

GOOD PRACTICE

Active Melbourne



City
Melbourne

Country
Australia

Population
3.371.888

Mission
The Active Melbourne program encourages all residents, city workers and visitors to be active regardless of age, gender, culture or ability.

Organization
City of Melbourne

Target Group
Citizens of all ages



ACTIVE MELBOURNE

Objectives

Active Melbourne is a City of Melbourne initiative making it easy to get active. Offering a broad range of physical and wellness activities, services, events and programs to the community, there's something for everyone.

“Knowledge & Awareness”

Encouraging all members of the community to be active, by providing up to date information on the benefits of activity and highlighting opportunities within and around the municipality.

“Cooperation & Partnership”

Recognizing that there are many other stakeholders that play a role in creating the environment for active living, Council will enter into partnerships and collaborations with other organizations to provide opportunities for the whole community.



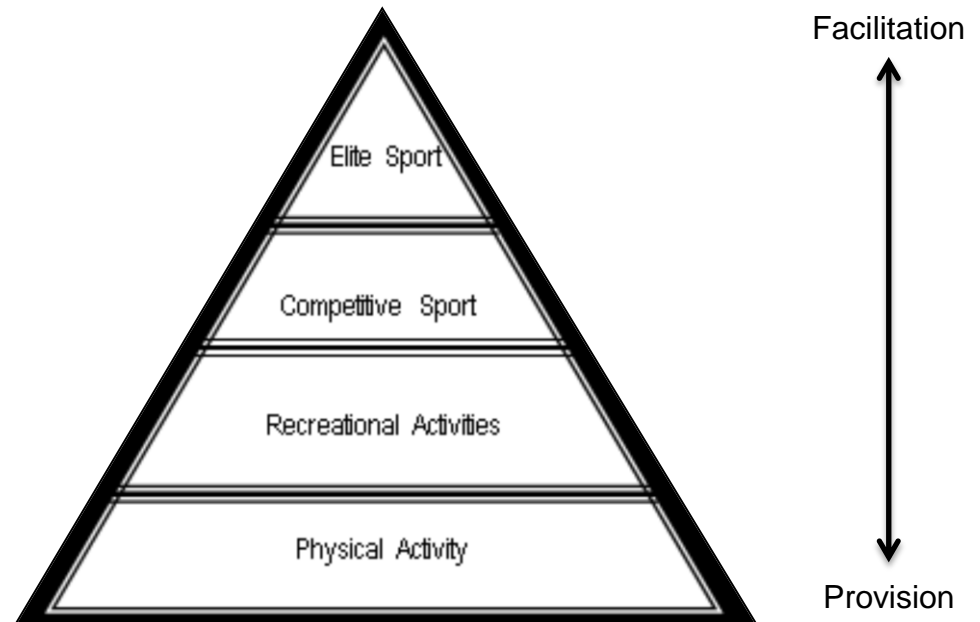


The physical environment where people are active is a crucial factor in enabling activity. This may include the availability of purpose built facilities, e.g. community recreation centers or the general infrastructure people use in daily life – for example, footpaths, parks and open space.

Council will work cooperatively with the private and voluntary sectors to ensure that there are safe, appropriately equipped and maintained places for the community to access a range of activity opportunities. Council will also ensure that sustainable options are maximized in the physical environment.

“Programs & Events”

The focus of the Active Melbourne strategy is on physical activity, recreation and competitive sport at the community level. The diagram below illustrates this, indicating a pathway from a base level of physical activity through to elite level sport, and indicates the most appropriate role for Council along the pathway. Elite sport is not the focus of this strategy.



The components of the diagram are:

- Physical Activity

All movements in everyday life, including work, recreation, exercise and sporting activities. Physical activity can be incidental or deliberate. While the distinctions can be blurred, more deliberate activities usually include such things as: cycling, walking, swimming, gym activities and playing a sport, while incidental activity is gained when an individual is being active for another purpose, for example walking or riding to work as a form of transport.



Incidental activity is not necessarily less vigorous. For example, heavy gardening, manual labour or running for the bus may all be vigorous activity undertaken incidental to the primary reason for the activity. Active living is a broader term used to describe a lifestyle inclusive of adequate amounts of physical activity for health, social and emotional well-being.

- Recreational Activities

A non-competitive activity undertaken in ones leisure time, normally to satisfy ones physical, social or community goals, e.g. swimming at the beach in summer, walking the dog.

- Competitive Sport

A competitive activity undertaken in accordance with set rules. It is generally structured and requires specific facilities / venue / equipment, and may be individual or team based, e.g. playing for a football or netball club, entering a golf tournament.

- Elite Sport

High standard sport that normally attracts high calibre (State, National and International) individuals or teams. Generally incorporates a key element of being available as 'spectator' events, such as Commonwealth Games, Test Match cricket, AFL football.

Active Melbourne focuses on the first three categories above, with an emphasis on competitive sport at the community level. Elite sport is fundamentally provided by state and national sports organisations and professional sporting clubs. The level of support and involvement in elite sport primarily focuses on assistance in the staging or promotion of major events and competitions in Melbourne (via Events and Tourism Melbourne) and funding support for facility development in return.

"Spaces & Places"

Parks Policy & Relevant Master plans

The Parks Policy recognises the importance of Melbourne's open space, with a vision to provide world-class leisure opportunities for residents and visitors to Melbourne while protecting our parks for future generations. A suite of Master plans has been developed for key parks and gardens, including the Domain parklands, Fitzroy and Treasury Gardens, Flagstaff Gardens, Royal Park, Carlton Gardens and Fawkner Park. These documents establish a vision, provide broad strategic directions and outline specific objectives that guide anagement, maintenance and future development for each park or garden.

“Monitoring, Evaluation & Continuous Improvement”

An annual report will highlight the achievements in providing opportunities for the community to participate in physical activities, contributing to their health and wellbeing. Consistent with the Municipal Public Health Plan, Council will develop a set of indicators to measure and evaluate the impacts of the strategy on physical activity across the municipality. This will assist in the annual review process to ensure identified actions are still current and emerging issues are considered. Key indicators may include:

- State Government Annual state wide LGA survey
- City of Melbourne Resident Perceptions Survey
- City of Melbourne Business Perceptions Survey
- City of Melbourne International Students Survey
- Centre for Environment and Recreation Management customer satisfaction survey
- Parks satisfaction Survey
- Participation rates;
- Evidence of partnerships;
- Evidence of information dissemination;
- Environmental audits and changes
- Website statistics; and
- Increased diversity of opportunities



For more detail, please contact:

City of Melbourne

Tel: +61 3 9658 9658

Fax: +61 3 9654 4854