



Active Stonnington 2021 - 2025

A strategic framework for active living in the City of Stonnington

Active Stonnington

City of STONNINGTON

Contents

1. Executive Summary	3
1.1. Vision	3
2. Purpose Statement	4
3. Strategic Context	8
4. Strategic Principles	10
5. Strategic Pillars	11
5.1 Strategic Objective One: Active Recreation	12
5.2 Strategic Objective Two: Organised Sport	13
5.3 Strategic Objective Three: Aquatics and Fitness Services	14
5.4 Strategic Objective Four: Socially Connected	15
6. Monitoring and Evaluation	16
7. Community Consultation	17

Executive Summary

The Active Stonnington Strategy 2021-2025 provides the framework to plan and deliver initiatives that encourage a more active Stonnington community. The Strategy sets a clear vision and direction for increasing physical activity participation for people of all backgrounds, ability levels and life stages.

Increasing participation in physical activity, through both sport and active recreation, has a wide range of health, social and economic benefits. These benefits include preventing chronic disease, promoting mental wellbeing and social connections, increasing productivity, and positive changes to the environments we live and play in, such as reduced traffic congestion and safer neighbourhoods.

Currently, 51 per cent of the Stonnington population do not meet the minimum physical activity levels, and 41 per cent are either overweight or obese. In line with the key goal of Sport Australia to increase physical activity by 7% by 2025 (Sport Australia 2018), the Active Stonnington Strategy aims to increase the percentage of Stonnington residents that participate in sufficient levels of physical activity from 49% to 56% by 2025.

The Active Stonnington Strategy 2021-2025 will guide Council for the next five years, through four strategic priorities that represent a 'whole of community' approach to increasing the health and wellbeing of the Stonnington community. These strategic priorities are:

- Active Recreation
- Organised Sport
- Aquatic & Fitness Services
- Socially Connected

A set of strategic principles will guide the development and delivery of plans for each of these strategic pillars. For example, key participation measures and outcomes will be captured and analysed, ensuring that the work we do can be monitored, improved, sustained, and achieve the greatest community benefit.

To adopt a whole-of-community approach to a more physically active Stonnington population, Council must ensure it facilitates access to affordable, sustainable and easily accessible sport and recreation opportunities, across all life stages. It is then Council's responsibility to promote and educate the community about these opportunities.

Vision

A Stonnington community that is more physically active, leads a healthy lifestyle and is socially connected.

Why an Active Stonnington strategy?

The Active Stonnington Strategy 2021-2025 increases Council's focus on active recreation, in line with the growing trend among the population to take part in unstructured, non-competitive physical activity (Australian Sports Commission 2013). Stonnington City Council must ensure it effectively plans for and delivers the infrastructure, services and policies to meet current and future needs of the entire community.

Research indicates that people are increasingly sedentary due to barriers to participation such as lack of time, affordability, and lack of knowledge of and access to programs and facilities (Sport Australia 2019). People have changed the way they participate in physical activity. This is being driven by:

- Increasingly busy and time-fragmented lifestyles
- A desire for greater flexibility about when and how we participate in physical activity
- Technological/ digital influence
- The cost of participating in organised sport
- Growth in the diversity of physical activity opportunities available to the community
- A decrease in health and physical literacy levels.

Through research and community engagement, council is committed to understanding these barriers to participation, which vary depending on people's demographics and behaviours, and developing initiatives to enhance the opportunities for more people to be more active.

Stonnington residents are at risk of developing debilitating health conditions related to lifestyle and mental health issues, resulting from insufficient exercise or poor nutrition. There is a demonstrated link between physical inactivity and many preventable health conditions including diabetes, cancer and heart disease (World Health Organisation, 2018).

Providing accessible, flexible, high quality facilities is a key factor in encouraging the community to be more active. A planned and methodical approach to the renewal and upgrade of all sport and recreation facilities is required to ensure the community has ongoing access to quality sporting opportunities.

As the Victorian municipality with the second lowest amount of open space per capita, it is important that council continues to identify and invest into innovative solutions to ensure that everyone living and working in the City of Stonnington has access to a range of opportunities to lead healthy and active lives. This includes new approaches to how our facilities and active spaces are utilised, and building community partnerships to promote the wide range of existing programs, services and groups available.

