment (e.g. computer games, TV, internet), particularly during daylight hours.
<b>Physical Activity Recommendations for 12-18 year olds<sup>5</sup></b>
At least 60 minutes of physical activity every day is recommended. This can be built up throughout the day with a variety of activities.
Physical activity should be done at moderate to vigorous intensity. There are heaps of fun ways to do it: <ul style="list-style-type: none"><li>• Moderate activities like brisk walking, bike riding with friends, skateboarding and dancing.</li><li>• Vigorous activities such as football, netball, soccer, running, swimming laps or training for sport.</li><li>• Vigorous activities are those that make you “huff and puff”. For additional health benefits, try to include 20 minutes or more of vigorous activity at least three to four days a week.</li></ul>
Try to be active in as many ways as possible. Variety is important in providing a range of fun experiences and challenges and provides an opportunity to learn new skills.
Make the most of each activity in your day.

<sup>4</sup> Australian Government Dept. of Health and Ageing (15/10/2009: date of retrieval) Physical Activity Guidelines for 5-12 year olds [http://www.health.gov.au/internet/main/publishing.nsf/Content/health-pubhlth-strateg-phys-act-guidelines#rec\\_5\\_12](http://www.health.gov.au/internet/main/publishing.nsf/Content/health-pubhlth-strateg-phys-act-guidelines#rec_5_12)

<sup>5</sup> Australian Government Dept. of Health and Ageing (15/10/2009: date of retrieval) Physical Activity Guidelines for 12-18 year olds [http://www.health.gov.au/internet/main/publishing.nsf/Content/health-pubhlth-strateg-phys-act-guidelines#rec\\_12\\_18](http://www.health.gov.au/internet/main/publishing.nsf/Content/health-pubhlth-strateg-phys-act-guidelines#rec_12_18)

<b>Physical Activity Guidelines for Adults<sup>6</sup></b>
There are four steps for better health for Australian adults as recommended by the Australian Government.
<b>Step 1 – Think of movement as an opportunity, not an inconvenience</b> Where any form of movement of the body is seen as an opportunity for improving health, not as a time-wasting inconvenience.
<b>Step 2- Be active every day in as many ways as you can</b> Make a habit of walking or cycling instead of using the car, or do things yourself instead of using labour-saving machines.
<b>Step 3 – Put together at least 30 minutes of moderate-intensity physical activity on most, preferably all days.</b> You can accumulate your 30 minutes (or more) throughout the day by combining a few shorter sessions of activity of around 10 to 15 minutes each.
<b>Step 4 – If you can, also enjoy some regular, vigorous activity for extra health and fitness</b> This step does not replace Steps 1-3. Rather it adds an extra level for those who are able, and wish, to achieve greater health and fitness benefits.

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<sup>6</sup> Australian Government Dept. of Health and Ageing (15/10/2009: date of retrieval) Physical Activity Guidelines for Adults [http://www.health.gov.au/internet/main/publishing.nsf/content/health-pubhlth-strateg-phys-act-guidelines#guidelines\\_adults](http://www.health.gov.au/internet/main/publishing.nsf/content/health-pubhlth-strateg-phys-act-guidelines#guidelines_adults)

<b>Physical Activity Recommendations for Older Australians<sup>7</sup></b>
Older people should do some form of physical activity, no matter what their age, weight, health problems or abilities.
Older people should be active every day in as many ways as possible, doing a range of physical activities that incorporate fitness, strength, balance and flexibility.
Older people should accumulate at least 30 minutes of moderate intensity physical activity on most, preferably all, days.
Older people who have stopped physical activity, or who are starting a new physical activity, should start at a level that is easily manageable and gradually build up the recommended amount, type and frequency of activity.
Older people who continue to enjoy a lifetime of vigorous physical activity should carry on doing so in a manner suited to their capability into later life, provided recommended safety procedures and guidelines are adhered to.

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<sup>7</sup> Australian Government Dept. of Health and Ageing (15/10/2009: date of retrieval) Physical Activity Guidelines for Older Australians  
[http://www.health.gov.au/internet/main/publishing.nsf/content/health-pubhlth-strateg-phys-act-guidelines#rec\\_older](http://www.health.gov.au/internet/main/publishing.nsf/content/health-pubhlth-strateg-phys-act-guidelines#rec_older)

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## Appendix A

### GCPAA membership:

Australian Council for Health, Physical Education and Recreation (ACHPER) Queensland	Australian Sports Commission : Active After-School Communities Program	Bicycle Gold Coast
Bond University: Faculty of Health Sciences and Medicine	Cancer Council Queensland	Department of Communities: Housing and homelessness - Community Renewal (GC South & North Zone)
Department of Communities: Sport and Recreation Services	Department of Education and Training: Education Queensland	Department of Education and Training: TAFE – Gold Coast Institute of TAFE
Department of Environment and Resource Management: Queensland Parks and Wildlife Service	Department of Infrastructure and Planning: Outdoor Recreation Resource and Landscape Planning Unit	Department of Transport and Main Roads: Southport Transit Centre - Road Safety
Department of Transport and Main Roads: TravelSmart	General Practice Gold Coast	Gold Coast ATSI Corporation for Community Consultation
Gold Coast City Council: Engineering, Assets and Planning	Gold Coast City Council: Gold Coast Parks	Gold Coast City Council: Social Planning and Development
Gold Coast City Council: Traffic Management and Operations Branch	Gold Coast Recreation and Sport Inc	Griffith University : School of Environment - Urban Research Program (Nathan & GC Campus)
Griffith University : School of Physiotherapy and Exercise Science (GC Campus)	Griffith University : School of Public Health (GC & Meadowbrook Campus)	Kalwun Health Service
Krurungal Aboriginal and Torres Strait Islander Corporation for Welfare, Resource and Housing	Multicultural Communities Council GC Inc	National Heart Foundation : Qld Division - Just Walk it
Northern Gold Coast Communities for Children Initiative	Primary Care Partnership Council (Gold Coast)	Queensland Aboriginal and Islander Health Council (QHAIC)
Queensland Events Gold Coast	Queensland Health: Gold Coast Health Service District - Community, Aged Care and Rehabilitation Services	Queensland Health: Gold Coast Health Service District – Indigenous Health
Queensland Health: Gold Coast Health Service District – Child Youth and Family Health	Queensland Health: Southern Regional Services, Division of the Chief Health Officer Gold Coast Public Health Unit – Health Promotion	Queensland Police Citizens Youth Welfare Association: Ashmore, Gold Coast & Nerang
TransLink Transit Authority: Network Planning and Stakeholder Relations	Southern Gold Coast 60 and Better Program Inc	Yugambeh Museum – Language and Heritage Research Centre
Volunteering Gold Coast		