Our Community Profile

Understanding the demographics of the Stonnington population is important in effectively planning and providing sport and recreation services to all people across the municipality (Profile ID, 2016).

- Stonnington's population is relatively young, with 24% of residents aged 25-34, compared to 16% across Greater Melbourne.
- The number of people aged over 65 is expected to increase by 24% (5,594 persons) by 2036.
- Individuals in Stonnington have a high level of disposable income, with 56% of residents earning in excess of $1,000 per week, compared to the Greater Melbourne average of 40%.
- 31% of Stonnington's total population were born overseas. Half reside in the suburbs of Prahran, Windsor and South Yarra. Proportions range from a low of 23% in Kooyong to a high of 46% in the Horace Petty Estate, South Yarra.
- The estimated population growth in Stonnington is from 120,784 in 2020 to 143,257 by 2036 (19%).

	Stonnington	Greater Melbourne	Variance
Households Renting	44%	29%	+15%
Public Transport to work	28%	15%	+13%
Lone Person Households	32%	22%	+10%
Median Age	35	36	-1 years
Overseas Born	31%	34%	-3%
Language other than English spoken at home	23%	32%	-9%
Couples with Children	20%	33%	-13%

Health and physical activity in our community

The following statistics obtained from the Stonnington Health and Wellbeing Plan 2017-2021, highlight the current health and physical activity status of the Stonnington community, and the key health and behavioural challenges that Council needs to address.

Many residents are choosing to participate in sport and recreation in a more casual manner (e.g. walking, cycling, swimming, gym), seeking flexible and easily accessible participation options (Australian Sports Commission, 2013).

Council needs to provide infrastructure, services and resources that support these preferences.



Physical Activity

49% report sufficient weekly exercise



Sport and Recreation

37% participate in organised physical activity



Walking

27% walk for transport 4 plus days per week



Cycling for Transport

6% cycle for transport 2-3 days per week



Weight

42% of residents are overweight or obese



Sitting Hours

31% of residents sit for up to 8 hrs per day



Chronic Disease

52% of residents have at least one chronic disease



Social Isolation

Isolation has been identified as a **barrier** to maintain a good health

Benefits of an Active Community

Benefits of Health (1):



Improve muscular and cardiorespiratory fitness



Improve bone and functional health



Reduce the risk of hypertension, coronary heart disease, stroke, diabetes, various types of cancer



Energy balance and weight control

Economic Benefits (2):



$245 million
Lifetime avoided healthcare costs from making physically inactive Victorians active



$3.1 billion
Lifetime workplace productivity impact from making physically inactive Victorians active



$5.3 billion
Estimated gross value add attribute to active recreation

Mental and Social Benefits:



Many outdoor activities are social in nature and can alleviate social isolation and promote integration with others and community (3)



Being physically active reduces stress and anxiety, improves self-confidence, improves concentration and reduces feelings of sadness (4).

1. World Health Organization, https://www.who.int/news-room/fact-sheets/detail/physical-activity
2. The economic impacts of active recreation in Victoria, Sport and Recreation Victoria & Marsden Jacob Associates, https://www.who.int/news-room/fact-sheets/detail/physical-activity
3. Kuo, F,E, Sillivan, W.C., Coley, R.L., & Brunson, L. (1998). Fertile ground for community: Inner city neighborhood common spaces. American Journal of Community Phychology, 26 (6), 823-851
4. Australian Government, Department of Health, https://www1.health.gov.au/internet/main/publishing.nsf/Content/phy-activity

Strategic Context

International Context:

<u>World Health Organisation (WHO):</u>

The World Health Organisation have developed the Global Action Plan on Physical Activity 2018 -2030. The plan provides guidance and a framework to increase physical activity to reduce the global prevalence in physical inactivity (World Health Organisation 2018). The Plan includes four Strategic Objectives, these being:

- Create Active Systems
- Create Active People
- Create Active Societies
- Create Active Environments



State Context:

The Victorian Health and Wellbeing Plan 2019 – 2023 is the primary plan of the Victorian Government used to deliver on their vision of *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.*

There are ten key priority areas within the Victorian Health and Wellbeing Plan, with four focus areas, one of which includes Increasing Active Living. This focus area identifies that physical activity can improve mental wellbeing and reduce the risk of ill health. The Strategic Actions within this priority area focus on increasing active transport, access to parks, opens spaces and public spaces.



Local Context:

Stonnington City Council's policies, strategies and plans demonstrate commitment to improving the health and wellbeing of the community through well-planned facilities, services and programs. The Active Stonnington Strategy aligns to the *Council Plan 2017-2021* (Community and Liveability pillar) and the *Stonnington Public Health and Wellbeing Plan 2017-21* (Pillar One: Active and Healthy Lifestyle).



*New plan in development **In development

Strategic Principles:



Evidence-based approach

Use data and research to understand and respond to the needs of the community, in order to guide program and service design and delivery



Collaborative

Adopt a whole of Council, whole of community approach; ensuring the community is engaged, efficiencies are achieved and partnerships help drive outcomes



Diverse and Inclusive

Ensure all Stonnington residents have access to programs, services and places that cater for people of all life stages, interests, ability and cultural background



Innovative

Explore new and creative approaches to fostering active lifestyles, particularly for inactive people



Sustainable and measurable

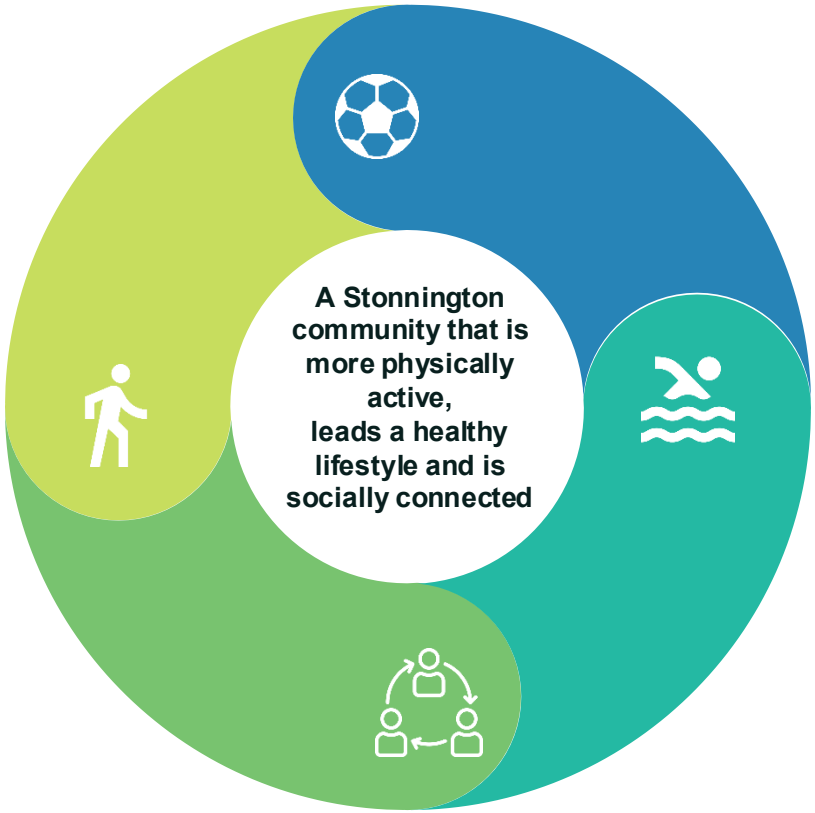
Develop and implement a system to measure the health and wellbeing of the community and the impact of the work that we do, to support community-focused strategic planning

VISION AND STRATEGIC PRIORITIES

ACTIVE STONNINGTON STRATEGY

ACTIVE RECREATION

Increase the awareness and diversity of physical activity offerings, improve physical environments for greater participation in active recreation, focusing on those who are least active.



ORGANISED SPORT

Improve the capacity of sporting infrastructure and clubs to enable sustainable participation growth; whilst promoting inclusion and diversity.

SOCIALLY CONNECTED

Creating opportunities to connect with the community through programs and events, to strengthen community connections and belonging.

AQUATIC SERVICES

Increase program participation, strengthen partnerships to cater for non-traditional users and develop an ongoing review of the product offering to adapt to the current trends.

Strategic Priority 1

Active Recreation

People engage in active recreation for health and wellbeing, relaxation, transport or enjoyment. According to Sport and Recreation Victoria, 80 per cent of physical activity participation is in active recreation, opposed to 20 per cent in organised sport. The most common forms of activities include walking, gym workouts, cycling, running, exercising activities and swimming.

Stonnington City Council is committed to creating physical environments and opportunities for all residents to participate in active recreation, through the provision of outdoor infrastructure, promotion and education. In particular, Council will focus on ways to engage with physically inactive groups to help them realise the benefits and importance of leading an active lifestyle.

1.1 STRATEGIC OUTCOMES

1. Greater awareness within the community of active recreation opportunities
2. Physical environments that encourage greater levels of active recreation

1.2 STRATEGIC OBJECTIVES

1. Reduce barriers to participation for physically inactive groups in the community
2. Establish a system for measuring and monitoring the health and wellbeing of the community
3. Improve access to information and awareness of active recreation opportunities in Stonnington
4. Invest into the development of infrastructure and spaces that support active recreation
5. Build partnerships with community groups and local business to broaden the reach and drive outcomes

Strategic Priority 2

Organised Sport

More than 11,000 people participate in organised sport within the City of Stonnington, demonstrating the important role it plays in providing health, social and economic benefits for the community.

The City of Stonnington consists of a wide range of sports facilities, including twenty-two sports grounds (that service forty-six clubs), seven tennis centres, one lawn bowls club, two aquatic centres, a golf course, two indoor recreation centres, two boat sheds and two skate parks.

A key challenge Council faces is meeting the demand for use of sports grounds, especially by winter sports. Innovative ways to increase capacity and accommodate club needs must be explored in order to facilitate growing participation. Opportunities include synthetic sports surfaces, multi-purpose facilities, sports ground lighting, supporting new ways of training and modified competition formats.

Female sports participation in Stonnington is increasing rapidly. Between 2017 and 2019, Council experienced an increase of over 100 percent in the number of female teams seeking to access Council's sporting grounds. Council is committed to ensuring that its sports facilities and amenities are able to accommodate current demands and future growth.

2.1 STRATEGIC OUTCOMES

1. Improved capacity of sports grounds and facilities to meet demand for use
2. High quality and compliant facilities
3. An increase in female participation that is sustainable for clubs and facilities
4. Increased flexible and diverse sports participation options to meet a wider range of needs.

2.2 STRATEGIC OBJECTIVES

1. Embrace innovative practices to increase the capacity and use of sports facilities
2. Highly collaborative partnerships with clubs and governing bodies
3. Support sports clubs in providing high quality, responsive and accessible sporting opportunities for the community
4. Sports facilities reflect best-practice design principles - universal, accessible and environmental and female friendly.

Strategic Priority 3

Aquatic Services

The City of Stonnington's Harold Holt Swim Centre and Prahran Aquatic Centre are two iconic aquatic and leisure centres that provide opportunities for the community to get active at the pool or gym through a range of programs and services targeted at all life stages and levels of activity.

These facilities are important community 'hubs' that provide not only physical health and fitness benefits, but help to improve and maintain social connections and mental health of members and visitors of all ages, cultural background and level of fitness.

The Stonnington Aquatic Services Plan will provide the direction to drive the performance of these two facilities into the future. It will outline our approach to delivering facilities, programs and services that align to the community's needs, exceptional customer experience and the highest safety and risk management standards.

Council will explore opportunities to utilise its networks across all community segments, and develop partnerships with local community organisations, to ensure that all members of the community are supported and encouraged to access our aquatic and fitness facilities, programs and services.

3.1 STRATEGIC OUTCOMES

1. Increased centre attendances and program participation
2. Continuous enhancement of aquatic facilities to provide a more expansive range of opportunities for health, wellbeing and aquatic education
3. High level of customer satisfaction and engagement, measured through member surveys and retention rate
4. Life Saving Victoria Platinum Pool certification

3.2 STRATEGIC OBJECTIVES

1. Utilise technology to enhance customer engagement and communication
2. Introduce innovative new programs and services that cater for current and emerging trends, and encourage physically inactive people to participate
3. Establish partnerships that expand local networks and community connections
4. Ensure facilities, programs and services are accessible and safe for all members of the community

Strategic Priority 4

Socially Connected

Having a healthy and vibrant community in all areas of life is a priority for Council. Social benefits are derived from not only participating in organised sport, but also from activities such as walking the dog in a local park, or a post-swim coffee with friends at the pool.

Attending or being involved with festivals, events and social programs helps to reduce isolation, build connections, community cohesion, confidence and tolerance, supports diversity, and develops a sense of belonging in the community.

Council delivers and promotes a wide range of programs and services across all life stages, from maternal child health through to seniors' events and activities. The Active Stonnington Strategy 2021-2025 aims to adopt a 'whole-of-council' approach to ensure that the promotion of these programs and services reach the widest possible audience, and to support the measurement of social impact.

4.1 STRATEGIC OUTCOMES

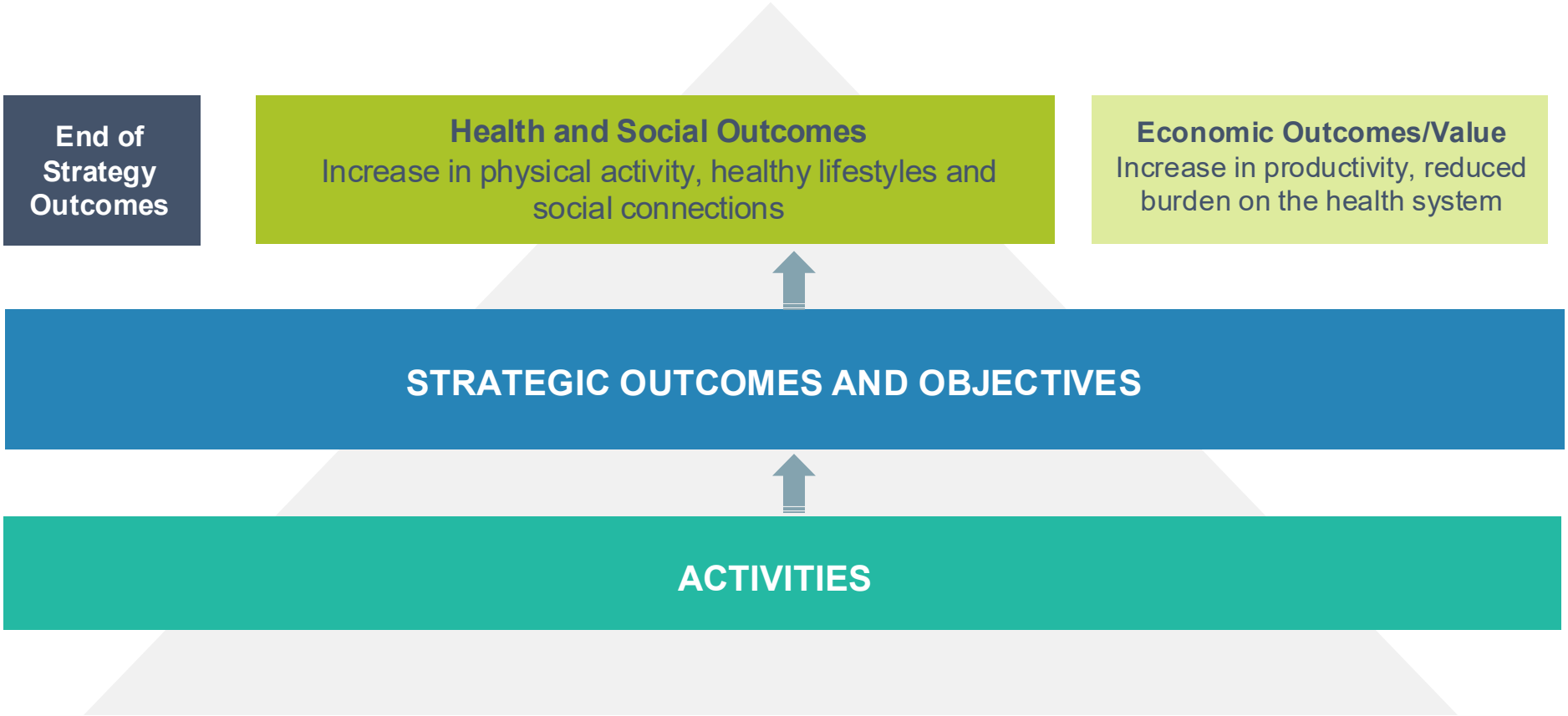
1. An increased number of people are socially active and engaged, across all life stages
2. Increased awareness and confidence among inactive members of the community to participate or become involved
3. Council is able to effectively measure the social impact across all of its programs and services
4. Reduced social isolation

4.2 STRATEGIC OBJECTIVES

1. Support an integrated, coordinated approach to the promotion of social programs, facilities, services and events
2. Identify gaps in services across geographic locations, life stages, socioeconomic status, cultural background and ability levels.
3. Establish a system for measuring and monitoring the social impact of council programs and services
4. Implement a collaborative 'whole-of-Council' approach to support a coordinated, consistent and efficient approach to promoting and measuring programs, services and events

Monitoring and Evaluation

A monitoring and evaluation plan will be developed to assess the progress achieved toward developing the intended outcomes of the strategy, and highlight areas for improvement. The M&E plan will outline how data will be collected, when, by whom and how it will be used to inform decision making. The plan will measure key indicators that will enable measurement of health, social and economic outcomes, as detailed below. Data will be collected from each of the levels on the model below.



Community Consultation

A community consultation plan will be implemented to ensure Council:

- Provides opportunities for representatives across the community to provide feedback on the Active Stonnington Strategy 2021-25
- Guide the development of individual plans for each of the four strategic pillars
- Identifies current and emerging trends for sport and active recreation
- Understands motivators and barriers to becoming more active, healthy and socially connected



References

Australian Sports Commission, 2013 'The Future of Australian Sport Summary' https://www.clearinghouseforsport.gov.au/__data/assets/pdf_file/0006/564072/The_Future_of_Australian_Sport_-Summary_Report.pdf

Profile ID, 2016 'Stonnington Highlights 2016' https://profile.id.com.au/stonnington/highlights-2016>

Sport Australia, 2019 'National Results' < https://www.clearinghouseforsport.gov.au/research/smi/ausplay/results/national>

Sport Australia, 2018 'Sport 2030 National Sport Plan' < https://www.sportaus.gov.au/__data/assets/pdf_file/0005/677894/Sport_2030_-_National_Sport_Plan_-_2018.pdf>

Stonnington Council, 2017 'Stonnington Public Health and Wellbeing Plan' < https://www.stonnington.vic.gov.au/files/assets/public/council/stonnington-public-health-and-wellbeing-plan-2017-2021.pdf?

Victorian State Government, 2019 'Public Health and Wellbeing Planning' <https://www2.health.vic.gov.au/about/health-strategies/public-health-wellbeing-plan>

World Health Organisation, 2018 'The Global Action Plan on Physical Activity 2018 -2030' < https://apps.who.int/iris/bitstream/handle/10665/272722/9789241514187-eng.pdf>

Governance Information	
Approval Body	City of Stonnington
Current Version	Version 1.0 Council policy documents change from time to time and it is recommended to consult the electronic reference copy on Stonnington Council's website to have the current version. Alternatively, you may contact Customer Service on 8290 1333
Compulsory Review	4 years
Review Date	April 2022. It is recognised that, from time to time, circumstances may change leading to the need for minor administrative changes to this document. Where an update does not materially alter this document, such a change may be made administratively.
Responsible Department	Community and Wellbeing
Relevant Legislation	Stonnington Council Plan 2017-2021, Stonnington Public Health and Wellbeing Plan 2017-2021
HPE ID	TBC